

Background

- A rapid shift towards internet-mediated sex-work has appeared in recent years, with a rise in the popularity of platforms such as OnlyFans (Jones, 2015).
- Research suggests underlying gender differences in the financial success and likelihood of risk-taking of sex-workers (Shaver, 2005).
- COVID-19 demonstrated the necessity for online avenues of sex-work to further proliferate.

Method

Sampling Method

We searched for and collected screenshots of OnlyFans content creators' publicly-available Twitter and OnlyFans profiles who met specific criteria: Twitter "follower" ranges (5-10 per bin; to control for creator popularity), gender presentation (masculine/feminine) and location (Chicago or Houston). Random time-point sampling was used.

Next, we performed a content analysis, coding aspects of the profile screenshots including OnlyFans pricing and explicitness of pinned tweet images and videos.

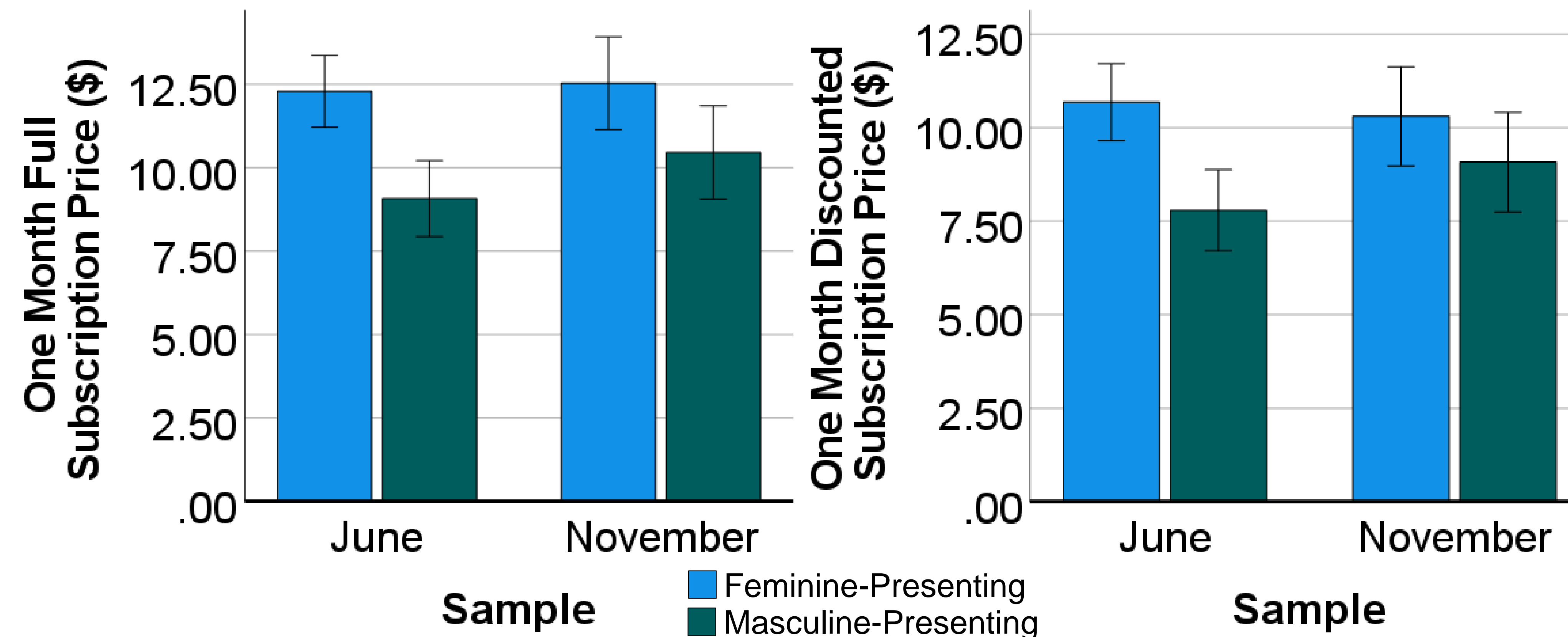
$N_{\text{June}} = 220$ (116 Feminine / 104 Masculine)
 $N_{\text{November}} = 139$ (70 Feminine / 69 Masculine)

Hypotheses

H₁ Feminine-presenting individuals will market their OnlyFans content at a higher price point compared to masculine-presenting individuals.

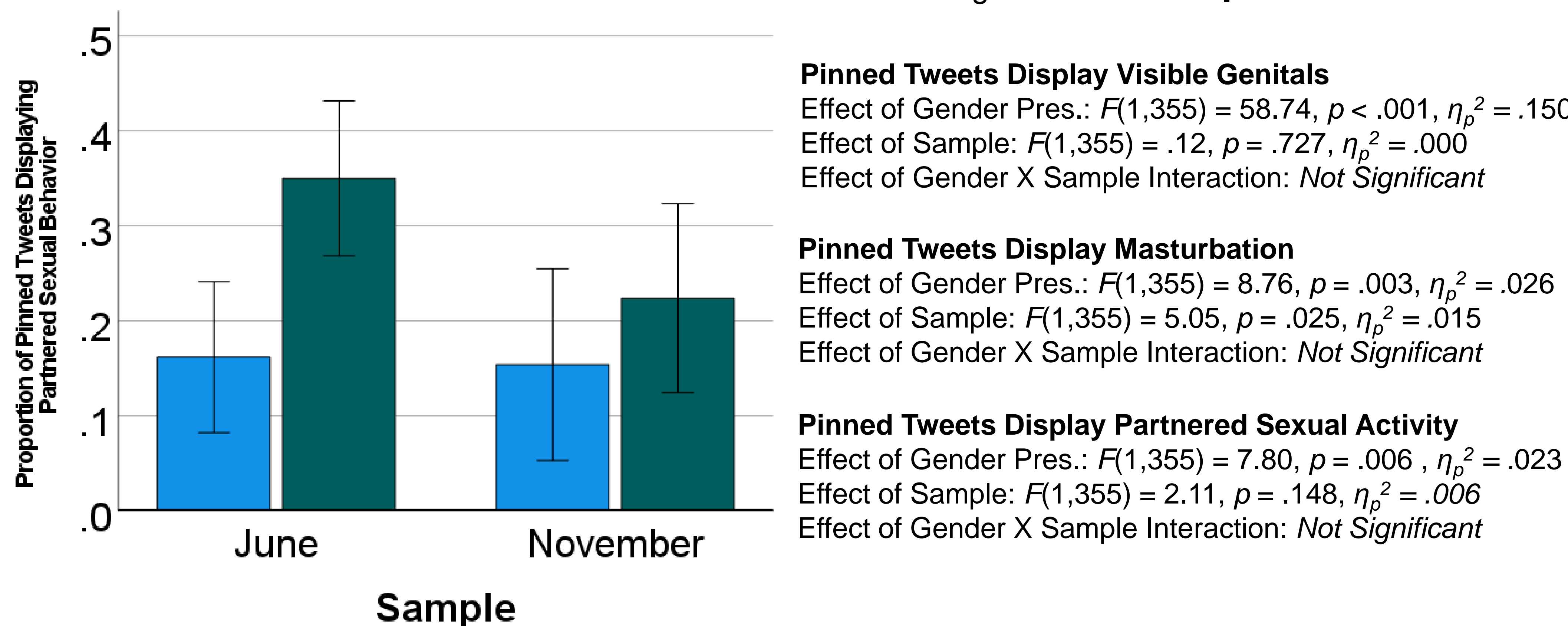
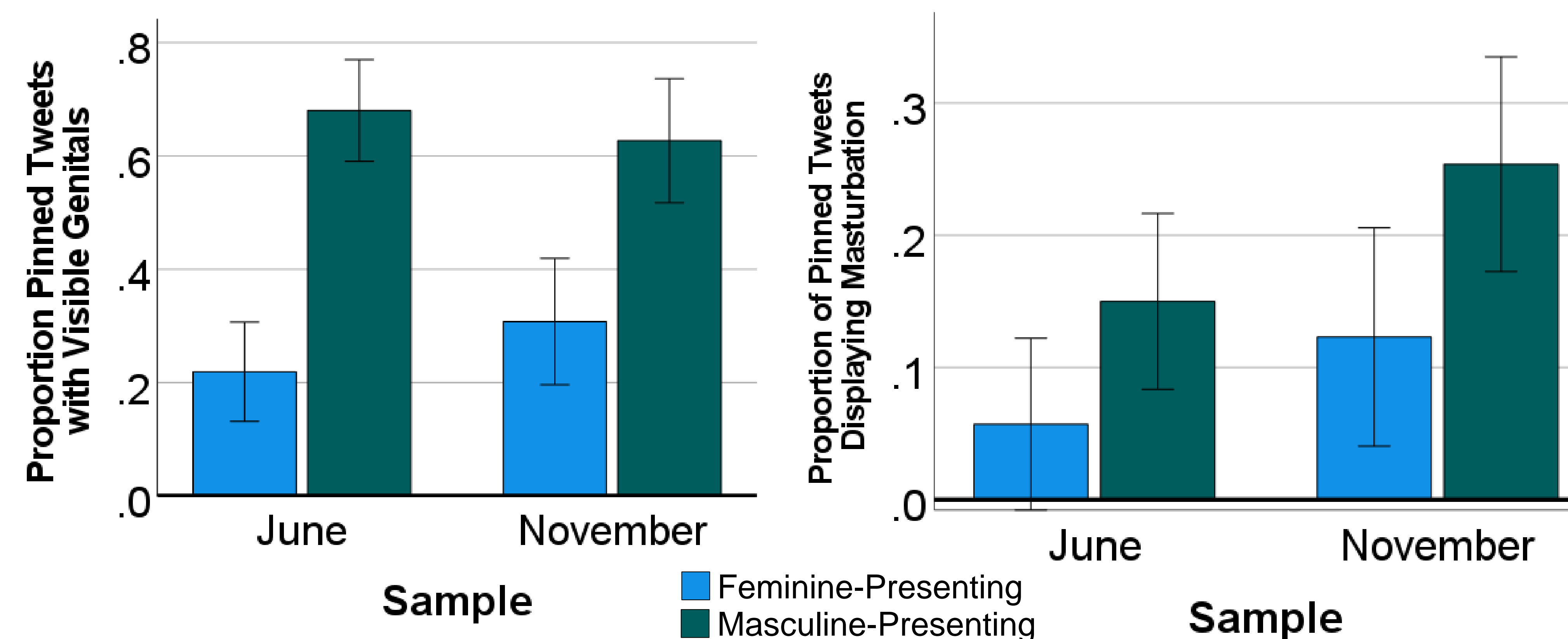
H₂ Masculine-presenting individuals will market themselves with higher levels of explicit content as compared to feminine-presenting individuals.

Results



Effect of Gender Pres.: $F(1,355) = 17.04, p < .001, \eta_p^2 = .046$
 Effect of Sample: $F(1,355) = 1.61, p = .205, \eta_p^2 = .005$
 Effect of Gender X Sample Interaction: *Not Significant*

Effect of Gender Pres.: $F(1,355) = 11.40, p < .001, \eta_p^2 = .031$
 Effect of Sample: *Not Significant*
 Effect of Gender X Sample Interaction: *Not Significant*



Discussion

- Feminine-presenting individuals charge more than masculine-presenting individuals both in full & discounted monthly subscription price.
- Gender difference possibly smaller in November – not significant but narrowing as masculine-presenting individuals charged more in November as compared to the June sample.
- Masculine-presenting individuals tend to market their content with visible genitals, acts of masturbation, and partnered sexual behavior more than feminine-presenting individuals across each sample.
- The smaller sample size in November compared to June may contribute to the narrowed result in price difference across gender presentation.
- The duration of the pandemic and increase in OnlyFans popularity could explain why the price difference by gender narrowed as well; more competition (especially among women may lead to price compression).
- Paywalls do not fully represent the entire revenue potential of OnlyFans creators; subscription pricing is not the only source of income through the site.

H₁ ✓ Feminine-presenting individuals charged higher prices as compared to masculine presenting individuals.

H₂ ✓ Preliminary findings support the notion that masculine-presenting individuals' market themselves with higher degrees of explicitness compared to feminine-presenting individuals.

References

Braun, V., Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2). pp. 77-101.

Jones, A. (2015) Sex Work in a Digital Era. *Sociology Compass*. pp. 558-570.

Shaver F. M. (2005) Sex Work Research. *Journal of Interpersonal Violence*, 20 (3). pp. 296-319.