

## Aggression & Media



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## Media Violence Myths



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### Myth #1

The level of violence in the mass media simply mirrors the level of violence in the real world.



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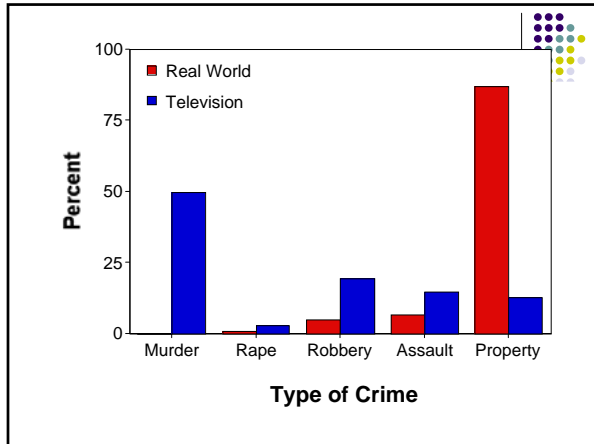
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**Myth #2**

Violent media decrease aggression

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Acting aggressively or even viewing aggression is an effective way to reduce anger and aggression

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## Problems with

- Practice makes perfect
- Need more every time
- Widespread
  - "Preschool Stress Relief Project" recommendation for appropriate release of anger (right)



PUNCH A PILLOW



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## Bushman (2002)

- **Independent Variable**
  - Sit quietly (control)
  - Hit a punching bag to \_\_\_\_\_ (fitness)
  - Hit a punching bag thinking of \_\_\_\_\_ (venting)
- **Dependent Variable**
  - Noise level & duration



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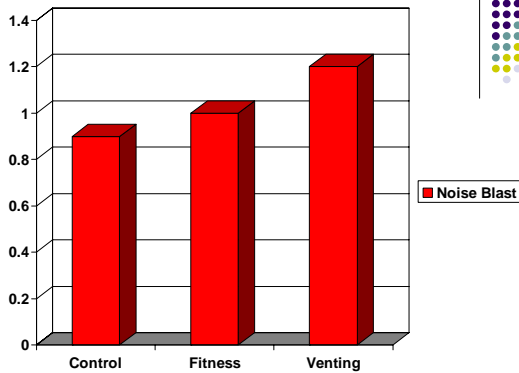
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### Myth #3

Violent media have a trivial effect on aggression



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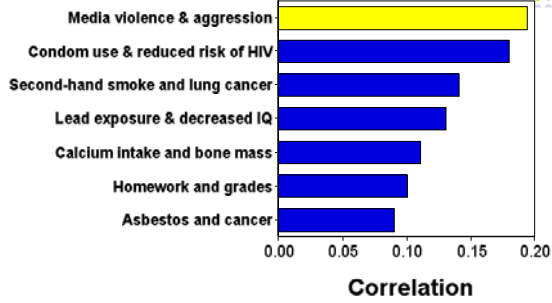
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Bushman & Anderson (2001) *American Psychologist*



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### Myth #4

Decreasing violent crime rates prove that media violence does not increase societal violence.



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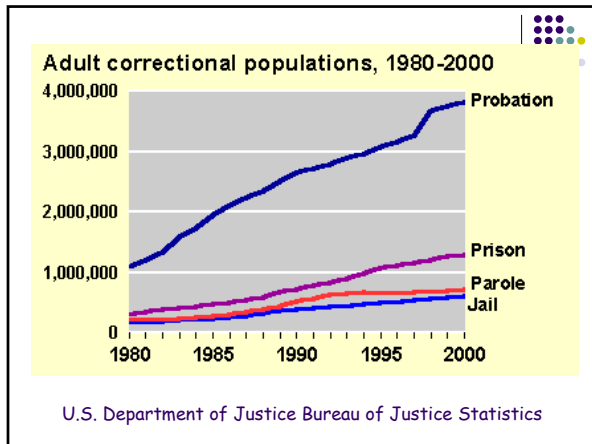
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**Myth #5**

One cannot know whether violent media cause aggression.

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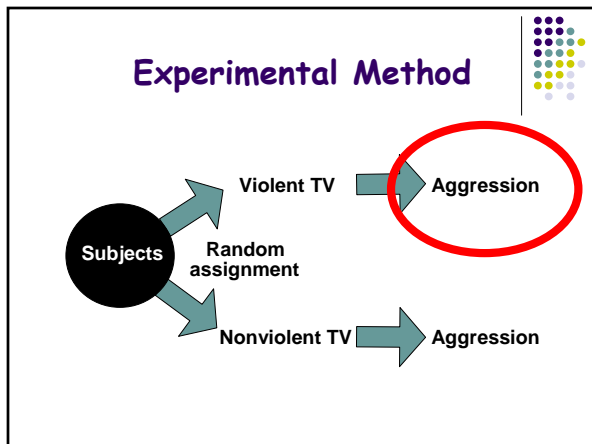
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### Myth #6



"I watch that stuff and it doesn't affect me!"

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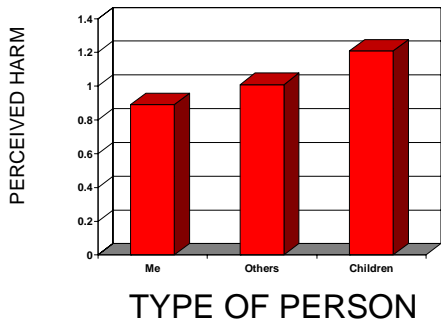
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### 696 College Students



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The belief that media presentations have a stronger effect on others than on oneself.



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## Problem: Multiple Forms



- \_\_\_\_\_
  - Yelling at someone
- \_\_\_\_\_
  - Expressing irritability
- \_\_\_\_\_
  - Causing harm to person or object associated with source
- \_\_\_\_\_
  - Causing harm to person or object not associated with source
- \_\_\_\_\_
  - Spreading rumors or causing social exclusion

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## Preventing Aggression



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## Punishment



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### Effective Punishment

- Prompt
- Intense
- Consistently applied
- Perceived as justified by punished



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### Problems

- Often models the behavior it seeks to prevent.
- Aversive stimulation
- Doesn't teach the aggressor new, prosocial forms of behavior



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### Reducing Aggressive Cues



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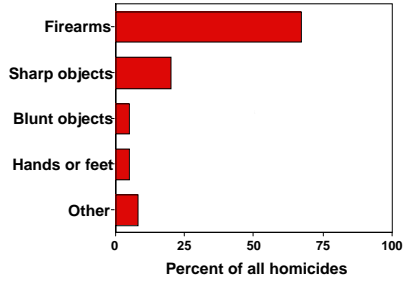
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Weapons used in U.S. homicides.  
In other industrial countries, firearms  
account for 23% of homicides.



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## So, What DOES Work?



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## Effective Ways to Reduce Anger

- \_\_\_\_\_ . Let the anger dissipate.
- \_\_\_\_\_ . Think about something else.
- \_\_\_\_\_ . Try to reduce arousal.
- \_\_\_\_\_ .  
Do something incompatible with anger and aggression.



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