PROGRAM

The Medicalization of Sex
An International, Interdisciplinary

April 28 - 30, 2011
Simon Fraser University, Vancouver, BC

Keynote Speakers
Leonore Tiefer (NYU Medical School)
Jennifer Terry (UC Irvine)

Special Guests
Virginia Braun (University of Auckland)
Rebecca Jordan-Young (Barnard)
Elizabeth Reis (University of Oregon)
Carol Groneman (CUNY)
Barbara Marshall (Trent University)
Judy Segal (UBC)

Featuring
A screening of the critically acclaimed documentary:
Orgasm Inc.: The Strange Science of Female Sexual Pleasure

With a special talk by director Liz Canner.
Antidote: A reception celebrating bodily diversity.
Curated by Jennifer Safronick.

Film tickets are included with conference registration or
$15 for non-conference attendees.
Register at: http://occa.sfu.ca/gson/index.php/ms/ms2011
Venues

April 28th Evening Screening of Orgasm Inc & Welcome Reception:
Woodward’s Cinema
149 West Hastings Street (entrance off Cordova St.)

April 29th-30th Plenary Talks:
Segal Graduate School of Business
Simon Fraser University
500 Granville Street, Vancouver, BC

April 29th-30th Breakout Sessions:
Harbour Centre Campus
515 West Hastings Street

April 29th Evening Antidote Art Reception:
Gallery Gachet
88 East Cordova Street
Map of Woodward’s Cinema

(** Hint: Look for the Big Red ‘W,’ entrance is off the Cordova St. courtyard)
THE MEDICALIZATION OF SEX

6:30 p.m. – 7:00 p.m. Doors Open

7:00 p.m. – 7:15 p.m. Welcome/Opening Remarks, Catherine Murray, GSWS Chair and Thea Cacchioni, Junior Ruth Wynn Woodward Chair and Conference Chair

7:15 p.m. – 8:45 p.m. Introduction Talk, Liz Canner, Award-Winning Director Astrea Media, Inc.

Orgasm Inc. is award-winning director Liz Canner’s first feature documentary. In the shocking and hilarious documentary ORGASM INC., filmmaker Liz Canner takes a job editing erotic videos for a drug trial for a pharmaceutical company. Her employer is developing what they hope will be the first Viagra drug for women that wins FDA approval to treat a new disease: Female Sexual Dysfunction (FSD). Liz gains permission to film the company for her own documentary. Initially, she plans to create a movie about science and pleasure but she soon begins to suspect that her employer, along with a cadre of other medical companies, might be trying to take advantage of women (and potentially endanger their health) in pursuit of billion dollar profits. ORGASM INC. is a powerful look inside the medical industry and the marketing campaigns that are literally and figuratively reshaping our everyday lives around health, illness, desire—and that ultimate moment: orgasm. Upbeat, engaging, enlightening, and provocative, ORGASM INC. will change the way you think about sex.

6:00-7:00 Welcome Reception & Conference Registraton

7:15 p.m. – 8:45 p.m. Screening of Documentary:

Orgasm Inc.: The Strange Science of Female Sexual Pleasure

8:45 p.m. – 9:15 p.m. Discussion and Q&A with Liz Canner
Medicalization is a general trend that has affected multiple domains of everyday existence, including sex. Men’s genital function, and women’s sexual desire and arousal have been key and highly public targets for the development of biomedical—often pharmaceutical—'solutions'. Women’s genitals have also been targeted, but from a surgical perspective. The cluster of interventions clustered under the broad 'designer vagina' umbrella are framed as sexual interventions—either through offering an improved sexual experience or through preparing the vulva for sex ('improving' the 'aesthetics' of vulva to create a more 'desirable' form). This talk will explore the emergence, practice, promotion and broader implications of female genital cosmetic surgery through the lens of medicalization, to demonstrate both what is unique, and what is not, in this particular case.

This paper takes the medicalization of late-life sexuality as a starting point for exploring some contemporary ways in which sexual and gender difference are constructed and negotiated in aging bodies. Revised standards of sexual functionality, premised on biotechnical possibilities, are reconstructing sexual life courses in ways that have forged new expectations around sexuality in mid- and later- life, or what cultural gerontology terms the 'third age'. The 'third age' represents a cultural terrain centrally defined by a rejection of that which is 'old'. Sexual function and sexual activity are linked to health and vitality, and 'sexiness' becomes an important means of distinguishing oneself as 'not old'. I review the historical relationship between sexual function and discourses of 'positive aging' and illustrate, through analysis of a variety of texts and images, the contemporary sexualisation of later life.
This talk reverses the key terms of the conference theme, seeking to examine how sexuality is (re)claimed after medicalization. I am interested, in the first instance, in sex-associated disease—for example, cancers of the breast, uterus, cervix, ovaries, prostate, testicles—and not only in the particular case, but in terms of public discourse. In one line of inquiry, I consider what can be learned from a close look at the currently-running Showtime series, The Big C. The show’s main character is diagnosed with metastatic melanoma (terminal). Post-diagnosis, she seems to be discovering, among other things, her sexuality, and I can’t help noticing that the series’ creators chose a non-sex-associated cancer as her affliction—when breast cancer might have been the default choice (see, for example, Sex and the City, Desperate Housewives). Cathy’s skin cancer is a stigmata on her back—but her front is beautiful, and, in one episode, she gazes at its reflection admiringly in her stainless-steel refrigerator. My paper asks, is the medicalization of sex a one-way street?
# Day Two – The Medicalization of Sex

**Harbour Centre, 515 West Hastings Street**  
**Friday, April 29, 2011**

## Theme: Profits & Pleasures

### Concurrent Breakout Sessions: 1:15 p.m. – 2:45 p.m.

<table>
<thead>
<tr>
<th>Session 1: Sex, Race &amp; Medicine</th>
<th>Session 2: Regulating Desires</th>
<th>Session 3: Medicalization &amp; Body Image</th>
<th>Session 4: Sex, Medicine, Media &amp; Markets</th>
<th>Session 5: The Shift to Sex as Healthy</th>
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<td>Chair: Trish Garner</td>
<td>Chair: Leonore Tiefer</td>
<td>Chair: Virginia Braun</td>
<td>Chair: Liz Canner</td>
<td>Chair: Barbara Marshall</td>
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<td><strong>Thomas Bryant (Berlin)</strong></td>
<td><strong>Scott Stewart (Cape Breton)</strong></td>
<td><strong>Samantha R. Fashler (UBC)</strong></td>
<td><strong>Sal Renshaw (Nipissing)</strong></td>
<td><strong>Erin Sapp (Tulane)</strong></td>
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<tr>
<td>Medicalization by Sterilization:</td>
<td>Constructing Aberrant Behavior:</td>
<td>The Sexual, Psychological and Body Image Health of Women Undergoing Elective Vulvovaginal Plastic/Cosmetic Procedures</td>
<td>Screening Sex, Scripting Desire, Constructing Normal</td>
<td>Sanity, Satisfaction, and Sociality:</td>
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<td>Surgical Dealing with Sexual Deviancy in Imperial and Weimar Germany</td>
<td>The DSM and the Classification of Sexual Paraphilias and Disorders</td>
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<td>Transitions in Medico-Psychological Views of Masturbation, 1890s to 1920s</td>
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| **Jessica Butler (Boston)** | **Ela Przybylo (Alberta)** | **Ruth E. Zielinski (Michigan)** | **Olga Marques (Ottawa)** | **Kristina Gupta (Emory)** |
| Making Homosexuality Medical: | Disordering Lack Disorders: Asexuality and the Politics of 'Not Doing It' | Women's Genital Body Image and Sexual Health | 'Men Are Visual' and Other Porn Fallacies: The Mal(e)practice of Female Sexual Desire | Sex for Health: Representations of Sex as a Health-Promoting Activity |
| Nazi Notions of Sexual Degeneracy | | | | |

| **Britta McEwan (Creighton)** | **Monica Brown (UBC)** | **Sylvie Rivard (Laurentian)** | **Shannon Vogels (SFU)** | **Katherine Angel (Warwick)** |
| Professionalizing the Personal: | Revisiting Metaphors of Women's Sexuality in Female Sexual Dysfunction | After Gynaecological Cancer: Women's Experiences and Identity | Good Girls and Gardasil: The HPV Vaccine and Sexual Health Discourse in Popular Media | Biological Psychiatry and Postfeminism in Female Sexual Dysfunction |
| Eugenics and Sex Education in Interwar Vienna | | | | |

| **Sara Rodrigues (Western Ontario)** | **Ana Porroche Escudero (Sussex)** | **Alan Cassels (UVIC)** | **Eleanor Wilkinson (Leeds)** |
| The Will to Orgasm: Vaginoplasty, Female Sexual 'Dysfunction,' and the Biopolitics of Pleasure | Breast cancer: a textbook case of the medicalization of women's sexuality | Pharma and the male “just fix it” mentality: Why men are and will likely continue to be the main market for human sexual enhancement drugs. | Compulsory Sexuality: Choice, Anxiety and Constraint |

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1:15 p.m. – 2:45 p.m. The groups make their way to Harbour Centre, 515 West Hastings Street (a five-minute walk)
The New View Campaign was convened in reaction to the medicalization of women's sexual problems that followed the blockbuster success of Viagra in 1998. We proposed an anti-essentialist alternative based on human rights. Twelve years later our understanding of the situation has expanded greatly although our platform remains the same. Our view of medicalization has enlarged to include a wider picture of relations among political, corporate, educational and professional interests in an era of globalization. We have examined how the special and semiotic features of contemporary sexuality make it a unique market. The activities of the Campaign have placed the stories of "sexual medicine" and "female sexual dysfunction" in the largest explanatory context. In the process, the Campaign has become an exemplar of resistance to disease-mongering and of contemporary anti-corporate feminist activism that is cited by scholars, journalists and pharmaceutical industry critics worldwide.

Plenary Media Panel: Exposing the Medicalization of Sex (Q&A)
Ray Moynihan (Australian Broadcasting Corporation, via Skype)
Liz Canner (Astrea Media)
Alan Cassels (UVIC)
Susan Kelleher (Seattle Times)

7:00 p.m. – 10:00 p.m.

Art Reception: Antidote
Location: Gallery Gachet, 88 Cordova Street, Vancouver
Curator: Jennifer Safronick (SFU)
In the 19th century, medicine helped to recreate women's innate character—formerly thought to be lustful—as modest and submissive. This did not mean that women were assumed to be devoid of sexual desire; only a few medical men actually proselytized that extreme view. In fact, medical attention focused on the potential for sexual desire to overwhelm women. Within this context, nymphomania was a disease in the making. This paper examines the history of nymphomania: an organic disease in the 19th century, a psychological disorder in the 20th. Today, it seems to have taken on a somewhat humorous tone, although a darker side still lingers. Examining the changing nature of the medical theories about female sexuality, reminds us just how much these supposedly scientific notions are themselves a reworking of older stereotypes of women.

Intersex is a fairly new term to describe atypical genital anatomy but it has recently been usurped in the medical world by "Disorders of Sex Development." This presentation will explore the negative and positive implications of calling it DSD as well as expose two current controversies in the treatment of intersex. The first storm erupted with the realization that a New York doctor was recommending dexamethasone, a steroid that the FDA has not approved for this use, to pregnant women at risk of bearing babies with congenital adrenal hyperplasia (CAH). CAH girls are often born with a large clitoris, and prenatal dex, as it is called, can mitigate this condition, precluding the “need” for surgery to reduce it. The second controversy also involves sexual anatomy, specifically a physician’s medical management of clitoral reduction. It is useful to view these recent controversies over clitoral size and sexuality in the broader historical context of attitudes toward intersex people, noticing particularly the unfortunate fear of homosexuality.
What could be more subjective than what one wants? This paper will explore the seemingly paradoxical explosion of scientific techniques for discerning sexual desire by circumventing, rather than probing, sexual subjectivity. Penile and vaginal plethysmography, attentional measures (pupil dilation, blink response, glance time), and fMRI are just a few such techniques used since the middle of the twentieth century. During these years when sexual orientation was taking shape as a scientific construct, considered a permanent and central aspect of the sexual self, scientists became increasingly wary of so-called "self reports" of sexual desire. Subjects' reliability as informants regarding their own desires was (and is) considered compromised by both deliberate distortion or concealment, and by a lack of awareness of underlying or subtle desires. Thus, each of these technologies is mean to get the flesh to "speak directly" to scientific investigators. Using research reports and especially expert discussions of the reliability and validity of various methods, including the susceptibility to "faking" or "suppressing" sexual response and the difficulty of establishing reliable measures of sexual orientation in women, this paper will explore the role of "objective desires" in the emergent ontology of scientifically-defined sexual orientation. In particular, I will explore how it has mattered that measures for sexual orientation have emerged from a context in which scientists have been concerned to eliminate the possibility of lying about desire.
Map of 88 Cordova St

Get Directions from 500 Granville St to 88 West Cordova St

Driving directions to 88 W Cordova St, Vancouver, BC V6C 3N8

Suggested routes

1. Granville St and W Cordova St
   800 m
   3 mins

2. W Hastings St
   850 m
   4 mins

3. W Pender St and W Cordova St
   950 m
   5 mins

Or Walk
   9 mins

600 Granville St
Vancouver, BC V7Y 1K8

1. Head northeast on Granville St toward W Pender St
## Day Three – The Medicalization of Sex

**Saturday, April 30, 2011**

**Location:** SFU Harbour Centre Campus, 515 Hastings Street

### Theme: Deviant Bodies

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<th>Concurrent Breakout Sessions: 1:00 p.m. – 2:30 p.m.</th>
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| **Session 1: Early Sexual Science & Medicine**  
 Room: _____________________  
 Chair: Carol Groneman |
| **Session 2: Medicalization & Sexualization**  
 Room: _____________________  
 Chair: Judy Segal |
| **Session 3: Cross-Cultural Perspectives on the Medicalization of Sex**  
 Room: _____________________  
 Chair: Roghiyeh Razmara |
| **Session 4: Psychiatry/Psychology and Sex/Gender Conformity**  
 Room: _____________________  
 Chair: Jennifer Terry |
| **Session 5: Sex & Gender Identity**  
 Room: _____________________  
 Chair: Elizabeth Reis |

### Session 1: Early Sexual Science & Medicine

- **Chair:** Carol Groneman
- **Room:** _____________________

- **Jana Funke (Exeter)**  
  _Sexual History Before The History of Sexuality: Constructions of the Past in Havelock Ellis’ Studies In the Psychology of Sex_

- **Krista Sigurdson (UCSF)**  
  _The Medicalization or Sexualization of Breasts in Contemporary Breastfeeding Rights Discourse_

### Session 2: Medicalization & Sexualization

- **Chair:** Judy Segal
- **Room:** _____________________

- **Trevor Floyd (Hartford)**  
  _Dhat Syndrome: The Influence of Medicalization and Globalization on the Presentation and Treatment of Sexual Dysfunction in South Asian Men_

- **Anika Stafford (UBC)**  
  _Summer Camp Special Services: Psychiatric Monitoring of Gender Nonconforming Children and their Families_

### Session 3: Cross-Cultural Perspectives on the Medicalization of Sex

- **Chair:** Roghiyeh Razmara
- **Room:** _____________________

- **Meral Erol (Duke)**  
  _Blaming Women, Helping Women: Medicalization of Sexuality in Menopause in Turkey_

- **Anita Kurimay (Rutgers)**  
  _Rehabilitating Sexual Abnormals: Queers and Hungary’s Soviet Criminology Tribunal_

### Session 4: Psychiatry/Psychology and Sex/Gender Conformity

- **Chair:** Jennifer Terry
- **Room:** _____________________

- **Nesli Sen (UCIC)**  
  _Talking through Medicine: Vaginismus as a channel for public discourse of women’s sexuality in Turkey_

- **Jillian Deri (SFU)**  
  _Re-Imagining Jealousy in Polyamorous Relationships_

### Session 5: Sex & Gender Identity

- **Chair:** Elizabeth Reis
- **Room:** _____________________

- **Caroline Sanders (Liverpool)**  
  _A Narrative Study of Parents’ Experiences of their Child’s Genital Ambiguity: How does Surgery Act as a Form of Protection?_

- **Eric Plemons (California-Berkley)**  
  _It Is As It Does: Genital Form and Function in Sex Reassignment Surgery_

### Additional Sessions

- **Sandra Seekins (Capilano)**  
  _Weimar Visual Culture and Magnus Hirschfeld’s Images of Sexual Variance_

- **Elizabeth Stephens (History of European Discourses)**  
  _The Emergence of ‘Normality’ as Medical Concept: Notes Towards a Critical Genealogy_

- **Tracy Penny Light (St. Jerome’s)**  
  _“Being Normal...Surgically: The Medical Discourse on Cosmetic Surgery in the 20th Century”_

- **Nesli Sen (UCIC)**  
  _Talking through Medicine: Vaginismus as a channel for public discourse of women’s sexuality in Turkey_

- **Jillian Deri (SFU)**  
  _Re-Imagining Jealousy in Polyamorous Relationships_

- **Patricia Elliot (Wilfrid Laurier)**  
  _Losing the Subject: A Critical Reading of Bio-Reductive Theories of Transsexuality_

- **Rachel Hope Cleves (UVIC)**  
  _Contagion, Masturbation, and Same-Sex Sexuality among Antebellum American Girls_

- **Toni Serafini (Waterloo)**  
  _“My identifier is ‘big tits’?!: Cosmetic Enhancements and Identity Formation in Adolescent Females_

- **Amanda Lock Swarr (Washington)**  
  _Medical Experimentation and the Raced Incongruence of Gender under Apartheid_

- **Carm De Santis (Waterloo)**  
  _“I may look like what you want, but it don’t feel good anymore”: The Impact of Medical Tampering on Women with Androgen Insensitivity Syndrome’s Sexuality_
# Day Three – The Medicalization of Sex

**Saturday, April 30, 2011**  
**Location: SFU Harbour Centre Campus, 515 Hastings Street**

**Theme: Deviant Bodies**

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<tr>
<th>Concurrent Breakout Sessions: 2:30 p.m. – 4:00 p.m.</th>
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<tr>
<td><strong>Session 1: Doctoring the Medicalization of Sex</strong></td>
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| Room: ____________________  
| Chair: Thea Cacchioni  
| Tara Bates (Adelaide)  
| “Who cares what the DSM says?”: reorienting questions of power and docility concerning psychiatrists’ attitudes towards the DSM  |
| **Session 2: Medicalized Reproduction**  |
| Room: ____________________  
| Chair: Sarah Rudrum  
| Christabelle Sethna (Ottawa)  
| **Session 3: Medicalized Constructions of Sexual Risk and Pollution**  |
| Room: ____________________  
| Chair: Janine Farrell  
| Robert Gillett (Queen Mary)  
| Notes from an Initial Laundry: AIDS and the Queer Turn in the Medicalization of Sex  |
| **Session 4: Medicalized Masculinity**  |
| Room: ____________________  
| Chair: Rebecca Jordan Young  
| Jemma Tosh  
| The Medicalisation of Rape: A Discourse Analysis of Online Conversations about ‘Paraphilic Coercive Disorder’  |
| **Session 5: Resisting the Medicalization of Sex**  |
| Room: ____________________  
| Chair: Kelsi Cox  
| Travis Wisdom (NOCIRC)  
| From Academic Praxis to Status Updating Activism on Facebook: Bodily Empowerment and Strategies for Challenging Male and Female Circumcision  |
| **Jane Russo (Rio de Janeiro) and Fabiola Rohden (Rio de Janeiro)**  |
| Clinical Sexology in Contemporary Brazil: The Professional Dispute among Divergent Medical Views on Gender and Sexuality  |
| **Dafna M. Sagiv-Reiss (Haifa)**  
| Marilyn P. Safir (Haifa)  
| Gurit E. Birnbaum (IDC-Herzliya)  
| “I am pregnant—not sick”: Changes in Sexual Experiences and Body Image throughout the Three Trimesters of Pregnancy  |
| **Treena Orchard (Western Ontario), Arn Schilder (UBC), Warren Michelow (UBC), and Robert Hogg (UBC)**  |
| T(re)nography: The Almost Untold Story of Rectal Douching Among Men Who Have Sex With Men (MSM)  |
| **Antje Kampf (Johannes Gutenberg)**  
| Urogenital Borderlands: Ductus Ejaculatorius and the (Un)Making of Male Identities  |
| **Wrenna Robertson**  
| I’ll Show You Mine: A Celebration of the Vulva Diversity  |
| **Katherine Poole (York)**  |
| Quantifying Pleasure: Medicine’s Sadean Narrative of Transgender Sexuality  |
| **Carellin Brooks (UBC)**  
| The Medicalization of Breastfeeding has Resulted in the Majority of Women Rejecting the Process as an Embodied Contradiction  |
| **Jessica Polzer (Western Ontario) and Susan Knabe (Western Ontario)**  
| Risk, Biotechnology and the Neomedicalization of T(we)en Sexuality: The Case of HPV Vaccination  |
| **Dany Lacombe (SFU)**  
| The Medicalization of Sex Offenders  |
| **Judith Raiskin (Oregon)**  
| “Tee Corinne vs. The Laser Vaginal Rejuvenation Clinic: Can Art Trim Cosmetic Genitoplasty?”  |
| **Caroline Walters (Exeter)**  
| The Signification of Self-Inflicted Wounds: The Relationship between the Individual, Masochism and Self Harm  |
| **Trish Garner (SFU)**  
| "Manboobs" and the Failure to Achieve Heterosexuality  |
| **Marion Doull (UBC)**  
| Subject, Object, or Both? Defining the boundaries of ‘girl power’  |
This paper explores recent efforts mainly generated by "ex-gay" organizations and evangelical Christian congregations in the United States to introduce "reparative therapy" to nations in regions outside Europe and North America. I argue that such efforts bring to light larger political and religious tensions over the relationship between sexuality and modernity in locations with long histories of cultural imperialism.

Focusing specifically on recent controversies regarding proposed legislation to further criminalize homosexuality in Uganda, I examine the interplay of religious, political, and medical discourses in debates over whether sexual orientation is mutable, on the one hand, and therefore subject to intervention, or, on the other hand, an inalienable right deserving respect and legal protection. As conservative Christians from the United States offer support to local anti-gay organizations in Uganda and US based gay rights groups rally to denounce violence against Ugandan gay people, one can see how the rhetoric of medical care is yoked to spiritual salvation on the part of Ugandan anti-gay activists, clergy, and politicians who welcome the "ex-gay" ideas of Christian missionaries and yet insist that their proposed restrictions on homosexuality activity are expressions of authentic African traditions that value the family and procreation.
Contact Information

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Orgasm Inc.

the strange science of female pleasure