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## Impact of TV Violence on Aggression of Youth; A Comparative Analysis of Male and Female Students of Lahore

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**ABSTRACT**

This study focuses on impact of TV violence on aggression young viewers of Lahore. For this study 500 (Male, 250 and Female 250) students are taken as a sample size from different universities of Lahore. Data is collected through stratified and convenience sampling technique from the targeted population. Major results indicate the significant difference in exposure to TV violence and aggression of male and female students. Major results of statistical tests male student exposure and attitude to TV violence has significant impact on aggression but exposure of female student has not significant impact on aggression whereas attitude to TV violence has significant impact on aggression. Further, there is also need to set some sort of filters on media contents which are presenting violence.



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**1. Background of the Study**

Media Violence is defined as “visual portrayals of acts of physical aggression by one human or human-like character against another” (Huesmann, 2007). Whereas the term “Aggression” is conduct of any individual to harm or injure other person or group of persons (Dictionary.com, 2005). Scientific finding of last ten years studies reveals that exposure to violence based media can increase the aggression among viewers (Carnagey, Anderson & Bartholow, 2007). In addition, Lindasy et al., (2014) suggest that violence in media is increased day by day. Violence is represented through Television contents in such a way that attract the children, adults and adolescents and these violence based contents are totally renovated (Strasburger & Wilson, 2014).

Violence in media especially in Television is penetrated through its contents and these are considered as more effective and influential for young adolescents (Mental Health, 2004). Contents of Television (Music, Cartoon and Dramas, News, Movies etc) contain huge amount of violence (Wilson et al., 2002)

and Thomas et al.,(1977) concluded that exposure of violent based contents made the adolescents less “physiologically aroused’ in their social life. Exposure to violence in media enhances the threat of hostile conduct of viewers as well as this exposure also affected their social interaction (Huesmann, 2007). Moreover, Exposure to media violence may provide base for aggression in viewers (Boxer et al., 2009). Whereas Bushman & Huesmann (2006) explain that viewers’ exposure to different kinds of violence in media increase risk for aggression among them. Theoretically, association between TV violence and viewers aggression is justified on the bases of previous scientific findings of the studies (Huesmann, 1986). Well-known social scientist Bandura (1963) has proved that media violence and aggression has significant relationship with each other. Martins et al., (2013) elucidated that empirical findings of the studies proves that there is stout link between aggression of viewers and TV violence. There are many factors which have impact and effect on the relationship between media violence and aggression. These factors have strong or weak impact on this relationship. So there is a need to identify these factors (Ferguson, 2013; Slater, et al., 2004). Mostly young adolescents have no proper idea that how much they can watch media violence and how much time they can spend in front of media violence (Kaiser Family Foundation, 2010). American Academy of pediatrics (2001) also concluded that young adults spent more than 4 hours per day in front of media violence.

Vandewater et al., (2007) also agreed that youth spend much time for media provide very strong base to the researcher that youth are “media saturated”. Researchers claim that youngsters spend extensive amount of time in front of media now a days (Vandewater et al., 2007; Walsh et al., 2013) new young generation spent more than 12 hours in front of TV (Coynoe et al., 2013). Slater et al., (2013) concluded that TV violence exposure leads toward aggression as well as such exposure to violence also leads toward the aggressive attitude (Wang et al., 2009; Martins, 2013). Cynoe et al., (2008) are also in favor that media violence exposure and aggression of viewers has significant and positive relationship. Previously it was proved in findings of the different research designs (cross sectional, longitudinal, experimental) that exposure of youngsters to media violence and their aggression level has significant and positive relationship. Huesmann et al., (2003) proved this relationship through “longitudinal research” design. It was concluded that children exposure to media violence in early age create aggression at later age of these children. Statistical findings of previous studies also showed that exposure to TV violence increase the aggression among viewers (Martins, 2013). In 1994 Paik & Comstock examined the findings of (217) studies regarding media violence. They concluded that violence in TV and aggression have significant affirmative association ( $r=.31$ ) as well as TV violence has substantial influence on aggression on male and female. Martin et al., (2013) suggested that the association between TV violence and aggression is existed and verified by previous 30 years studies. Exposure to TV violence is cause of aggression among viewers (American Academy of Pediatrics, 2001). Aggression and violence have strong link with each other, whereas Television contents play very significant role for spreading of both at large scale. So due to exposure of violent contents in educational institutes the aggression level of students is increased day by day due to media violence (Flannery & Quinn-Leering, 2000; Tsui & Santamaria, 2015).

Williams (2017) found that maximum adolescent consume such type of media contents which have high dose of aggression and violence. Both Aggression and violence are affecting the adolescent as well as their behavior also. Frequently exposure of media violence can increase the aggressive feelings, attitude and behaviors of the younger viewers as well as these youngsters may deals other individuals of the society with aggression (Rich, 2000). Durant et al., (1996) described that children and adolescents are affected and influenced by the media violence and they observed and learned aggression from the media violence. Young adults cram their aggressive attitude and behavior by “imitating” the framework of violence and behaviors from the media. Violence is a more serious form of aggression that causes serious harm. Research is still being conducted to investigate its real effect. Viewer aggression may be increased due to media violence (Baron, 1978). Viewers can learn aggressive and violent behaviors form

the realistic type of media violence (Atkin, 1983). Another opinion is that there is no relation between TV violence and learning of aggressive attitude and behavior of the young adolescents (Barnett et al., 2014) so these contradictions in findings of different study provide strong base for conducting of this study on adolescents.

## 2. Statement of Problem

Media is playing very pivotal role in society for dissemination of every type of information. Media contents are fulfilled with entertainment, comedy, horror and violence. There is no doubt that media has positive and negative effects on feelings, attitudes and behaviors of the viewers (Bushman & Anderson, 2015). Aggression is also part of violence and many of the media contents have heavy amount of violence. Coyne et al., (2011) concluded exposure to TV violence and aggression of young adults has positive association but Barnett et al.,(2014) disagreed that there is no link between TV violence and learning of aggressive conduct and attitude of young adolescents. However, Bushman & Anderson (2018) still strongly support that TV violence and aggression are strongly associated. So, there is a need to conduct a study for examining the exposure of young adults to media violence as well as attitude of adolescent. Why the aggression levels of young students are increased day by day and what is the share of media violence in it? These are the questions which still need to be answered.

## 3. Objectives of the Study

- To examine the impact of exposure to TV violence aggression of male and female student’.
- To assess the impact of attitude to TV violence aggression of male and female student’s.

## 4. Hypotheses of the Study

- There is positive and direct impact of exposure to TV violence on aggression of male students.
- There is positive and direct impact exposure to TV violence on aggression of female students.
- There is positive and direct impact of attitude to TV violence on aggression of male students.
- There is positive and direct impact of attitude to TV violence on aggression of female students.

## 5. Significance of the Study

Television also has significance in any society like other types of media. The contents of Television also have very fruitful information for last few decades but after the new development in media filed the contents of media also modified as per need of the viewers. Now in current scenario media channels present such type of contents which have huge amount of violence for attraction of viewers. Now a day’s young adults spent 4 hours per day in front of media (Cyone et al., 2013). This study has significance to measure the exposure of male and female students to media violence as well as examine the attitude of male and female students to TV violence. In young adult’s aggression, hostile feelings and aggressive behavior also increase day by day after watching the media violence (Anderson et al, 2003). So this study also has significance for measuring of aggression in youngsters.

## 6. Research Methodology

This study follows the quantitative parameters and “cross sectional” research design is used for data collection from the respondents. For this study two (IV) and one (DV) is used for assessing the positive relationship and comparison among these variables. Exposure to media violence is an independent variable which is measured through three items and whereas “Attitude toward media violence” is measured thorough 11 items. Out of 11 items of attitude toward media violence 7 items were taken from Butt& Run, (2012) and 4 items were taken from Henthorne et al., (1993) and aggression (DV) is measured through Buss & Perry 29 items (1992). Data is collected through questionnaire on 5 point Likert scale from male and female students who are studying in different universities of Lahore city. The

reliability and validity of the questionnaire was tested through pilot study and some of the items from independent variables were deleted after the results of the pilot study. The “Cronbach Alpha” (1951) of “exposure to media violence” .858 is and “attitude toward violence” is .895 and Aggression (DV) “Buss & Perry” (1992) is .857. For this study data was collected from students of different universities with the help of stratified sampling technique at first stage and at second stage convenience sampling technique was used. Discussion with statistical experts was very helpful for determination of sample size. For this study total 500 (Male, 250 and Female, 250) students were taken as sample size from different universities of Lahore. SPSS (V-23) was used for the application of the statistical tests ( Regression Tests) on data.

### Results of the Study Gender wise Impact of TV Violence

Variables	Gender	N	M	SD	t vale	df	P value
ETV	Male	250	2.1027	.92496	3.044	498	<b>.002</b>
	Female	250	2.3493	.88657			
ATV	Male	250	2.0305	.80255	5.441	498	<b>.000</b>
	Female	250	2.3840	.64693			

**EMV:** Exposure to Media Violence **AMV:** Attitude to Media Violence

Statistical base an “independent sample t” test was used for comparing the exposure of male and female adolescents toward media violence. Significant difference has been found between male and female adolescents exposure to TV violence because p (.002) is less than (.05). Table indicate that male adolescents have (M=2.1027; SD=.92496) and female adolescents have (Mean=2.3493; SD=.88657) so the mean difference (.24667) shows that female adolescents have more exposure toward media violence as compared to male adolescent’s. Above table also indicate the attitude of male and female adolescent toward media violence. Statistical test results show that attitude of male and a female adolescent toward media violence is highly significant because of p (.000) which is less than to (.05). Above table indicated that male adolescents have (M=2.0305; SD=.80255) and female adolescents have (M=2.3840; SD=.64693) so the mean difference between male and female adolescent is (.35345) which shows that females adolescents have more attitude toward media violence as compared to male.

#### Gender wise Regression analysis of Exposure to TV Violence and Aggression

Model	Unstandardized Co-efficient		Standardized Co-efficient		T	p	df	F	R <sup>2</sup>
	B	Std. Error B	B	T					
Constant	2.132	.080	.274	4.474	.000	498	19.246	.075	
Male	.156	.035							
Constant	2.491	.072	.114	1.805	.072	498	19.246	.009	
Female	.052	.029							

DV: Aggression

Regression Analysis is run to check the impact of exposure to TV violence on aggression of young viewers. Above table shows that exposure to TV violence of male young viewers is significant (R<sup>2</sup> =.075) at the level of p<.05. So this significant result predicted that impact TV violence on aggression young male viewers ( $\beta$ =.156, F=19.246 and p,.000) whereas the relationship also slightly significant which shows that there are some other factors which are involved for increasing aggression in young male viewers instead of TV violence. Above table also shows the result of female young viewer.

Regression Analysis indicate that there is no significant impact of TV violence on aggression has been observed in young female viewers this is due to some of the other social factors which reduces this impact in young female viewers.

#### Gender wise Regression analysis of Attitude to TV Violence and Aggression

Model	Unstandardized Co-efficient	Standardized Co-efficient	B	T	p	df	F	R <sup>2</sup>
	B	Std. Error B						
Constant	1.506	.064	.714	4.474	.000	498	257.403	.509
Male	.470	.029						
Constant	1.549	.069	.713	1.805	.000	498	258.038	.508
Female	.447	.028						

DV: Aggression

Regression Analysis is run to check the impact of attitude to TV violence on aggression of young viewers. Above table shows that attitude to TV violence of male young viewers is significant (R<sup>2</sup> =.509) at the level of p<0.05. So this significant result predicted that impact of attitude to TV violence on aggression of young male viewers ( $\beta$ =.1.506, F=257.403 and p,.000) whereas the relationship also highly significant which shows that there are some other factors which are involved for increasing aggression in young male viewers instead of TV violence. Above table also shows the result of female young viewer. (R<sup>2</sup> =.509) at the level of p<0.05. So this significant result predicted that impact of attitude to TV violence on aggression of young male viewers ( $\beta$ =.1.549, F=258.038 and p,.000). Regression Analysis indicates that there is significant impact of attitude to TV violence on aggression has been observed in young female viewers.

## 7. Discussion and Conclusion

Basically this study is quantitative in nature and data was collected from the young male and female students through questionnaire. All hypotheses were tested through statistical software SPSS (V-23). An independent sample t test reveals that male exposure and attitude toward media violence are different and highly significant but female exposure to TV violence is not significant due to some of the social factors but female's attitude to TV violence is significant. The first hypothesis of study that there is positive and direct impact of exposure to TV violence on aggression of male students is approved. The results of regression analysis indicated that there is significant impact (p<.000) has be found between exposure to TV violence and aggression of the viewers. Whereas in past literature (Atkin, 1983; Boxer et al., 2009; Bushman & Huesmann, 2006) also proved same results in their studies. In addition more exposure to media violence will increase more the aggression in male adolescents. Previously Bushman,( 2018) Krahe, (2009); Moller & Anderson et al.,( 2008) also supported the hypothesis. Secondly, it was hypothesis that there is positive and direct impact of exposure to TV violence on aggression of female students but the results of regression analysis shows that there is no significant impact has been found in young female students. This finding of the study challenged the results of Paik & Comstock (1994) concluded that media violence has equal effect on males and females.

The third hypothesis was that there is positive and direct impact of attitude to TV violence on aggression of male students. The results of the regression analysis shows that male student attitude to TV violence has significant impact (p<.000) on their aggression. More the attitudes to media violence also increase the aggression of the male adolescents. However, Martins (2013) also provides support that attitude of the viewers and aggression have strong link with each other and also have impact as well. The last

hypothesis was that there is positive and direct impact of attitude to TV violence on aggression of female students. The test result of regression analysis shows that there is significant impact of attitude to TV violence has been observed on aggression of young female students whereas  $p < .000$  as well as Wang et al., (2009) confirmed and supported the same results. So on the bases of results of statistical tests this has been concluded that TV violence has not equal impact on aggression of young viewers.

## 8. Future Recommendations

On the bases of the conclusion of this study there are some suggestions for future researches. In current study there are two independent variables (exposure and attitude to media violence and one dependent variable (aggression) in future mediating and moderating variables should be used for measuring of the aggression in young adults. Currently this study is on Media specifically on Television violent contents so in future violence which is presenting through social media should be included. The contents of social media like Facebook, WhatsApp, and Youtube are also disseminating the violence which is affecting the exposure, feelings, attitude aggression, and behaviors of its users. There is also need to conduct such type of study on household ladies in other areas of Pakistan especially in rural areas for assessment of the effects of media violence on their perception attitude and aggression and behavior as well.

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