

The Sexual Revolution

“This sex revolution is as important as the most dramatic political or economic upheaval. It is changing the lives of men and women more radically than any other revolution of our time. . . . Any considerable change in marriage behavior, any increase in sexual promiscuity and sexual relations, is pregnant with momentous consequences. A sex revolution drastically affects the lives of millions, deeply disturbs the community, and decisively influences the future of society”

Pitirim Sorokin, Harvard Sociologist, 1956

Milestones:

1952: The Supreme Court rules that cinema as an art form is protected under the Fourth Amendment. This protected the cinema’s right to show nudity.

1953: *Playboy* magazine is launched.

1960s: Once the 1960s arrived, there began a shift in accepted social norms. Profound shifts in the view on:

- Women’s sexuality
- Homosexuality
- Pre-marital sex and Freedom of sexual expression

1960: The first birth control pill, ENVOID, went on the market.

1965: Helen Gurley Brown becomes the editor-in-chief at *Cosmopolitan*. She changes the face of the magazine, from a women’s magazine written by men to one of the most widely sold women’s magazines.

1969: *Blue Movie*, directed by Andy Warhol, becomes the first mainstream adult erotic film to be released in the United States.

1973: As a result of Supreme Court Case “Miller v. California”, a three-part test for defining obscenity, known as the “Miller Standard” is established.

1973: Roe v. Wade made abortion legal

1980s: Pay-per-view hotel movies and premium cable channels like HBO and Showtime make adult content more accessible

1993: The internet is launched

2007: The iPhone is released

Today:

- Music and movies have become so sex-saturated that a whole generation is growing up desensitized to sexuality
- 25% of all search engine queries are related to pornography
- Young people are waiting longer than ever to marry, if they do at all
- Cohabitation before marriage is becoming normal