

# NEWS RELEASE



Sunday 6 August 2006

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## **Research reveals what turns women on**

It's a discovery some men would rather bury beneath the sheets – women are more aroused by romance and foreplay than sex itself, Deakin University research has revealed.

Dr Jade Sheen has delved into the mystery of exactly what turns women on for her doctoral studies with Deakin's School of Psychology.

Dr Sheen, a psychologist, studied 120 women's responses to erotic stimuli and romantic, sensual acts. She found women reported higher levels of arousal when they pictured themselves in a romantic situation rather than observing sexual intercourse taking place.

She said the results showed women were more sensual than sexual and were responsive to foreplay, cuddling and kissing than the act of sex.

But Dr Sheen said her research indicated women often had individual likes and dislikes when it came to being aroused

"Women can find different things arousing to them and there is no right or wrong way – you have to open up the lines of communication in a relationship," she said.

"Women like the romance, the sensuality, not just the act of intercourse but everything leading up to it."

Dr Sheen said she became interested in the subject after discovering most research in the field failed to adequately study female arousal.

She said while previous studies indicated men were more aroused by images of genitalia and erotic stimuli, women who reported not being turned on by similar images were often labeled sexually dysfunctional.

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Dr Sheen said her research could go some way to assist women who had been labelled sexually dysfunctional.

“The term sexual arousal disorder has been applied to many women. While this label may be appropriate in some cases, there are also a large proportion of women who are capable of a sexual response but don’t know how to relax or identify what stimuli they are aroused by.

“In these cases the emphasis should be on education and exploration in a sexual relationship, not labelling,” Dr Sheen said.

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