

Content Analysis Report: Analysis of types of aggressive behaviour demonstrated by two opposing groups in a video of protesters against hunting with hounds confronting pro-hunt group members.

Literature Review

Throughout this report we will be focusing on the topic of aggression, discussing the various types of aggression in relation to fox hunting. Defining aggression is the feeling of anger, behaving in a way to cause intent to harm whether it be mentally or physically. This can be shown in many ways, the term frustration aggression is well acknowledged theory that outlines that frustration can lead to aggressive behaviour, for example; the possible involvement in an accident where a person has become injured badly, thus getting frustrated at the lack of ability to carry out basic day to day activities, this may lead to aggressive behaviour to society members around them. "The occurrence of aggressive behaviour always presupposes the existence of frustration and, contrariwise, that the existence of frustration always leads to some form of aggression." (Breuer & Elson, 2017). Also, the well-studied aggressive cue theory is the suggestion that the possibility of past experiences, the presences of weapons and the exposure to behaviour considered aggressive may cause a person to become aggressive themselves. Cues or environmental stimuli, course what is known as a learning trigger, triggering a feeling of anger, thus leading to aggressive behaviour, for example, a situation with the presence of alcohol and/or weapons will be likely to lead to a form of aggression, then a situation without the stimuli. 'Loersch and Payne (2011) proposed the Situated Inference Model (SIM), which suggests that primes are especially likely to influence downstream behaviour, for example, aggression.' (Engelhardt & Bartholow, 2013).

During this assignment we will be evaluating the types of aggression commonly used by many individuals; when angry or irritated it can influence a person to display instinctual angry responses. Verbal aggression is the use of words to offend another, for example, chanting or nicknames. Gestural aggression is the use of bodily movements, some examples being waving hands or smiling. Physical aggression is the use of physical altercation with intent to physically harm another individual, for example, pushing or hitting. Lastly, provocation is the use of words or bodily movements to initiate another to become angry; provoking a reaction, possibly done without intention, for example calling someone ugly to cause an upset feeling.

The topic of fox hunting is a controversial activity that some members of the public participate in; a sport or hobby in which selected persons chase, catch and occasionally kill the fox species. Analysing an event in which anti fox hunters and pro fox hunters both attend is an educational way to evaluate the correlation between a considered passion for a venture, and the behaviour it can cause people to display; also, what affect it may have on humanity around when you display an interest in something. The use of a localised video in relation to a fox hunting scenario is great way to determine what could cause a person to display each kind of aggression; help to also confirm the hypothesis given.

Hypothesis being the 'anti-hunt' group will display more aggressive behaviours than the 'pro-hunt' group.

Method

Procedure

In this section, we will be communicating the methodological approaches that were practised to retrieve the data needed to carry out this report. Firstly, the use of a public video attained from YouTube was the key source of information to collect needed data, so it is important to state that all

participants were not recruited or informed, after the research has been collected, that they were involved in a research project; as it was not needed. The subject of which that was chosen to evaluate for this report, was that of fox hunting, the published video found online was that of an event where both, anti-fox hunting and pro fox hunting, groups came together to express their feelings towards the sport/activity. Equal members from both groups were chosen, to assess their behaviour, if aggressive, and which form of aggression was shown; 6 members from both groups were picked, thus given even and reliable results. After independently carefully analysing each individual's behaviour, data was then recorded in a chart. Retrieving the data, after watching video precisely 20 times, the numerical results will be compared to attain a mean for each group. A discussion will be produced to evaluate the results further, suggesting what may have caused the more aggressive individuals to act in the way presented in the footage.

Design

After the retrieval of quantitative data from a pre-recorded video, it was then recorded to assess the numerical scores of each participant; comparing to the secondary group to see if the suggested hypothesis is correct.

Materials

The materials used throughout this report were that of a publicly available video located on Youtube, (Friend, 2015). Also, a data recording chart.

Aggression Type	Anti – fox hunting	Pro – fox hunting
Verbal		
Physical		
Gestural		
Provocation		

Results

In this section, we will be reviewing the results achieved during the research aspect of this report. Below is the data attained from the evaluation of the pre-recorded video, in the form of a data chart to clearly view what aggression type was presented from each group, and how many times that aggression form was used.

Aggression Type	Anti – fox hunting	Pro – fox hunting
Verbal		
Physical		
Gestural		
Provocation		

During the assessment of the individual's behaviours, it was apparent they displayed similar forms of each aggression towards in each other, examples include, verbal aggression resulted in the use of the word 'scum' from the anti-fox hunting group directed towards opposing group. Another, would be the physical aggression in the form of pushing each other during heating discussion towards the end of said footage. Gestural and provocation seemed to adhere to the same actions through the duration of the video, for example, a member of the pro-fox hunting group found to be on horseback, displayed the use of blowing into a whistle, this gestural action seemed to provoke a reaction of anger from opposing group. A secondary gesture this is individual was waving hand and hat around, this use of gestures was provoking the anti-fox hunting group to chant louder, also

resulting in a heated argument towards the end of the footage; thus, resulting to catch the police's attention.

From assessing the results recorded, it is suggesting that the hypothesis is correct. The anti-fox hunting group did display more aggression during the footage than that of the pro-fox hunting group. The use of most aggression types was recognisable more present in that of the anti-fox hunting, perhaps due to the pro-fox hunting group using the provocation form more; thus, enticing a provoking response of anger in opposing individuals. It is apparent that there are similarities of both group's actions, as the numerical results are relatively quite high for the use of verbal and gestural aggression, each saying hurtful words and anger based bodily signs of aggression towards each other; though, the difference being the anti-fox hunting group did not appear to use the provocational method much.

Discussion

The research conducted for this report has possibly shown support to the previous theories mentioned, that of frustration aggression and aggressive cues. The actions displayed throughout the pre-recorded video show that the suggested points in the theories may have evidence to support the notions made. The vast use of verbal and gestural aggression may have been displayed due to frustration, that neither side could possibly agree with what the opposing team members believed in. 'The strongest aggressive reactions are those directed toward the perceived sources of the frustration.' (Breuer & Elson, 2017). Another factor to consider is that, that of the anti-fox hunting group hold beliefs on the subject that they had yet to express to those who carry out said act, thus, as they were eventually given opportunity to voice opinion, did so in an aggressive manner. 'The individual is given an opportunity to aggress.' (Engelhardt & Bartholow, 2013). Lastly, the behaviour carried out by animal protestors internationally is commonly aggressive; as they are trying to convey a message, hoping to make a difference, they believe the use of aggressive behaviour will achieve the desired outcome. For example, animal activists have had an impact of the retail industry by displaying this given behaviour; 'it also makes retailing more vulnerable: if fur represents only a small fraction of your sales but generates 99% of your security and PR problems, caving in to PETA is a tempting option. Unfortunately, the message to animal rights activists is that threats and intimidation work.' (Fur, 2017).

The topic of aggression is a vast topic, the varies types of aggression shown being each individual could have been displayed for different reasons. A possible perception of the anti-fox hunting group showing the most aggression, could be that of moral reasoning; the act of kill an animal is morally considered to be wrong. 'The dimension of moral reasoning significantly increased predictive power on ratings of aggressiveness.' (Berkowitz et al., 1986). It is possible both groups consider their actions to be morally justified, yet by law moral standards set in society, the act of killing an animal for sport or a hobby is categorised as unjustified, possibly even inhuman.

Conclusion

To summarise this assignment, after reviewing all results found from observation; it is suggested that the hypothesis is correct. The pro-fox hunting group displays less aggressive behaviour than the opposing group, by numerous statistics. The debatable subject of fox hunting is an excellent subject to base this study as it is likely to split society with their views and opinions on the activity as suggested from the pre-recorded footage, showing that the subject will entice individuals to act in an aggressive way, initiating different forms of aggression. The report was created to help view the different forms of aggressive behaviour that can be shown, for many reasons, and the possible

reasoning behind the individual's mental thought process. The use of evaluating a public video has made the results possibly more reliable due to the individual's acting in a way that they feel is natural, not to demonstrate a particular outcome for a scientific analysis. Further research into the development for the reasoning behind aggressive behaviour would prove invaluable for scientific knowledge.

Appendix

-Data recording chart

-Pre-recorded video located on Youtube

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