

Media Violence and Aggression among Young Adults

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ABSTRACT

The present study was intended to find out the levels of aggression and media violence among young adults and also to understand the relationship between these two variables. A sample of 80 young adults (N=45 Males and N=35 Females) were selected for the study using purposive sampling technique. Through online survey two questionnaires were distributed to young adults aged between 18 to 25 years. Buss Perry aggression questionnaire including 29 items was used to determine the aggression among young adults. Content based media exposure scale (A.H. Den Hermer) was used to determine the extent of media exposure. Descriptive statistics and Pearson product moment correlation was done. According to Pearson product moment, it was found that there is positive correlation between aggression and media violence among young adults. The null hypothesis was rejected indicating that increase in one can significantly cause an increase in other.

Keywords: Aggression, Media Violence, Young Adults

Violence has become a major part of life in many schools, homes and communities. It is especially devastating to children and adolescents who are vulnerable because of emotional, social and cognitive difficulties.

In this new environment, radio, television, movies, videos, video games, and computer networks have assumed central roles in our daily lives. For better or for worse, the mass media are having an enormous impact on our values, beliefs, and behavior. Unfortunately, the consequences of one particular element of the mass media exposure has particularly detrimental effects on viewers' and others' health. Research evidence has accumulated over many years that exposure to violence on television and in video games increases the risk of violent behaviour on the viewer's part just as growing up in an environment filled with real violence increases the risk of violent behaviour.

The relationship between media violence and real-world violence and aggression is moderated by the nature of the media content and characteristics of and social influences on the individual exposed to that content. Still, the average overall size of the effect is large enough to place it in the category of known threats to public health (Huesmann, 2006). An international journal: Corporate Communications in their article 'Violence, values and the

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Received: May 16, 2021; Revision Received: July 21, 2021; Accepted: August 03, 2021

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electronic media environment' states that there is linkage between exposure to violence and the propensity for children to act aggressively (Lynne Eagle et al., 2002).

Most researchers define media violence as depiction of acts of physical aggression by human or human like character against another. Fictional or animated violence is still considered violence if it meets the above criteria.

Violent Media

Violent Media or Media Violence can be defined as visual portrayals of acts of physical aggression by one human against another. This definition of media violence does not include off-screen poisonings that might be implied, but rather it refers to visually portrayed physically aggressive acts by one person against another. This definition has evolved as theories about the effects of media violence have evolved and represents an attempt to describe the kind of violent media presentation that is most likely to teach the viewer to be more violent. Media violence poses a threat to public health in as much as it leads to an increase in real-world violence and aggression.

Most researchers studying media effects on behaviour have focused on what they call aggressive behaviour. The accepted definition states that aggressive behaviour refers to an act intended to injure or irritate another person. The act could be physical or non-physical. This includes many kinds of behaviour that do not seem to fit the commonly understood meaning of violence.

Exposure to violence in media, including television, movies, music, and video games, represents a significant risk to the health of children and adolescents. Extensive research evidence indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed.

Aggression

Social psychologists define aggression as the behaviour that is intended to harm another individual who does not wish to be harmed. (Baron & Richardson, 1994). Extensive aggression in childhood pilots the way to loss of social network, troubled parent child relationship, law violation or legal trouble, self harm trouble with concentration and attention, troubled thinking impaired judgement, threatening behaviour, trouble with language comprehension and reading, emotional trauma and depression.

The accepted definition states that aggressive behavior refers to an act intended to injure or irritate another person. The act could be physical or nonphysical. This includes many kinds of behaviour that do not seem to fit the commonly understood meaning of violence. Hurling insults and spreading harmful rumour fit the definition. Of course, the aggressive behaviour of greatest concern to society clearly involves physical aggression. However, physical aggression may range in severity from acts such as pushing or shoving to more serious physical assaults and fighting, even extending to violent acts that carry a significant risk of serious injury.

Most youth who are aggressive and engage in some forms of antisocial behaviour do not go on to become violent teens and adults. Still, research has shown that a significant proportion of aggressive children are likely to grow up to be aggressive adults and that seriously violent adolescents and adults were often highly aggressive and even violent as children. The best single predictor of violent behaviour in older adolescents, young adults, and even middle-

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aged adults is the occurrence of aggressive behaviour in childhood. Thus, influences, such as exposure to media violence, that promote aggressive behaviour in young children can contribute to increasingly aggressive and ultimately violent behaviour many years later.

Relationship between violent media and aggression

Exposure to violent media can have several undesirable effects. One effect is that people who consume a lot of violent media become less sympathetic to victims of violence. In one study, people who played violent video games assigned less harsh penalties to criminals than did those who played nonviolent games. People also perceive victims as injured less and display less empathy toward them after exposure to violent media. One reason why people may become more tolerant of violence and less sympathetic toward victims is because they become desensitized to it over time. Research has shown that after consuming violent media, people have lower heart rate and blood pressure in response to real depictions of violence.

In addition to desensitizing people to the effects of violence, violent media also increase aggressive thoughts. One result is that people who consume a lot of violent media are more likely to attend to hostile information and expect others to behave in a hostile manner. They may also interpret ambiguous situations in the worst possible light, assuming that the behavior of others reflects hostility rather than other, more positive traits such as assertiveness. Some researchers have also found that violent media also increase aggressive feelings. Most importantly, exposure to violent media also makes people act more aggressively toward others.

The study was conducted to articulate different skills like increase language proficiency, develop on individual's behaviour to test the hypothesis more affected by violent media than are low trait aggressive individuals are agreed with the argument that the positive use of social networking sites as a source of media can bring socio-political awareness, enhance threat.

Majority of the sampled research showed sign of the impact of violent media on individuals aggressive behaviour also high trait aggressive individuals efficacy. Significance of the study in communication skills, create broader visionary power and connectivity. It is also useful for advertising, job hunting portals and publishing research.

METHODOLOGY

Method

Purposive sampling method using descriptive statistics was used to determine the relationship between the aggression and media violence among the individuals. The key variable targeted in this investigation is; aggression and violent media. The target population is; young adults.

Objectives

- To understand the level of the Media violence and Aggressive Behaviour among young adults.
- To understand the relationship of Media violence and Aggressive Behaviour among young adults.

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Hypothesis

- There is no significant relationship between Media violence and Aggressive Behaviour among young adults.

Research design

The study has used correlational design to find out the relationship of violent media and aggressive behaviour on young adults.

Participants

A sample of 80 young adults (n= 45 males and 35 females), between the age group of 18 to 25 from Maharashtra were selected based on purposive sampling technique. The sample included the individuals from different college and working sectors.

Tools used for data collection

1. Buss Perry aggressive questionnaire including 29 items (physical aggression 1 to 9 items, verbal aggression 10 to 14 items, anger 15 to 21 items, hostility 22 to 29 items) and the aggression scale.
2. Content Based Media Exposure Scale. it includes 17 items which asses exposure to anti- social and neutral media content. It was developed by A.H. Den Hermer and B.J. Bushman.
3. Socio demographic data sheet: The socio-demographic data sheet includes information such as name, age, gender.

Procedure

The participants in the study were selected on the basis of purposive sampling technique. Informed consent was obtained from all the respondents before collecting the data. Two questionnaires regarding the aggression and violent media were administered to them along with the socio-demographic data sheet. The scale was administered to the participants through the google forms. The respondents were given assurance based on the ethical guidelines of this study as well.

RESULTS

1. There is a significant relationship between aggression and the violent media among young adults.
2. The result shown rejects the null hypothesis and proves the alternative hypothesis.

Descriptive statistics

Table 1: Mean and standard deviation of obtained sample

	Sample	Mean	Std. Deviation
Aggression	80	62.80	8.27
Media violence	80	61.00	9.14

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Table 2: Correlation between Media violence and Aggression

	Media Violence	Aggression
Pearson Correlation	1	0.024
Media Violence		0.831
Sig. (2-tailed)		
N	80	80
Pearson Correlation	0.024	1
Aggression	0.831	
Sig. (2-tailed)		
N	80	80

DISCUSSION

It shows the mean and standard deviation of the sample on Aggression and Media Violence. Mean of Aggression is found to be 62.80 with a standard deviation of 8.27, mean of Media violence is found to be 61.00 with a standard deviation of 9.14.

The results of pearson product moment correlation shows that there is positive correlation between Media violence and aggression. It indicates that increase in one can significantly cause an increase in the other. so, the results reject the null hypothesis.

Research on violent media including TV, films, video games and music reveals unequivocal evidence that media violence increases the likelihood of aggressive and violent media both immediate and long term context within the individual. The effects appear larger for milder than for more severe forms of aggression but the effects on severe forms of violence are also substantial when compared with the effects of violence risk factors for medical emergencies deemed important by medical community (e.g., heart attacks affected by aspirin). The research base is large, diverging methods, samples and media genres and consistent in overall findings. The evidence is clearest within the most extensively and broadly research domain, TV and film violence. various studies posts that there is a correlation between violent media and aggression among young adults.

The current study provides brief overview about the relation of violent media and aggression among young adults.

CONCLUSION

The results shown in this research accepts the null hypothesis and proves the alternative hypothesis, there is relation between media violence and aggression among individual.

Implications

- According to the findings it was witnessed that the research accepts the null hypothesis and proves the alternative hypothesis, there is relation between media violence and aggression among individual.
- The results conclude that there is positive correlation between aggression and violent media accepting the alternative hypothesis.

Limitations of research

- It could not find the actual extent of aggression due to violent media. The study was limited to 18 to 25 years of age group of individuals.

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- Along with media violence there are other factors which cause interference in producing real and authentic outcome.
- Lack of time

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Acknowledgement

Thanking the participants who took part in the study, my research guide, family and my friends for their constant and unwavering love. Lastly, thanking God for guidance for further research.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Laxmi, M.& Deepthi, V. (2021). Media Violence and Aggression among Young Adults. *International Journal of Indian Psychology*, 9(3), 390-396. DIP:18.01.039.20210903, DOI:10.25215/0903.039