



The Commodification of Intimacy? Gift-for-sex Barter on the Russian Dating Scene: A quantitative analysis*

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NATIONAL RESEARCH
UNIVERSITY



Framing

- Avoid condemnation
- Sensitivity of everyday life to political and economic transformation
- Shifting family structures, friendship networks, values, moral boundaries – why not *dating*?
- Distinct in many ways from commercial sex



Research Questions

- (1) What are contemporary Russian practices and understandings of **compensated dating**?
- (2) How can these can be situated within contemporary economic culture?



The gift-for-sex exchange

- "compensated dating," "Enjo Kosai," "assisted dating," "transactional sex"
- East Asia: Japan (Enjo Kosai), Shanghai, Hong Kong, Africa, Eastern Europe (Poland)
- Gift forms: travel, monetary gift, technology, luxury, shopping, room or apartment
- Often contractual (barter), sometimes an ex post-facto gift request
- Duration: from one-night-stand to long-term
- History of mistress practices. Pre-Soviet: stigmatized „supported woman.“ Soviet: „the lover.“ Post-Soviet: the non-stigmatized woman who seeks a „sponsor.“



Theoretical Frame

Post-socialist ideological/moral collapse
and
colonization of the lifeworld (monetization)

Historical context –) Post-socialist transformation: demoralization, consumerism, „glamour femininity“ , Russian romantic culture. Polarized gender relations, earnings/power differentials between men and women.

Moral focus –) Commodification/critical theory:

Marx, Simmel, Polanyi, Habermas

Practice –) Gift-giving:

status and ‚spirit‘ (Mauss); double truth (Bourdieu), self-interested social exchange vs. the „pure gift“

micro-macro –) economy and intimacy:

Zelizer and Illouz



Project Stages

1. Online Content Analysis: Dating Websites, Forums, Blogs (complete)
2. Speed-dating Focus Group (in analysis; SNA)
3. In-Depth Interviews (data analysis in progress)
4. **Quantitative Survey (data analysis in progress)**



The Questionnaire



Questionnaire

46 questions

Key characteristics:

- sex, age,
- place of birth
- residence
- occupation
- income
- ranked values (family, self-expression, love, leisure, religion, material well-being)



Questionnaire

Relationship background:

- marital status,
- number of intimate partners
- longest relationship
- # one-night stands
- influence of finance on partner choice
- marriage w/o love
- who pays on dates
- received/given anything in exchange for sex
- use of dating websites
- sex without love



Questionnaire

For one serious, one less-serious relationship:

- type of relationship (marriage, short-term, etc.),
- duration of relationship,
- age difference,
- labeling,
- monogamous?,
- pure gifts given/received,
- gifts given/received in exchange for sex,
- reasons for being with partner,
- comparative financial success,

Other: family background (1, 2-parents, etc.), parental education, sexual preference



The Sample



Sample

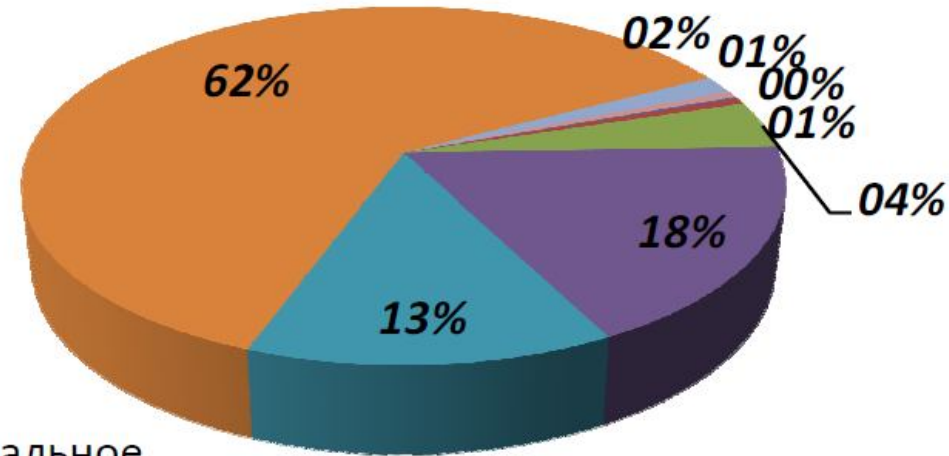
- N=678 (Moscow=226, Kiev=221, Minsk=231)
- Maintained representative online panel of Moscow survey company
- Quotas: 25% young women 18-36, 25% older women 37-55, young men, older men
- Response rate=82%
- Incidence rate=99% (9 filtered out with no sexual experiences)



Descriptive Results



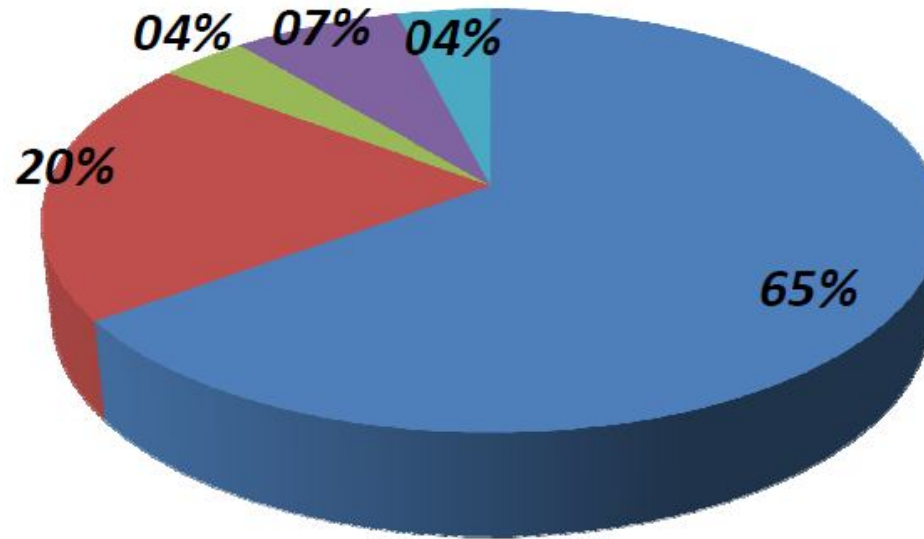
Education



- Начальное
- Неполное среднее
- Среднее
- Среднее профессиональное образование (ПТУ, техникум)
- Незаконченное высшее (3 курса вуза и выше) образование
- Высшее профессиональное образование (бакалавриат, специалитет)
- Ученая степень (кандидат наук, доктор наук, PhD)
- Другое



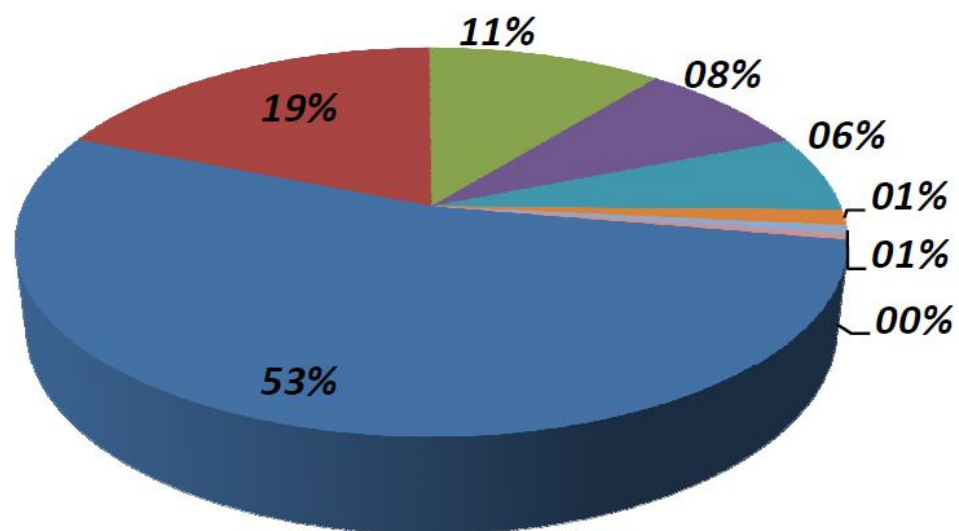
Work, study status



- Только работаю
- Работаю и учусь
- Только учусь
- Не работаю и не учусь
- Другое (пенсия, декретный отпуск)



Family Status



■ Женат/замужем

■ Холост/не замужем, не состою в отношениях

■ Разведен/разведена, не состою в отношениях

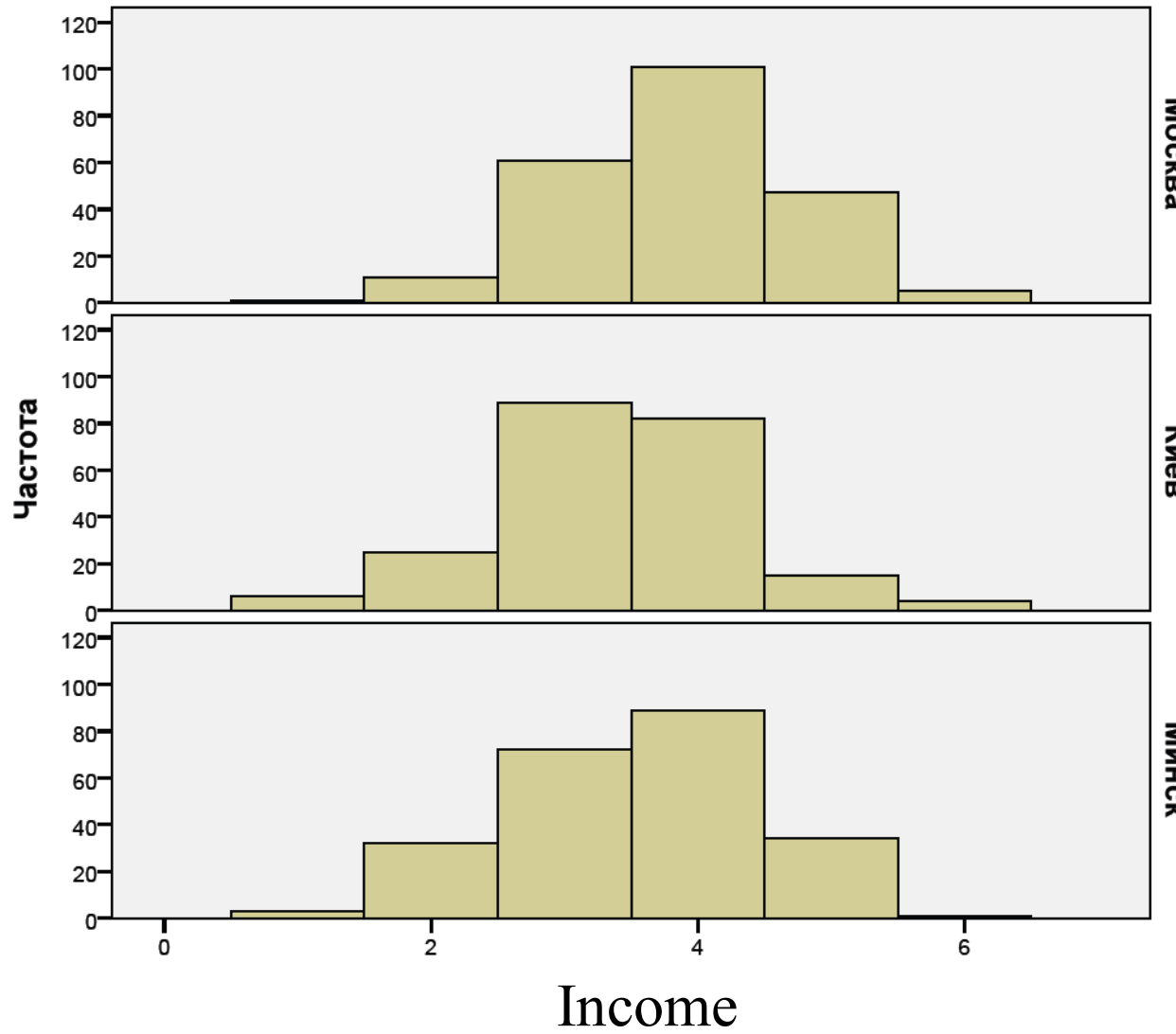
■ Вдовец/вдова, не состою в отношениях

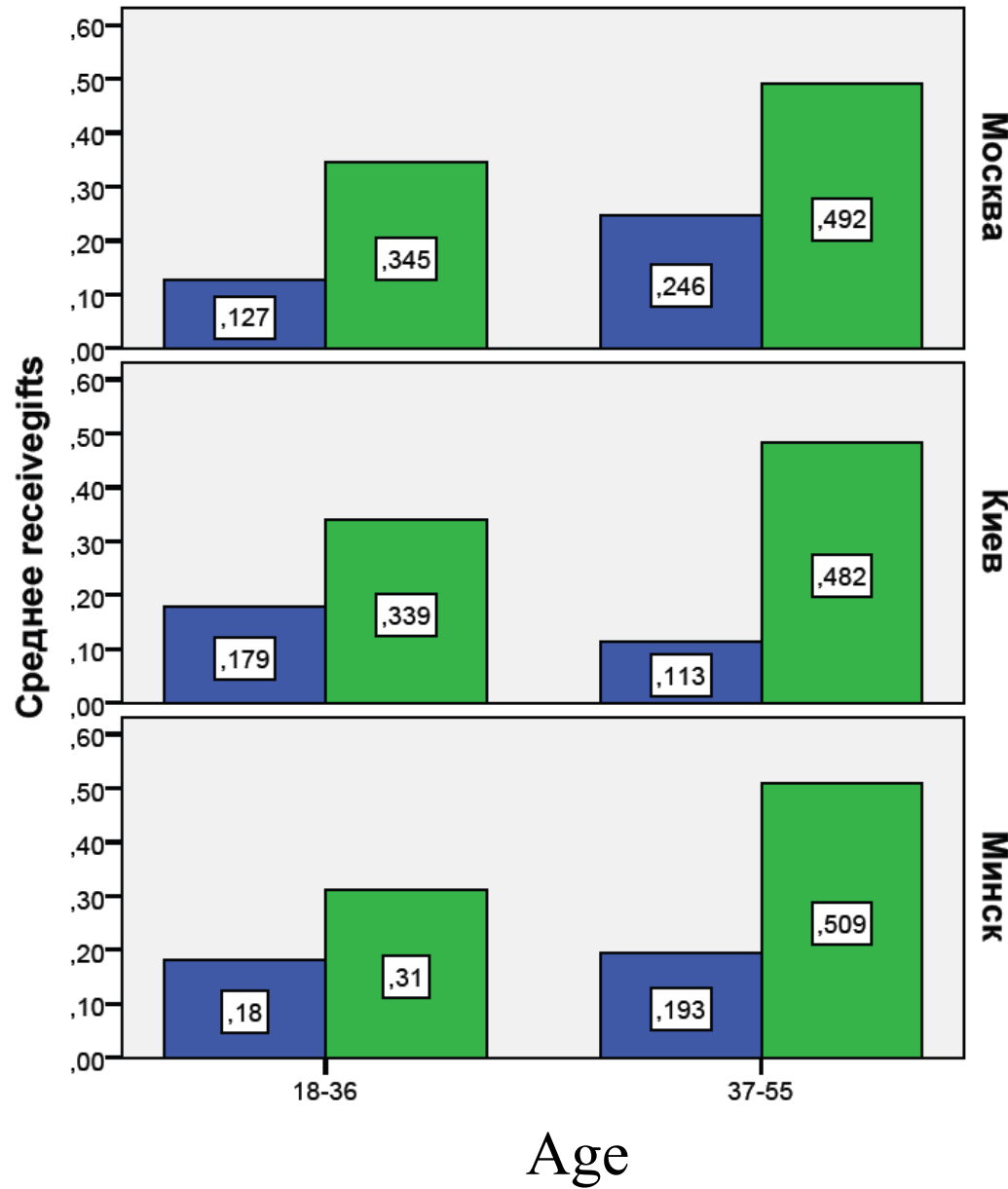
■ Холост/не замужем, состою в отношениях

■ Разведен/разведена, состою в отношениях

■ Женат/замужем, но живем раздельно

■ Вдовец/вдова, состою в отношениях

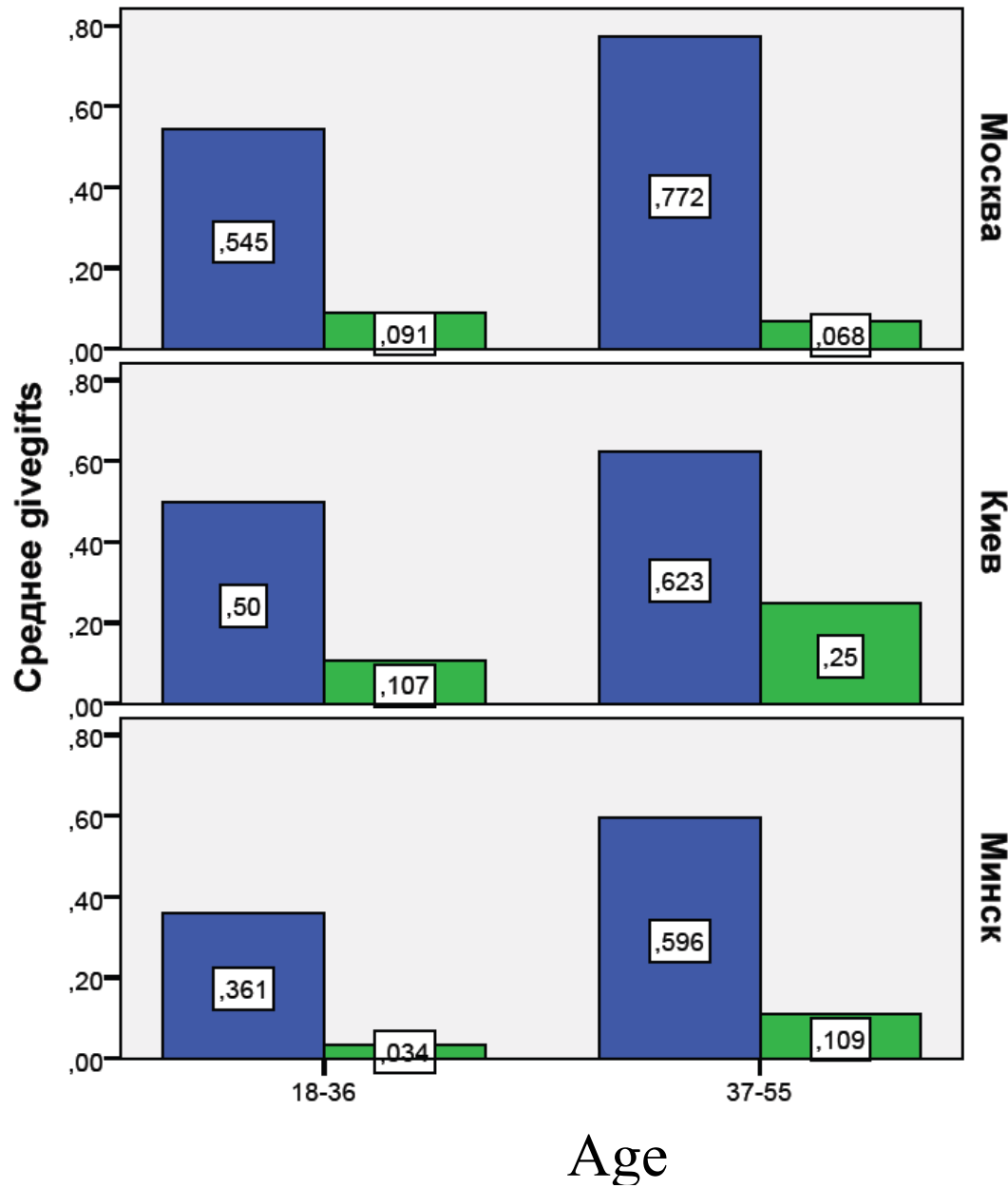




В каком городе Вы проживаете в настоящее время?

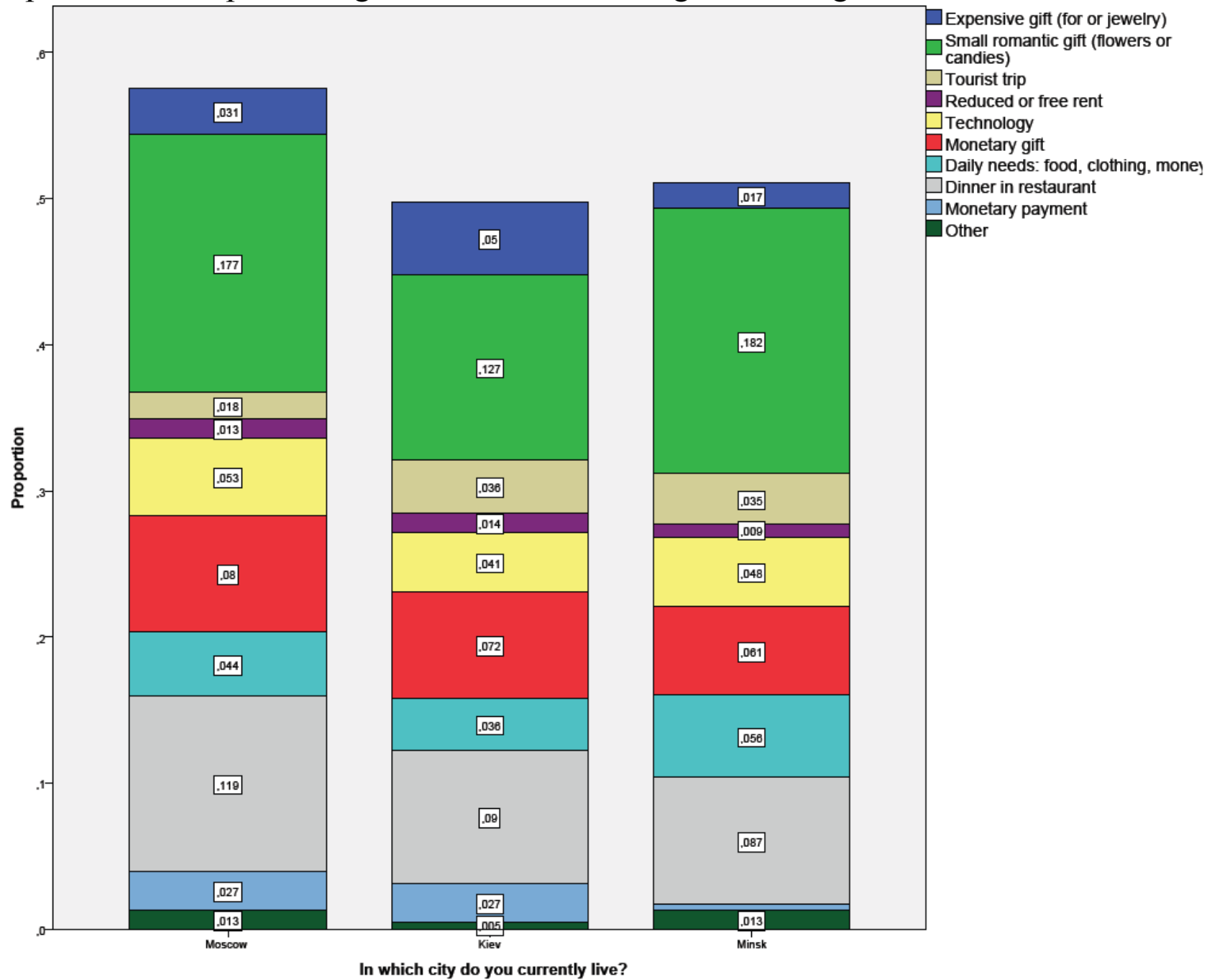
Укажите Ваш пол:

- Мужской
- Женский

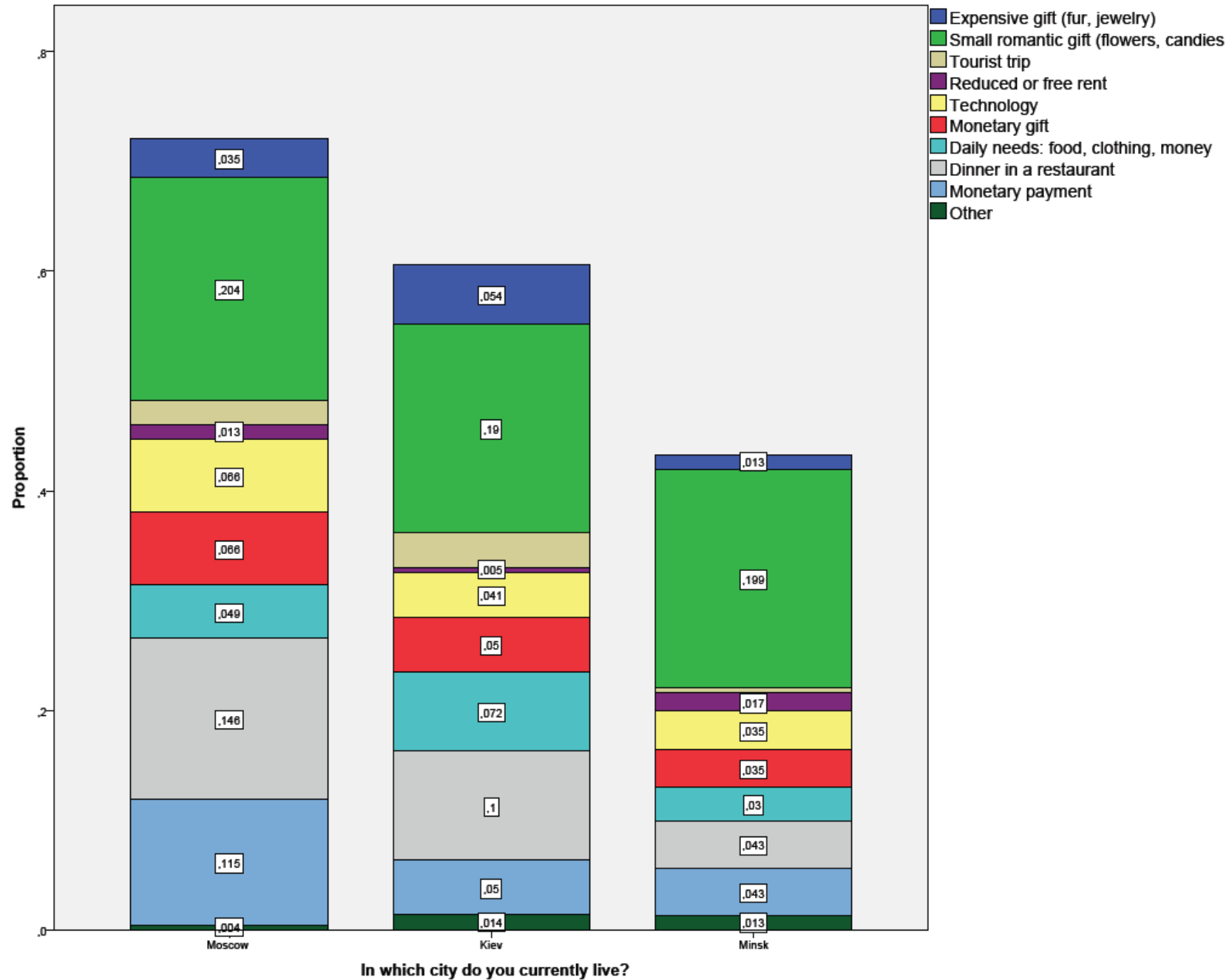


В каком городе Вы проживаете в настоящее время?

Proportion of sample having received the following in exchange for sex



Proportion of sample having given the following in exchange for sex





Inferential Results



Likelihood of reporting having received something in exchange for sex



	B	St. Error	Wald	sig.	Exp(B)
Age	.028	.019	2.186	.139	1.028
Female	1.354	.314	18.605	.000	3.873
Education	-.258	.152	2.880	.090	.773
Income	.266	.148	3.245	.072	1.305
valfamily	.063	.192	.107	.744	1.065
valselfexp	.297	.160	3.452	.063	1.345
vallove	.407	.159	6.532	.011	1.503
valleisure	.484	.213	5.180	.023	1.622
valreligion	.314	.167	3.560	.059	1.369
Longest relat.	-.002	.002	.888	.346	.998
one-night stnds.	.020	.007	8.086	.004	1.020
finance ptr.chc.	.162	.055	8.781	.003	1.176
datingsites	.206	.096	4.621	.032	1.229
mother edu.	.158	.146	1.164	.281	1.171
father edu.	-.172	.135	1.621	.203	.842
marrynolove	-.244	.294	.690	.406	.783
traditionalpay	-.633	.302	4.380	.036	.531
sexnolove	.298	.359	.687	.407	1.347
moscowres	.083	.531	.024	.876	1.086
kievres	-.164	.634	.067	.795	.848
borninmoscow	-.238	.544	.191	.662	.788
borninkiev	-.016	.642	.001	.980	.984
straight	.302	.622	.236	.627	1.353
Intercept	-9.354	3.050	9.409	.002	.000

Likelihood of reporting having given something in exchange for sex



	B	St. Error	Wald	sig.	Exp(B)
Age	.055	.020	7.396	.007	1.057
Female	-3.362	.413	66.393	.000	.035
Education	-.117	.167	.491	.484	.890
Income	.220	.159	1.907	.167	1.246
valfamily	.138	.217	.402	.526	1.148
valselfexp	.160	.178	.805	.369	1.173
vallove	.156	.174	.799	.372	1.168
valleisure	.263	.224	1.377	.241	1.301
valreligion	.173	.184	.883	.347	1.189
Longest relat.	.001	.002	.361	.548	1.001
one-night stnds.	.003	.007	.275	.600	1.003
finance ptr.chc.	.010	.060	.030	.863	1.010
datingsites	.457	.116	15.560	.000	1.579
mother edu.	-.223	.156	2.038	.153	.800
father edu.	.060	.144	.176	.675	1.062
marrynolove	.117	.328	.128	.721	1.124
traditionalpay	-.010	.366	.001	.977	.990
sexnolove	.132	.435	.092	.762	1.141
moscowres	1.040	.613	2.880	.090	2.829
kievres	.927	.779	1.416	.234	2.526
borninmoscow	-.605	.628	.927	.336	.546
borninkiev	-.197	.763	.067	.796	.821
straight	-.267	.909	.086	.769	.766
Intercept	-1.929	3.298	.342	.559	.145

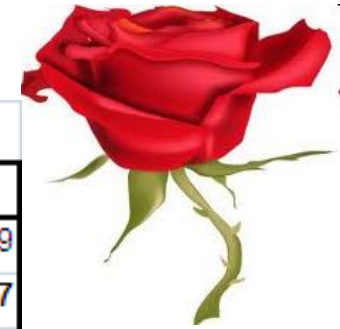
Likelihood of reporting having received something in exchange for sex, Moscow



	B	St. Error	Wald	sig.	Exp(B)
Age	.076	.045	2.867	.090	1.079
Female	1.535	.671	5.235	.022	4.641
Education	-.385	.313	1.515	.218	.680
Income	.344	.381	.815	.367	1.410
valfamily	.762	.496	2.357	.125	2.142
valselfexp	.547	.347	2.480	.115	1.727
vallove	1.032	.404	6.511	.011	2.806
valleisure	.860	.471	3.337	.068	2.364
valreligion	.717	.396	3.271	.071	2.047
longestrel	-.003	.005	.324	.569	.997
one-night stnds.	.028	.020	1.920	.166	1.029
finance ptr.chc.	.401	.124	10.538	.001	1.494
datingsites	.386	.227	2.880	.090	1.471
mother edu.	.694	.347	4.002	.045	2.001
father edu.	-.039	.314	.016	.900	.962
marrynolove	.196	.635	.095	.758	1.216
traditionalpay	-.392	.690	.324	.569	.675
sexnolove	-.262	.824	.101	.751	.770
borninmoscow	-.024	.673	.001	.971	.976
borninkiev	-17.422	40192.970	.000	1.000	.000
straight	-20.411	23113.327	.000	.999	.000
Константа	-4.413	23113.328	.000	1.000	.012



Likelihood of reporting having given something in exchange for sex, Moscow



	B	St. Error	Wald	sig.	Exp(B)
Age	.086	.048	3.123	.077	1.089
Female	-4.916	1.259	15.247	.000	.007
Education	-1.197	.461	6.730	.009	.302
Income	1.650	.552	8.942	.003	5.206
valfamily	.081	.528	.024	.878	1.084
valselfexp	.247	.492	.253	.615	1.281
vallove	.475	.495	.919	.338	1.608
valleisure	.154	.607	.064	.800	1.166
valreligion	.560	.535	1.099	.295	1.751
longestrel	.000	.006	.002	.964	1.000
one-night stnds.	.069	.035	3.922	.048	1.071
finance ptr.chc.	.261	.178	2.151	.142	1.298
datingsites	.084	.257	.108	.743	1.088
mother edu.	.051	.395	.017	.897	1.052
father edu.	-.211	.355	.353	.552	.810
marrynolove	-.126	.808	.024	.876	.882
traditionalpay	.409	.901	.206	.650	1.505
sexnolove	-1.088	1.263	.742	.389	.337
borninmoscow	-1.044	.904	1.333	.248	.352
borninkiev	22.082	40192.970	.000	1.000	#####
straight	-1.059	3.319	.102	.750	.347
Константа	-.332	8.957	.001	.970	.717

Likelihood of reporting having received something in exchange for sex, Kiev



	B	St. Error	Wald	sig.	Exp(B)
Age	-.021	.043	.233	.629	.979
Female	1.578	.678	5.411	.020	4.844
Education	-.186	.390	.228	.633	.830
income	.117	.353	.111	.739	1.125
valfamily	-1.626	.680	5.719	.017	.197
valselfexp	-.098	.379	.067	.796	.906
vallove	.050	.385	.017	.898	1.051
valleisure	.298	.522	.326	.568	1.347
valreligion	.167	.347	.231	.631	1.182
longestrel	.000	.005	.008	.927	1.000
one-night stnd.	.058	.021	7.299	.007	1.059
finance ptr. Chc.	.231	.131	3.120	.077	1.260
datingsites	.503	.232	4.712	.030	1.654
mother edu	-.299	.338	.784	.376	.741
father edu	.193	.314	.375	.540	1.212
marrynolove	-.372	.687	.294	.588	.689
traditionalpay	-.239	.723	.110	.741	.787
sexnolove	-.133	.757	.031	.861	.876
borninkiev	-.264	.833	.100	.751	.768
straight	2.490	1.504	2.741	.098	12.056
intercept	1.875	6.917	.073	.786	6.520

Likelihood of reporting having given something in exchange for sex, Kiev



	B	St. Error	Wald	sig.	Exp(B)
Age	.054	.048	1.266	.261	1.056
Female	-3.851	.970	15.757	.000	.021
Education	.296	.393	.566	.452	1.344
income	-.083	.405	.042	.837	.920
valfamily	.485	.718	.456	.499	1.624
valselfexp	-.423	.460	.844	.358	.655
vallove	-.510	.468	1.185	.276	.601
valleisure	.742	.590	1.583	.208	2.101
valreligion	.579	.424	1.861	.173	1.784
longestrel	.002	.005	.118	.731	1.002
one-night std.	.026	.028	.882	.348	1.026
finance ptr.	.147	.137	1.155	.282	1.158
datingsites	1.061	.306	12.047	.001	2.888
mother edu	-.218	.349	.389	.533	.804
father edu	.349	.342	1.044	.307	1.418
marrynolove	-.662	.780	.719	.396	.516
traditionalpay	.709	.846	.702	.402	2.031
sexnolove	-.249	.960	.067	.795	.779
borninkiev	.333	1.067	.097	.755	1.395
straight	-.541	1.772	.093	.760	.582
intercept	-5.010	8.961	.313	.576	.007



Likelihood of reporting having received something in exchange for sex, Minsk



	B	St. Error	Wald	sig.	Exp(B)
Age	.037	.033	1.205	.272	1.037
Female	1.635	.626	6.824	.009	5.128
Education	-.503	.305	2.718	.099	.605
income	.134	.247	.294	.588	1.143
valfamily	-.156	.296	.276	.599	.856
valselfexp	.342	.274	1.558	.212	1.407
vallove	.025	.259	.009	.922	1.026
valleisure	.338	.370	.836	.361	1.403
valreligion	.253	.318	.634	.426	1.288
longestrel	-.003	.004	.686	.408	.997
one-night stnd.	.011	.010	1.214	.271	1.011
finance ptr.	-.042	.104	.167	.683	.959
datingsites	.187	.185	1.015	.314	1.205
mother edu	.023	.241	.009	.924	1.023
father edu	-.499	.232	4.630	.031	.607
marrynolove	-.398	.514	.599	.439	.672
traditionalpay	-1.216	.548	4.925	.026	.297
sexnolove	.450	.708	.404	.525	1.568
straight	1.699	1.459	1.355	.244	5.467
Константа	-2.910	5.296	.302	.583	.054



Likelihood of reporting having given something in exchange for sex, Minsk



	B	St. Error	Wald	sig.	Exp(B)
Age	.051	.040	1.682	.195	1.053
Female	-5.362	1.233	18.901	.000	.005
Education	.210	.323	.421	.516	1.233
income	-.169	.289	.340	.560	.845
valfamily	.106	.349	.091	.762	1.111
valselfexp	.484	.352	1.892	.169	1.622
vallove	.752	.373	4.059	.044	2.121
valleisure	.007	.435	.000	.988	1.007
valreligion	-.447	.394	1.286	.257	.639
longestrel	.001	.004	.026	.873	1.001
one-night stnd.	-.013	.009	1.891	.169	.987
finance ptr. Chc.	-.135	.115	1.373	.241	.874
datingsites	.576	.235	6.010	.014	1.779
mother edu	-.292	.277	1.106	.293	.747
father edu	-.088	.254	.120	.729	.916
marrynolove	.435	.653	.443	.506	1.544
traditionalpay	-.997	.748	1.776	.183	.369
sexnolove	-.669	.985	.462	.497	.512
straight	-1.030	3.116	.109	.741	.357
Константа	1.663	6.706	.062	.804	5.278



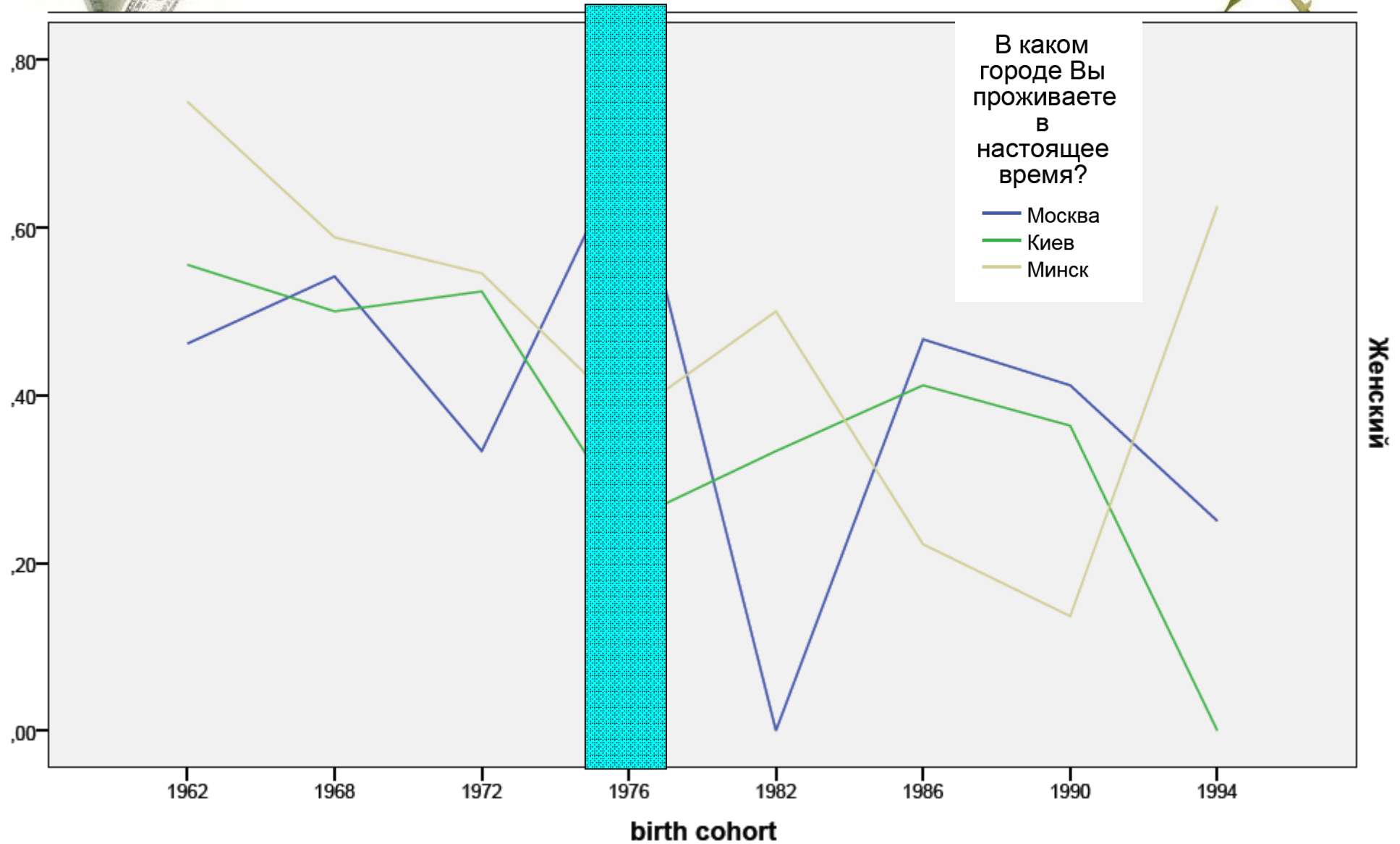
Social Change?



Receiving gifts for sex, women by birth cohort



Aged 20-30 from
1990-2000

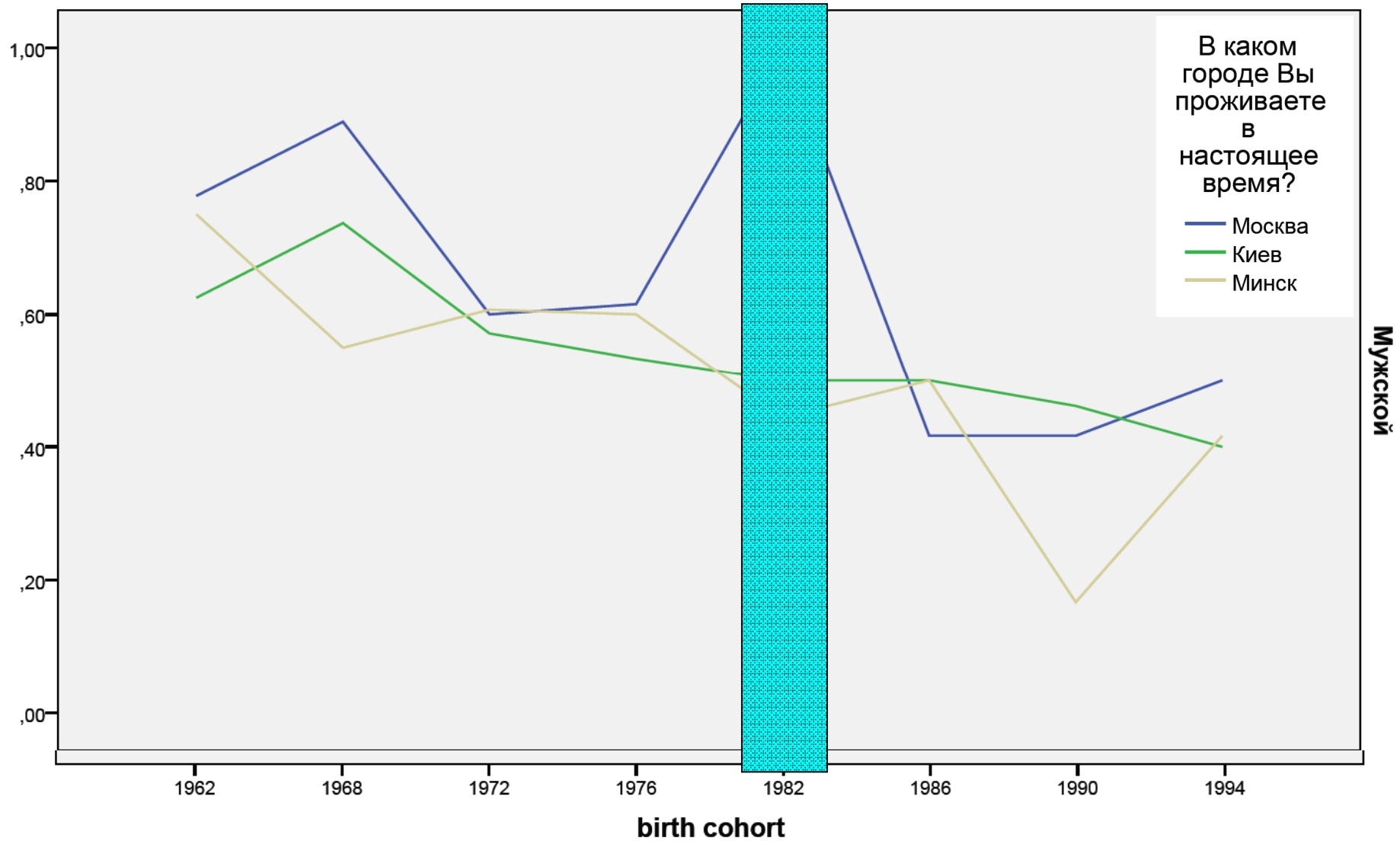




Receiving gifts for sex, women by birth cohort

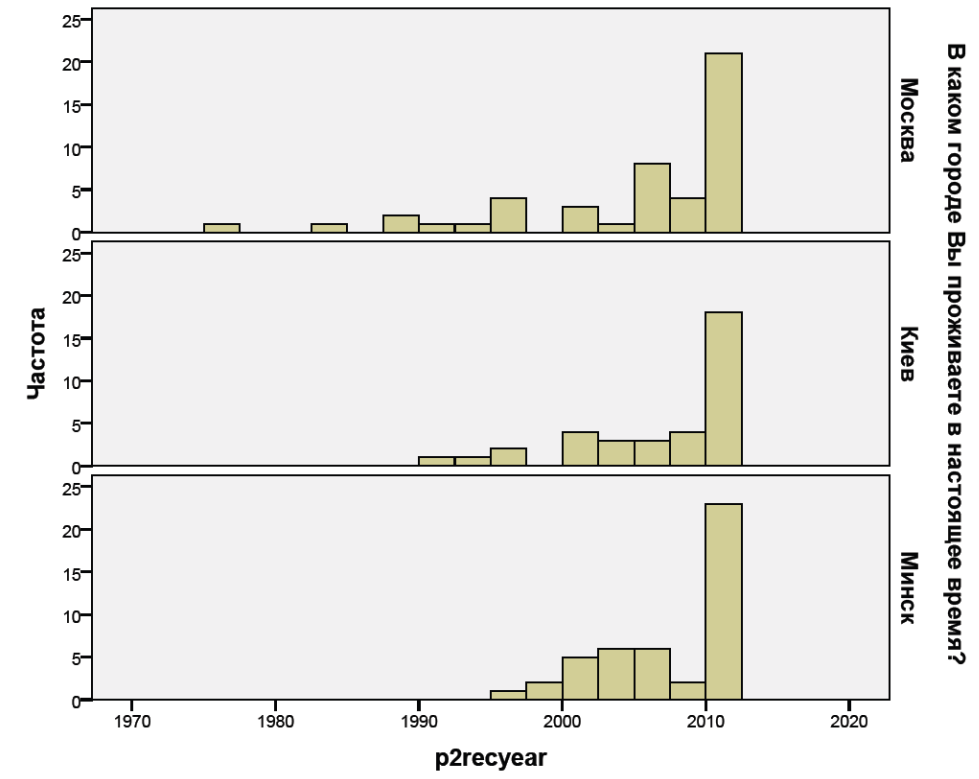
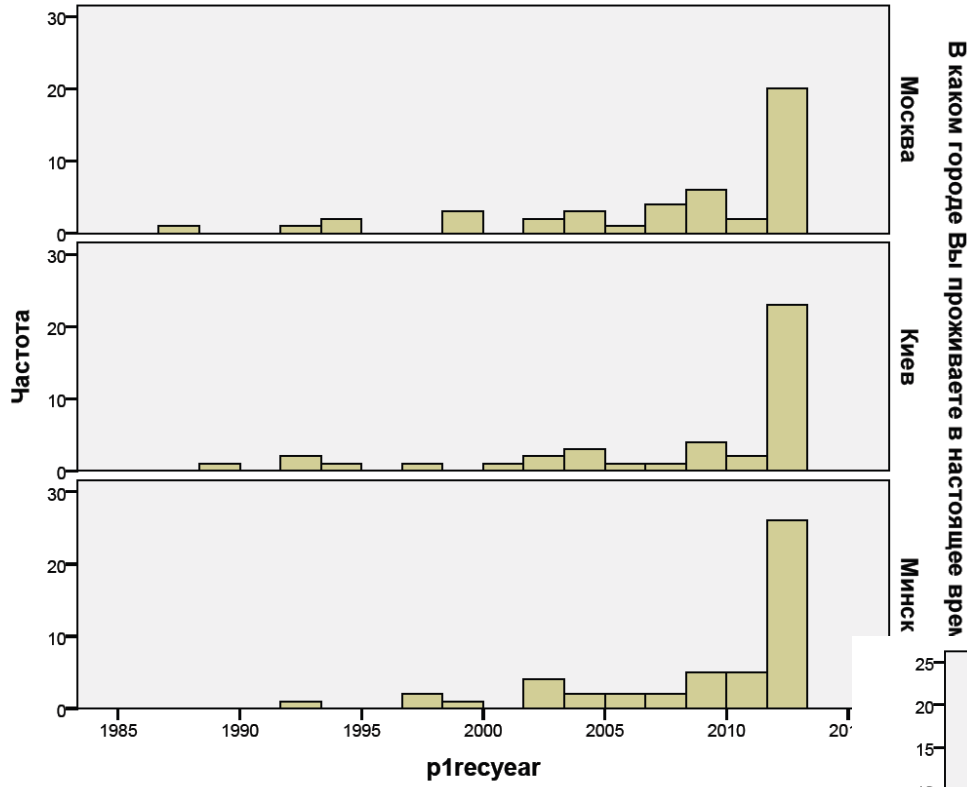


Aged 18-28 from
1990-2000



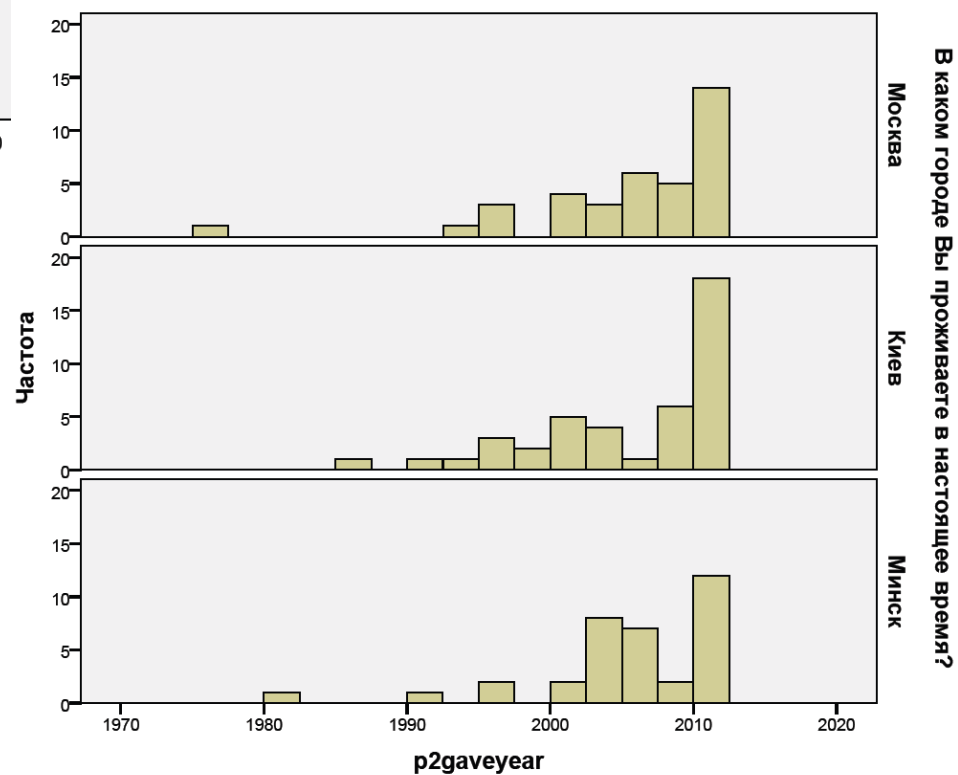
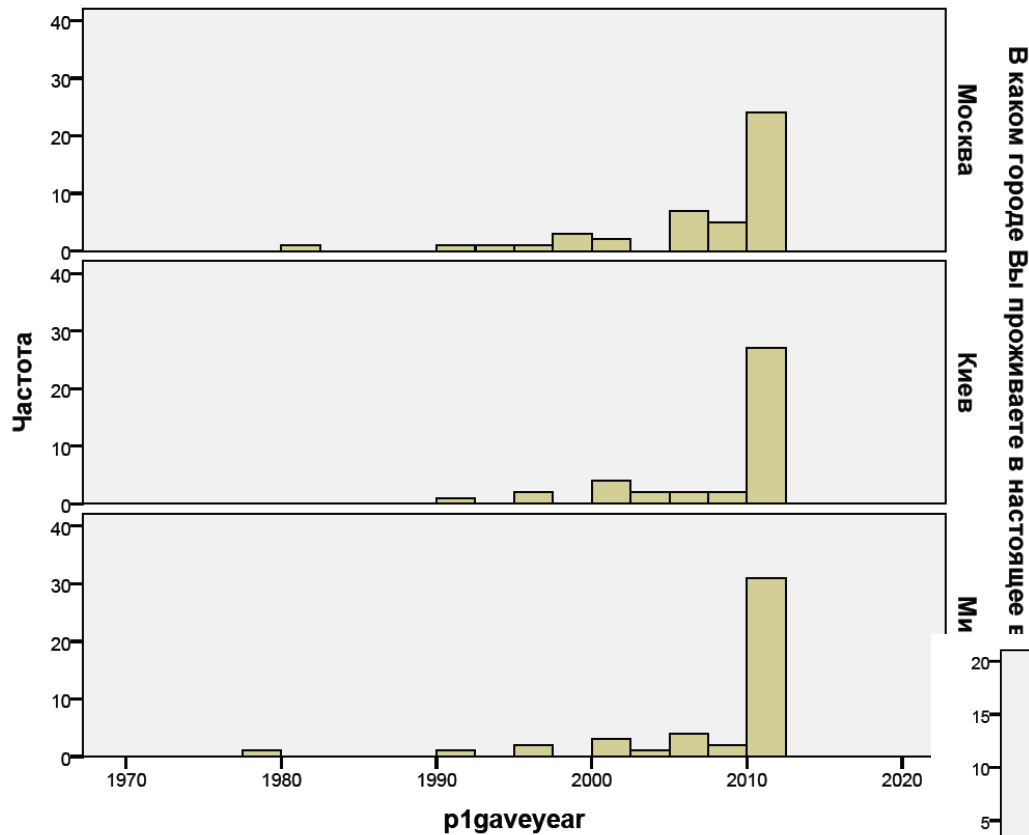


Specific relationships where receiving gifts for sex reported





Specific relationships where giving gifts for sex reported





Comments, Questions,
Suggestions?

