

In-Sight Publishing
Ask A Genius 147 – The Amy Webb Model¹
Scott Douglas Jacobsen & Rick Rosner
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[Beginning of recorded material]

Rick Rosner: Anyways, the Amy Webb model leaves out or seems—I am a child of the 60s and 70s, and a model like that I find scary because it leaves out sex and romance. But if you look at the history of everything, in the 1960 the pill comes onto the market, it takes about a decade to saturate most of the population. Before the 60s, sex was very secret and I'm sure a fair percentage of the female population had sex and much lower than now.

It was hush-hush. There was a lot of prostitution for men. The Hippies are having sex in a more relaxed way. By the 70s, the sexual revolution is hitting all of society. Most people are having pre-marital sex.

Scott Douglas Jacobsen: And people are having less sex now.

RR: In the 70s, everything sucked but sex. TV, food, décor...

SDJ: [Laughing].

RR: ...No video games. Everything stank. People in the 70s were towards the skinny side. There was less porn. So if people are having less sex, things are awesome. TV is awesome. Food is awesome. Social media is awesome, but a big time suck. We're bigger too. Our bodies are stuffed with food and our heads are stuffed with porn. So sex with other people is less of a priority instead of a being the #1 thing as it was in the 70s.

It is among the, say, top 4 things. So in the 70s, somebody might want to – before settling down – hook up with 10 or 20 people to try things out. I managed to hook up with 16 different women.

[End of recorded material]

¹ Four format points for the session article:

1. Bold text following “Scott Douglas Jacobsen:” or “SDJ:” is Scott Douglas Jacobsen & non-bold text following “Rick Rosner:” or “RR:” is Rick Rosner.
2. Session article conducted, transcribed, edited, formatted, and published by Scott.
3. Footnotes & in-text citations in the interview & references after the interview.
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For further information on the formatting guidelines incorporated into this document, please see the following documents:

1. American Psychological Association. (2010). Citation Guide: APA. Retrieved from <http://www.lib.sfu.ca/system/files/28281/APA6CitationGuideSFUv3.pdf>.
2. Humble, A. (n.d.). Guide to Transcribing. Retrieved from <http://www.msvu.ca/site/media/msvu/Transcription%20Guide.pdf>.

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