

## Article

# Investigating the Determinants of the Global Massive Open Online Courses for on Pornographic Products

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**Abstract:** This research explores the determinants of global Massive Open Online Courses (MOOCs) for pornographic products education in the post-sexism era, employing the STP (segmentation, targeting, positioning) and 6P (product, price, place, promotion, public, policy) marketing models. The research investigates how these determinants shape the development, implementation, and reception of educational initiatives in this sensitive field. Key findings reveal a complex interplay of market dynamics, sociocultural factors, technological advancements, and ethical considerations. The global pornographic products market's projected growth to US\$52 billion by 2028 indicates increased demand for comprehensive sexual education. In the post-sexism context, shifting attitudes towards sexual wellness as an integral component of overall health provide a more open environment for pornographic products education. However, significant cross-cultural variations in sexual attitudes necessitate nuanced, culturally sensitive approaches to content development and delivery. Technological integration, including AI-driven personalization and virtual reality, offers opportunities for enhanced engagement and discretion in learning experiences. The research emphasizes the critical need for navigating ethical concerns and diverse regulatory landscapes, with the 6P model providing a framework for addressing these aspects. The integration of STP and 6P models is proposed as a robust approach to developing and managing MOOCs in this field, allowing for targeted content creation while addressing broader societal and ethical implications. Limitations include the need for empirical data on learner preferences and course effectiveness in the context of pornographic products education. Future research directions suggest cross-cultural analyses, longitudinal studies on societal impact, and the development of ethical frameworks specific to pornographic products education in the digital age.

**Keywords:** Pornographic products, Global massive open online courses (MOOCs), Diversified gender discrimination

## 1. Introduction

The global market for adult sexual wellness products demonstrates significant economic potential and sociocultural transformation. According to Forbes' 2022 annual market report, the global market was valued at US\$27.4 billion in 2019, with a projected compound annual growth rate (CAGR) of 6.2% from 2020 to 2027. Market projections indicate an anticipated valuation of US\$52 billion by 2028, representing an 8% CAGR from 2021 to 2028. Technological innovation exemplifies market expansion, as evidenced by companies like Sweden's LELO, which integrates blockchain technology to facilitate novel interactive intimate experiences. The market's growth is predominantly attributed to several interconnected socioeconomic factors: increasing consumption power, rising living standards in developing economies, and evolving societal attitudes toward sexual wellness. Contemporary research suggests a substantial normalization of sexual health discourse. The Economist's 2023 report on emerging trends in the sexual wellness industry highlights a paradigm shift in public perception, where sexual pleasure is increasingly viewed as an integral component of holistic health rather than a taboo subject. This attitudinal transformation is reflected in multiple societal indicators: (1) Retail landscape transformation: Sexual wellness products have proliferated across diverse retail environments, from traditional department stores to pharmacies and specialized health stores. (2) Digital discourse expansion: Social media platforms demonstrate increased engagement with sexual wellness topics, with Twitter mentions of sexual wellness surging six fold between 2018 and 2021. (3) Media representation: An increasing number of cinematic and dramatic narratives are exploring sexual wellness themes, further normalizing public discourse. Therefore, empirical research substantiates the market's growth trajectory. Market research conducted by MarketResearch.com in 2023 revealed that 25-30% of adult populations in the United States, United

Kingdom, and France report ownership of sexual wellness products. A 2021 PWC consulting survey found that approximately one-third of respondents had purchased such products within the preceding three years.

Furthermore, in view of the Taiwan market overview of pornographic products, more than half of Taiwanese people started watching pornographic videos at the age of 14, according to an international sex survey ([www.internationalsexsurvey.org](http://www.internationalsexsurvey.org)) covering 45 countries around the world, but Taiwanese is not sexually active. Most of the respondents who have regular sexual relationships reported that the frequency of sexual relations in the past 12 months was 2 to 3 times a month, or even only 2 to 6 times a year. The frequency of masturbation is also higher than the average in other countries. About 10% less. Therefore, Taiwanese people still tend to be repressed in their sexual attitudes compared with people from other countries in this international research (mainly people from Western countries). From the returned questionnaires, more than half of the people said that the frequency of watching pornographic videos/publications is 2 to 3 times a month, or even 4 to 5 times a week. Although in recent years, Taiwan's pornographic products have gradually shed their obscene image with the design of creative healing gadgets and hope to make sex healthier through the design of healing gadgets. However, if compared with Western countries, there is still a gap in the concept of sex toys among Taiwanese people. Many girls in Taiwan still dare not make demands and stay in private discussions or listen to what others say (Bridges, Wosnitzer, Scharrer, Sun, & Liberman, 2010). But this is actually a cultural issue in Taiwan; in European and American countries, pornography is regarded as a daily necessity, so buying pornography is a very common purchase behavior; but in Taiwan, when buying pornography, you still need to keep it hidden. In a see-through paper bag. In this way, the fundamental understanding of purchasing pornography to satisfy sexual needs still lies in basic sex education. If basic sex education were fully implemented, sex would not be considered a disgusting or dirty thing; and pornography that satisfies sexual needs would not be considered a morally corrupt product. Furthermore, sexual health is also an important goal for sexual product development, as sexual health represents a key psychological and physiological dimension that goes beyond simple commercialization for not just solving overall human sexual health problems but also satisfying the mental sexual demands.

Therefore, sex products must conceptualize sexual health as a comprehensive approach that encompasses physical satisfaction, emotional intimacy, mental health, and product-specific personal empowerment. The expansion of the market for sexual products reflects not only commercial opportunism but also a deeper sociological shift that recognizes sexual health as a fundamental human development need, in which technological innovation, removal of Stigma and evidence-based understanding together form a legitimate component of a life's validation of one's sexual experience as a whole. This paradigm shift demonstrates that sexual products related to sexual health are increasingly viewed as tools for personal exploration, relationship enhancement, and therapeutic intervention rather than just tools for physical gratification, moving the industry from a marginalized commercial realm Reorientation into the subtle realm of human health and humanity.

However, the gap in sex education can easily lead to misunderstandings about the use of pornographic products, because whenever pornographic product users who do not have complete sex education have questions about pornographic products or use them incorrectly, they cannot talk about it. They cannot ask, they can only understand the use of pornographic products through their limited sex education knowledge or easily accessible resources. The example is in pornographic movies, they saw the male actor grabbing the actress and using the pornographic product vibrator to make the actress scream, and the male actor expressed excitement and pleasure at the painful feeling of the actress being penetrated by a foreign object; while the female actor Actors must also be excited by the intrusion of pornographic vibrators (Goldman, 2015). This has led to the misunderstanding and myth among viewers of pornographic movies that male actors will feel a sense of accomplishment when they use pornographic product vibrators to penetrate actresses; actresses love the penetration of pornographic product vibrators (Castro -Calvo, Gimenez-Garcia, Gil-Llario, & BallesterArnal, 2018). Therefore, due to the lack of sex education in the early days, the public labeled pornographic products as morally corrupt, resulting in the pornographic product market being unable to develop like ordinary daily necessities. However, in recent years, driven by changes in social attitudes, technological progress, and increased awareness of sexual health, the global adult pornographic product market has experienced significant growth; especially with the strengthening and development of online sex education at home and abroad, countries around the world have begun to gradually move towards gender equality. , leading to changes in the interaction and status of the sexes in the sex toy market; the development of this trend has gradually transformed the public's consideration in purchasing sex toys to the common sexual pleasure achieved by themselves and their sexual partners as the main consideration. The example is when men now buy pornographic product massage sticks for women, they are considering what kind of product is more suitable for my sexual partner to use so that she can relax and achieve sexual pleasure.

For the reason, this research seeks to understand the factors contributing to this growth and how they relate to the development of online educational resources in this field (Chen, Ding, Jiang, & Potenza, 2018).

Therefore, how to explore the determinants of the global massive open online courses (“MOOCs”) for on pornographic products under post-sexism period has been critical issue for correcting the current situation of pornography in society under the

impact of the current wave of gender diversity and openness through the global MOOCs (Shih, Lai, Chan, Hsieh, & Meen, 2023). For the reason, in association with the key Trends and determinants for the MOOCs on pornographic products:

1. **Technological Innovation:** The integration of cutting-edge technologies such as blockchain, virtual reality, and remote connectivity is reshaping the adult pornographic products industry (Daspe, Vaillancourt-Morel, Lussier, Sabourin, & Ferron, 2018).
2. **Societal Attitudes:** The "Economist" 2023 report on New Trends in the Sexual Happiness Industry indicates a shift in public perception, with sexual pleasure increasingly viewed as an integral component of overall health rather than a taboo subject (Economist, 2023).
3. **Market Penetration:** Research by MarketResearch.com (2023) reveals that 25% to 30% of the adult population in the United States, United Kingdom, and France own sex toys, indicating growing acceptance and normalization of adult pornographic products.
4. **Media Influence:** Social media discussions and representation in popular culture have contributed to increased awareness and openness about sexual health and wellness (Economist, 2023).
5. **Regional Variations:** regarding the International Sex Survey highlights significant differences in sexual attitudes and behaviors across cultures, with Taiwanese respondents showing more conservative tendencies compared to Western counterparts.

Comprehensively, the growing market for adult pornographic products and increasing openness about sexual wellness present opportunities for the development of MOOCs focused on the pornographic products. Key considerations include (Dhuffar, & Griffiths, 2015):

1. **Cultural Sensitivity:** Educational content must be tailored to address varying cultural attitudes and taboos surrounding sexuality and adult pornographic products.
2. **Comprehensive Sex Education:** There is a need for accurate, science-based information to counteract misconceptions often perpetuated by pornography and inadequate sex education (Taiwan Market Overview, n.d.).
3. **Gender Equality:** Course content should reflect evolving gender dynamics and promote equality in sexual relationships and product use.
4. **Technological Integration:** Leveraging emerging technologies in both product development and educational delivery can enhance learning experiences and product understanding.

The global adult pornographic products market is undergoing rapid transformation, influenced by technological advancements, changing societal norms, and increasing awareness of sexual health. These factors create a fertile environment for the development of MOOCs addressing adult pornographic products and sexual wellness.

Future research should focus on designing culturally appropriate curricula, measuring the effectiveness of online sexual education, and exploring the long-term impact of such courses on societal attitudes and market trends in the post-sexism era (Shih, Lai, Chan, Hsieh, & Meen, 2023).

Crucially, the optimization of MOOCs in the field of sexuality education requires a sophisticated multidimensional approach that addresses the complex intersection between universal health principles and cultural specificities, thereby balancing cultural sensitivity in different cultural contexts as a comprehensive educational MOOC The framework of the course. It is necessary to integrate adaptive teaching strategies, advanced technological mediation, and careful cultural hermeneutics to develop flexible and targeted mass online courses, especially for sexual products that are currently easily accessible to the general public. Specifically, this approach requires an interdisciplinary approach using AI-driven personalized technologies, collaborative content development with a multicultural panel of experts, and adaptive learning pathways that allow for institutional and regional customization. The core goal is to create a modular course that retains the common foundation modules covering basic sexual health principles while providing culturally configurable supplementary content that respects different epistemological frameworks, making existing MOOC content in the field of sexuality education more accessible to the public. . stage. There is a deeper understanding of the education and use of sex toys. The key to this optimization is to implement ethical mechanisms of prioritizing consent, autonomy, and non-prescriptive knowledge dissemination to ensure that the content of comprehensive sexuality education MOOCs maintains scientific rigor and cultural sensitivity and does not cause sexual cognitive bias. In addition, MOOCs in the field of sex education can also be developed specifically for sex product practitioners, hoping to improve the content or quality of current sex products (for example, the correct use of condoms) through the course content of comprehensive sex education MOOCs and correct sex education concepts. Method and time of use; the content of pornographic films is virtual, etc.).

Because the current development of sex products and their increasing mainstream acceptance have also put forward new sexual health needs for comprehensive sex education, requiring MOOCs to address the traditional sexual concept deviation (for example: the longer the sexual intercourse, the better; the fake penis The bigger the better, etc.), and also address emerging technological

innovations (for example, the skin-friendliness of sexual product materials, etc.), thereby providing sexual product tools and information and promoting the sexual health of the general public. Importantly, the educational insights and user feedback collected through these MOOCs can directly inform the development and improvement of sexual health products, creating a virtuous cycle that enhances understanding of user needs and cultural contexts, leading to more effective and better outcomes. Culturally compatible and more humane product design. The technical infrastructure for comprehensive educational MOOCs must also support multilingual interfaces, privacy-preserving learning analytics, and flexible engagement strategies that accommodate different technological exposures and cultural backgrounds. Successful implementation of a comprehensive sexuality education MOOC requires ongoing empirical evaluation, integration of feedback, and a commitment to epistemological humility and recognition that sexual health education is inherently complex and situated.

By taking a holistic, adaptive approach that balances universal health principles with cultural specificities, these comprehensive sexuality education MOOCs can potentially transform global sexual health literacy, reducing stigma and empowering comprehensiveness through comprehensive, respectful, and accessible knowledge delivery. Professional knowledge and literacy of learners in educational MOOCs courses (Lin, 2022). Then, the development of promotion strategies for comprehensive sexuality education MOOCs requires a nuanced, ethically complex approach and a strategic grasp of the delicate intersection between market visibility and cultural sensitivity. An effective promotion mechanism must adopt a multi-dimensional communication strategy, give priority to the discretion between course instructors and learners, respect the cultural heterogeneity of individuals regarding sex education, and utilize digital platforms while maintaining strict privacy protection agreements between course instructors and learners. . The implementation method of comprehensive sexuality education MOOCs courses should use targeted and context-adaptive algorithm strategies, respect regional cultural norms, use segmented messaging, and emphasize educational value rather than sensational content. A complex outreach framework requires collaboration with local cultural stakeholders, academic institutions, and community leaders to develop communication narratives that are academically credible, culturally resonant, and linguistically appropriate. Technology mediation through privacy-enhancing digital platforms, anonymous participation options, and granular consent mechanisms can promote policy visibility while protecting individual learner identities. Advocacy strategies must address both underlying institutional and sociocultural barriers and emphasize the overall health benefits, academic rigor, and transformative potential of comprehensive sexuality education without employing provocative or overtly sexualized marketing approaches. Successfully balancing these complex considerations requires a dynamic, adaptable promotional model that is responsive to the changing cultural landscape, technological innovation, and emerging global perspectives on sexual health education (Sladden et al. 2021).

## 2. Methods

The global adult pornographic products market has experienced significant growth in recent years, driven by changing societal attitudes, technological advancements, and increased awareness of sexual health and wellness. This research seeks to understand the factors contributing to this growth and how they relate to the development of online educational resources in this field, particularly through the lens of the STP (segmentation, target and position) model (Huang, Li, Lai, Chan, & Hsieh, 2023) to analyze the determinants of the global massive open online courses for on pornographic products under post-sexism period. In detail, the STP marketing model provides a framework for developing targeted marketing strategies in the adult pornographic products industry. This model can be applied to the development of the MOOCs for adult pornographic products education:

(1) Segmentation (T): market segmentation involves dividing the market into different subgroups based on specific criteria, so for adult pornography and related educational content, the key segmentation criteria include:

- Demographic: age, gender, income, education level, occupation
- Geographic: region, city size, climate
- Psychographic: lifestyle, interests, values, sexual orientation
- Behavioral: purchasing behavior, frequency of use, brand loyalty, purchasing motivation

(2) Targeting (T): based on segmentation analysis, the most potential and valuable market segments are selected as target markets. For adult pornographic products education MOOCs, potential target markets include:

- Young adults (18-35 years old): Open to new experiences and highly receptive to digital products
- Married couples: Seeking relationship enhancement products and education
- Singles: Interested in self-fulfillment and sexual exploration
- High-income groups: Demand for high-end products and comprehensive education
- LGBTQ+ individuals: Seeking inclusive education and products for diverse needs



(3) Positioning (P): market positioning establishes a unique brand image and product positioning in the target market. For adult pornographic products education MOOCs, potential positioning strategies include:

- Quality and safety: Emphasizing evidence-based, medically accurate information
- Innovation and technology: Highlighting cutting-edge educational technologies and interactive learning experiences
- Privacy and confidentiality: Ensuring secure, anonymous learning environments
- Emotional and relationship enhancement: Focusing on the role of sexual wellness in overall relationship health
- Diversity and inclusion: Offering inclusive content that addresses diverse sexual orientations and gender identities
- Value and accessibility: Providing affordable or free educational resources to reach a wide audience.

Furthermore, this research examines the evolving landscape of the global adult pornographic products market and the emerging role of online education in sexual wellness, with a focus on the application of the 6P (product, price, place, promotion, public, and policy) marketing model (Huang, Li, Chan, Hsieh, & Lai, 2023). By analyzing market trends, consumer behaviors, and comprehensive marketing strategies, we aim to identify key determinants influencing the development of the MOOCs focused on adult pornographic products and sexual health education in the context of post-sexism discourse (Hsieh, 2024). Particularly, the 6P marketing model in the MOOCs on adult pornographic products can provide a comprehensive framework for developing targeted marketing strategies in the adult pornographic products industry and related educational initiatives. This model can be applied to the development of MOOCs for pornographic products education (Lai, & Hynie, 2011):

1. Product (Shih et al., 2023-a) includes course content: develop diverse educational modules covering various aspects of adult pornographic products, sexual health, and wellness, quality assurance: ensure high-quality, evidence-based content developed by experts in sexology, psychology, and related fields, innovative design: Incorporate interactive elements, virtual reality experiences, and adaptive learning technologies to enhance user engagement and brand image: Establish a reputable brand image emphasizing educational value, privacy, and inclusivity.
2. Price (Shih et al., 2023-b.) covers pricing strategy: offer a range of pricing options, from free introductory courses to premium, in-depth programs., price Tiers: provide different levels of access (e.g., basic, standard, premium) to cater to various learning needs and budgets, discounts and Offers: implement promotional pricing for early enrollments, group registrations, or referrals to increase course adoption and subscription Model: consider offering subscription-based access to a library of courses and resources.
3. Place (Huang, 2023-a.; Huang, 2023-b) comprehends online Platforms: develop a dedicated e-learning platform or partner with established MOOC providers (e.g., Coursera, edX), mobile accessibility: ensure course content is optimized for mobile devices to increase accessibility, global reach: provide multilingual content and consider cultural adaptations to reach a diverse, global audience and distribution partnerships: collaborate with adult product retailers, healthcare providers, and educational institutions to expand course distribution.
4. Promotion (Huang et al., 2023-c) contains digital marketing: Utilize SEO, content marketing, and social media strategies to increase course visibility and attract learners, influencer partnerships: Collaborate with sex educators, relationship experts, and relevant social media influencers to promote courses, content marketing: Develop blog posts, podcasts, and video content to showcase course value and build authority in the field and email marketing: Implement targeted email campaigns to engage potential learners and provide ongoing support to enrolled students.
5. Public (Chen et al., 2024) covers community building: foster an inclusive, supportive learning community through discussion forums, webinars, and social media groups, public relations: participate in sexual health conferences, sponsor relevant events, and engage in public discourse on sexual wellness to enhance brand credibility, corporate social responsibility: develop initiatives that promote sexual health awareness and education in underserved communities and partnerships: collaborate with sexual health organizations, LGBTQ (Lesbian, Gay, Bisexual and Transgender) advocacy groups, and academic institutions to expand reach and credibility.
6. Policy (Hsieh, 2024) comprehends age restrictions: implement robust age verification systems to ensure course content is accessed only by adults, content guidelines: develop clear guidelines for course content, ensuring it is educational, respectful, and non-exploitative, privacy protection: implement stringent data protection measures to safeguard learner information and maintain anonymity and regulatory compliance: Ensure courses comply with regional regulations regarding sexual education and adult content.

### 3. Results

Due to document method and literature reviewing approach, the appraised aspects, evaluated criteria and assessed surveyed questions of gender discrimination were able to be induced and explored as described in Table 1:

**Table 1.** Comparison of STP and 6P Marketing Models for Global MOOCs in Adult Products Education.

Evaluated Aspects	STP Model	6P Model
Core Focus	Market analysis and strategy development	Comprehensive marketing mix STP provides a foundation for understanding the market, while 6P offers a broader framework for implementation
Components	Segmentation, Targeting, Positioning	Product, Price, Place, Promotion, Public, Policy 6P offers a more comprehensive approach, including public relations and policy considerations crucial for sensitive topics
Market Understanding	Detailed analysis of market segments	Implicit in product and place strategies STP allows for more nuanced understanding of diverse learner needs in different cultural contexts
Product Development	Guided by positioning strategy	Explicit focus on product attributes 6P may lead to more diverse course offerings, while STP ensures tailored content for specific segments
Pricing Strategy	Determined by target market characteristics	Explicit component with various strategies 6P offers more detailed pricing considerations, crucial for global accessibility of the MOOCs
Distribution	Part of positioning strategy	Explicit 'Place' component both models consider multi-platform delivery, but 6P may offer more comprehensive distribution strategies
Marketing Communication	Focused on positioning message	Covered under 'Promotion' STP may lead to more targeted messaging, while 6P considers a broader range of promotional tools
Public Relations	Not explicitly addressed	Explicit 'Public' component 6P's inclusion of public relations is crucial for managing the sensitive nature of adult products education
Regulatory Compliance	Not explicitly addressed	Explicit 'Policy' component 6P's policy focus is essential for navigating diverse global regulations on adult content
Cultural Sensitivity	Addressed through segmentation	Implicit in multiple components STP may offer more detailed cultural insights, while 6P provides a framework for culturally sensitive implementation
Technological Integration	Part of positioning strategy	Addressed in product and place components both models can incorporate technological considerations, crucial for innovative MOOC delivery
Community Building	Not explicitly addressed	Part of 'Public' component in 6P 6P's public component allows for more focus on building supportive learning communities
Ethical Considerations	Implicit in targeting and positioning	Addressed across multiple components, especially in 'Policy' 6P provides a more explicit framework for addressing ethical concerns in adult products education
Adaptability to Post-Sexism Context	Can be incorporated into segmentation and positioning	Can be addressed across multiple components both models can adapt to post-sexism perspectives, with 6P offering more explicit touchpoints
Global Market Approach	Strong focus through segmentation	Addressed across multiple components STP may offer more nuanced global market analysis, while 6P provides a comprehensive global strategy framework
Measurement and Evaluation	Focused on target market performance	Can be incorporated across all components 6P may offer a more comprehensive framework for evaluating MOOC success across various dimensions

In Table 1, the comparative analysis of the STP and 6P marketing models reveals the obvious advantages of implementing adult product education in global MOOC sex education courses, because the STP model can effectively demonstrate excellent market analysis and segmentation capabilities, and can be used in different cultures. It provides nuanced insights into the needs of different learners in different contexts, enabling complete analysis and study of the market for targeted products for different learners around the world, target market needs and self-product positioning. The 6P model provides a more comprehensive framework for the implementation of global MOOC sexuality education courses and product marketing, which is particularly valuable for addressing sensitive content and regulatory requirements. Thus, the strength of the STP model lies in its detailed market segmentation and positioning capabilities, while the strength of the 6P model comes from its broader scope, especially in addressing public relations and policy considerations through clear components. In terms of execution, the 6P model demonstrates superior capabilities in handling sensitive content and regulatory compliance, while the STP model excels in providing targeted approaches for different cultural contexts. The 6P model may be more suitable for global MOOC courses in the adult product education sector

due to its comprehensive approach to sensitive content management and regulatory compliance, although combining the powerful segmentation capabilities of STP with the comprehensive framework of 6P may achieve the best results (Ezer, Fisher, Jones, & Power, 2022).

Significantly, the differences or similarities between the applications of STP and 6P models in the global MOOC sexuality education courses are the STP and 6P Marketing Models demonstrate distinct differences and notable similarities in their approach to Global MOOCs for Adult Products Education. In terms of differences, the STP Model focuses primarily on market analysis and strategic development through Segmentation, Targeting, and Positioning, while the 6P Model emphasizes a comprehensive marketing mix through 6P components. The 6P Model explicitly addresses regulatory compliance and public relations through dedicated components, whereas the STP Model handles these aspects indirectly through its market positioning strategy. Despite these differences, both models share important similarities in their fundamental approach to market understanding, product development, and distribution strategy. Both frameworks recognize the importance of cultural sensitivity and can be adapted for different cultural contexts, though they approach this through different mechanisms - STP through market segmentation and 6P through integration across multiple components. Both models also support performance measurement and success tracking, though they employ different evaluation frameworks. The complementary strengths of these models suggest that their combined use could provide a more comprehensive strategy for adult education MOOCs, with STP's detailed market analysis informing 6P's broader implementation framework, particularly in addressing the unique challenges of adult products education in a global context.

#### 4. Discussion

Based on the Table 1, there are four research discussion to be described as

1. Curriculum Development: MOOCs in adult products education should offer comprehensive, evidence-based content that addresses not only product information but also broader aspects of sexual health and relationships. This content must be adaptable to diverse cultural contexts and individual learner needs (Potenza, 2018).
2. Accessibility and Inclusivity: Implementing varied pricing strategies and ensuring multi-platform accessibility are crucial for reaching diverse global audiences. This approach aligns with the post-sexism ethos of inclusivity and equality (Rostad, Gittins-Stone, Huntington, C., Rizzo, Pearlman, & Orchowski, 2019).
3. Community Building: Fostering supportive learning communities can enhance engagement and normalize discussions around sexual wellness. This aspect, highlighted in the 6P model's 'Public' component, is particularly relevant in the context of adult products education (Solano, Eaton, & O'Leary, 2020).
4. Ethical Marketing: Promotional strategies must balance visibility with sensitivity to cultural norms and individual privacy concerns. The integration of STP's targeted approach with 6P's comprehensive marketing mix can help achieve this balance (Wright, 2013).
5. Regulatory Compliance: Course developers must navigate complex and varied regulatory landscapes while pushing boundaries in educational content and delivery methods. The 6P model's 'Policy' component provides a framework for addressing these challenges (Chen, Chan, Chang, & Hsieh, 2024).

#### 5. Conclusions

The development of global MOOCs for adult products education in the post-sexism era represents a complex yet promising endeavor. By integrating market-driven approaches with comprehensive marketing strategies, and by carefully navigating ethical and regulatory landscapes, educators and course developers can create impactful, inclusive, and responsible educational resources. As societal attitudes continue to evolve and technology advances, these educational initiatives have the potential to play a significant role in promoting sexual wellness and fostering a more informed, open discourse on adult products and sexual health. This research provides a foundational framework for understanding the key determinants in this field. However, ongoing research and adaptive strategies will be crucial to address the dynamic nature of the market, technological landscape, and sociocultural attitudes surrounding adult products and sexual education in the global context.

This initial research into the determinants of the MOOCs for adult products education in the post-sexism era has yielded several significant insights through the application and comparison of the STP and 6P marketing models. Our findings suggest that the development and implementation of such educational initiatives are influenced by a complex interplay of market dynamics, sociocultural factors, technological advancements, and ethical considerations. The key contributive findings express as

6. Market Dynamics and Educational Potential: the global adult products market exhibits substantial growth trajectories, with market valuations projected to reach US\$52 billion by 2028, as reported by Forbes (2022). This significant market expansion not only reflects economic potential but also signals an emerging imperative for comprehensive, scientifically rigorous sexual

education. The market dynamics suggest a critical intersection between commercial trends and educational requirements, necessitating innovative, evidence-based pedagogical approaches that address contemporary sexual wellness discourse.

7. Sociocultural Transformation and Educational Paradigms: contemporary research, including the Economist's 2023 report, demonstrates a fundamental paradigm shift toward conceptualizing sexual wellness as an integral dimension of holistic health. However, this perspective is substantially mediated by complex cultural variations, as documented by the International Sex Survey (n.d.). These sociocultural differentials mandate a nuanced, culturally sensitive curriculum development strategy that respects diverse epistemological frameworks while maintaining academic rigor and universal ethical standards.
8. Technological Mediation in Educational Delivery: Emerging e-learning technologies, characterized by advanced artificial intelligence algorithms and immersive virtual reality environments, are revolutionizing educational content delivery. These technological innovations offer unprecedented opportunities for personalized learning experiences, adaptive pedagogical approaches, and engagement strategies that transcend traditional educational modalities. The integration of such technologies enables sophisticated content presentation, ensuring both academic integrity and learner-centric methodologies.
9. Ethical and Regulatory Frameworks: the development of sexual education MOOCs necessitates a sophisticated navigation of complex ethical landscapes and diverse regulatory environments. The 6P model's explicit focus on the Public and Policy dimensions provides a comprehensive analytical framework for addressing these multifaceted challenges. This approach demands meticulous attention to: ethical content development, consent and privacy considerations, cultural sensitivity, regulatory compliance and institutional accountability.
10. Strategic Model Integration for Curriculum Development: a comparative analysis of the STP and 6P models reveals complementary strategic dimensions. While the STP model demonstrates exceptional market analysis and targeting capabilities, the 6P framework offers a more holistic implementation approach. The strategic integration of these models presents a robust methodological foundation for developing, implementing, and managing sexual education MOOCs.

In association with the limitations and future research, this initial research provides a foundation for understanding the determinants of global MOOCs in adult products education. However, it has limitations that future research should address:

1. Empirical Data: Future studies should incorporate empirical data on learner preferences, course effectiveness, and market reception to validate and refine the theoretical frameworks presented.
2. Cross-Cultural Studies: In-depth cross-cultural analyses are needed to better understand how different sociocultural contexts influence the reception and effectiveness of adult products education MOOCs.
3. Longitudinal Studies: Long-term studies could provide insights into the impact of these educational initiatives on societal attitudes, consumer behavior, and overall sexual wellness.
4. Technological Impact: Further research is needed to quantify the impact of emerging technologies on learning outcomes in adult products education MOOCs.
5. Ethical Framework: Development of a comprehensive ethical framework specific to adult products education in the digital age is crucial for guiding future initiatives in this field.

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