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Lizzy Kinsey and the Adult FriendFinders: An Ethnographic Case Study about Internet Sex and Pornographic Self-Display in Hong Kong

This paper investigates web users, their sexual behaviors and self-representations as observed on the sex and dating site <http://www.adultfriendfinder.com>. The website is a massive social network for sexual self-display and encourages members to find real-life partners for sex--whether it be casual sex affairs between singles, swinging couples, or extra-marital affairs between “aba” (attached but available) individuals and their lovers. The paper analyzes the imaging strategies of Chinese and non-Chinese web users in reference to a playful adoption of commonplace notions of sexiness as “cybertypes.” The aim is to reflect on these online behaviors as changing sexual culture, while also debating the use of libidinal online personalities as a cognitive apparatus within sex research. The paper thus explores sexual identity within social networks as auto-ethnography, and the dual identities and boundary-crossing agencies of web-based researchers and their subjects.