Popular media in the United States has long used sex to attract consumer interest. Despite researchers’ considerable study of hypersexualization in popular culture, minimal research has been conducted towards its flipside, virginity.

This study analyzes the music videos of popstars from the 1990s and the 2000s in order to discern:

1) how virginity was/is portrayed in mainstream music media, 2) whether this portrayal differs between males and females, and 3) whether it has changed over the past 10 years.

The results reveal that the video narratives align closely with the narratives for abstinent males and females in Christian purity culture, as the former narratives seem to change along with the latter. This study seeks to contribute to a larger collective of work regarding the history of virginity; the development of purity culture; and their combined influence on contemporary gender construction; which is shaped and reflected by popular media.

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