

Aggression



Definition

“Any form of behavior directed toward the goal of harming or injuring another living being who is motivated to avoid such treatment.”
— Baron & Richardson (1994)



Two Types of Aggression

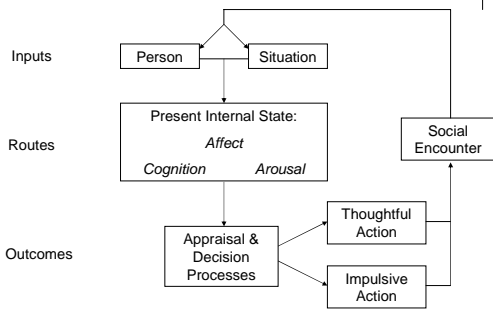


- | | |
|-------------------|-------------------|
| _____: | _____: |
| • “Cold” behavior | • “Hot” behavior |
| • Incentive-based | • Annoyance-based |
| • Means to end | • End in itself |

Why Do People Act Aggressively?



General Aggression Model



Anderson & Bushman (2002)

Personality Influences on Aggression





- Men use more direct, physical aggression
 - fistfighting
- Women use more indirect, relational aggression
 - social exclusion
 - spreading rumors



- Highly self-absorbed and conceited
 - "I'm better than everyone else"
- High, but unstable, self-esteem
 - easily threatened
 - stepping on others brings person back to high level of self-regard





- Due to low environmental control of actions
- Frontal lobe
 - Site of inhibitory links
 - Poor development
 - Damage

Social Influences on Aggression



- Social Isolation
- Provocation
- Hot Temperatures



- Decreases self-esteem (**sociometer hypothesis**)
- Less access to **social norms**



O'Leary & Dengerink (1973)

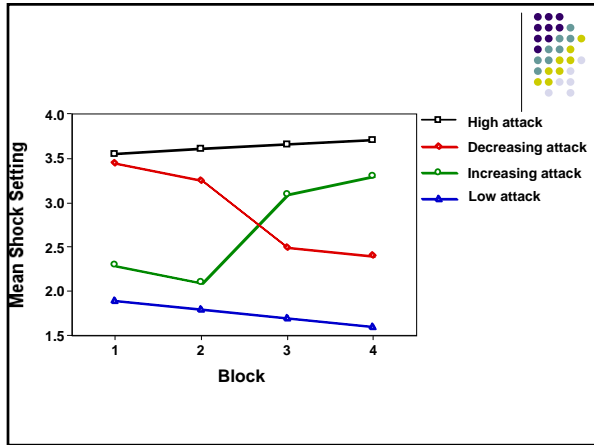


Independent variable:

- _____ attack
- _____ attack
- _____ attack
- _____ attack

Dependent variables:

Shock level



Anderson et al. (1994)

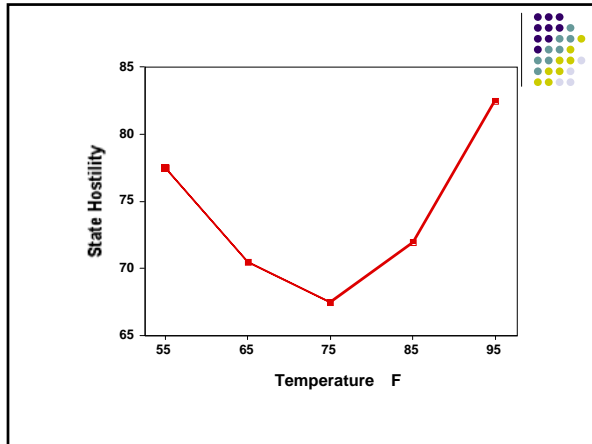


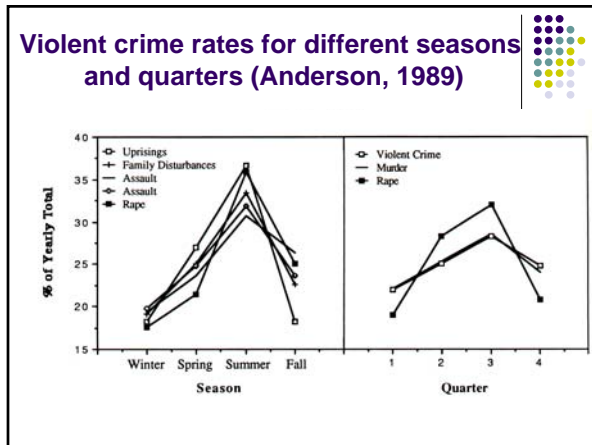
Independent variable:

Temperature (55 °F - 95 °F)

Dependent variable:

State hostility






Alternative explanations


- Cyclical variations (e.g., school and work vacations in the summer).
- Culture of honor in the South, where it is hotter.
- Different demographic characteristics in the South (e.g., poverty, race).

Physiological Arousal



Theory

- Physiological arousal dissipates slowly.
- If two arousing events are separated by a short amount of time, some of the arousal caused by the first event may transfer (or be misattributed to) to the second event.




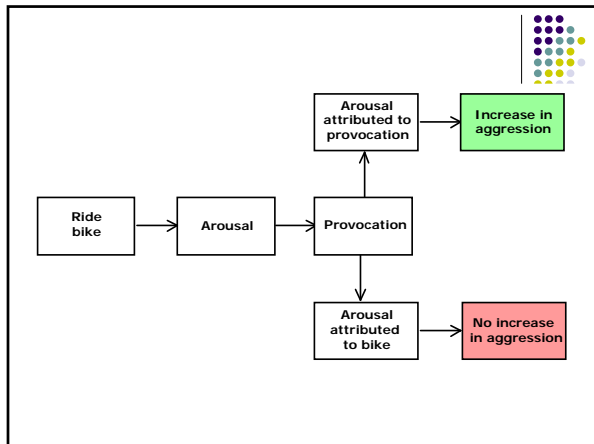
Zillmann et al. (1972)

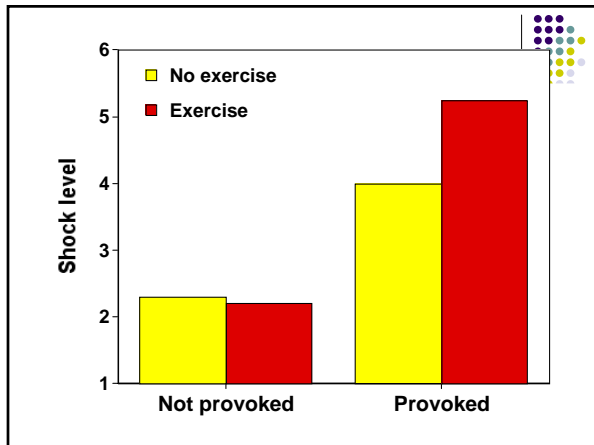
Independent variables:

- _____ vs. no exercise
- _____ vs. not provoked

Dependent variable:
Shock level







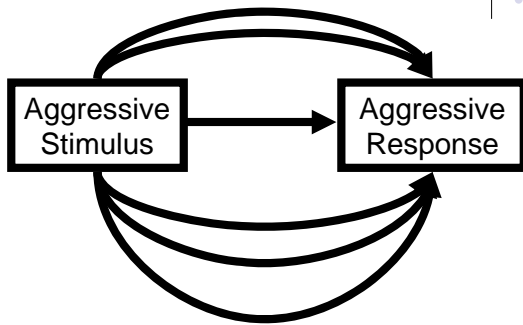
Alcohol

Cook & Moore, 1993

- Effects of a 10% reduction in alcohol consumption **EACH YEAR**
- 216 fewer murders (1% reduction)
- 5,848 fewer rapes (6% reduction)
- 65,951 fewer assaults (6% reduction)
- 52,249 fewer robberies (9% reduction)



Aggressive Cues



Weapons as Aggressive Cues



Turner et al (1975)



Independent variable:

- _____ and VENGEANCE bumper sticker
- _____ and FRIEND bumper sticker
- _____ and no bumper sticker (control)

Dependent variables:

Percent horn honking

