ADDRESSING THE INJUSTICE OF CHILD PORNOGRAPHY:
Using business models to bring an end to child pornography

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1. Introduction

Child pornography is a horrific reality for children all around the world who have been sexually exploited and who are today being harmed for the sake of the rights of others to view what satisfies their personal desires. Child pornography is a $3 billion annual business, and in 2008, there were 1,536 individual child pornography website domains (Enough is Enough). Article 19 in the Convention on the Rights of the Child of the United Nations, states that "parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse" (United Nations). It is the responsibility of our society to protect them and to make changes that will result in their well being. Our world is wrought with injustice of all kinds, and child pornography is one of its most despicable injustices. In *Globalization, Spirituality, and Justice*, Daniel Groody states, "The heart is the source from which flows the greatest values and aspirations of human life [. . .] the human heart, with what one values, with how one lives out one's relationships, and in particular with how one responds to the most vulnerable members of the human family" (Ch 1). The world is comprised of people from all walks of life, levels of income, gender, and chances for equality. We are all inter-connected and have the opportunity to change the grim realities of our human family no matter what we may face.

Businesses spend billions of dollars to further their profits and their company agendas. They spend money on research; they develop products and create strategies to market them to consumers on a regular basis. In 2008 alone, Volkswagen spent $13.5 billion in research and development (Casey), and in 2013, $460,970 million was spent on global advertising, a fourth of

it spent in the United States (McKinsey & Company 14). Businesses have spent time and money to study and develop the consumers of their products, ideas, services, and perspectives.

Those of us working within social justice have the good fortune to use and apply their research to affect positive social justice at almost no cost. This thesis will argue that it is possible to use the influence of strategic consumer behavior to reduce the production and consumption of child pornography through increased awareness campaigns to parents and children, increased criminal convictions for those producing and consuming child pornography, and increased awareness for finding and assisting children who have been used for child pornography. First, this thesis will overview the injustice of child pornography, giving the facts and sharing actual cases. Then, it will define present strategic consumer clientele and behavior. Finally, this thesis will present several methods that use the research and successful processes of strategic business consumer behavior in order to prove that these processes will also work to eradicate child pornography.

For the first nine years of my life, my father and grandfather sexually abused me. I hated them and myself for many years. I spent those nine years praying for a miracle and salvation for my siblings and I. One day it came: my birth parents were killed in an auto accident, and my siblings and I got the chance to start anew with adoptive parents who showed us real, nurturing love and helped to bring about our healing. I spent many years in counseling and therapy. My psychologists believed I would most likely end up broken and lost. However, through the grace of God and the love of my adoptive parents, I proved statistics wrong, and I have found complete healing which has since led me to my current focus: I am determined to help heal other children and young women who find themselves in the same horrific nightmare. This pursuit has brought me to study International Community Development and to write this thesis.

2. Methodology

My personal research on child pornography began with studying human trafficking and its supply and demand. I interned with a not-for-profit organization, Forgotten Children Inc., a restoration home for women who have been victims of the sex trafficking industry. I met and worked with women who have recently been rescued from human trafficking. I also met their care workers who have devoted time and effort to help these women, their counselors and law enforcement officers who are fighting to bring these women hope and redemption, and the organization's leaders who speak to the injustice of human trafficking so that many more may be saved. I also interviewed men and women who are devoting time and effort to bring an end to human trafficking.

The development of this thesis started by understanding the problem and injustice of child pornography. Many hours were spent researching the issue, the facts, and stories from those exploited through child pornography. Many psychologists and social workers, like Kim Choo and Deborah Muir, have written on the issue, as have other government workers and professors like ECPAT (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes), Yvonne Jewkes, Lars Lööf, and Jill Dando. In my research I found work from the Australian Government on child pornography and online child grooming. In the work, *Online child grooming: a literature review on the misuse of social networking sites for grooming children for sexual offences,* Kim-Kwang Raymond Choo compiled many cases from authorized law report and government agencies. I have presented a few, chosen diversely, below in section four to show how child pornography happens. The final case was collected from *Violence Against Children in Cyberspace*, written by Deborah Muir and produced by ECPAT.

Along with research, I have interviewed experts in the field including political leaders, professors, program workers, counselors, law enforcement officers, and victims.. Then I researched and studied the concept of strategic consumer behavior which shows, through what we "buy," our social values. This research came from experts in the fields of business marketing and strategy, business phycology, supply chains, and economics. Finally, using research found from leading experts both in business and the fight against child pornography, I have found several methods by which the supply of child pornography can be lowered through awareness campaigns, partnership with businesses and government agencies, and public policy changes.

3. The Injustice of Child Pornography

The internet has brought both positive and negative effects upon our modern society. One of these negative effects has been the issue of child pornography. Child pornography and abuse is not a new concept; however, with the emergence of modern technologies, child pornography – and with it, child abuse – has become a more pressing problem for society. This section on the injustice of child pornography is an overview; a look into the problems of child pornography and the impact it makes upon today's children. The aim is not to give a complete overview of child pornography, but to establish its injustice for which this thesis provides a solution that will lead to its eradication.

Pornography is an enormous industry in the Western world with US$3,075.64 going every second to purchase pornography using only the internet (Webroot). Every second, 28,258 users are watching pornography on the web and every day, 116,000 search queries relate to child pornography (Webroot). The average western male is exposed to pornography sometime in his youth (Muir 54). Boys from the United States have viewed pornography on a regular basis

starting at the ages of 12, 13, and 14 (Muir 54). There is a conflict of rights when the right of a child to be protected clashes with the right of an adult to privacy and the freedom of expression and opinion (Muir 18). My thesis will not discuss the controversy regarding the morality of viewing pornography. However, title 18 of the United States Code states that it is illegal to sexually exploit under-age children whether for personal or pornographic reasons; this includes the production of child pornography, the selling and buying of children, activities involved in the material of child pornography, and the possession and distribution of child pornography (Department of Justice). The lasting effects on children who are exposed to pornography or who are used as the subject for pornography mirrors issues that a physically abused child exhibits. These issues include depression, low self-esteem, restlessness, hunger, exhaustion, concentration difficulties, aggressive behaviors, and repressed anger. The victims may also feel shame, guilt, or fear for themselves or others (Muir 40).

Two devastating problems concern children and pornography. First, children can easily view pornography. While innocently browsing the internet, looking for online media, a child may easily stumble upon a pornographic video. The risk of this stumble increases if an adult has already used the same computer or tablet to search for pornographic content. A computer's search engine records previous searches, and it is relatively simple, then, for a child to access any prior links to anything searched, be it recipes, cars, and, yes, pornography. According to a research study done by the University of New Hampshire, forty-two percent of internet users, aged between ten and seventeen, have seen pornographic content within a year's time. Of that number, sixty-six percent said that they did not specifically seek out those images or videos (Fox News).

Article 2 on the Convention on the Rights of the Child states that "child pornography means any representation, by whatever means, of a child engaged in real or simulated explicit sexual activities or any representation of the sexual parts of a child for primarily sexual purposes" (United Nations). Classic art nudity aside, today's porn includes much nudity and sex meant to excite the viewer. It shows in videos, literature, magazine or other media sources, and it is, sadly, accessible to children all around the world. It is not only through internet searches, but also through cellphone usage, file sharing, and online video games that children or teenagers can access pornographic content.

For a child or teenager to be exposed to pornography, in any format, is not something they may be ready for developmentally. At some point most children are taught about the nature of sex and its purposes. However, a child's exposure to pornography can result in dependency, escalation of usage, desensitization, and inappropriate outbursts (Muir 54).

While most children who have seen pornography did not intentionally seek it out, a percentage of children do look for it. This group includes children who may have heard about it at school and who want to understand the terms, but it also includes children who have already been made sexually aware. Ninety percent of children attending a hospital for child-at-risk that have been sexually abused reported to have seen porn, either by choice or by grooming (Muir 53). After being made sexually aware either by physical abuse or by having seen pornography online, children continue to search out or create pornographic materials."Sexting," sending text-based sexual conversations or sexualized photography by mobile technology (Gillespie 624), and sharing personal nude photos has also become accepted behavior for the modern young adult culture as children and young adults explore their sexuality with each other. While some may agree that sexting and photo sharing is, once again, an expression of free choice, harm comes

from these exchanges between minors (Gillespie 623). Often these shares go also to adults addicted to viewing child pornography.

The second problem is when children are used in the making or production of pornography. Child pornography is a much demanded online business. According to Enough is Enough, creator of the Emmy award winning TV series Internet Safety, child pornography is a $3 billion annual business. In 2008, there were 1,536 individual child pornography website domains (Enough is Enough). In order to appease this demand for child porn, there are many willing to provide content. Intense or harder child pornography shows a child engaged in real or simulated sexual activities or the inappropriate body parts of a child. Soft child pornography shows erotic images of a child being sexualized, either naked or not (Muir 32).

In the physical world, child abuse may come from someone within the child's community or family, but once it is recorded, it can then be uploaded for the viewing by anyone, anywhere in the world. The abuse can be as simple as a picture taken of a nude child, but it may also include images or videos of a child being physically abused or being raped by an adult. Some recordings show sexual activity of children with adults or even with an animal, even involving penetration (Internet Watch Foundation Annual Report 2008). This abuse includes sexual grooming that often times leads to relationships and online sex clubs, and include images of child nudity or abuse.

3.1 Components of child pornography

Child pornography is a broad term that consists of several different components: grooming, relationships, images and videos, and online sex clubs. Below is a breakdown of these components and what they entail.

3.1.1 Grooming

Child grooming is "a premeditated behavior intended to secure the trust and cooperation of children prior to engaging in sexual conduct; it is a process that commences with sexual predators choosing a location or target area that is likely to be attractive to children" (Choo 7). Grooming is the method by which a sexual predator prepares a child for a sexual relationship or an abusive act; it is a method through which sexual predators convince a child that they are normal adults who care about them. Children are typically quite vulnerable because they haven't yet learned how to communicate effectively or to understand social cues. Predators use this vulnerability to their advantage in beginning a relationship with children. Kim Choo in an article titled *Online Child Grooming* describes such a scenario in which she envisions the words and actions of such a predator, saying that most likely does the following:

> ... [agrees] with every negative thing the teen has to say about a parent such as "Your parents are unreasonable, not allowing a computer in your room" or "Why shouldn't you be able to stay out until 2:00 in the morning? After all, you are 13. That's practically a woman." These comments from an adult should be sending up red flags for our teens. Unfortunately, teens have a difficult time recognizing the nice person they have met online as a predator. In their minds, the two do not match. (7)

Predators will also choose children who exhibit certain characteristics that may make them easier to exploit. These characteristics include low self-esteem, emotionally insecurity, naiveté and adolescence (Choo 7). At some time, most children feel low self-esteem or lack of self-confidence; it is part of growing up. However, bullying added to the search for one's identity

leads to an emotional imbalance. Sexual predators, when targeting a child to groom for sexual exploitation, will look for those who show signs of low self-esteem or a lack of confidence.

Predators also recognize children who are emotionally insecure, needy, or unsupported. These children may be troubled and/or lack a parent figure in their lives. Predators often pose as parent substitutes to create a bond between themselves and the child.

Naive children may seek adult approval, and as a result, they may also be more willing to engage with strangers online. However, these children, with little parental guidance, may not recognize a dangerous conversation or situation, and if they find themselves in danger, they have neither the skill nor the confidence to end a suspicious relationship. They may not think to inform an adult or care taker that there is a problem.

Choo's final characteristic that a sexual predator considers when choosing a target is the target's age, preferably an adolescent or teenager. Teenagers are unique in that they are starting to become sexually aware, their hormones are "raging," and their hormonal responses can override their rationale. Teenagers are also curious, particularly about sex, and their curiosity may make them targets to sexual predators. They often have only media as their sexual guide, and they may not recognize a sexual predator's tactics and arguments.

For instance, predators may discuss their personal sex lives and share their intimate details with a child or teen to convince the child to engage in a similar sexual conduct. A predator may also show the child pornography. Ironically, even as it sexualizes rape, sexual harassment, prostitution, and child abuse, it also authorizes and legitimizes these acts (Choo 7).

3.1.2 Relationships that escalate abuse

Often, a predator begins a physically abusive relationship with a child by showing the child

pornography, or online grooming. Once the predator has convinced a child that he is a friend and

wants only a normal relationship, he may convince the child to meet him. If so, the predator

pushes the "relationship" beyond friendship into the sexually physical which may include

touching, photo taking, abuse in an online sex club, rape, kidnapping, or it may even end in

prostitution and human trafficking.

Many sexual abuse cases occur between the child or teen and family members or other

people with whom the child know well; ninety-five percent of child victims of sexual and

physical abuse know their abusers (Jewkes 119). I can personally attest to this percentage

because of my own history of sexual abuse by family members as well as from my research and

interviews with other victims and with those who work to end child abuse. Since these

children/teens often know their abusers, they are likely to become quite confused. How can

someone who is supposed to love them treat them in this degrading, painful manner?

3.1.3 Images and videos of children

The industry producing and distributing abusive images of children is well and thriving.

According to the US Federal Bureau of Investigation, the annual income generated from child

porn is roughly $US20 billion (Muir 31). Of this number, fifty-five percent is said to come from

the United States and twenty-three percent from Russia. Spain, Sweden, Thailand, Japan, and

Korea also contribute to the number (Muir 31). These videos that go viral may come from your

neighbor who groomed and convinced a child to leave his/her home. They may come from a

kidnapper, or even from a family friend or family member. Abusers cover every race, age, class,

and economic bracket. Recently, a former speaker of the House of Representatives received a jail sentence for molesting a boy when the speaker then was a high school coach (FOX news).

When a child is sexually abused, but the act is not digitized, the pain and long-term physiological damages still persist. Yet, when the camera records a child's abuse, it adds to the child's shame and physiological pain. Knowing that anyone can watch such a degrading video demoralizes the victim, child or teen. Knowing that a law enforcement officer, social worker, or counselor has seen the evidence can also be emotionally problematic for a child (ECAPT 42). It is critical for those involved in finding and working with these children to have extra grace and wisdom to help the child feel safe and protected and not extra vulnerable.

3.1.4 Online child sex clubs

Child pornography is not limited to private and illegal downloads; cyber clubs exist, and anyone can pay for membership; the pay might come in cash or in child pornographic content. The leaders of these clubs allow access only to hard core child pornographers who upload the required number of child abuse images or videos of young children. To remain members in good standing, they must continually upload more photos and videos. Awards and recognition go to those who enter the more explicit or violent images, or to those who have recorded the imagery themselves (Seper).

Dreamboard is one such club, and the US has targeted it. For two years, the US Operation Delego has targeted more than 500 of its global members and their online bulletin board. This "dream" board promotes pedophilia and encourages child sexual abuse. During these two years, Operation Delego has arrested 52 people in 15 countries, including the United States (Seper). Dreamboard encouraged a new range of child abuse which actually showed the abusers who,

instead of trying to remain unknown, uploaded videos and images of them abusing children, videos they shared with the other members. The highest rank or level, Super VIP, went to those who molested children and shared the images with the board administrators, a perverse Oscar win.

Online sex clubs also include watching real time sexual acts online, sometimes virtually joining in the act, either with children or with adults. In the Philippines, cybersex clubs also involve adolescents and adults partaking in sexual activities in front of a web-camera, following the instructions of those who are paying for the show (Muir 35).

3.2. Cases of child grooming, pornography, and abuse

To better explain the severity of online child pornography, grooming, and the abuse it leads to, the next paragraphs outline several abuse cases. The first three are found in *Online Child Grooming: A Literature Review on the Misuse of Social Networking Sites for Grooming Children for Sexual Offenses* researched and written by Kim-Kwang Raymond Choo. Case 4 comes from *Violence Against Children in Cyberspace,* written and compiled by Deborah Muir and produced by ECPAT International. In some cases, an undercover law enforcement officer pretends to be a child while in others, a child is actually made a victim.

3.2.1 Case 1

On April 23, 2005 in Queensland, an exploiter entered a chat room on the internet and opened communication with a police officer pretending to be thirteen years old. This exploiter, a man, thought he was talking to a thirteen-year-old girl, and he said that he was twenty-nine. He engaged in sexually explicit discussions with her, even to the point of giving her detailed and

graphic instructions about how to masturbate, should she want to. She, the officer, responded in an uninformed and nervous manner. The man then, using a web camera, sent a real time video showing him masturbating. Again, on July 31, 2005, he communicated again, now saying he was eighteen. In this conversation, he asked for online names of her friends so that he could communicate with them as well. This man was arrested and sentenced to eighteen months imprisonment (Choo 26).

3.2.2 Case 2

A fifty-two-year old man pretended to be seventeen and targeted young and vulnerable girls, still virgins. He talked with a thirteen-year-old in an online chat room before finally meeting with her in September, 2005, then drove the girl to an isolated spot and had sex with her, wearing a condom that tore. This man continued to communicate with the girl through text messages and saw her on several occasions. The girl told her family, and police arrested the man, identifying him by his DNA present on the victim's underwear. The girl was diagnosed with chlamydia, a sexually transmitted disease, and alopecia, a condition in which patients lose their hair when highly stressed. The offender pleaded guilty to rape and sexual grooming. He was sentenced to eight years of imprisonment for rape and four years for sexual grooming, to be served concurrently (Choo 27).

3.2.3 Case 3

In November, 2006, a sexual predator contacted a minor girl via *myspace.com* and convinced her to travel interstate to engage in prostitution. He first took her to Miami, Florida

for prostitution; however, he was later arrested in January, 2008, and sentenced to 188 months in prison for child exploitation (Choo 29).

3.2.4 Case 4

In Moldova, 2001, police arrested two women who were transporting a group of both boys and girls (ages 13 to 16) from the capital of Moldova, Chisinau, to a film studio in Odessa, Ukraine, where the children were going to be used as victims in sexual abuse films. These children came from families struggling financially, and the women promised that they would take the children on a holiday. Some of these children had earlier gone on this "vacation" and returned with money, so once again, their parents let them go (Muir 35).

3.3 Lasting trauma experienced by victims of child pornography

Once a child has been abused, he or she suffers many physiological effects. Depending on the level of abuse, they may also suffer physical harm. Some of the physiological effects and symptoms of an abused child include depression, low self-esteem, lack of self-confidence, restlessness, hunger, exhaustion, concentration issues, fear, distrust of people, pseudo maturity, blurred relationship boundaries, aggressive behavior, and anger issues (Muir 40). Another common result is the child's denying that the abuse and imagery ever occurred; even with visual evidence, the abused will deny the whole situation. For some, the pain and embarrassment is just too great, and the only way they can cope is to deny that the experience ever happened (Muir 41).

The abuse and its effects are long lasting and painful even after the admission and initial healing. US Department of Justice prosecutor, Drew Oosterbaan tells of such a victim in

Understanding and Preventing Online Sexual Exploitation of Children. At ten, she was bound

and raped repeatedly by her father for two years. She speaks of the abuse posted for public use:

> Thinking about all those sick perverts viewing my body being ravished and hurt like
>
> that makes me feel like I was raped by each and every one of them. I was so young …
>
> It terrifies me that people enjoy viewing things like this … Each person who has found
>
> enjoyment in these sick images needs to be brought to justice … even though I don't
>
> know them, they are hurting me still. They have exploited me in the most horrible way
>
> (3).

Children will often feel that they are at fault. They feel shame because they may have begun a

discussion with a stranger online, watched the pornography given to them, met in person with the

abuser, participated in the physical acts, or may even have enjoyed that process and behavior.

Often, their abusers will inflict the shame upon the children by accusing them of asking for it, or

even for leading the abuser on (ECPAT 19). The abuser may even convince the child that sex

with an adult was normal or that he/she enjoyed the act. Younger children who know no different

life, may believe sexual intimacy with an adult is normal (Muir 40). No matter how the shame

initiates, the victims feel they are to blame, and they carry that blame with them for years,

potentially for their entire lives (ECPAT 19).

They may fear that these images or videos could resurface, and that as a result, people

might judge them for it or even look at them differently. Knowing that someone else knows that

something "bad" happened can cause a child to feel ashamed. Girls often fear for their futures,

fear that their early sexual exploitation may ruin their chances for happiness (Muir 41). They

often fear they might not marry or have children. They wonder if they can have children at all,

and they fear they will be terrible mothers, that they will not find a husband to love them, that

they will always be considered ruined, or even that they will never enjoy sex in a marriage (Muir 41). The fears, either real or not, affect these children and their physiological growth (Muir 42). Children are shaped by their early experiences; what they have seen of life, they picture for their futures (Muir 52). In *Globalization, Spirituality, and Justice*, Daniel Groody states, "In order for an economy to be stable, all members of society should have at least the minimum necessary to live a dignified life and to appear in public without shame" (Ch 1). These children deserve to live dignified lives without shame. Whether they acted naively on their own or by force, children exploited through pornography should be able to find restoration so as to live healthy and happy lives.

While victims often deal daily with their abuse and shame, proper help and guidance can give them hope. I can attest to this hope. I have learned of it in my research, but I unfortunately learned it firsthand of its need. In this research, I have come across other young women on the same path of healing. They too expressed this huge need for saving other women and girls from the life of abuse. People couldn't understand how these women could even consider such acts of restoration for others because they were so fresh from their own horrific pasts. However, I understood them; I knew their passion and determination to make the past mean something good, for redemption to occur, and lives to be changed as mine was. These young women had the same heart and passion. They and I seek to offer hope to other children exploited through child pornography, a hope that they, too, can beat their pasts and the statistics that hold them back from a completely free life. However, we must stop child pornography so no child ever finds himself or herself as a victim of sexual exploitation. To achieve this complicated goal, I suggest using strategic consumer behavior to study how we, as a society, think about and perceive child

pornography and its threats. Then, using this research, we can design awareness campaigns to lower the supply of children being used for child pornography.

4. Strategic Consumer Behavior

Lars Perner, Professor at the University of Southern California, defines consumer behavior as "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Perner). This study leads economists to find the demand and supply for a product; the price for a given commodity depends upon the extent for which it is demanded by consumers (Gale 155). Consumer behavior is an important academic discipline for marketers, economists, and business owners.

Buyers' perceptions on the philanthropic practices or lack thereof, can greatly affect whether they will purchase from that provider. If consumers disagree with the practices of a provider or dislike how a product is built or tested, their demand for that product or provider will lessen. For example, consider recent news about Apple's productions of its highly demanded iPhones. Riots, suicides, and other violent activities have occurred in several Chinese factories that produce Apple products. In late September, 2012, a riot broke out in a factory, and over 2,000 workers were involved (Greene). Reports of these occurrences in America have led many smartphone customers to switch to alternatives to the popular Apple brand.

Consumer behavior also allows researchers to speculate about social perceptions or values which can significantly influence the demand and supply of a particular product. Companies and organizations choose to follow research studies to best determine how to market their products successfully. In *How Information Changes Consumer Behavior and How*

Consumer Behavior Determines Corporate Strategy, Erick Clemons states, "In a world of wired informedness, consumers can find what they want if it is available, and firms can identify the unserved and underserved segments of the market and can address them with new offerings of goods and services (4). *Business 2 Community* states that eight percent of consumers do considerable online research, and forty-six percent of them say they count on social media to help make purchasing decisions (Pick). As a result, companies and organizations around the world, be they for profit or not-for-profit, must be strategic in how they market and manage their product inventory.

Businesses and organizations spend money and time on being strategic in how they market themselves and their products. In the United States, $189.38 billion went to media advertising in 2015. This number has been on the rise for many years; in 2011, it was at $158.26 billion, and it is projected to reach $220.55 in the year 2018 (Statista). Companies, on average, spend about ten percent of their revenue on marketing, and fifty-one percent of companies plan to enlarge their marketing budgets for the coming year (Pick).

4.1 Four Applications of Consumer Behavior in Marketing

In the *Psychology of Marketing,* Dr. Lars Perner teaches four applications of consumer behavior in marketing. The first is marketing strategy; businesses must be strategic in planning when and how to market a specific product or service. If they want to market sugary cereals, they should air the ad on children's channels, either early in the morning or after school hours. Marketing strategically uses consumer behavior to identify those who purchases a certain product and to speculate how they might be influenced to purchase another product or service.

The second marketing application is public policy. Accutane, considered a miracle cure for acne, also causes birth defects in pregnant women. Physicians warn their patients of this effect; however, some women using Accutane became pregnant, and the drug affected their babies. Because of this damaging side effect, the Federal Drug Administration required that Accutane publicly market the product by showing pictures of deformed babies, all to get the attention of the consumer (Perner). Using public policy to grab consumers' attention better protects and warns them about potential harms or extra precautions needed for certain products or services. Smoking companies offered similar marketing campaigns to make consumers aware of the effects of using cigarettes.

The third application is social marketing. Social media has changed the face of marketing. Eighty percent of marketers say that social media has increased website traffic for business, and seventy-two percent say that social media helps keep loyal customers (Baer). Social marketing is not just about using social media, but it is also about sharing one's expertise or products and giving people a cause or reason to purchase the skills or items. Social media offers endless choices, so companies need to convince people to choose them from among the many. Using consumer behavior can help companies determine what a target people group cares about and thus to market to the consumers in that manner. According to Cone Communications Global Corporate Social Responsibility (CSR) Study, ninety percent of United States consumers say that they would switch brands for one associated with a cause (Cause Marketing Forum). They also say that seventy-one percent of consumers have donated money at the register for a cause. In 2014, charity campaigns raised $390 million. In 2015, six of ten millennials also said that they chose to work at a company where they felt they had a sense of purpose (The Deloitte Millennial Survey). Resonance marketing is the process of engaging a target audience with a

conversation that reflects their values and interests. By studying what makes a group passionate, a company or organization can win their attention, support, and loyalty.

One marketing strategy involves companies who are not actively engaged in the social world stepping up to support an active, social group. Then the companies publicly promote their generosity. Walmart has given $311.6 million to women's issues, hunger and food security, environment, conservation, and community development. Wells Fargo has given $315.8 million to housing, education, community and economic development, regional causes, and human services. Chevron has given $262.4 million to health, economics, and education (Corporations That Care).

The final application of consumer behavior, Perner says, is becoming a better consumer. It is through studying consumer behavior that companies and marketers become better consumers. On a different level, knowing consumer behavior intends to help us all become better consumers: we recognize different standard levels, we study the public affect of some products, we learn to become better choosers, thus, better economists. All well and good, however, consumer behavior also points to degrading or harmful social tastes such as pornography, particularly child pornography, and the supply and demand of such a "commodity." Thus, it is also by this knowledge that we consumers can better know society – the good and the bad – and influence it by affecting positive changes *in it*.


4.2 Using Marketing to Change Consumer Behavior

Using the strategy of social marketing, we can both connect with and influence consumers. Consumer behavior shows how a consumer feels about a service, idea, or perspective. Social media, public opinion, and marketing strategies, however, can bring either positive or negative

influences, either of which can change consumer behavior. For instance, Douglas Evans, writing

about social marketing and its use in health care says, "Social marketing is the application of

proven concepts and techniques drawn from the commercial sector to promote changes in

Fig 1. Social Marketing Wheel
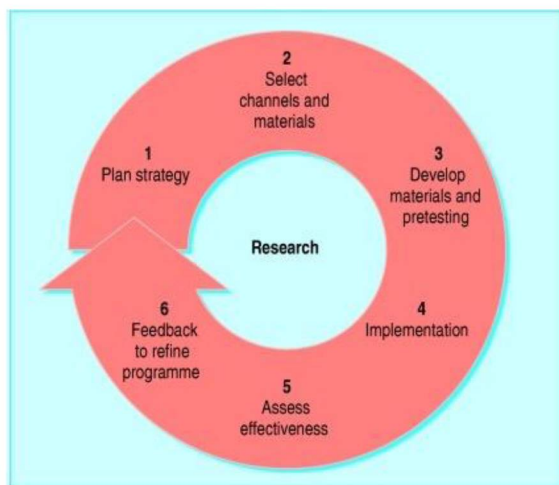
Source: Evans, W Douglas. "How Social Marketing Works in Health Care." *BMJ :*

diverse socially important behaviors such as drug

use, smoking, and sexual behavior" (1207). He

teaches business practices and argues their

adaptation to the social sector through social

marketing. He gives six steps for implementing

such a plan into consumer behavior (see figure 1).

These six steps are as follows: plan strategy,

channel and materials selection, development of

materials and pretesting, implementation,

evaluation of effectiveness, and feedback to refine the program.

The first step, planning strategy, involves creating strategies to change consumer

behavior. Selecting channels and materials considers the target audience for the wanted

behavioral change. Developing the program or campaign to promote change and then

implementing it into the target audience comes next to bring exposure and awareness of the

topic. The reactions and feedback help assess the effectiveness so that the "sellers" can adjust it

before putting the message into play (Evans 1208).

"Concept sellers" can tailor messages and campaigns to a large audience or to a more

segmented and specified target group. This targeting of a specific audience is called tailoring and

allows the concept sellers to customize a message to a certain group of people. Tailoring is

considered "any combination of information and behavior change strategies intended to reach

one specific person, based on characteristics that are unique to that person, related to the outcome of interest, and derived from an individual assessment" (Evans 1208). Tailoring, already in use, has been effective in several social injustice cases.

4.3 Examples of Strategic Consumer Behavior in Social Justice

Although social marketing has not been used extensively, it has worked effectively in several

social issues. One of the more popular social issues targeted with social marketing has been the

anti-smoking movement. Through product marketing, advertising, TV and radio ads,

pharmaceutical notices, and doctor advice, smoking has been publicized to be very unhealthy,

often leading to cancer and even death. Through social marketing, the numbers of those who

smoke and places that allow smoking have greatly lessened. In the early 20th century, smoking

increased in usage. Starting in 1900, the annual per capita cigarette consumption was 54. By the

1930s, it had grown to 1,500, and after the end of World War II, it had increased to 3,500

(Achievements in Advertising). One reason for this change was the liberalization of women's

roles during the war time (Center for Disease Control). It became acceptable for women to

smoke, and they smoked in earnest. By 1963, smoking had reached its height of annual per

Fig 2. Annual adult per capita cigarette consumption and major smoking and health events - United States. 1900 - 1988.
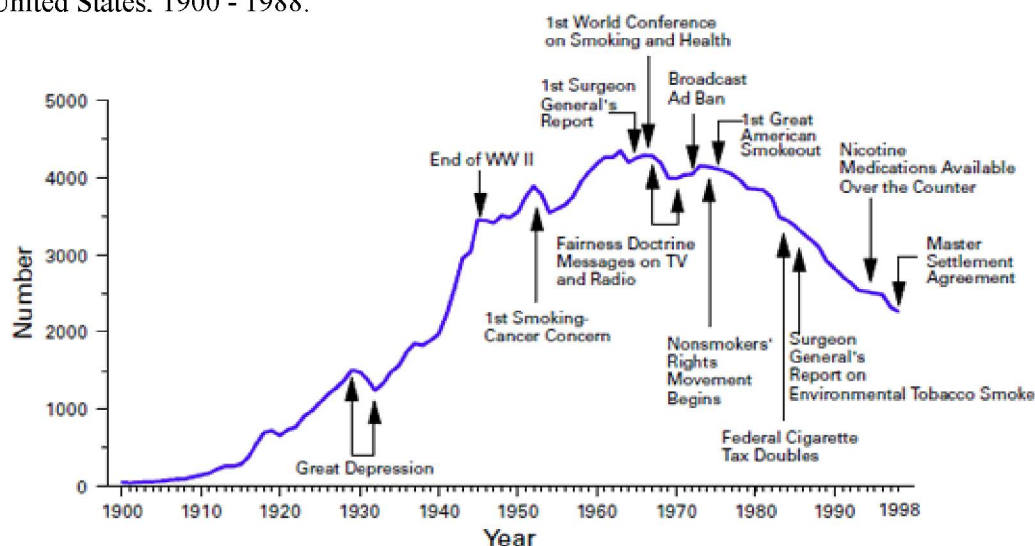
Source: Center for Disease Control. "Achievements in Public Health, 1900-1999: Tobacco Use — United States 1900-1999." *Centers for Disease Control and Prevention* November 1999. Web. 30 Jan. 2016.

capita consumption at 4,345 (Achievements in Advertising). Due to the concern for cancer, smoking began decreasing after this. Federal cigarette taxes, nonsmokers' right movements, over the counter Nicotine, and social marketing changed the consumption of smoking. By the year 1988, smoking per capita consumption had decreased to just 2261 (Achievements in Advertising). Again, no picture is complete without those that don't fit it. US teenagers still smoke, or pretend to smoke, to be or to look cool. Teenagers consider themselves indestructible, so the cancer threat does not work for them.

The anti-domestic violence movement is another influential social marketing campaign that has been greatly publicized. Using social media and other public media outlets, victims and authorities have unveiled the truth and horror of domestic violence. School classes have also spread the awareness. Through the various marketing campaigns, women have found courage to

leave abusive relationships and seek help for themselves and for their children (Hester and

Westmarland 33). Public laws, particularly ones in action since the 60s Women's Movement,

also help protect women and children in abusive situations (Hester and Westmarland 37).

Domestic violence plagues most, if not all, societies of the world. The World Health

Organization states that one in three women, worldwide, have experienced domestic physical or

sexual violence in their lives. Most often, this violence is perpetrated by an intimate partner.

Thirty percent of women, worldwide, report to have been abused by their partner and thirty-eight

percent of murders of women, globally, are committed by their partners (Violence Against

Women). In the 1970s, awareness of the offense and a move to end domestic violence began to

spread (Bradley). Social justice groups around the world formed and provided services to women

trapped in violent relationships. Hotlines, rescue missions, government policy changes,

marketing programs, and awareness initiations popped up everywhere. Thirty years ago, many

women felt as though they could not get help or leave a violent relationship; today, a hurting

woman can find support and assistance to leave and protect herself and her children. Even in

societies where divorce is not an acceptable practice, a social change of view allows women to

leave if they are being abused or if there is infidelity (Minutes of the 56th Session

of The General Council of the Assemblies of God 143).

In 2000, the Crime Reduction Program (CRP) earned money to target domestic violence

and help bring an end to it. Its goal was to bring domestic violence awareness through publicity

campaigns for both prevention and disclosure. It also worked in schools to build awareness and

change attitudes. It used marketing and social interactions to change the social behaviors of

domestic violence, and in doing so, it not only brought about awareness but also changed the

behavior and perspectives of youth and children about violence in relationships. While some of

this data is hard to evaluate long-term, the CRP has, in essence, used marketing to change the social injustice of domestic violence by changing the perspectives and behaviors of a future society.

First, the CRP used publicity marketing campaigns – on buses and in bus stations – to spread knowledge of the truth of women who were abused and hurt in the home, by their spouses and family. The CRP next interviewed random people to ask if/how these ads had changed their perspective on domestic violence. In Thurrock, sixty-one percent of the people approached agreed that the ads had positively influenced them in their awareness of the truth of domestic violence (Hester and Westmarland 33).

Second, the CRP went to schools, both primary and secondary, to spread an awareness about the danger and wrongfulness of domestic violence. Here they had great success with both girls and boys who may or may not have witnessed it. Here these children learned that domestic violence was neither normal nor right, that it is potentially deadly, and in the least, dangerous.

In its Bridgend Violence Against Women project, CRP aimed to raise awareness of domestic violence and its issues, provide skills of non-violent conflict resolution, change sexist attitudes, change school behavior and language, and develop strategies to support those students who have experienced domestic abuse at home. The project was run by the Bridgend Domestic Abuse Forum which included a drama production and workshops for secondary school students. After the project, a student said, "My views on violence against women weren't very strong as I have never experienced or really thought about it. When I have thought about it, it wasn't too serious ... I now understand more about the violence. The play was very realistic and informative" (Hester and Westmarland 37).

The Cheshire School Project was run by multiple agencies, including primary and secondary schools and social service departments. The project worked to challenge attitudes around intimate violence and to promote violence free relationships. In the primary schools, they produced a storytelling performance; in their secondary schools, they produced a drama production and dance routine. After the productions, they evaluated their influence by interviewing the teachers post class discussions about these productions. Ninety-seven percent of the teachers said that the students had understood the message, eighty-one percent said that the students had gained knowledge, and eighty-six percent said that the students had gained empathy and an understanding of the responsibilities of relationships. Eighty-seven percent of the teachers said that more curriculum content about domestic violence resulted from productions, and ninety-five percent of them said that students initiated immediate discussions because of the productions (Hester and Westmarland 41). It seems clear that because of the added curriculum, the teachers agreed to the importance of this topic and in their own responsibility to make their students aware of domestic violence.

Overall, using marketing, social campaigns, and awareness programs in schools had a positive effect of "learning the rights and wrongs of relationships," at least in part. The Crime Reduction Program is just one organization that used marketing and youth awareness to change a social behavior and perspective regarding domestic violence.

5. Using Social Marketing with Child Pornography

Justice is a commonly used word, but few use it correctly. Many say that justice is revenge or fair repayment. However, while justice can mean punishment for wrongdoing, justice is more about love and doing what is right. Volf, author of *Exclusion and Embrace*, state, "Justice is

impossible in the order of calculating, equalizing, legalizing, and universalizing actions. If you want justice and nothing but justice, you will inevitably get injustice. If you want justice without injustice, you must want love. A world of perfect justice is a world of love" (223). Julie Clawson, in *Everyday Justice* states, "One of the earliest recorded usages of the concept in Old English was when the term *rehtwisnisse* (righteousness) was used as a translation of the Latin term *justitia* (justice)" (22). Each of these authors agree that justice is not an emotional response or a logical hatred; rather it is an act of love to those hurting and needing help.

In our global world, injustice makes the daily news. Whose duty it is to right this wrong, no one claims to know. The US leads the effort to bring moral and ethical values, but the US has problems of its own: white women make $.70 to a white man's $1.00, and the pay goes down as the skin color darkens which makes it more difficult for some women to make it on their own, which means they may stay in a violent relationship for the sake of their children. Justice and injustice have fought since the beginning of time, and there's no easy answer. Lechner and Boli share that it is important and critical to think of justice in more than our own community, but in the world around us, because in truth, we are affected by those across our globe.

To bring justice to the children around the world exploited through child pornography, the global community must change the way it thinks about child pornography, and that is unlikely to happen this eon. Changing the ways any culture perceives and handles a social injustice is no easy feat, as governments and organizations have learned through decades of trying.

However, I suggest that the US use business strategy and acumen in the social strata to affect change. Social structure, Michelle Maiese states, must be changed so that the problems and conflicts arising from the existing system may change as well. She states that peace can only

be obtained by a "systemic change that helps create and sustain a new social reality" (Beyond Intractability).

I argue that it is, indeed, possible to change our culture's perspective and value of social injustices such as child pornography. Those in charge must recognize and use strategic consumer behavior. Below are several business methods to create a positive social change. These methods can reduce the production and consumption of child pornography through increased awareness campaigns to parents and children, increased criminal convictions for those producing and consuming child pornography, and increased awareness on finding and assisting children that who been used for child pornography.

5.1 Method by Lars Perner

Lars Perner suggests a method by which organizations can use social marketing to modify consumer behavior and product purchasing. As discussed earlier, Perner explains four application strategies to help right the injustice at hand.

Perner's first application, is creating a marketing strategy to create change. Child pornography is not a product or service, but it is an idea and perspective. Health Affairs provides research on how to market a "social product," "an abstract belief, attitude, or value like social justice" (Walsh 6). Social communication, or social marketing, they say is "a comprehensive planning approach stressing political coalition building and community action" (Walsh 8). This marketing strategy – not consumer marketing – once helped publicize the evil of domestic violence and smoking, and it can also help publicize the evils and real issues behind child pornography. A marketing strategy will lead to a marketing campaign to raise awareness in schools and families to protect children from getting swept into child pornography. To be

effective in implementing a strategy that works well, the planning stage must be done well. Douglas Evans, as mentioned above, has a six step plan to create a working strategy. His six step plan (fig. 1) has been effective in changing perspectives on health care and, with sustained research and time, it can work as a campaign of awareness about child pornography.

Perner's second application, public policy, allows reform and protection to come through policies made by our government. The terminology, pedophilia, has varying definitions. American Heritage Stedman's Medical Dictionary says that "Pedophilia is the act or fantasy on the part of an adult engaging in sexual activity with a child" (Islam 2). However, Dr. James Cantor of the Center for Addiction and Mental health says that pedophilia is a "biologically rooted condition that does not change — like a sexual orientation" (Islam 2). While some agree that pedophilia is curable, others argue that there is no cure for this mental disorder. Regardless, an adult's engaging in sexual activities with a child is illegal. There are, indeed, laws against pedophilia as mentioned previously, but they are serious enough to stop predators from viewing and abusing children. Many of the laws against child pornography have a minimum of 15 years in prison (United States Sentencing Commission). Yet, seventy-seven percent of released convicts are re-arrested within five years of their release (Crime In AmericaNet). Public policy needs to change to create more serious consequences for those who view or make child pornography.

Sweden is making headway in social justice. It is the first country to introduce a law banning the purchase of sexual services. According to *Human Trafficking*, a site on human trafficking issues and news worldwide, a john (someone who purchases sex) can receive up to six months in prison, pay a fine, and have his name recorded in police records. Pimps can receive up to six years in prison, and traffickers up to ten years. Police inspector, Jonas Trolle, states,

"The goal is to criminalize the demand side of the equation, the johns, rather than putting emotionally and physically imperiled women behind bars" (Human Trafficking). Due to the high risk of being caught and punished, the demand for purchased sex by the Swedish has dropped dramatically. Civic policy, then, can change the supply of child pornography by punishing predators who have sex with children, who create child pornography, or even those who view child pornography.

Marketing or broadcasting the evils of child pornography has a moral obligation to protect the names of the child victims. However, Perner's third application of using social marketing can effectively raise social awareness about child pornography so that laws, perspectives, and the manner in how we protect our children change for the better. ECPAT is an organization that works to end child pornography. ECPAT advocates for legal frameworks to end the production and distribution of child pornography, and it implements the technical measures needed to eliminate, disrupt, and reduce the availability of child pornography. Its members work with groups such as the Internet Governance Forum, Child Online Protection Project, International Telecommunication Union, The Virtual Global Taskforce, The Financial Coalition against Child Pornography, and the European Financial Coalition against Commercial Sexual Exploitation of Children Online (ECPAT). It also advocates for access of training and technology for law enforcement agencies as well as for the care and protection for all children (ECPAT). Groups like these need to be able to broadcast their work and the truth of child pornography across the United States and the world using marketing strategies and avenues.

The final application, becoming a better consumer, is about being knowledgeable about the issues. Ignorance is not bliss, and author Aldous Huxley, further adds, "Facts do not cease to exist because they are ignored" (Good Reads). Just because society as a whole is not aware of the

dangers and realities of child pornography does not mean that the issue does not exist or that children are not being harmed every day. The damage done to children through sexual abuse and child pornography will, indeed, affect their adult lives and potentially other lives with whom they will come into contact. Education must come to parents, teachers, society, and even children to be aware of predators or suspicions activity. Children need to feel safe to come forward if they have been victimized so that they may receive help. As the National Center for Victims of Crime states, "Victims never completely forget about the crime. The pain may lessen and even subside, but their lives are changed forever." A child who has been abused physically, or even through pornographic or online suggestions or conversations, will be forever changed. Help needs to come to them so that they may learn how to move forward and cope with their past. Education and training are critical to bring about this change in perspective and the healing needed for those victimized. Organizations do exist and are making efforts to bring education and training to both schools and parents on the training and healing needed for victims of chid abuse.

5.2 Social Structural Change Method by Michele Maiese

Social structural change, as defined by Michelle Maiese in *Beyond Intractability*, is a method of bringing social change using five key changes within the structure of a society. Social structural change affects both a societal level as well as a governmental level, with a higher emphasis on the governmental level. These five changes are state reform and democratization, strengthening of civil society, reallocations of power, constitutional reform, and restitution to victims.

The first, state reform and democratization, is a broad change that happens at the government level. This reform changes the existing legal and political institutions regarding public social issues, and it allows the general population to participate in the political change on

these certain issues. State reform can be difficult to enforce and evaluate, but it allows for society's voice to be heard and political law to arise from the public opinion. Catholic social teachings say that the world is better off when it is structured to fight against the weaknesses of the human nature to bring healing and freedom to the oppressed. Broody contends that "A society is ordered, according to Catholic social teaching, when it is structured and functions not according to the maximization of profit, the needs of a nation, or the greed of the disordered human heart but, beyond all else, according to the intrinsic worth, freedom, and dignity of every human person" (Groody Ch 4). While the general population knows that child pornography exists, that it is illegal, and a terrible injustice, social marketing can further inform the public of its scope and danger. When the government enacts reform in public policies to apprehend and convict those who produce and view child pornography, the supply level of child pornography will likely decrease as there is too much risk for people to supply the product. Currently, there is such a small risk for someone who produces child pornography, as there are not many projects generated to find and stop those who sexually exploit harm children. However, such an addiction is similar to the drug addiction, and it is possible those involved will take their "interest" underground, but that is a different measure altogether.

Dreamboard, the online child pornography club mentioned previously, has been targeted for its cruelty to children. However, it is difficult to identify its members. According to the Justice Department, there are at least 500 members on Dreamboard. During its research and raid, authorities apprehended only 72 people (Seper). A detective with a child abuse team, in a semi-structured interview, says that he believes that the cost is pretty high for those arrested and convicted of being a part of child pornography as they are often convicted of several crimes and their sentences add up. Many offenders of child pornography receive life sentences, often harsher

sentences than for murder. However, it is hard to find and convict those guilty for many reasons such as lack of a workforce, un-mandated cooperation from businesses, and the nature of online systems. Political reform must be a focus if we are to change the numbers of children abused through child pornography. Additional, sustained research is necessary to develop these governmental reforms.

Secondly, to change the social structure, we must strengthen civil society (Civil Society). The United Nations describes civil society as the "third sector" of society, or the groups of people who are not the government or businesses, groups such as human rights activists, unions, churches, and other religious organizations. Civil society, as defined by these various social groups, is comprised of people concerned about social ills; these are parents, religious participants, and social or political activists. Civil society's perspectives and passions drive US social, political, and economic interests. Businesses cater to society's interests, and government agendas arise from them. Positive civil society can foster compassion, tolerance, and peace. Good relationships between the government, businesses, and civil society can work together to accomplish a goal. However, negative components exist as well, and creating lasting positive social change requires awareness of the negative and a tenacity and determination to bring the necessary change to fight that negative such as child predators and bring hope to the victims. Thus, we must be determined to work together toward this common goal. Eugene Cho states that "when I say we've got to be tenacious, I'm not suggesting that we have to be tenacious by ourselves. Sometimes we've got to look for like-minded, like-hearted, and similarly tenacious people, and either join them or recruit them to our cause" (Overrated Ch 5).

In a semi-structured interview, I met with a woman who is working with her church to put a stop to human trafficking, specifically to the sexual exploitation of women and children.

Her church holds a I Am Not for Sale Campaign that people can join. Here women and men of all ages gather separately by gender for education about the sex slave industry. Then, together, they walk the streets of cities and towns holding signs to draw attention, saying "I am not for sale." This campaign brings about awareness in the local community and accept others who want to join the group to stop the injustice. Civil society is fueled by others and by strengthening the ability and support of the positive civil society, structural change can happen. Such members need to voice their opinions via meaningful public engagement or open discussions with public and government officials. This sector has potential to affect real change.

The third step for structural change is to reallocate power to empower weaker parties of society such as minority groups and victims of racial and gender injustice. This empowerment can bring awareness of issues and engender solutions to deep issues and problems that civil society is passionate about. When the people's voice is being heard and when they feel like they can have a part to bring about a change, not only do they change, but they bring about a solution to deep problems (Maiese 4).

The fourth step in creating structural change is constitutional reform which values hearing the concerns of various social groups and incorporating them into the political system. Using consumer/market research can address and help solve uneven economic development, class and poverty relations, racial discrimination, unequal educational rights, illegal trade such as human trafficking, and more.

Finally, the last step of creating a social structural change is by giving restitution to the victims. This step can be difficult because the effects of this step are not immediately apparent, but as in the case of child pornography victims, restitution can offer hope for a better future. Bringing restitution to the victims of child pornography is an incredibly important part of

creating a new social structural change. A child forced to make abuse imagery suffers from the same ill-effects as sexual abused victims (Muir 40). They face both psychological and physical damages that can be long term. As mentioned previously, there are many effects such as depression, low self-esteem, restlessness, hunger, exhaustion, concentration difficulties, aggressive behaviors, repressed anger, sexual awakening, fear, guilt, trust issues, pseudo maturity, blurred role boundaries, confusion, harmful behaviors, and substance abuse (Muir 40). Children that have been abused need help from professionals and from their families.

5.3 Methods by ECPAT

ECPAT International gives five steps that can bring about help and restitution to children abused through child pornography. First, first-line professionals (i.e. teachers, nurses, and social workers) need to ask questions about internet usage and problematic experiences with the children and adolescents with whom they work (11). Second, second-line professionals, such as therapists, must develop appropriate interventions for those minors who need it. This intervention includes education, individual treatment sessions, and group treatment sessions (12). Third, national programs need to form to help children who have been sexually abused through physical means or through the internet (12). Fourth, research and awareness will help people better understand the difficulties of a child who has been abused through the internet encounters (12). Finally, first and second line professionals need training and education so that they can adequately help the abused minors (12.)

5.4 Methods by Ethel Quayle and Kurt Ribisl et al.

Ethel Quayle and Kurt Ribisl have compiled a work titled, *Understanding and Preventing Online Sexual Exploitation of Children* written by many authors who are experts in the field of stopping and preventing the exploitation of children online. Together, these experts present several methods using strategic consumer behavior to bring about a positive change in the injustice of child pornography. These methods include social marketing – which we have already discussed earlier – discussions with older children and teens, situation prevention, technological prevention and detection, and public health awareness campaigns.

5.4.1 The myths of social marketing

Yvonne Jewkes, of the University of Leicester, UK, writes about the myths and hypocrisy surrounding child pornography. She states that if we don't address these myths that are currently being professed then we will "fail to protect children, but work to maintain widespread cultural tolerance towards the fetishizing of children" (166).

The first myth is that sexual attraction to children has become a problem because of modern technology advances such as the internet and use of cell phones. This, Jewkes says, is a myth; modern technology has indeed exacerbated the issue of child pornography and exploitation, but it has not created it. Child abuse and pornography have existed for centuries. During the Byzantium Empire (324–1453 A.D.) leaders imposed severe punishments for pedophiles. Empower Constantine the Great imposed long imprisonment, emperor Consta II decreed capital punishment, and Leon VI the Wise punished by exile and drowning with weights in the sea (Lascaratos 1087).

The second myth in the media is that it is always strangers who abuse children and that the children are protected in the home. Jewkes states that ninety-five percent of child victims of sexual and physical abuse know their abusers (119). Not only do they know their abusers, many children are related to their abusers (121); this abuser could be a parent, sibling, other relative, step parent, or child care givers. Children are most likely abused at home, and most child pornographic content is produced and uploaded at the child's home.

The third myth is that child pornography happens outside of collectivist societies or families with strong relationships. The truth is that no home is safe; abusers are most often those who have easy access to children (121) even in rich or developed families and communities. Britain's Scotland Yard's documents show that Britain's child abusers are usually "white males aged between 36 to 45 and in a long-term relationship, married, or have children" (121). Even religious leaders are known to be convicted for child pornography and abuse. Dwight York, a leader of a cult called the United Nuwaubian Nation of Moors was convicted of 197 offenses occurring in Georgia. These offenses included the sexual abuse of 13 children, aged between 4 and 14 (123).

The fourth myth of child pornography is that pedophilia is an individual pathology. The media likes to show the child offender as the dirty old man. This confusion leaves families and children open to attack as the common offender does not have this stereotype. It also labels people who are not offenders as a possible offender in society's eyes. The truth is that offenders come from all ages, races, profession, family status, and even gender. While it is more common for men to be a child offender, women are also exploiters of children. One such woman is Helen Goddard, a 26-year-old public school music teacher. She plead guilty to six charges of sexual activity with a 15-year-old student (125).

The final myth Jewkes discussed is the notion that children are always the victim. The National Campaign to Prevent Teen and Unplanned Pregnancy took a survey in the United States in 2009 and found that one in five teenagers have sent or posted a nude or semi-nude photo of themselves online. Thirty-nine percent said that they had sent or posted a sexually suggestive message online (128). While children are most often abused and recorded against their will, there remains a segment of child pornography that is purposely done by the minor. Often, these perpetrators are teens in a relationship and practicing "sexting" with their significant other. These photos, however, often get spread once the relationship is over. Other times, teen girls begin a relationship online and agree to disappear with their significant other. One 15-year-old girl from England disappeared with a 49-year-old man to France in 2009, another 12-year-old girl disappeared to Europe with a 31-year-old American marine in 2003, and a 14-year-old girl left with a 46-year-old family friend (129-139). The media broadcasted the crimes and told of the arrest and conviction of the men who took these girls and that the girls were 'vulnerable,' 'besotted,' 'naïve,' 'depressed,' and 'lacking confidence.' What the media did not mention, however, was that these girls were not kidnapped. They were indeed manipulated, but they chose to leave home on their own (130).

Social marketing has a great power to make a positive change in social injustices, but for full awareness, it must also be truthful. If we are not careful, we can create a confusion about the danger to children and a larger problem for law enforcement to find and convict these offenders.

5.4.2 Discussions with children about the risks involved

Lars Lööf, part of the Council of the Baltic Sea States, an Expert Group for Cooperation on Children at Risk, writes on the risks involved with searching for sexual content online. He admits

that children, mostly teens, are curious and looking online for understanding about sex. Teens may feel embarrassed to ask a mentor or trusted adult about this curiosity, as the topic of sex is often ignored or hushed within families and society as a whole. Consequently, teens look for their answers on the web. This search can be dangerous because children then seek out the answers to their questions in a potentially dangerous arena filled with the good and the predatory alike.

Lars says that discussions need to take place between young people and adults or even peers (146). Online technology will only continue to develop. We need to teach children and young people how to stay safe while using technology and the web. Lars shares that as children grow, the relationship and influence that their parents have on them often dictate the young person's level of risks taken. "If the young person's use of the Internet follows a pattern of risk behavior, where their life in general involves taking risks and crossing boundaries, the adolescent may also get into difficult situations on the Internet" (Lars 146). Young adults' curiosity should not be ignored, but respected; the key is to be the one to help them understand in a safe and correct environment.

5.4.3 Situational prevention

Richard Wortley of the Jill Dando Institute of Security and Crime Science at the University College London writes on situational preventions that can and need to be increased to decrease the exploitation of children online. Opportunity reduction "involves manipulating the immediate environmental contingencies so as to increase the perceived costs of offending" (Wortley 194). Wortley expresses three such avenues of opportunity reduction: reward reduction, difficulty of access, and increased perceived risk.

The first, the reduction of rewards, involves reducing the availability of anonymously accessing child pornography online. Internet service providers (ISP) can be used to filter websites, searches, and content being uploaded or downloaded to computers. There are some ISPs that are currently searching for offenders, but more of them need to join this cause. However, a problem remains with getting ISPs to assist in regulation. If an ISP restricts access to child pornography, it could lose money to those ISPs that do not restrict users. ISPs also have to protect their commercial reputation, and so it is more beneficial for them to work with government agencies (195). Public policy has not, as of yet, required ISPs to restrict child pornography offenders; consequently, only a few currently do.

The second avenue of opportunity reduction is the difficulty of access to child pornography, the ability to send and receive child pornography, and the ability to pay for child pornography (196). Wortley says that "offenders will select crimes that are easy to commit, and they may impulsively commit crimes just because they require so little effort. Even where increased effort does not prevent crime it may reduce the number of offenses that can be committed by a given offender" (195). ISPs can once again solve the issues by making it difficult to access and share child pornography by verifying the identity of people opening internet accounts before allowing the usage of that account. An ISP can identify who is using the internet and track their searches. Credit card companies can also assist in stopping child pornography by blocking payments for viewing online child pornography (196). A number of companies do block these purchases, but not all companies. By identifying who is accessing these sites and content and by blocking the users, there will be a natural deduction in child pornography.

Finally, the third avenue of opportunity reduction is an increase in perceived risk. Wortley states that instead shutting down the online sites and clubs that access and share child

pornography, we should widely publicize the crackdowns (197). Wortley states, "Coverage of crackdowns in the mass media increases the perception among potential offenders that the Internet is an unsafe environment; they can never be entirely sure that site they have accessed is real or bogus" (198). We must create a higher risk for those who choose to illegally access or share child pornography by making the risk so high that there is less chance that they will try it.

One way in which this attack has worked is in the honey trap case, 2003, started by the West Midlands police in the UK and then expanded to include the BI, Australian Federal Police, The Royal Canadian Mounties, and Interpol (198). In the operation, these authorities created that purported to contain child pornography. Each user had to go through checkpoints all along the search process. At each checkpoint, authorities had used language indicating that the user was about to enter a child pornography website but that he/she could exit. When users did try to access an image, the language informed them they had committed a crime. Then, the authorities accessed the users' credit card details, required at the initial login, to track them down and arrest them (Wortley 198).

5.4.4 Creation of technological software

Awais Rashid, Phil Greenwood, James Walkerdine, Alistair Baron, and Paul Rayson from the School of Computing and Communications Infolab21 at Lancaster University write on technological solutions to offenders of child pornography. These men state that technological solutions have been proposed and have recently been implanted to detect offenders of illegal images of child pornography. However, they say that these "filtering technologies currently in use are often easy to bypass and more advanced solutions, such as the Child Protection System (CPS) from TLO, though effective, pose significant resourcing challenges for law enforcement

agencies" (228). Current filtering software and real time forensic software exist, but IT and law enforcement need to create better software to find and stop these offenders. Several relevant issues make it difficult to create this software: moving targets (234), evolving offender tactics (234), public to private vector shifts (235), fluid identities (236), data overload (237), and ethical and legal issues (237). However, the authors state that we must become proactive rather than reactive (238).

Those involved in the fight to end child pornography must use consumer behavior and it's components to study the difficult areas listed above to create software systems that make it harder for offenders to commit offense and easier for law enforcement to find the offenders. One such program developed by these authors is the Isis Project which provides "a highly sophisticated language forensics toolkit" (240) to assist law enforcement in analyzing data collected over multiple investigations. The toolkit includes the following capabilities: data extraction and management, chat log analysis, user profile building, profile comparison, timeline analysis, and terminology extraction (240-241).

5.4.5 Public health approach

Megan Clarke, Kurt M. Ribisl, Desmond Runyan and Carol Runyan, of the University of North Carolina at Chapel Hill, stress the effectiveness of using a public health awareness approach to addressing internet child sexual exploitation. They state that "in contrast to medicine, which responds with diagnosis and treatment for sick, injured or abused individuals after a disease or injury has occurred, a public health approach seeks to prevent disease and injury, by making changes that will affect entire populations (Clarke et al. 244). They say, "We can create interventions that will transform this generation of parents and children into savvy individuals

who are better equipped to navigate an environment fraught with hazards" (262). Using public health to create social marketing campaigns, these authors have shown that it is possible to create a positive change within the injustice of child pornography. They believe that those fighting exploitation should not only want to make children aware of the dangers of online exploitation, but should make the effort to end it altogether. As they state, "Rather than just teaching children how to avoid the dangers posed by sexual predators and making prevention the responsibility of the child victims, society must work towards creating a safer, healthy world for children" (252).

6. Conclusion

> But there are those who do not resign themselves, there are those who decide not to conform, there are those who do not sell themselves, there are those who do not surrender themselves. Around the world, there are those who resist being annihilated in this war. There are those who decide to fight. In any place in the world, anytime, any man or any woman rebels to the point of tearing off the clothes resignation has woven for them and cynicism has dyed gray. Any man or woman, of whatever color, in whatever tongue, speaks and says to himself or to herself: Enough is enough! (Lechner and Boli 577)

Enough children have been harmed through child pornography, and enough adults have struggled under the weight of sexual abuse done to them through childhood. It is time to change the realities of child pornography and create a world that respects and values children, that offers them the chance to live a good life. Ignoring the social injustice of child pornography does not make it go away; ignoring it allows it to continue and the horrific facts to stay. Ignorance is not bliss; it's time we use what we have in our hands and change the injustices around us. It's time

we use marketing and behavioral tools to reduce the production and consumption of child pornography.

This complicated goal can be achieved by using strategic consumer behavior to study how we, as a society, think about and perceive child pornography and its threats. Then, using this research, we can design awareness campaigns to lower the supply of children being used for child pornography. This can be done through correct and accurate social marketing strategies and programs, a social structural change, steps to help bring restoration and healing to the victims of child pornography, creation of meaningful discussions with teenagers and children, mandated policies that require ISPs to work with government and law enforcement officers, better filtering software for policing, and preventative campaigns to allow for a healthy generation of children and teenagers.

Through increased awareness campaigns to parents and children, increased criminal convictions for those producing and consuming child pornography, and increased awareness toward finding and assisting children who have been used for child pornography we can can the statistics of child pornography. If we are willing to fight for the rights and the safety of children, then we are one giant leap forward to a more just and equal future.

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