PHENOMENOLOGICAL-COMMUNICATIVE REVIEW OF ONLYFANS NORMALIZATION ON TWITTER MEDIA

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Abstract. This thesis aims to analyze and explore the communication phenomena related to the normalization of OnlyFans on Twitter. The dynamics of pornography on social media are a concerning issue. The emergence of several platforms has led to an escalation of pornography content accessible to the public. Moreover, pornography has become more intimate and personal with the advent of OnlyFans as a new type of transactional pornography on social media. The urgency of this research is to examine the OnlyFans normalization phenomenon using a communication perspective. This study employs a qualitative method with a field study approach. The research paradigm is critical with a media analysis context. The primary data source in this study are millions of Twitter user tweets indicating OnlyFans escalation, while the secondary data used are expert opinions, regulations, scientific articles, and books supporting the research. Data collection techniques include observation, interviews, documentation, and Focus Group Discussions (FGD). The collected data will then be analyzed using Miles and Huberman's techniques, which include data collection, data reduction, and conclusion drawing. Data validity testing is performed using triangulation techniques. The research findings show that the escalation of OnlyFans on Twitter has seen significant growth. In Indonesia, Twitter is used only for promotion by OnlyFans creators. Cumulatively, the sentiment that emerges tends to be neutral towards the presence of OnlyFans. However, this sentiment is not absolute as it brings concerns, such as: 1) Digital transformation of desires, 2) Shadow industry, 3) Risk of exploitation, 4) Pandora's box of desires, and 5) Social values. The dynamics of OnlyFans in Indonesia have spurred active discussions, sentiments, perceptions, promotions, ethics, and social norms. The communication phenomena arising from OnlyFans in this study include: 1) Democratization of pornography, 2) Destigmatization of sexuality, 3) Personalization of pornography, 4) Influence of social media, and 5) Debates and regulations. These phenomena can be mitigated through collective intelligence-based digital campaigns.

Keywords: phenomenon; communication; normalization; onlyfans; Twitter

INTRODUCTION

The intensity of pornography content distribution on social media has become a vigorously discussed discourse. This indicates that the massive presence of pornographic content begins to intervene in social values, particularly among adolescents [1]. This argument is strengthened by data showing that approximately 66.6% of male teenagers and 62.3% of female teenagers in Indonesia have viewed sexual activities virtually [2]. The data presented above illustrate the crisis of social media life in the context of virtual pornography [3], [4]. Furthermore, this pornographic activity has transformed into virtual prostitution through several applications such as MiChat, Telegram, Twitter, and OnlyFans, with OnlyFans itself having about 30 million registered users and approximately 450,000 content creators [5]. Pornography on social media is a serious challenge that troubles many users [6]. These platforms strive to monitor and remove adult content, yet it is challenging to completely prevent the spread of inappropriate material [7]. The presence of adult content can spoil the online experience for users who do not wish to be exposed to such content, especially children and adolescents who can easily access it [8]. Additionally, pornography on social media can have adverse effects on

interpersonal relationships and mental health, particularly with the emergence of OnlyFans as a platform offering intimate closeness between communicators and communicants.

Today, OnlyFans has become a focal point of debate due to its role in changing the pornography industry landscape [9]. Although the platform offers content creators the opportunity to control their earnings, concerns about protection and ethics arise, especially when involved in the adult industry [10]. OnlyFans has provided financial opportunities for numerous sex workers and adult content creators who previously might have faced limitations in earning income [11]. However, in some cases, it also creates significant economic dependency on the platform [12]. Sex workers using OnlyFans may face risks related to income stability and work protection, necessitating a balance between financial empowerment and the protection of workers' rights [13]. The involvement of OnlyFans in the pornography industry sparks debate over freedom of expression and censorship. Some view it as an embodiment of freedom of expression and individuals' rights to independently produce and consume adult content. Meanwhile, others worry that the expansion of the pornography industry on platforms like

OnlyFans may lead to negative impacts on societal culture and morals. The extent to which censorship should be applied on such platforms becomes a heated debate in confronting various social values and norms [14]. This research holds significant urgency in the context of a modern society increasingly connected digitally. With the rampant use of social media and the phenomenon of OnlyFans as a subscription-based adult content platform, this study is crucial to understand the impacts of such normalization, especially from a communication perspective. A phenomenological-communicative analysis can reveal patterns of interaction and societal understanding related to this phenomenon, while the communication perspective will provide a framework of social values and norms related to virtual pornography.

OnlyFans is a social media platform that enables content creators to monetize their work by providing paid access to their followers [15]. Initially recognized as a platform for various types of content, ranging from art to sports, it has unfortunately also gained notoriety as a venue for adult content creators to share explicit material. In recent years, OnlyFans has seen a significant increase in popularity within the pornography industry, sparking debates about ethics and its impact on perceptions of sex work and exploitation [16]. Social media, intended to be a space for creativity, education, and connectivity, is now continually besieged by a wave of pornography that threatens the safety and mental health of its users [17]. Users accidentally exposed to adult content can suffer negative effects, ranging from discomfort to trauma. This crisis also undermines the integrity of online communities, creating an unhealthy environment and damaging interpersonal relationships. Furthermore, the increased access to pornography on social media poses security risks, including the potential for exploitation and misuse by irresponsible parties [18]. In this context, the author has conducted preliminary observations by collecting approximately 1,000 previous literatures with the keywords "Porn" and "Social Media". The observations will be presented using network analysis and density analysis with the VosViewer application. Here is the overview obtained by the author:
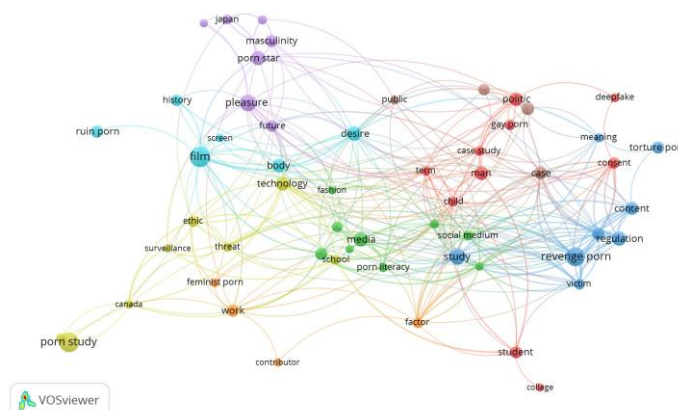

Figure 1. Network Analysis by VosViewer

The image above was filtered by the author to include only networks with a minimum of five interconnected nodes. This was done to allow the author to view the main topics of previous discussions for greater relevance. From the image, it is evident that the networks are quite varied and the subjects of discussion are broad. To analyze the frequently occurring topics, the author conducted a density analysis as follows:
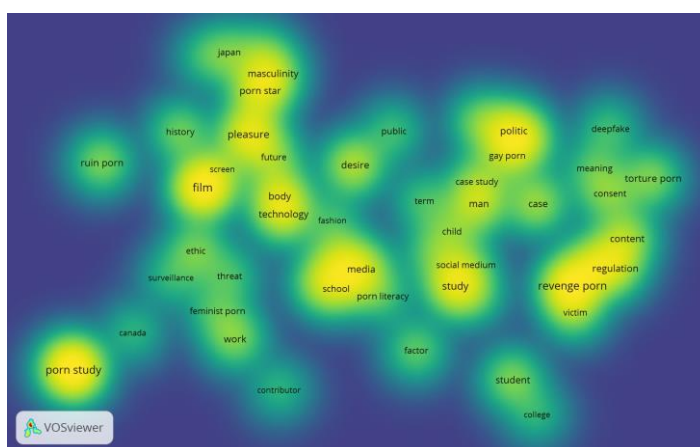

Figure 2. Density analysis by VosViewer

From the above analysis, it can be seen that the networks frequently appearing are the correlations between pornography-politics-LGBT and social media. Additionally, there is a network discussing porn actors-movies-media-porn literacy and technology. This indicates that the discourse on pornography and social media is inseparable in its existence. In addition to the aforementioned analysis, the author selected several previous articles discussing similar phenomena. Some of these include:

First, an article titled "Nudes? Shouldn't I charge for these?": Motivations of New Sexual Content Creators on OnlyFans" **[19]**. This article evidently discusses the shift in social values. According to Hamilton, it is peculiar for someone to pay for pornographic content. The difference in research lies in the substance, where this thesis discusses social change beyond mere exploitation.

Next, an article titled "Cashing in on Contacts: Characterizing the OnlyFans Ecosystem" **[20]**. The previous study examines the OnlyFans ecosystem. The distinction in this research lies in the values and review of change. This thesis not only addresses exploitation but also the shift in the normalization meaning of OnlyFans.

Furthermore, an article titled "'Cam Girls and Adult Performers Are Enjoying a Boom in Business': The Reportage on the Pandemic Impact on Virtual Sex Work" **[21]**. This study addresses the exploitation of sex workers who, in the era of technology, no longer sell their bodies directly. The research differs in its object, where this thesis uses Twitter media as the object of analysis.

Another study titled "How OnlyFans Changed Sex Work Forever" discusses the changes in sex worker exploitation. The difference in this research is in the object, as this thesis employs Twitter media for analysis **[22]**.

Lastly, a study titled " Kasus Pornografi di Media Online (Analisis Framing terhadap Pemberitaan Dea OnlyFans) **[23]**." The previous research discusses pornography from the perspective of newspaper media. The difference lies in the unit of analysis, where this thesis addresses virtual pornography on Twitter media.

II. RESEARCH METHOD

This research employs a qualitative method with a field research approach **[24]**–**[26]**. The paradigm adopted in this study is the constructivist paradigm, which emphasizes that knowledge is an active construction influenced by individuals' experiences, values, and social contexts **[27]**. The primary data source in this study consists of Twitter user tweets regarding the existence of OnlyFans, while the secondary data utilized are scientific articles, books, and reports that support the research. The data collection techniques used in this study include media observation, interviews with experts, documentation, and literature review **[28]**. The Miles and Huberman data analysis technique is employed to examine the normalization phenomenon of OnlyFans on Twitter from a Communication perspective within virtual pornography. This process involves collecting data through in-depth interviews, followed by the creation of a data matrix to organize information. The data are then reduced, categorized, and coded, focusing on themes such as communication perspectives and views on virtual pornography. Visual data displays, such as diagrams, aid in identifying trends, and the final stage includes analysis to draw conclusions about the impact of communication on the perception of OnlyFans normalization, revealing the dynamics of this phenomenon in the context of virtual pornography **[29]**. The collected data will be analyzed using triangulation techniques with experts and literature triangulation **[30]**.

III. RESULTS AND DISCUSSION

Twitter Users' Sentiment Towards OnlyFans

In the realm of Twitter's social media, the discussion about the OnlyFans platform has become a primary focus among users **[31]**. With its rapid growth, this platform has given rise to a variety of sentiments. The evolving discussions on this platform reflect a spectrum of viewpoints, including perspectives on sexuality, the role of women in the adult content industry, and the dynamics of the digital **[32], [33]**. The author collected data using the KeyHole Application to gather sentiments and additional data. The following is the data obtained figure3.
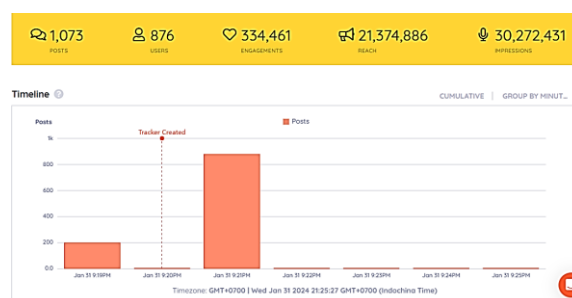

Figure 3. OnlyFans and Discussion's data

The data was processed on January 30-31, showing that OnlyFans discussions exceeded 800 posts. In just one day, discussions about OnlyFans on Twitter reached 1,073 posts, involving 876 active users, 334,461 interactions, reaching over 21 million users, and generating more than 30 million impressions. Ideally, in measuring sentiment, only three aspects can be analyzed: positive sentiment, negative sentiment, and neutral sentiment **[34]**. The accumulation of sentiments is as follows Figure 4.
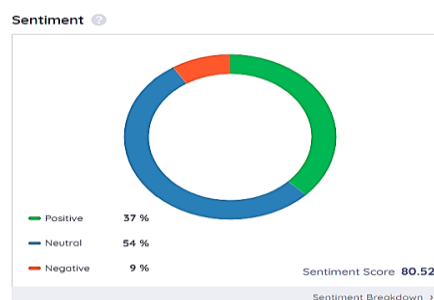

Fig 4. Twitter User's Sentiment About OnlyFans

In the context of positive sentiment, text analysis revealed "free" as the most frequently occurring word (208 times), signifying as the main factor of positive sentiment, followed by "onlyfan" (104 times) referring to the OnlyFans platform. Terms like "like," "just," and "subscribe," along with emojis such as clapping hands and laughing faces, indicate a positive view, often related to social media and online communities where actions like subscribing and liking are common. Meanwhile, the presence of the word "pussy" (25 times) requires careful interpretation due to its ambiguous meaning, highlighting the need for context in sentiment analysis to avoid incorrect conclusions. In the context of negative sentiment, text analysis showed the word "fuck" as dominant with 34 mentions, marking the strongest negative sentiment in the data. Terms like "video," "full," "ass," and even "like" also appeared frequently with negative connotations, possibly indicating dissatisfaction or irony. Words like "dick," "hard," and "onlyfan" may indicate discussions about adult or sensitive content, while "content" and "leak" point to issues of privacy and unwanted information leaks. Typos like "fuke" also underscore the negative nuance. This analysis reveals strong negative reactions to certain issues, emphasizing the importance of context in interpreting sentiments and emotions in communication.

From the analysis of word frequency in contexts likely related to social media, with "free" leading the list with 246 mentions, it indicates that free content is a major topic in discussions. "Rt," likely an abbreviation for retweet, follows with 195 mentions, indicating high sharing activity. The word "onlyfan," appearing 181 times, probably refers to the OnlyFans platform, and the high frequency reflects the level of discussion or promotion related to this platform. "Like" (124), "video" (111), and "subscribe" (90) all relate to common interactions on social media, while "full" (83), "just" (79), and "link" (78) indicate comprehensive content,

spontaneous discussions, or sharing of resources. Finally, "fuck" with 75 mentions could indicate dissatisfaction or strong negative sentiment related to the discussion context. Overall, this data portrays a dynamic social media activity landscape focused on free content, sharing, and possible discussions about subscription platforms with varied sentiments.

OnlyFans, a platform enabling content creators to offer exclusive material to their followers, has become a widely discussed topic on social media, particularly on Twitter [35]. The development of OnlyFans reflects a broader shift in the creator economy, where individuals now have greater power to monetize their work directly to fans.

A. Dynamics of OnlyFans in the Context of Modern Pornography

The use of OnlyFans as a medium for pornography has significantly impacted how individuals consume adult content. Unlike traditional pornography platforms, OnlyFans offers a more personal and interactive approach between creators and fans [36]. This not only shifts the dynamics of the pornography market but also challenges existing social norms regarding the production and consumption of sexual content. The ease of access and privacy provided by OnlyFans allow individuals from various backgrounds to engage in this industry, both as creators and consumers.

Furthermore, in the context of ethics and regulation, content of this nature can spark discussions about the limits of permissible content on social media platforms. In some jurisdictions or for certain user groups, explicit content or content related to pornography may be considered sensitive or inappropriate, demanding platforms to balance between freedom of expression and the protection of the community from content that might be deemed harmful or offensive [37]. The author also discovered a word cloud compiled into aggregate data. The data are as follows:
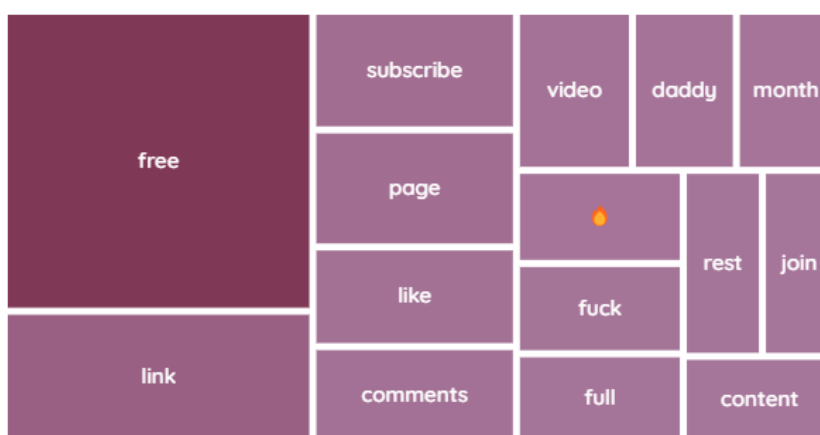

Figure 5. Wordcloud With OnlyFans KeyWords

This word cloud depicts the frequently used terms in promotions or descriptions related to OnlyFans, where the size of the words represents their relative frequency of occurrence.

The word cloud indicates that "subscribe," "free," "video," "like," and "comments" are key terms in the online discussion about OnlyFans, highlighting the elements of subscription, cost-free content, video format, and user interaction as the main pillars of communication around the platform. The use of terms like "daddy" and "fuck" illustrates the explicit sexual side in the marketing of adult content. The inclusion of these terms in daily discourse affirms the normalization of OnlyFans on social media and indicates its influence on contemporary sexual narratives. Additionally, the word cloud emphasizes the main practices in digital marketing used by content creators to attract and retain an audience, marking the formation of a specific lexicon and

demonstrating the integration of this platform into the current social and digital culture. The expansion of OnlyFans signifies the globalization of the pornography industry, successfully reaching markets across different regions such as Asia and Latin America, proving that the desire for exclusive and personal content is universal. Its spread leverages digital technology to overcome geographical barriers in the distribution of pornographic content, yet it brings challenges in confronting various regulations and social norms. In some countries, the platform is seen as a vessel for sexual expression, while in others, it is controversial and potentially conflicts with local values and laws, highlighting the complexities of operating such a platform globally.
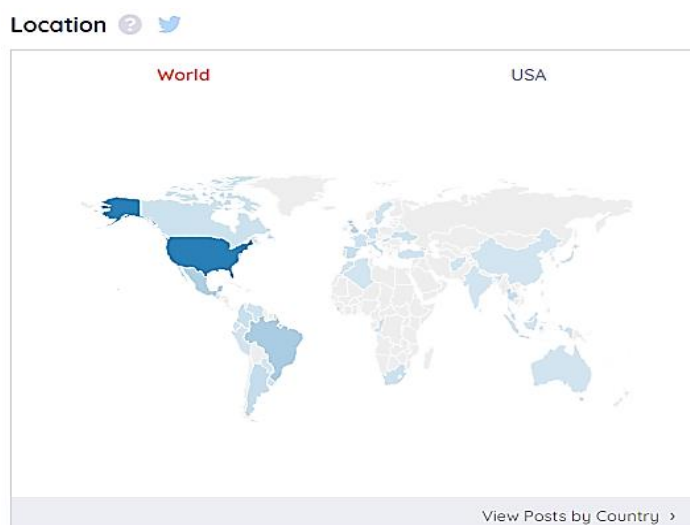

Figure 6. World Density About OnlyFans

This world map illustrates the geographic distribution of OnlyFans usage, with the United States highlighted as the region with the highest activity, indicated by the darkest color. Latin America also shows notable activity, albeit at a lower level, while Europe, Asia, and Australia exhibit significant usage. Light colors in Africa and parts of Asia reflect factors such as limited internet access, social norms, and pornography regulations. The map underscores the importance of contextual analysis in understanding the socioeconomic,

technological, and legal influences on the spread of adult content, providing insights for studies on the digital economy and informed global policy-making. Social media, in this instance, Twitter, serves as a reflection of various social life aspects, including how new technologies and platforms are integrated into daily life and the questions they raise about privacy, ethics, and the digital economy. Interestingly, there is information pointing to social media platforms like Telegram being used to continue OnlyFans transactions.

Table 1. Onlyfans Group

No	Channel	Promotion	
1	All OnlyFans X7 Meter	a.	VVIP Jav Sub Indo 75k
		b.	VVIP Jav Premium 50k
		c.	VVIP Indo Lokal 50K
		d.	VVIP Bhochild 75k
		e.	VVIP Barat Premium 50k
		f.	Liveshow VVIP 50k
2	Only Kay Fans	380k a year subscribing.	
3	Teras-teras Asupan	55k with testimony description.	

Notes: In the context of the Indonesian rupiah currency, the connotation "K" stands for "thousand."

In an observation of promotional activities across various channels and groups associated with OnlyFans content, the gathered data revealed practices of commercialization and distribution of adult content through

subscription offerings. The first channel, "All OnlyFans X7 Meter," featured diverse membership packages with varying specifications and prices. These packages included access to Japanese Adult Video (JAV) content with Indonesian

subtitles and premium versions, local Indonesian content, as well as content labeled as "Bhochild" and "Western Premium," all offered between 50,000 to 75,000 Indonesian rupiah. Additionally, there were offers to access live shows categorized under VVIP for 50,000 rupiah.

The second channel, known as "Only Kay Fans," offered annual subscriptions for 380,000 rupiah, a figure significantly higher than those offered by the first channel, suggesting the possibility of higher quality or exclusive content. Meanwhile, the third channel "Teras-teras Asupan" provided more affordable pricing at 55,000 rupiah, complete with attached testimonials possibly aimed at enhancing credibility and persuading potential customers. Analysis of this data indicates a well-organized digital ecosystem aimed at commodifying adult content. Price variations between channels reflect market segmentation and product differentiation, with each channel positioning itself to attract specific customer segments based on financial capability and content preference. The use of the term "VVIP" signals efforts to attract customers with promises of exclusive and higher-quality content, while long-term subscription options, as offered by "Only Kay Fans," suggest attempts to build long-term relationships with customers. The employment of testimonials as part of "Teras-teras Asupan's" promotional strategy is a common marketing tactic to add a trust element to their offerings. However, from this analysis, it can be assumed that only the Only Kay Fans group corresponds to the subject matter of discussion. Kay is an original figure selling her private videos through Instagram, even mentioning that she would conduct a live show once a month for an entire year.

Overall, this narrative illustrates how digital platforms and social media have become tools for the commercial distribution of adult content, presenting various social, legal, and ethical challenges that society and regulators must address **[38], [39]**.

With the rising popularity of OnlyFans, debates emerge about the social and personal impacts of pornography. On one hand, the platform provides opportunities for individuals to express their sexuality in a controlled and potentially financially beneficial manner. On the other hand, the ease of access may also increase the risk of exploitation and non-consensual content distribution **[40]**. This demands a careful balance between freedom of expression and protection against exploitation and abuse, a continuous challenge for policymakers and society.

The future of OnlyFans and similar platforms in the modern pornography industry will likely evolve alongside social debates, technological advancements, and legal regulatory changes. The growth of these platforms indicates a paradigm shift from viewing pornography as taboo to being more open and accessible, yet it necessitates in-depth discussion on its social and personal implications. In responding to these dynamics, the active role of all stakeholders—from creators and consumers to platforms and regulatory authorities—will be key in shaping a responsible and ethical future for pornography.

The Communication Phenomenon Regarding the Normalization of OnlyFans

The normalization of OnlyFans on social media platforms like Twitter has given rise to various communication phenomena that reflect shifts in social and cultural discourse. These phenomena have been simplified by the author into the following tabulation:

Table 2. Table Of Phenomenological-Communicative Review On The Normalization Of Onlyfans

No	Phenomenon	Description
1	Democratization of Pornography	With monetization, OnlyFans contributors have created a segregation in the porn industry.
2	Destigmatization of Sexuality	Media openness has led to a decrease in stigma and provided exclusive promotional spaces in sexual expression.
3	Personalization of Pornography	Open social media facilitates intimate interactions between OnlyFans content creators and the online community.
4	Influence of Social Media	An ecosystem exists where social media algorithms and metrics determine the monetization potential of creators.
5	Public Debate and Regulation	Abstract regulations lead to an escalation of unfiltered OnlyFans transactions on Twitter, sparking widespread public debate.

In the current digital landscape, phenomena related to OnlyFans reflect significant shifts in how society consumes, produces, and perceives adult content. From the democratization of the pornography industry to the destigmatization of sexuality, content personalization, the influence of social media algorithms, and regulatory challenges, these aspects underline the complex dynamics between technology, culture, and economy **[41]**. These changes are not only transforming the pornography industry landscape but also raising profound questions about privacy, ethics, and legal boundaries in the digital age. With the emergence of platforms like OnlyFans, we are confronted with a new reality where online interactions have direct and tangible consequences, prompting society and policymakers to navigate this uncharted territory with wisdom and precision. The phenomenon of "pornography democratization" refers to the fundamental change in the production, distribution, and consumption of sexual content caused by internet technology and platforms like OnlyFans. In the pre-internet era, the pornography industry was dominated by large companies controlling nearly all production and distribution aspects. The advent of the internet, followed by social media and content-sharing platforms, has greatly

reduced entry barriers to this market. Now, individuals can easily produce, upload, and monetize their content. This has created a more meritocratic market where the quality and popularity of content produced by individuals can directly compete with large studio productions [42].

"Destigmatization of sexuality" occurs as Twitter users openly discuss and promote their OnlyFans accounts. This indicates a decrease in the stigma associated with sex work and pornography, providing space for more inclusive narratives about sexual expression [43]. Discussions about OnlyFans on Twitter often come with empowerment narratives, indicating that creators have full control over their content, sharing, and boundaries.

The "personalization of pornography" is where the interaction between creator and consumer becomes more intimate and personal through Twitter. Creators often use their social media accounts to interact with fans, providing a more personalized experience unavailable through conventional pornography platforms. This changes the dynamic between viewers and creators, where the boundary between content consumer and producer becomes increasingly blurred [44].

"Social media influence" is key in OnlyFans content marketing. OnlyFans' presence on Twitter has created an ecosystem where social media algorithms and metrics, like follower count and engagement levels, are crucial in determining a creator's success. This phenomenon shows how social media platforms act not only as communication channels but also as vital marketing tools for adult content creators [45].

Finally, "public debate and regulation" arise in response to OnlyFans' prevalence. Discussions about the regulation of adult content on Twitter are becoming more frequent, including debates on age verification, consent, and privacy. This shows that the normalization of OnlyFans is triggering a broader public discourse on the boundaries and responsibilities of social media platforms in managing adult content.

Public debate and regulation related to social media and platforms like OnlyFans capture the essence of contemporary communication phenomena related to free speech, privacy, and ethics [46]. At heart, the question raised is the extent to which governments and regulatory bodies should be involved in regulating digital content and online behavior. This includes discussions about the boundaries between individual expression and the protection of society from content considered harmful or inappropriate. Social media has provided a forum for the public to express their views, catalyzing broader debates and encouraging the formation of more inclusive and representative policies.

This research investigates how Twitter has become a medium for the normalization of OnlyFans content, often associated with pornography, and its impact on social change and media ecology. Utilizing phenomenology, the study delves into Twitter users' interpretations and experiences of OnlyFans content, analyzing how these interactions shape and are influenced by the broader digital environment [47], [48].

Within the theoretical framework of social change, the normalization of OnlyFans content on Twitter is viewed as a reflection of shifts in societal values and norms [49], [50]. Platforms like Twitter facilitate the spread of content traditionally considered taboo, challenging social and legal boundaries and sparking discussions on the social acceptance of virtual pornography and its subscription-based business model. From the perspective of media ecology theory, Twitter serves as a living environment that facilitates interactions between individuals and OnlyFans content. The dynamics between users and the platform extend beyond mere content consumption; they engage in the formation of digital identities, communities, and even create new forms of expression [51], [52]. This illustrates how the media environment adapts and evolves with the advent of new technologies. These interactions also highlight aspects of media ecology where technology is not merely a neutral tool but has profound and often unpredictable effects on human behavior. Consuming OnlyFans content through Twitter demonstrates how social media can influence social constructions of sexuality and interpersonal relationships [53], [54].

Challenges arising from this normalization include issues of privacy, data security, and user mental health. In the social media ecosystem, where the boundary between public and private is increasingly blurred, the consequences of continuous exposure to pornographic content necessitate further research to understand its broader impacts. Conversely, the social changes facilitated through Twitter and OnlyFans can also create spaces for more open discourse on sexuality, with the potential to challenge stigma and educate the public. In this regard, social media has the capacity to catalyze advocacy and social norm changes, as long as it is used in a responsible and informative manner. The phenomenon of OnlyFans on Twitter underscores the importance of developing policies and best practices for managing digital content in a way that supports healthy and responsible social growth. This research emphasizes the need for an interdisciplinary approach in formulating responses to the complexities of the new media ecology and the social and ethical implications of evolving technology. This study brings a new perspective to understanding the interactions between technology and social dynamics by exploring how Twitter and OnlyFans, through the lens of social change and media ecology theories, facilitate shifts in norms and behaviors related to virtual pornography. A phenomenological-communicative analysis highlights not only how explicit content becomes normalized in the digital public sphere but also how the digital environment influences the formation of user identities and communities, revealing far greater social and ethical implications than mere content consumption. Thus, this research proposes a model for understanding and addressing the challenges faced by individuals and societies in a digital era that prioritizes transparency and the sustainability of social values.

IV. CONCLUSIONS

This study demonstrates that the normalization of OnlyFans on Twitter reflects the complex interactions occurring within digital communication, where the subjective experiences of users inform and shape broader social norms and ethics. Although the research focuses on a constructivist approach in communication, there is potential for further

critical approaches, including psychoanalysis, which may provide insights into the communicators' motivations and the communicants' responses. Future research suggestions include applying Freudian and Lacanian psychoanalytic theories, as well as Stuart Hall's audience reception theory, to deepen the understanding of OnlyFans from the perspectives of both creators and consumers, while also promoting more holistic community participation in digital campaigns counteracting this phenomenon.

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