I. Background

- Williams Masters (1915-2001) was a gynecologist

- Virginia Johnson (1925 -) a non-degreed psychology student

- Teamed up in the 1956

- Married in 1971 after his divorce

- Published *Human Sexual Response* in 1966
II. Focus of Human Sexual Response

- Measured the physical responses of 700 men and women during masturbation and sexual intercourse

- First to identify and describe the Human Sexual Response Cycle

**EXCITEMENT PHASE**

- Myotonia
- Vasocongestion
- Increase heart rate
- Increase blood pressure
- Sex flush (blood “rash” on chest or breasts)
- Duration: 1 minute to several hours

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
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</thead>
<tbody>
<tr>
<td>Clitoral shaft increases</td>
<td>Full erection</td>
</tr>
<tr>
<td>Labia majora separate</td>
<td>Testes elevation</td>
</tr>
<tr>
<td>Labia minora increase size and became colored</td>
<td>Scrotum skin thickens /tensing</td>
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</tbody>
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PLATEAU PHASE

- Continued myotonia
- Continued vasocongestion
- Continued increased heart rate
- Continued increased blood pressure
- Duration: few seconds to several minutes

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<tr>
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<tbody>
<tr>
<td>Orgasmic Platform: Engorgement of outer 1/3 of vagina</td>
<td>Corona further engorged</td>
</tr>
<tr>
<td>Clitoris retracts under hood</td>
<td>Testes engorged and elevated</td>
</tr>
<tr>
<td>Labia minora deepen color</td>
<td>Loss of erection unlikely</td>
</tr>
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</table>

ORGASMIC PHASE

- Series of muscular contractions: 0.8 sec frequency

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<tr>
<td>Clitoris retracted</td>
<td>Emission and Expulsion of semen</td>
</tr>
<tr>
<td>Orgasmic platform contracts</td>
<td>Contractions of: urethra, base of penis and rectal muscles</td>
</tr>
<tr>
<td>Rectal sphincter contracts</td>
<td></td>
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</table>
RESOLUTION PHASE

- Reversal in myotonia
- Reversal of vasocongestion
- Reduction in heart rate
- Reduction in blood pressure

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<tr>
<td>Clitoris descends</td>
<td>Erection loss</td>
</tr>
<tr>
<td>Labia return to unaroused</td>
<td>Testes descend</td>
</tr>
<tr>
<td>position and color</td>
<td>Scrotum thins</td>
</tr>
</tbody>
</table>

III. Pioneered Sex Therapy

- Published *Human Sexual Inadequacy* in 1970
- Discussed how to treat common sexual dysfunctions including premature ejaculation, impotence, and vaginimus (involuntary contraction of the vaginal muscles making intercourse painful)
IV. Comparison to Kinsey

A. Similarities

• Shared a passion for sex research
• Believed in scientific fact-finding
• Negative reactions to their book

Why are the negative reactions to Kinsey more long-lasting and persistent?

B. Differences

• Kinsey wanted to catalog the full range of human sexual diversity

• Masters: Diversity is the variation between normal and abnormal

V. Positive Contributions

• Knowledge:
- Sexual functioning
- Sexual Enjoyment
- Sex Therapy techniques (sensate focus)
- Sexual ethics

- Attitudes:
  - Sex is a natural function
  - Take responsibility for your own sexual pleasure
  - Emancipation of women's sexuality
  - More acceptance of elderly sexuality
VI. Negative

- Measuring sex only as physical performance has overemphasized mechanical sex

- “viagrification of sexual relations”

- Should a model of normality be based on volunteers who were chosen because they could easily orgasm?

“If you want to study something, you have to look at people who got it.”

- Over emphasis on orgasm has created sexual performance pressure to new proportions
- Orgasm as “normal” and “natural” is difficult for some women to achieve (intercourse)

- Medicalization of sexuality

- Heterosexist view of sex

- Later books on homosexuality, AIDS, had less of an impact

- Less attention to other factors such as communication, inhibition, destructive cultural messages