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**Eroticism and sexual pleasure in an era of social networking:  
Facebook and the consumption of sexuality in Zimbabwe**

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Facebooking has become a popular social networking site amongst urban Zimbabweans of all ages. This is because it allows access to friends and family who are sprinkled across the world in an instant. We get to learn about their lives and what they are doing. However there is another function of this social network site that is purely sexual. This paper seeks to analyse and understand how eroticism and sexual pleasure are experienced and derived through social networks such as Facebook. From sex chatting, sharing nude pictures and pornographic videos the sexual has been intertwined with the visual. The study uses in-depth interviews and focus group discussions among internet cafe users in Harare and also an open ended questionnaire on randomly selected Zimbabweans on Facebook. The starting point of conceptualising the consumption of sex is to understand that sexuality consists of practices deeply embedded in relational contexts. New media offer us a new form of interaction and context of human interaction which needs serious analysis. As social networking sites increase, we are seeing the emergence of virtual sex and sexual networking where the act of sex is via fibre optic cables connecting people across the breadth of the earth.

*I am a twenty six year old Zimbabwean. I hold a Bsc and Msc in Sociology and Social Anthropology from the University of Zimbabwe. Currently I am pursuing a PhD in Sociology from Rhodes University, South Africa. My research interests are in land reform, social (sexual) identity, social networks, gender, new media and social capital. I am currently teaching at Women's University in Africa which is in Harare, Zimbabwe.*