



Media Influence on Aggression



SHAN

THEORY OF **PLANNED BEHAVIOR**



What to expect in this presentation



This presentation will be using psychological theory and evidence to consider the role that media plays on aggression.



Traditional and modern media

Meanings and differences



Traditional media is one of the oldest forms of mass communication

Print Media

- Magazines
- News papers
- Books

Broadcast Media

- Television
- Radio



Traditional and modern media differ in several aspects, including:

- Production
- Distribution
- Audience reach
- Speed
- Cost
- Interactivity

Modern media refers to the various forms of mass communication that rely on technology

Digital media

- Social media platforms
- Podcasts
- Blogs
- Streaming services

Key difference

Traditional media is produced

Modern media allows anyone to create and share content over the internet and a device such as a smartphone or tablet.



Consumption of Media before the internet

Media has played a significant role throughout recent history as a medium to be used to convey information.

For example, Civil rights movements, war protests and the women's liberation movement was covered extensively throughout media which highlighted important issues, shaping the public opinion.



Consumption of media now

Media today has far surpassed the reach it once had. With devices allowing access to the internet to obtain instant information from a diverse range of media platforms.

This has allowed an abundance of information to be distributed and absorbed by the public. One of the key issues with this is the vast quantities of misinformation that exists for anyone to obtain.



Misinformation

Recent historical events such as the 2016 presidential election and the outbreak of Covid 19 has demonstrated the harmful nature of misinformation. For example, healthy behaviours regarding protecting oneself and others from covid 19 was lost in the misinformation that overrun the internet. This issue highlights the importance of obtaining skills such as critical thinking and media literacy.



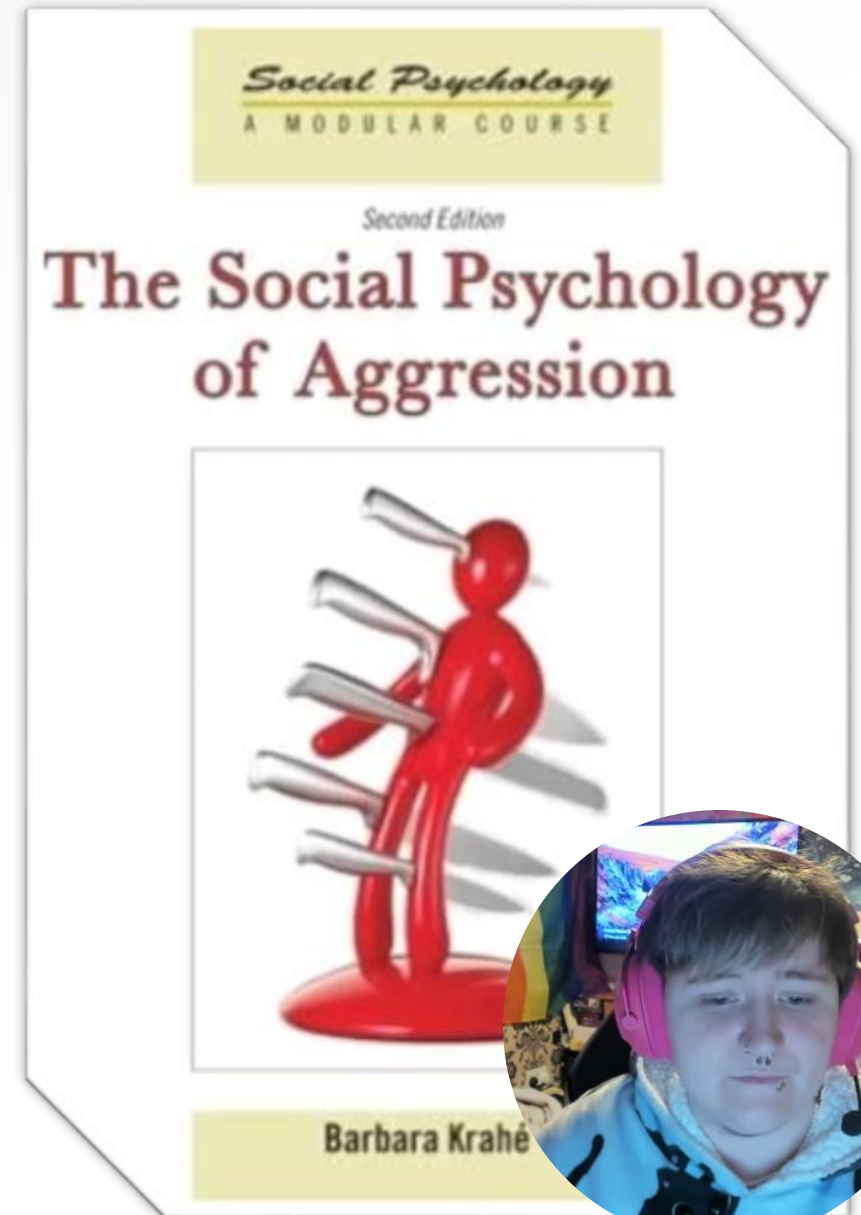
What is Aggression?

Aggression is simply defined as a behavior that intends to harm another individual that does not wish to be harmed (Baron & Richardson, 1994).

In 1939 a group of Yale psychologists proposed the theory

‘Frustration- aggression hypothesis’

However, the theory was heavily criticized leading to multiple revisions, one of which is still used today.



Different forms of aggression

Aggression can be portrayed in a multitude of ways, some of which are obvious and some of which are non-assuming.

Physical aggression, involves using physical force to cause injury to others.

Verbal aggression, involves using language to harm, intimidate or threaten others.

Sexual Aggression, involves force, coercion and/or manipulation to achieve sexual gratification from an unwilling participant.

Cyber Aggression, involves harassment, spreading malicious rumours and sending threats online.

Self-directed Aggression, involves causing self-injury such as cutting, burning and hitting.



What to consider

The focus of a lot of studies have been to observe the obvious forms of aggression displayed in media. This, however, allows for several types of aggressions to be overlooked and not taken into consideration when looking at the influence media can have.



A study that analysed 228 hours of television programming found that

- 92.04% of all episodes displayed indirect aggression.
- Programs displaying a large amount of aggression were not considered violent.
- Those programs were found to justify and reward the indirect aggression that it p



Popular Theories

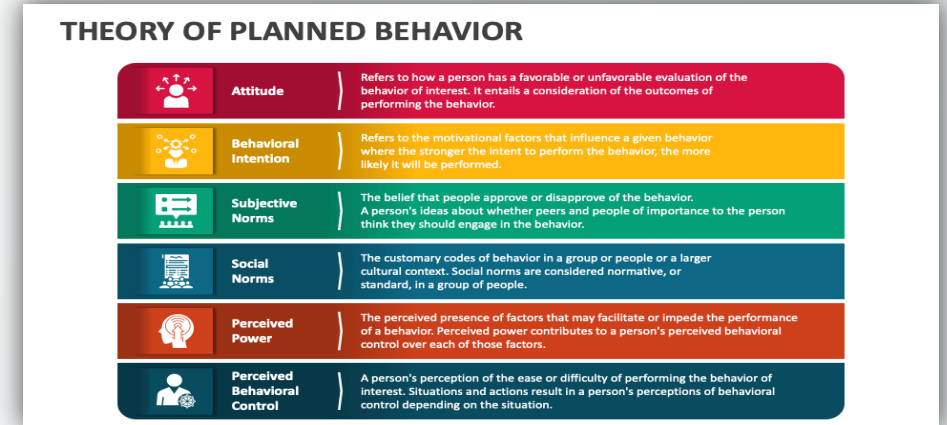
There have been several more theories proposed since 1939 with their own perspective as to why aggression occurs, some of which include:

- Drive Theory
- Instinct Theory
- Social learning theory
- Cognitive Neoassociation Model
- Planned Behaviour Theory
- Psychodynamic Theory



Theory of Planned Behaviour & Social Learning Theory

This presentation will be looking in depth into the Theory of Planned Behaviour and Social Learning Theory.



The theory of planned behaviour focuses more on cognitive factors whereas the social learning theory focusses on the behavioural factors.

This means that TPB seeks to understand how individuals' thoughts and perceptions can influence their behaviour by observing the cognitive factor's such as attitudes beliefs and intentions.

Whereas SLT focusses more on understanding how behaviour is acquired. It is believed that the behaviour is learned and modified through observation, imitation and reinforcement.

Though both theories differ in their approach they provide their own valuable insights into human behaviour.



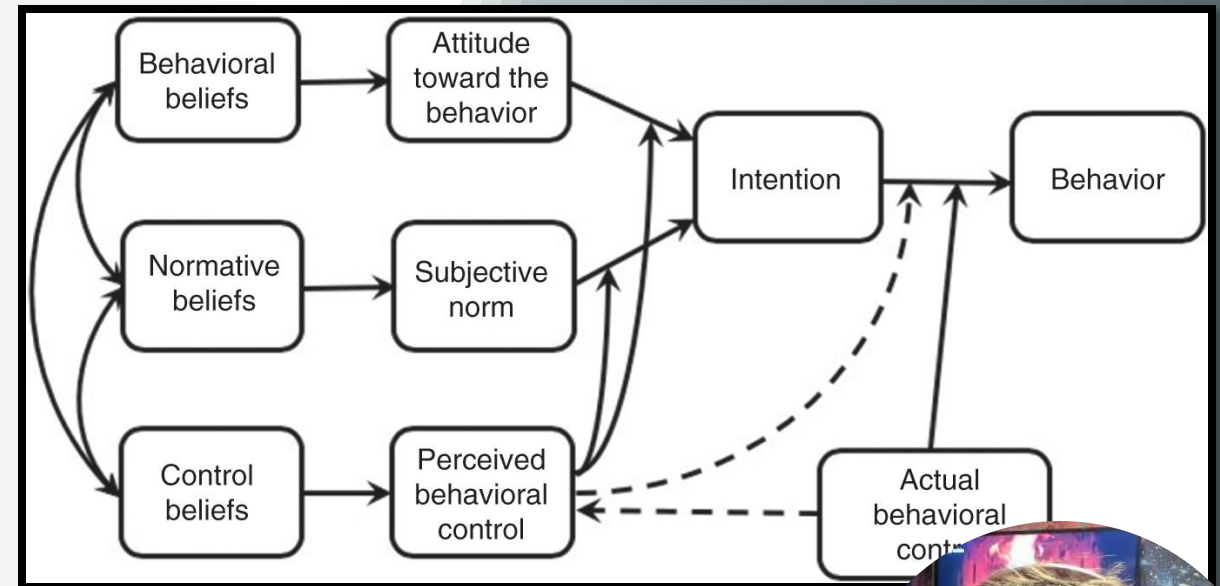
Theory of Planned Behaviour

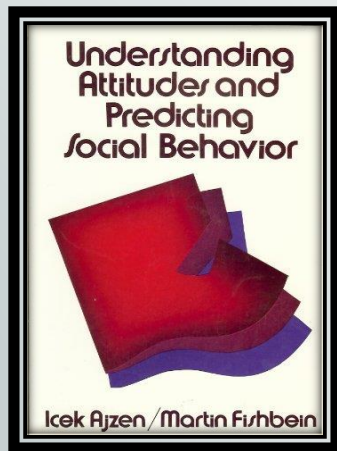
Planned Behaviour Theory (PBT) is a psychological model that explains how an individual's behaviours are influenced by:

Beliefs Attitudes Intentions

(Ajzen & Fishbein, 1980).

In the 1980's Icek Ajzen and Martin Fishbein developed the theory which has been broadly used in social psychology and related fields.





Pros and Cons of PBT



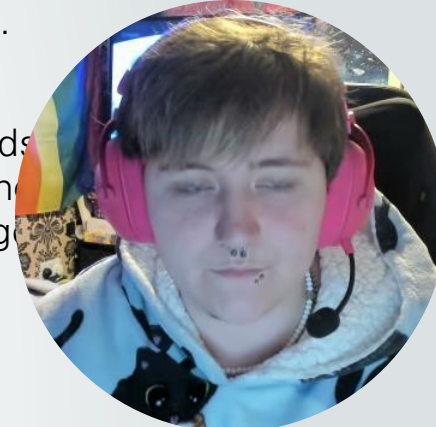
Pros:

- PBT has undergone considerable research and been validated in a multitude of circumstances (Ajzen, 1991).
- PBT considers both internal and external, that affect behaviour (Ajzen, 1991).
- PBT makes it possible to create interventions specifically designed to alter behaviour by focusing on their attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991).



Cons:

- PBT heavily relies on self-reported data, which could be influenced by social desirability or response bias (Conner & Armitage, 1998).
- PBT may not accurately depict the complexity of human behavior and all the variables that affect it (Sheeran & Webb, 2016).
- PBT disregards affect and emotion in behavior (Bagozzi, 1994).



Research

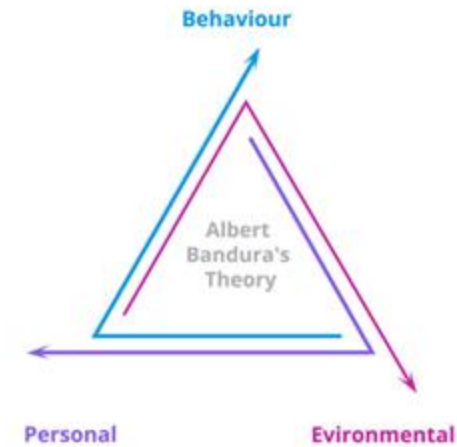


Social Learning Theory

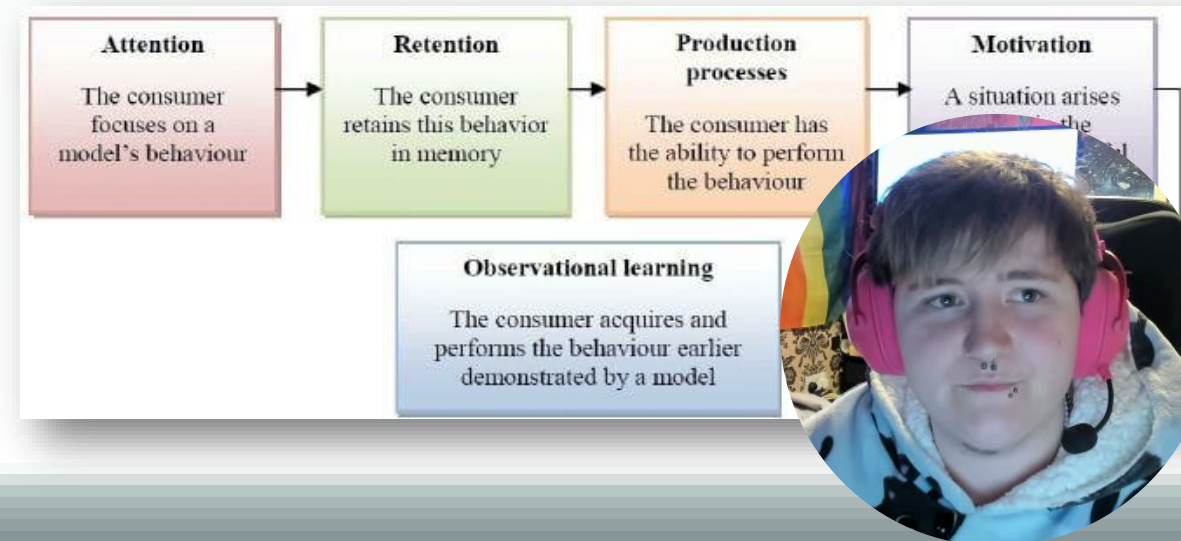
Social learning Theory (SLT) is a psychological model that emphasizes the importance of

Observing Modeling Imitating

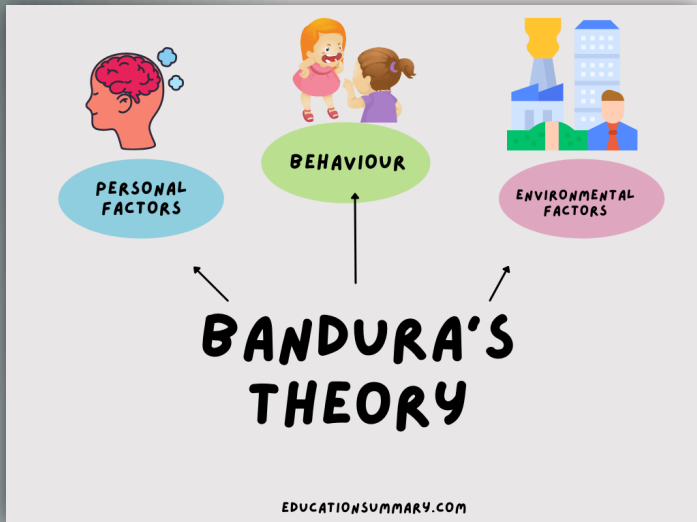
the behaviors, attitudes, and emotional reactions of others.



The famous experiment called the 'Bobo doll experiment' was conducted in the 1960's by Albert Bandura. This experiment led to his official writings on the social learning theory in 1977.



Pros and Cons of SLT



Pros:

- SLT incorporates both behaviourism and cognitive learning theories allowing a broader and more complete understanding of the complexities of the learning process
- SLT takes into consideration the importance and influence that the environment can have in the context of the situation.
- SLT has undergone a large amount of research and been validated in a multitude of circumstances.



Cons:

- SLT only takes into consideration the influences of nature and nurture when analysing behaviour. Which disregards biological factors such as hormones and genetics, discounting the significance one's biology and environment has on behaviour.
- SLT is a theory based off the bobo doll experiment which was centred around a violent situation. Many were criticised as the experiment as the children were not accurately representing how they behave with a peer or doll



Research



How both theories compare



Summary





Thank you for listening



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