

Television Violence and Aggression

Some Interesting Statistics

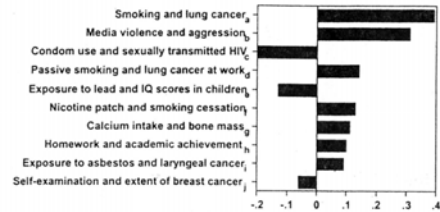
- Americans are receiving a heavy dose of media violence
- A recent content analysis of more than 8,000 hours of programming on cable and broadcast television in the U.S. found that about 60% of TV programs contained violence
- By the time the average American child graduates from elementary school, he or she will have seen more than 8,000 murders and more than 100,000 other assorted acts of violence
- Since 1985, television ownership has been about 98% and today more than 60% of all children in American are watching TV at 10 a.m. on any given Saturday morning

A Brief Overview of Research

- Many studies have linked viewing violent television and aggressive behavior, especially in boys, even when they control for other elements (socioeconomic status, IQ, parenting factors)
- These studies have found that aggressive behavior does continue into young adulthood
- It has also been found that those children who view more violent television are more desensitized in terms of their emotional and physiological response to portrayals of real-life aggression
- Additionally, viewing violent television has also been linked to bullying (both physical and verbal)

A Quick Perspective...

Figure 3
Selected Effect Sizes Versus the Meta-Analytic
Television Violence Effect Size of $r = .31$



George Comstock

A More Violent Society?

- Studies have been unable to causally link violent television and an increase in societal violence due to the number of mediating factors that influence crime rates in this country
- It is important to consider the individual however...
 - Increases in conflicts with others
 - A decrease in equality of access to opportunity in schooling, employment and life chances in general
 - Maladaptive, poor or the absence of social relationships

What can we do?

- Implement both community and family interventions aimed at increasing an individual's ability to effectively cope with aggressive feelings and positive conflict resolution skills
- A majority of the responsibility however remains with parents...
 - Filter what your child or adolescent watches on television
 - Give close attention to the TV ratings posted for each program

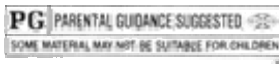
Movies and Violence

Movie Ratings (as described by the Federal Trade Commission)



General Audience. All ages admitted. This signifies that the film rated contains nothing most parents will consider offensive for even their youngest children to see or hear. Nudity, sex scenes, and scenes of drug use are absent; violence is minimal; snippets of dialogue may go beyond polite conversation but do not go beyond common everyday expressions.

Movie Ratings (as described by the Federal Trade Commission)



Parental Guidance Suggested. Some material may not be suitable for children. This signifies that the film rated may contain some material parents might not like to expose to their young children - material that will clearly need to be examined or inquired about before children are allowed to attend the film. Explicit sex scenes and scenes of drug use are absent; nudity, if present, is seen only briefly, horror and violence do not exceed moderate levels.

Movie Ratings (as described by the Federal Trade Commission)



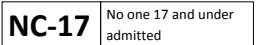
Parents Strongly Cautioned. Some material may be inappropriate for children under 13. This signifies that the film rated may be inappropriate for pre-teens. Parents should be especially careful about letting their younger children attend. Rough or persistent violence is absent; sexually-oriented nudity is generally absent; some scenes of drug use may be seen; one use of the harsher sexually derived words may be heard.

Movie Ratings (as described by the Federal Trade Commission)



Restricted-Under 17 requires accompanying parent or adult guardian (age varies in some locations). This signifies that the rating board has concluded that the film rated contains some adult material. Parents are urged to learn more about the film before taking their children to see it. An R may be assigned due to, among other things, a film's use of language, theme, violence, sex or its portrayal of drug use.

Movie Ratings (as described by the Federal Trade Commission)



No One 17 and Under Admitted. This signifies that the rating board believes that most American parents would feel that the film is patently adult and that children age 17 and under should not be admitted to it. The film may contain explicit sex scenes, an accumulation of sexually-oriented language, or scenes of excessive violence. The NC-17 designation does not, however, signify that the rated film is obscene or pornographic.

PROBLEM

- Ratings do not conform to the moral rating guide of every parent or guardian
- The ratings are small and hard to locate
- Several movies are unrated, leaving parents uninformed

How to get your hands on a violent movie if you are underage:

- Video stores
- Online

Ways to view these movies:

- Sneak into movie theater
- At a friend's house
- When parents are not around
- With parents

Federal Trade Commission's Report to Congress (2009)

- Promotional tie-ins with children's products



**Federal Trade Commission's Report to Congress
(2009)**

- Ads for R-rated films were aired on television during shows with a mostly under-17 audience
- Ads for PG-13 films were aired during Nickelodeon's 2008 Kids' Choice Awards (highest rated show for ages 2-11)

**Federal Trade Commission's Report to Congress
(2009)**

- At least two violent PG-13 movies were found to be advertised in children's publications such as *Scholastic*, *Nickelodeon Magazine*, *Time for Kids*, *National Geographic Kids*, and *Disney Adventures*

**Federal Trade Commission's Report to Congress
(2009)**

- The FTC made a list of the top 20 violent, R-rated films for 2008
- Neilson Online found display ads for 15 of these 20 movies on websites popular with children 2-12 (Neopets, Runescape, and WWE Superstars) and teens 13-16 (Bebo, Runescape, Photobucket, AOL.com AIM Today, imeem, WWE Superstars, and YouTube)

**Federal Trade Commission's Report to Congress
(2009)**



More people notice and/or remember the rating when it is displayed prominently on the front, rather than on the back in small font (as it is now)

**Federal Trade Commission's Report to Congress
(2009)**

- 2003:
 - 81% of underage persons were allowed to purchase R-rated movies
 - 71% of underage persons were allowed to purchase unrated movies
- 2006:
 - 71% for both R-rated and unrated
- 2008:
 - 47% for R-rated
 - 51% for unrated
- 2009:
 - 54% for R-rated
 - 58% for R-rated

New issue: Online purchases with gift cards.
How to enforce?

Good thing: Denial of underage persons to violent movies has increased dramatically since first report in 2000

What does watching violent movies do to youth?

- Increases fear
- Desensitizes them
- Increases aggressive behavior
 - modeling?
 - acting out as a result of fear?

How did violence in movies get so bad?

- In the early film days, death was non-graphic, bloodless, clean and simple.
- Movie directors were afraid viewers would view real death in the same way (as “not so bad”)
- Decided to make it more realistic to deter real-life violence
- Backfired?

Why are movies still violent today?

- Director’s choice of creative outlet
- It’s allowed
- Violence = Action
 - Action movies are translate well to foreign markets

The Influence of Music on
Violence



There has been conflicting
research about the influence
of violent songs on today's
youth.

Popular music has always been
denigrated by adults.

Jazz, blues, rock and roll 1940s and 50s

Rock charged with perverting Christian
values

Music has changed in a short period of time

FROM

- Luther Vandross
- Hip Hop All stars

TO

- 2Live Crew
- NWA

Two main types of music

Heavy Metal

Led Zeppelin

- Pounding beat
- High pitched vocals that are sung or shouted
- Distorted electric guitar

Rap Music

Sugar Hill Gang

- Disconnected beats
- Strong bass line
- Rhyming lyrics
- Metaphors and similes

MANY STUDIES SHOWING LINKS BETWEEN VIOLENCE AND MUSIC

African American teens watching videos of sexually subordinate images expressed greater acceptance of dating violence

African American males were exposed to violent rap videos expressed greater endorsement of violent behaviors to conflicts

Undergraduate males exposed to four different groups

- Violence no erotica
- Violence with erotica
- Erotica no violence
- No violence, no erotica

group exposed to violence no erotica, significantly more angry

College students who prefer rap and heavy metal more hostile attitudes than others. Heavy metal listeners more negative to women. Rap listeners more distrustful

UNDERLYING THEORIES

Bandura's Social Learning Theory

People's antisocial and aggressive responses are acquired from their parents and other adults that are responsible for their caretaking.

Many parents are not effectively raising their children leaving a void so children are seeking out other role models.

Media provides these options for the youth, both good and bad.

Excitation transfer theory

What they hear directly influences them to commit violence.
They hear something that they like and transfer it to real life

IS IT THE VIOLENT VIDEOS THAT
HAVE AN EFFECT ON THE YOUTH,
OR
DOES THE YOUTH'S MUSICAL
PREFERENCE INDICATE
BEHAVIORAL TENDENCIES
ALREADY WITHIN THEM?

REFLECTION-REJECTION THEORY

DOES MUSIC SIMPLY REFLECT
LIFE?

DRIVE REDUCTION THEORY

AN EMOTIONAL OUTLET
PEOPLE ARE LIKE STEAM KETTLES

**HOW MUCH ATTENTION DO MUSIC
FANS ACTUALLY GIVE TO THE LYRICS?**

Research has shown that people process the lyrics and music of songs separately.



"Big Man With A Gun"

I am a big man
(yes I am)
and I have a big gun
got me a big old Dick and I
I like to have fun
held against your forehead
I'll make you suck it
maybe I'll put a hole in your head
you know, just for the fuck of it
I can reduce you if I want
I can devour
I'm hard as fucking steel, and I've got the power
I'm every inch a man, and I'll show you somehow
me and my fucking gun
nothing can stop me now
shoot shoot shoot shoot shoot
I'm going to come all over you
me and my fucking gun
me and my fucking gun

MARKETING AND AVAILABILITY OF VIOLENT MUSIC

A Federal Trade Commission report indicates that music with parental advisory labels are often still advertised on programs that are popular with children and teens.

Also 7 in 10 underage shoppers were able to purchase explicit content music with no problem.

THE EFFECT OF MUSIC ON FROM OTHER MEDIA

Children and teens have almost unlimited access to music from television, iPods, internet, etc.

There are whole television channels and outlets that only feature music.

MTV is more likely than BET, CMT, or VH-1 to have violent videos.

Rap and Hard Rock videos were twice as likely to have violence in the videos than adult contemporary, country, and rhythm and blues.

WHAT DO ADOLESCENTS USE MEDIA FOR?

Adolescent use media for

1. Entertainment
2. Identity formation
3. Sensation seeking
4. Coping
5. Youth Culture Identification

WHAT SHOULD WE LEARN FROM THIS?

Music is neither capable of eliciting Good behavior nor responsible for bad behavior

The style, rendition of music, how it is used, by whom, with whom, and under what conditions are some factors that need to be considered in developing any music/behavior equation.

Music is often angry, disrespectful, and reveals hatred for people who are different from us. Why don't we stop trying to control the music and find solutions for the attitudes, hatred and problems expressed in the music.

The Industry

- The sale of pornography is a multibillion dollar industry that encompasses the sale of sexually explicit movies; magazines; books; videos; and, increasingly, Internet-based media

Environmental Influences

- What is Pornography?
 - “pornography” refers to sexually explicit media that primarily is intended to arouse the viewer sexually
 - Overly excessive pornography may lead to desensitization

Differences...

- How is violent pornography different?
 - Easier to access on internet
 - Often glorifies rape depiction, physical violence relating to sex
 - Viewing material may lead to higher levels of aggression
 - Males are more likely than females to view violent pornography

Learned Aggression?

- SOCIAL LEARNING THEORY
 - *We learn by watching others who are rewarded*
- MODEL
 - *Modeling may encourage previously forbidden behaviors*
 - (i.e. violent pornography)
 - *People whose behavior can be imitated and who provide a guide for appropriate behavior*

Fact

- Sexual violence by males toward females is increasing
 - Sexual aggression may reflect a need for dominance and control

Malamuth & Huppig 2005

- According to their study....
 - most adolescents having Internet access readily available (ie, 75%–83% of adolescents have access at home), the Internet, too, is a prevailing source of pornography exposure

Ted Bundy

- In an interview the day before his execution in 1989, serial killer Ted Bundy explained how pornography set him on the path to murder. At the age of 13, he came across pornographic magazines in a dump near his home. He was captivated by those magazines, and as time went by he gradually began using more explicitly sexual and even violent pornography. There finally came a point when pornography could not stimulate him any further.

This study found...

- In a laboratory study, sociologist Diana Russell showed the desensitizing effect pornography had on Bundy is common. Russell found that male college students “were more prone to accept commonly held conceptions like ‘a woman really wants to be raped,’ and ‘yes means no,’” after being exposed to pornography in which women were depicted as enjoying rape. After repeated exposure for only two weeks, the college males “found the violent pornography to be less and less violent,” and some subjects became increasingly aroused by the images.

Malamuth...

- Malamuth classified 29 male students as sexually force-oriented or non-force-oriented on the basis of their responses to a questionnaire (1981). These students were then randomly assigned to view either a rape version or a mutually consenting version of a slide-audio presentation. All subjects were then exposed to the same audio description of a rape read by a female. After the 29 male students had been exposed to the rape audio tape they were asked to try to reach as high a level of sexual arousal as possible.

Malamuth Cont...

- Self-reported sexual arousal during the fantasy period indicated that those students who had been exposed to the rape version of the first scenario shown created more violent sexual fantasies (Malamuth 1981).

Statistics...

- A recent Kaiser Family Foundation survey documented that 70% of young people aged 15- to 17-years-old reported unintended exposure to pornography websites
- Barron and Kimmel (2000) compared sexually explicit stories on Internet newsgroups with printed and video pornography. They found that the content of pornography is more violent on the Internet.

Statistics Cont...

- Statistics from Ropelato (2006) find that the 12-17 age group is the largest demographic consumer of internet pornography, and that 80% of 15-17 year olds admit to multiple exposures.
- Experimental research demonstrates that, whereas exposure to nudity may actually decrease aggression, violent pornography is associated with increased risk of aggression (Allen, D'Alessio & Brezgel 1995).

Cont...

- In a study of high school males, 50% of those interviewed believed it acceptable "for a guy to hold a girl down and force her to have sexual intercourse in instances such as when 'she gets him sexually excited' or 'she says she's going to have sex with him and then changes her mind'" (Goodchilds and Zellman, 1984

Shock Value

When researching this topic...

- On google.com(safeguard off)
 - Many sites pertaining to rape fantasy, sexual torture, and many others popped up.
 - On study suggests that interracial violent pornography is popular
 - Nazi pornography



Remember...

- Every male who views pornography is not going to show interest in violent pornography
- Male teens 12-17 show the highest level of pornographic viewing online
- Educating our youth is