Sex Toys:
Acceptance among Chinese Youth of Kampar, Perak.

Abstrak seksual: 
Penerimaan di kalangan belia cina di Kampar, Perak.

Mohd Yusof Bin Zulkeflı1, Ahmad Farid bin Abdul Fuad2

ABSTRACT
This paper investigates the acceptance of sex toys among youth in Kampar, Perak which is dominated by the Chinese community. Sex toys are designed to facilitate the satisfaction of human sexual pleasure and to assist masturbation during foreplay leading to physical sexual intercourse. This study is done in light of alarming incidences of unprecedented pregnancy that lead to infant-dumping cases, rape cases, the sexually transmitted Human Immunodeficiency Virus (HIV) and increasing rate of Acquired Immune Deficiency Syndrome (AIDS) patients. Using a quantitative approach, stratified-sampling data are gathered via survey questionnaires targeting the Chinese youths living in Kampar, Perak. By capturing the youth’s attitude on sex toys, we aim to identify their level of knowledge and acceptance of sex toys. The findings show that sex toys are not commonly known among the youths. They are also found unaware on how to use the sex toys as most of the youth is actually unfamiliar with the function of the sex toys. Due to their perceptions that sex toys might harm and not beneficial to them, the youths reject the using of sex toys to fulfill their sexual satisfaction.

Keywords: sex toys, youth, attitude, understanding, acceptance.

ABSTRAK

1 Mohd Yusof Bin Zulkeflı, B.Comm.(Hons.)(USM), M.Mass Comm. (UiTM), Faculty Of Arts And Social Science, Universiti Tunku Abdul Rahman (UTAR), yusofz@utar.edu.my.
2 Ahmad Farid Bin Abdul Fuad, B.Sc.(Hons.)(UKM), M.Sc.(UPM), Centre For Foundation And Liberal Education, Universiti Malaysia Terengganu, farid@umt.edu.my.
membahayakan dan tidak memberi manfaat kepada mereka, golongan belia menolak penggunaannya untuk memenuhi kepuasan seksual mereka.

**Kata kunci:** alat permainan seksual, belia, sikap, pemahaman, penerimaan.

**Introduction**

Pornography is any media with explicit sexual activity or nudity. The main purpose of pornography is to stimulate sexual arousal and passion (Ferguson & Hartley, 2009). The elements of pornography to include movies, pictures, or any material that shows nude people or sexual actions in a very direct way, in order to cause sexual excitement (Kontula, 2004). Images and media that are considered as pornographic had evolved from time to time. Archaeologists had discovered many forms of erotic arts that are originating in ancient Greece and Rome as well as Asian, African and European cultures (Ferguson & Hartley, 2009). In fact, many adolescents who watch pornography, initially feel ashamed yet diminished self-esteem, but these negative feelings shift to enjoyment with regular viewing in due time. In 2008, Hald and Malamuth stated that researchers found a positive correlation between the subjects’ porn viewing and increased sexual satisfaction, as well as self-reported benefits in other areas of their lives (Dickson & Lang, 2014). The sexual tension that occurs in the society is happening among the individuals that do not have any live or sex partners. The moment single women crave sexually, they have to satisfy it by themselves. There are some intense stimulations that only sex toys can provide to help them to experience orgasm when they are having intercourse on their own (Castleman, 2012). Besides, it can help to reduce difficulties to stimulate the G-spot that usually mastered by the men's penis. The problem of inability in delaying ejaculation long enough as to give their partner the deserved satisfaction during intercourse can also be solved by using the sex toys.

Pornography also contributed much towards the sex education. The lack of knowledge about the sex education had caused the reducing in the quality of sexual experience, which can cause undesirable consequences (Kontula, 2004). In contrast, pornography had provided the knowledge or information on sex education that may create satisfying experiences for sexual communication between an individual and a partner. Nevertheless, pornography raises a lot of argument that claimed it is not suitable as an educational channel. It is because they think pornography may distort one’s mind set and is harmful from the form of the violence they used on the female.
The first known sex toy is the dildo that discovered by paleontologists, dating to Palaeolithic era. At the time, the dildo is made of siltstone and then polished to a high gloss. In the ancient time, both male and female Romans and Greeks used dildos for sexual pleasure. According to Woollaston (2015), husbands would give an object called olisbos to their wives when they are leaving home for war, it can help those women to achieve sexual penetration while their husband was away. Olisbos is another term for dildo as it mostly made from leather and did not contain any sperm inside. There are reports claimed that the Egyptians and the Greek used unripe bananas and camel dung coated in resin as sexual aids in the Middle East. As far back as 500 B.C., sex aids were carved out of stone, leather, wood and tar. In the ancient China, the reason why the Chinese were considered as great innovators in female masturbation is due to Chinese men were approved to marry many wives. Having sexual intercourse with so many women regularly may be an exhausted job for them in the old days. In this case, they decided to provide dildo as a penis-substitute to keep their wives faithful and avoid them from becoming lesbians. For instance, there is a hollowed instrument attached to the dildo that allowed bodily liquid to be released at the appropriate time, just as would a real penetrative intercourse does.

In this era of modernization, availability of sex products is becoming more and more common in the society. Although it is available to the needs, is it acceptable by all social classes in the society? In light of this query, we have come up with this study that aim to investigate the acceptance of sex toys among youth in Kampar, Perak.

**Usage Of Sex Toys And Its Market**

Lin (2015), stated that, in order to improve sexual performance, people use sex toys as a tool of masturbation, especially in a long distance relationship. For instance, wives of soldiers based in Afghanistan had been given 1,000 of Internet-connected sex toys by the manager of Pink Visual to make their relationships more bearable. In one way or another, people are more likely to seek orgasm, fantasize and relax when they are having sex-toy-stimulated masturbation to avoid contracting sexually transmitted diseases. In recent years, technological innovations have improved sex toy's quality in its material such as cyber skin dildos, silicone and glycerin-free lubes on new designs such as remote control vibrators and fukuoku finger vibes. According to an article from China Economic Review, there are many new products
are made in China, Taiwan, Korea and Hong Kong with China is the largest seller of sex toys globally.

According to Keesling in 2005 as cited in journal International Segmentation of the Sex Toy Market by Lin (2015), the sex toys should be shaped like a real penis and have the size of your partner's penis. In addition, it should have a suction base that is flexible enough to be bent into a gooseneck to stimulate the G-spot. Importantly, it should vibrate at both high and low settings. In fact, the commercial corner that only available for male clients had been replaced by the stores where knowledgeable sale-persons are willing to give recommendations to their clients based on their needs. Furthermore, there are many marketers used product placement in dramas such as "Sex in the City" and "Fifty Shades of Grey" to advertise, which consequently increasing the growth of sex toys.

Past researches had identified four types of sex toy users based on the main motivation and the time frame, namely entertainer, explorer, loner and wild ranger. The entertainer and loner segments are part of the homogenous group who is assumed to plan their purchases. Nevertheless, the explorer and wild ranger did not make their final decision to purchase until they connect to the websites. At the same time, there are two major challenges and opportunities for both sex toy providers and marketers. They need to think about how to convert the explorer into an entertainer and convince members of wild ranger to substitute other activities for sex (Lin, 2015). The adolescent has a higher rate of Sexually Transmitted Disease infection than in other age level groups as they might have multiple numbers of sex partners, engage in high risk behaviors and not aware of contraception methods.

In relation to this, according to the Malaysian Health Minister, Datuk Seri Dr S. Subramaniam as reported in BERNAMA on 29 October 2015, around 18,000 teen girls in Malaysia get pregnant each year. Medically, teen pregnancy will cause harm to the mother’s health condition and their babies will risk a premature death. Teen pregnancy has often become anemic, develops preeclampsia or has blood pressure due to teenager mother receive less or no prenatal care (Eden, 2016). The most common health problem with negative effects on individuals, families and society is out-of-wedlock pregnancy. More than two million unmarried women had unprecedented pregnancy, including 635,000 unmarried teens and 764,000 unmarried women in their early 20s of age. The cause of unprecedented pregnancies
is due to abuse of contraception methods (Gama, 2008). In Malaysia, percentage of premarital sexual activity has increased over the year and has a record of 13 years old girl being pregnant (Hului, 2014). Besides, youth tend to initiate sexual intercourse early and lack of the information of sexual intercourse are some of the reasons why unwanted pregnancy occurs. The media reports reflect that the number of baby-dumping cases in Malaysia is increasing and unprecedented pregnancy is likely the cause (Shahla et al., 2015).

According to Nazni et al. (2012), most of the people are having free sex without any appropriate protection that lead to an increasing risk of illegal abortion and baby-dumping cases. In addition, baby-dumping is not only involve the newly born infant, but also include a child who is under 12 months of age being disposed in a public or private setting with the intention to abandon the child for an extended period of time. Other reasons that motivate baby-dumping are lack of understanding of sex, negative influence of mass media, marriage difficulty, lack of parental control and the collapse of the family institution. Although there are difficulties at hands, not only the action of baby-dumping is the cruelest way to handling the unwanted child, but it also creates a lot of social problems to the society as well as the villain's mental state (Hazlizat, 2010). No matter how bitter a truth could be, we must not ignore the notion that the young unmarried couples will choose to dump their babies when they are out of options to do otherwise just to follow the norms of the society. Ironically, providing more residences for these unwanted babies is increasing appeared as not the best way to solve the problem, but tackling the root of it; the precautionary measures before having sex (Hafidzi, 2012).

The rape cases in Malaysia are recorded rising daily that it has also become one of the serious social issues nowadays. The statistic on rape cases in Malaysia shows that there is an average of eight women being raped every day (Awam.org, 2014). According to Rantisi (2012), 20% of rape cases reported involves rapists at below 18 years old, that is 591 out of 2767 cases. Worst still, there are only two out of ten of the cases are reported to the police (Awam.org, 2014). The Project director of All Woman’s Action Society (AWAM), Betty Yeoh stated that the number of unreported rape cases is so high because of the fear of reciprocation as 87% of the rapists are actually having close relation to the victims. There are major numbers of the raped cases unreported to justice, especially for victims who are having a close relation with the rapists are more hesitant to report the police (Lisak & Miller, 2002). According to Awam.org (2014), the hormonal fluctuations of youth, the type of
environmental and social changes, the easy access to online platforms that exposed to sexualisation and commodification of women’s bodies in the media, have in one way or another, create the great opportunities to increase the number of rape cases.

**Media And Pornography**

In this hasty techno-century, technology helps media to bring the impact of sex information for audiences through watching pornography. Technologies help people to meet each other easily. Besides that, it helps audience to be more open, honest and have an overall positive view of each other (Hertlein & Ancheta, 2014). Through the platform of technology, audience will have more confidence in asking for sex information and embarking in sexual experiences. This is because people will use the technologies to seek or find the readily available information they want. For instance, people are able to find videos and online resources that they can use to better support their relationship such as date-night ideas.

The utility of technology can “spice up” one’s sex life through watching pornographics together, engaging in sexual acts via Skype, using technological sex toys or talking sensual things through text messages (Hertlein & Ancheta, 2014). Pornographic videos are also used to keep the intimacy in relationships fresh and interesting. This is because media can convey the message more effectively with the least efforts. For instance, the media are able to transmit information about having sex at a young age, to have sex forcefully or to have sex unsafely (Keller & Brown, 2002). Safe sex media campaigns have been associated with increasing youth using condom with casual partners, and reductions in the numbers of teenagers reporting sexual activity.

Young people always become the ideal target audience for the mass media and popular cultures that provide communication about sexual health. In these few decades, the media start to promote about sexual responsibilities through TV, books, magazine and et cetera. To reach the public, it has to be done by developing the entertainment program for radio, television, movies, or music that could bring out the social responsibility message. Some of the examples are like the soap opera that themed with HIV/AIDS prevention, social marketing campaign and public service announcement (PSA) that air safe-sex messages.
Eventually, the mass media have become the tool to grab the attention of public and policy-makers according to Wallack et al. in year 1993 as cited by Keller and Brown (2002).

Internet intervention provides a special opportunity in conveying the sexual health message which could reduce the embarrassment of the youth to face-to-face consult about the information about sexual problems. With internet intervention, pornography has become very popular in our daily life as pornography has given positive effects on audience’s attitudes towards sexuality. Research shows that pornography can make the audience more open minded, willing to experiment sexually and learn about sexual information (McKee, 2007). Besides, pornography also claims the ability to maintain interest in sex within a long term relationship and help audience to open discussion with their partner about sex (McKee, 2007).

In the media institution, media industry uses sexuality and violence to attract more viewers and consumers of their products. However, is it ethical? Women frequently appear in the media as a sexual object that exists only to satisfy men’s sexual desires and this will degrade the feminine role in the society according to Zoonen in the year 1994 as cited by Bayraktar (2013). Moreover, viewing sexual scenes may lead the young individuals to have sexual relations. Research shows that the use of sexuality and violence in the mass media as a marketing tool is an unethical practice (Bayraktar, 2013).

Pornography could affect individual, marriage, family and the community in various ways. For those who involved in watching pornography frequently face with family disaster such as infidelity and divorce (Fagan, 2009). In a family, husbands will become unsatisfied with their conjugal relations and less emotionally attached to their wives if frequently watching pornography. Research shows that two thirds of couples will experience a lost interest in sexual intercourse and good family relations (Fagan, 2009). In addition, people who watch pornography regularly will get addicted to pornography and tend to accept abnormal sexuality such as rape. It shows that sexually-oriented business will hurt the community which results in the increasing of crime in the neighborhood and decreasing in property values (Fagan, 2009).
Background Theory: Social Cognitive Theory

Social Cognitive Theory (SCT) is created by Albert Bandura in 1960s (Stone, 2016). This theory explains how people maintain or even acquire their behavioral patterns. The core elements in the theory include behavior, environment and personality. For instance, people learn by observing others upon which behavior will eventually become self-regulated. SCT provides a framework for implementing, designing or evaluating programs (Bandura, 1989).

The element of environment is divided into two types of categories which are social and physical environments (Bandura, 1989). The social environment can be defined as the family, friends or colleagues. Social environment influences the convey of information and activation of emotional reactions through modelling, instruction and social persuasion that will eventually develop and change the human expectations, beliefs, changing of emotional and cognitive abilities. Meanwhile, the physical environment can be defined as the “situation” that a person is in which can be included as the size of the room, the ambient temperature and so on. The physical characteristic of a person can evoke the different reactions from the social environments such as race, age, sex, physical attractiveness, and so on. The person who confers roles and status that are given by their parents or born with those conditions, can activate different social reactions (Bandura, 1989).

Personality is another element of SCT which include cognitive, affective and biological events that a person might experience in their life. Followed by the increment of human’s age, different types of biological changes will start to take place such as increases in height and the development of secondary sexual characteristics. Also, they will experience hormonal changes leading to puberty, which allow their body to automatically have responses to the information about sex that might affect their interactions with others. At this stage, youth might try to strive for opportunities to get information about sex, which then lead their curiosity to a deeper level of understanding.

Finally, the element of behavior is acquired by observation learning. Observing learning refers to people who observe a certain behavior done by others, then eventually modelling those behaviors. For an example, people who watch gun-shooting action in a movie, will try to imitate those behaviors using their fingers, although they never actually perform or reinforced for that action.
The usage of the SCT in this study would allow answering on what are the effects of behavior, personality and environment will have on the target respondents. It is hypothesized that the acceptance of target respondents towards the sex toys will be affected by the three elements. By correlating the three elements, it is expected that the results could project different knowledge and behaviors towards a subject or object in question (Pajares, 2002).

Methodology Of The Research

Quantitative Method

The reason we chose a quantitative approach to this study is because we would like to gather numerical data and suggesting it across groups of people. Quantitative research method focuses on obtaining market data by means of numbers and statistics. Quantitative paradigm in this research will ensure that all data are carefully designed and precisely collected before regrouping of all data in the form of numbers and statistics (Labaree, 2009). The data collected can be used to generalize concepts more widely and predict future consequences (Sibanda, 2009).

Population And Sample

Population is defined as a group of individuals, objects, or items from where samples are taken for statistical measurement such as the total number of individuals occupying an area (Sibanda, 2009). Through the statistical perspective, population is a finite and an infinite collection of selections under some considerations which will help to analyze and balance the categorization of individuals or items (Yildirim, 2014). Our targeted populations were the people aged 18 to 25 years old whom we considered as youths. According to Majlis Daerah Kampar, the total number of Chinese youth at the age of 18 to 25 years old in Kampar was 14,355 in 2016.

Sample is a subset of the population that is representative of the entire population (Barreiro & Albandoz, 2001). According to KENPRO (2012), it is sufficient to select the samples of 375 out of a population of 15,000. Therefore, as the population of youth in Kampar was 14,355, below the 15,000 cap, the minimum amount of sample that were
selected is 375. In this study, 380 youths were chosen as the sample number to ensure accuracy. Stratified sampling method was used to divide the population into smaller section or strata. The housing area in Kampar was divided into few groups with each group contained few rows of houses from which we selected few youths as our target interviewees. The rows of houses involved includes those on Jalan Manchester, Jalan Beijing, Jalan Oxford, Jalan Yale, Jalan Tsing Hua, Jalan Cambridge, Jalan Havard, and Jalan Imperial from Taman Universiti, Kampar. To satisfy the mean, random samples were selected from each stratum.

**Instruments**

In this study, we used a questionnaire to gather all data by extracting few samples of individuals based on their feelings, experiences, beliefs, perceptions or attitudes (Yildirim, 2014). It is a simple tool, which is based on a pre-planned set of questions designed for collecting the information about certain issues of interest. It also allows researchers to have a clear look for correlations and relationships within the quantitative data collected. It also provides us with a key understanding into the structure or fundamental concepts or drivers of behavior. Then, the data collected from the questionnaires can be easily analyzed as most of the statistical computer softwares support surveys for data entry and tabulation. To guide the prospective interactions of the drivers of behavior in question, the conceptual framework underlying this study is diagrammatically shown in Figure 1.

**Figure 1: The Study’s Conceptual Framework**

Demographic:
- age,
- gender,

Independence variables:
- socialization,
- knowledge of sex

Dependence variables:
- social problem,
- sexual orientation,
Findings Of The Study

The Level Of Understanding About Sex Toys

The survey showed that the youths in Kampar are not aware of the existence of sex toy, hence creating an uncertainty about it within the society. This is supported by the responses when the respondents were asked whether they know the proper way to use a sex toy or not, most of the youths answered they do not know. This supports the notion that the youths are affirmatively unfamiliar with the actual function of the sex toys. Furthermore, when being asked whether they agree that sex toys can help in preventing HIV infection, hence AIDS from spreading, the majority remained either neutral or not sure. It is clear to date that the youths do not understand how sex toys can help in preventing sexually transmitted diseases.

The respondents were also queried about their knowledge of sex toys. They were asked whether they know that sex toy can assist individuals with sexual disability and whether they agree that sex toy can help decreasing the rape cases. Again, the majority took the neutral stand on both questions, although a few of them answered as not sure.

Therefore, most of the Chinese youths in Kampar have lack of knowledge of the sex toys. Due to this ignorance, the youths refuse to learn more about sex toys, which can further explain why there are much misunderstanding about sex toys among them. Hence, it is clear that the prevalence of knowledge of sex toys is one of the key factors within the study's Conceptual Framework (Fig. 1), upon which the prospective interactions of the drivers of their behaviors could be rectified.

Sex toy products already exist in the market for many years. Since then, there have been many issues arisen pertaining to sex toys. Some quarters of the society feel that it should not be on sale and some can accept its existence, even they are unaware of its function or contribution to their daily chores. Due to its ever increasing demand by certain quarters of the modern society, it is undeniably that sex toys contribute a lot to the society in one way or another. Sex toys can contribute in preventing a lot of social problems like the infection of sexually transmitted diseases such as the AIDS, rape and baby-dumping cases. The sex toy, if used healthily and correctly, it can help in reducing the incidence of these social problems by
providing a platform or an avenue to relieve the human psychical needs. Once the psychical needs are fulfilled, the social problems can be eventually avoided.

**The Acceptance Of Using Sex Toys**

55% of the respondents considered sex toy as an erotic symbol. Being in an Asian rural society where eroticism and sexual expressions are somewhat a taboo, many do not accept sex toys as the means towards sexual satisfaction. This creates a vacuum in their negative perception towards sex toys, which apparently and imprecisely expressed in this case. In fact, authorized information is currently available that sex toys can actually help in solving many social problems as previously explained.

35.8% of the respondents responded to using sex toys in sexual intercourse can increase their sexual satisfaction, 35% on answering whether sex toys can decrease the rate of rape cases, and 40.8% on whether sex toys can help in preventing HIV infection, hence AIDS from spreading; all were answered as neutral. It is worth noting that neutral responses in a survey can be considered as "don't know", meaning that a respondent does not know the answer or is not sure about the answer to the posed question (DeMars & Erwin, 2005). The high neutral or do-not-know responses from this part of the survey show that the youths are lack of knowledge and understanding of the function and contribution of sex toys. This may be partly due to that they do not accept the usage of sex toys in the first place.

From the study's Conceptual Framework (Fig. 1), it is evident that socialization plays an important role in influencing youth, whether to accept sex toys or not. The acceptance toward sex toys by the youths may be influenced by the media advertisement, sex education at school, peer pressures and experimentation, or family openness. Surprisingly, 72.2% of the respondents considered themselves as curious enough to explore more about sex toys. Meanwhile, 56.5% of the respondents agreed that they are matured enough to receive information about sex toys. As the majority of youths has the strong motivation to explore more about sex toys and believing that they are matured enough to handle the consequences, it is suggestive that they may need all the assistance towards receiving more information about sex toys, so they can be guided to a proper understanding of such information in a safe and matured communication, hence having a well-informed acceptance of the use of the sex toys among them. It is worth noting that everyone has a different viewpoint towards sex toys.
Their viewpoints may affect them based on their own perception, impression, education and opinion. These will directly influence the acceptance of using sex toys among the youths. In other words, the acceptance of using sex toys among the youths can be measured in term of their perception towards sex toys.

**Conclusion**

The majority of youth in Kampar cannot accept sex toys in their life due to lacking of knowledge hence understanding of sex toys. Besides, they seem to have a bleak perception towards sex toys as they are less likely to get exposed to sex education in school or at home. Most of them do not know about the contribution of sex toys toward society such as that sex toys used in sexual intercourse can increase their sexual satisfaction, decrease the rate of rape cases and able to assist in preventing HIV/AIDS infection from spreading. Through proper policy implementation, the Ministry of Education can learn from the plight of the youths on this issue by using the right channel with a proper way of communicating the message across the social strata. In so doing, cooperation between the Government, family, school as well as the society are much needed as they should keep an open mind and empathy in deliberating sex education to the youths. It is paramount to accept that the parties involved are playing an important role to guide the youths in understanding about sex, healthy sexual activities and assistive sex toys, that may lead to the decrease of social problems, if otherwise ignored, could be harmful to the society as a whole in the future.

With all the modernity happening around, still there are youths who are unfamiliar with the information and contribution of sex toys. However, the youths believe that they are matured enough to receive sex education as they are curious about it. To avoid unsafe and irresponsible sexual experimenting, the relevant parties should pay the due attention and take the right actions to guide the youths to cope with the consequences of this issue. Most especially in encouraging dissemination of valid information and clear guidelines in using sex toys, so the youths can make a well-informed and responsible decisions in confronting their personal sexual desires. In light of this healthy sexual perception, sex-related social problems could be contained and ultimately minimized. For instance, the Malaysian Ministry of Education needs to embrace this issue and perceive it openly by taking a more proactive action in formulating and enhancing innovative and creative programs on sex education,
which are appealing to the youths to come forward and join them. An open and non-prejudicial talks about the proper way to use sex toys, healthy sexual activities, moral and religious sexual workshop, sexually transmitted diseases (STD)/HIV/AIDS exhibitions and other events, to name a few of these channels, could be realized to spread the intended words and mindsets. Credible sources of information disseminated through these programs can ensure the youths to get the right information about sex education, especially on the usage of sex toys.

Rest assured that moral and religious education is still paramount to the holistic well-being of a youth whilst growing up and maturing into a full-fledge and functioning member of a civil society. This should be incorporated into the sex education programs as the precursor for a right-minded person before a youth could be independent in choosing what is right from wrong, especially with regards to their personal sexual issues. Behind all these efforts, we must not forget the motivation that lies within the ever increasing social problems facing the youths nowadays. The news headlines of the daily digests are articulating the issues plaguing our developing nation; sexual assaults in school or educational institutions, sexual crimes such as rape cases, baby dumping, out-of-wedlock pregnancy, sexually transmitted diseases such as HIV/AIDS; should have been strong enough to alarm the public attention towards the issues. As the saying goes, prevention is better than cure; educating safe and responsible sexual intercourse is better than only providing shelters for dumped babies.

Despite all worrisome and skepticism due to ignorance and so-called taboo within the society when comes to sex and sex toys, we should confront the issues with cultural humility but progressively. Coupling the youth healthy upbringing in a functional family with their formal education in schools and colleges could strengthen their knowledge, understanding and perception of sex and sex toys. We should embrace their readiness to accept information and guidance about sex and sex toys due to their maturity and curiosity on sexual topics. These motivations should be utilized to the maximum to inform and educate them, so well that they could filter the information themselves responsibly; whichever suits best and healthy for them. Eventually, their matured thoughts could influence the conventions of the society towards the topics of sex and sexuality, which could subsequently raise the awareness of the social problems when they have reached the stage to get into the society and contribute accordingly to the nation. In so doing, the youths can be channeled to the correct path of
sexual enlightenment and eventually preventing social problems from happening in the future, by educating them on how to use sex toys, if they choose to.

**Bibliography**


