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## CHAPTER 8

# VIOLENT EVIL AND THE GENERAL AGGRESSION MODEL

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## CONTEXT

On April 20, 1999, the 110th anniversary of Adolf Hitler's birthday, Eric Harris and Dylan Klebold murdered 13 people and wounded another 23 in their high school in Littleton, Colorado. On September 11, 2001, in a coordinated attack, terrorists hijacked four commercial jets and succeeded in flying two of them into the World Trade Center Towers in New York City, and one into the Pentagon. The fourth, apparently targeted for the U.S. Capitol in Washington, DC, crashed in a Pennsylvania field when passengers attacked the hijackers. The final death toll was over 2,800 (The National Obituary Archive, 2002).

We label the most extreme forms of aggression as "violent evil" in this chapter. Hopes that the horrors of World War II and the Holocaust would produce a worldwide rejection of such inhuman actions and a resulting end of genocidal practices, a cessation of wars among nations, and a reduction in homicide rates have been dashed by the realities of war, homicide, and genocide in the last half of the 20th century. The litany of recent genocidal events is both long and depressing, including major massacres in Uganda, Cambodia, Rwanda, Burundi, Zaire, Bosnia, Serbia, Croatia, Hercegovina, among others. The beginning of the 21st century has not provided much relief either, as dearly illustrated by the September

11, 2001 terrorist attacks, the subsequent "war on terrorism" in Afganistan, the escalating conflict between the Israelis and Palestinians, the ethnic/religious massacres in India, and the recent (and continuing) war in Iraq.

Of course, human violence is not new. Archeological and historical evidence makes it dear that violence was prevalent among our hunter/gatherer ancestors 25,000 years ago, among the Greek, Egyptian, and Roman societies 2,000-3,000 years ago, among most societies in the last two centuries, and in almost every society today. Although technological advances have made mass violence easier to accomplish, "people" today are not more violence-prone than they were thousands of years ago. Nonetheless, the prevalence of violence in contemporary society, the efficiency of modern weapons, and differences in violence rates between societies have collectively inspired a resurgence of interest in understanding such behavior at individual, group, and societal levels. The hope, of course, is that such understanding will lead to significant reductions in future rates of violence at each level of analysis.

As is apparent throughout the chapters in this book on good and evil, the predominant "evil" is violence, usually defined as an intentional action directed at one or more fellow humans and designed to inflict great harm on those target individuals. There are, of course, many variants and degrees of evil. In this chapter we focus on aggression and violence and demonstrate how the General Aggression Model (GAM) can be used to integrate the many factors that contribute to the evil of violence (Anderson & Bushman, 2002b; Anderson & Huesmann, in press; Lindsay & Anderson,

2000). Also apparent from many chapters in this book is the fact that good and evil are two sides of the same coin. Identifying and understanding factors that lead to violent evil also yield valuable insights into factors that lead to good. Furthermore, many shining examples of the best of human actions are essentially actions taken to thwart or resist violent evil. We focus on violent evil in this chapter for the sake of brevity, but we invite readers to consider how our model can also be used to further understand heroic actions, such as that displayed by passengers who thwarted the terrorists attempting to crash their hijacked jet into the U.S. Capitol, by Gandhi and followers who conducted a successful nonviolent revolution in India, and by Martin Luther King, Jr., and followers who used similar nonviolent means to reduce institutionalized racial injustices.

## LEVELS OF ANALYSIS

Violence may be analyzed at several different levels, ranging from the individual human to *homo sapiens* as a species. In our view, the most interesting levels are the individual, the small group, the subculture, and the soci-

ety. This does not mean that evolutionary analyses are unimportant. Indeed, such analyses and cross-species comparisons have contributed much to the scientific study of violence (e.g., Geary, 1998; Malamuth & Heilmann, 1998). However, it is clear that humans have a *built-in* capacity for violence and that the likelihood of that capacity being realized in actual behavior varies widely and systematically. We believe that the study of this variability is fascinating, has already led to a very good understanding of violence and to societal changes that effectively reduce violence, and will ultimately lead to more successful attempts to reduce unwarranted violence at all levels of analysis.

Many chapters in this book identify key factors at the group, subculture, and societal levels. We find these developments exciting. Our focus on the individual in society is based on the fact that only individuals "behave" in either good or evil ways. To be sure, historical, economic, and social forces greatly influence the individual's behavior, but they must do so by influencing some aspect of the individual. In our explication of GAM, we note how and where such higher-level factors operate on the individual.

## THE GENERAL AGGRESSION MODEL

### Definitions and Scope

Aggression is usually defined by social psychologists as *behavior directed toward another individual and carried out with the intent to cause harm*. Furthermore, the perpetrator must believe that the behavior will harm the target, and that the target is motivated to avoid the behavior (Baron & Richardson, 1994; Berkowitz, 1993; Geen, 2001). Violence is usually defined as physical aggression at the extremely high end of the aggression continuum, such as murder and aggravated assault. All violence is aggression, but much that is aggression is not violence. For example, one child pushing another off a tricycle is aggression but not violence. A school shooting involves both aggression and violence. Some criminologists and public health officials use quite different definitions of violence and seem largely uninterested in aggression or the aggression-violence continuum (Surgeon General, 2001). For some, *violence* requires actual serious physical harm to another person through the performance of an act that must be illegal. Such a restricted definition may be useful in some contexts, but the social-psychological definitions are much more valuable for understanding violent evil. For instance, some Holocaust participants maintained that because they were following legitimate orders, they should not be held responsible for their actions, even though they knew that the victims would be killed. That is, they proposed that because their actions were technically legal, they therefore were neither aggressive nor evil. The

social-psychological definition does not include an "illegal" component and so does not falter in this context. Similar arguments can be made for focusing on the *attempt* to cause harm rather than on whether or not that attempt succeeded.

Several additional changes in the conceptualization of aggression are necessary to create a truly general model of human aggression. All involve discarding traditional dichotomous categorization schemes. Three such categorization schemes have been discarded in previous work: affective (hostile) versus instrumental aggression, impulsive versus premeditated aggression, and proactive versus reactive aggression (Anderson & Bushman, 2002b; Anderson & Huesmann, 2003; Bushman & Anderson, 2001). Historically, *affective* aggression has been conceived as an impulsive and thoughtless (i.e., unplanned) form of behavior, driven by anger, having the ultimate motive of harming the target, and occurring as a reaction to some perceived provocation. It is sometimes called hostile, impulsive, or reactive aggression. *Instrumental* aggression is conceived as a premeditated, proactive rather than reactive means of obtaining some goal other than harming the victim. *Impulsive* aggression is usually conceived as thoughtless (i.e., automatic, fast, without consideration of consequences), reactive, and affect laden. *Premeditated* aggression, in contrast, is usually conceived as thoughtful (i.e., deliberative, slow, instrumental), proactive, and affectless. Proactive and reactive aggression are frequently used interchangeably with instrumental and affective, respectively, but they have slightly different emphases. *Proactive* aggression is usually conceived as occurring without provocation, is thoughtful, and has little or no affect. *Reactive* aggression is a response to a prior provocation and usually is accompanied by anger (Dodge & Coie, 1987; Pulkkinen, 1996).

The three main problems with these either/or dichotomies are that (1) many common aggressive behaviors contain elements that do not fit the dichotomous schemes; (2) the dichotomous schemes do not fit what is known about the interplay of automatic and controlled cognitive perception and decision processes; and (3) the dichotomous distinctions are themselves confounded with each other in contradictory ways. Apparently instrumental aggression can contain much hostile affect; some angry outbursts appear to be coldly calculated; some proactive aggression has a distinctly emotional aspect; and apparently instrumental considerations of potential consequences can be made both automatically and without awareness. For example, frequent use of aggression to obtain valued goals can become so automated or habitual that it becomes impulsive (Bargh & Pietromonaco, 1982; Schneider & Shiffrin, 1977; Shiffrin & Schneider, 1977).

To deal with the affective/instrumental dichotomy, we introduced and illustrated the distinction between proximate and ultimate goals (Anderson & Bushman, 2002b; Bushman & Anderson, 2001). A proximate goal

is one that most immediately guides behavior, whereas the ultimate goal is the broader reason for doing that behavior. In this new conceptual scheme, intention to harm still is a necessary definitional feature of all aggression, but it is necessary only as a *proximate* goal. The *ultimate* goal, however, may be solely to inflict harm (pure affective aggression), solely to gain some other goods or resource (pure instrumental aggression), or a mixture of hostile and instrumental goals. In essence, we can separately evaluate the degree to which an ultimate goal has hostile and instrumental components.

Similarly, a dimensional approach resolves other dichotomous anomalies. Any aggressive act can be characterized along each of the following dimensions:

- Degree of hostile or agitated affect present
- Automaticity
- Degree to which the primary or ultimate goal is to harm the victim versus benefit the perpetrator
- Degree to which consequences were considered

This dimensional framework yields a clearer understanding of mixed motive aggression, quick but consequence-sensitive aggressive acts, and other forms of aggression that have been problematic for traditional dichotomous approaches (Anderson & Bushman, 2002b; Anderson & Huesmann, 2003; Bushman & Anderson, 2001).

The need to address the dichotomy of direct versus indirect aggression emerged while preparing this chapter. Indirect aggression is usually defined as aggressive behavior committed outside the presence of the victim, such as telling stories and lies behind someone's back to get him or her in trouble or taking a person's things when he or she is not present. Direct aggression is committed in the presence of the target. This distinction has been highlighted by several research groups who have found substantial gender differences, with males using relatively more direct and females relatively more indirect forms of aggression (Bjorkqvist, Lagerspetz, & Kaukiainen, 1992; Crick & Grotpeter, 1995; Lagerspetz, Bjorkqvist, & Peltonen, 1988; Lagerspetz & Bjorkqvist, 1992). The problem with this dichotomy is that it confounds two dimensions: visibility of the act and actor to the victim, and propinquity to the act that actually produces the harm. Consider the case of a Nazi guard who forces Jewish prisoners to board a train for a death camp. The act takes place in the presence of the victims and so would seem to be a case of direct aggression. However, the execution of those prisoners might take place hundreds of miles away, some weeks or months later, and may not occur for all of the prisoners. This makes the act seem more like indirect aggression. We propose that the direct/indirect dichotomy be discarded in favor of the two dimensions of *visibility* and *propinquity*.

## The Basic Model

### Background

The General Aggression Model is a dynamic, social-cognitive, developmental model that includes situational, individual (personological), and biological variables and provides an integrative framework for domain specific theories of aggression. GAM is largely based on social learning and social-cognitive theories developed over the past three decades by a large number of scholars from social, developmental, and personality psychology (e.g., Bandura, 1973, 1977, 1983, 1986; Berkowitz, 1989, 1993; Dodge, 1980, 1986; Crick & Dodge, 1994; Huesmann, 1982, 1988, 1998; Mischel, 1973; Mischel & Shoda, 1995). These scholars prepared the stage for GAM's integrative view by delineating how social behavior moves under the control of internal self-regulating processes, and by illustrating the underlying learning and developmental processes. Social behavior depends upon the individual's construal of events in the present environment, including the person's interpretation of these events, beliefs about typical ways of responding to such events, perceived competencies for responding in different ways, and expectations regarding likely outcomes. These cognitions provide a basis for some stability of behavior across a variety of situations (because each individual tends to resolve situational ambiguities in characteristic ways), but also allow considerable situational specificity (because of reality constraints upon possible construals).

GAM also draws heavily on research that elucidates the development and use of knowledge structures for perception, interpretation, decision making, and action (e.g., Bargh, 1996; Collins & Loftus, 1975; Fiske & Taylor, 1991; Higgins, 1996; Wegner & Bargh, 1998). Knowledge structures develop from experience; influence all types of perception, from basic visual patterns to complex behavioral sequences; can become automatized with use; are linked to affective states, behavioral programs, and beliefs; and guide interpretations and behavioral responses to the social and physical environments. One particularly important breakthrough was the discovery that even very complex decision and judgment processes can become automatized with practice. That is, decisions that initially require considerable conscious thought can, in fact, become effortless and occur with little or no awareness. For example, a person who repeatedly "learns" through experience or through cultural teachings that a particular type of person (e.g., Palestinian, Israeli) is a "threat" can automatically perceive almost any action by a member of that group as dangerous and remain unaware of the multiple inferences he or she made in coming to that perception. This dynamic can easily lead to a "shoot first, ask questions later" mentality. Indeed, this automaticity of hatred, suspicion, and preemptive aggression aptly characterizes the conditions leading to many of the most heinous massacres and acts of genocide throughout history.

Three particularly important types of knowledge structures are (1) *perceptual schemata*, which are used to identify phenomena as simple as everyday physical objects (e.g., chair, person) or as complex as social events (e.g., personal insult); (2) *person schemata*, which include beliefs about a particular person (e.g., George W. Bush) or groups of people (e.g., Hutus, Tutsis); and (3) *behavioral scripts*, which contain information about how people behave under varying circumstances (e.g., a restaurant script).

Knowledge structures include affect in three different ways. First, knowledge structures contain links to experiential affect "nodes" or concepts. When a knowledge structure containing anger is activated, anger is experienced. Second, they include knowledge about affect, such as when a particular emotion should be experienced, how emotions influence people's judgments and behavior, and so on. Third, a script may include affect as an action rule (Abelson, 1981). For example, a "personal insult" script may prescribe aggressive retaliation but only if anger is at a high level or fear is at a low level. Figure 8.1 displays two types of knowledge structures: a general schema about guns and a behavioral script for retaliation. Concepts with similar meanings (e.g., hurt, harm) and concepts that are frequently activated simultaneously (e.g., gun, shoot) become strongly linked. In Figure 8.1, line thickness represents association strength, and distance represents dissimilarity of meaning. The figure also illustrates how network associations can activate specific behavioral scripts. If the nodes *gun*, *kill*, *hurt*, and *harm* are activated, the retaliation script will be strongly primed; once primed, the script becomes a more likely tool for

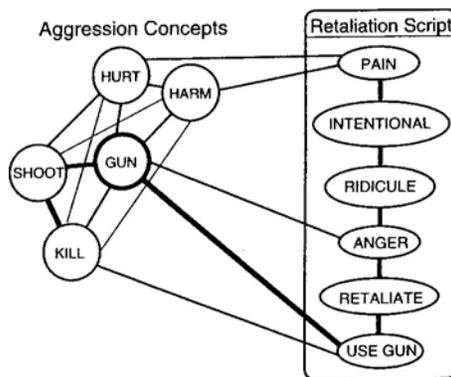


FIGURE 8.1. Simplified associative network of aggression concepts and a retaliation script. From Anderson, Benjamin, and Bartholow (1998). Copyright 1998 by the American Psychological Society. Reprinted by permission.

interpreting an ambiguous situation involving ridicule, thereby increasing the likelihood of retaliation.

#### Single Episode Cycle

GAM focuses on the "person in the situation," called an *episode*, consisting of one cycle of an ongoing social interaction. Figure 8.2 presents a simplified version of the main foci of the model. The three main foci concern (1) person and situation inputs; (2) present internal state, consisting of the cognitive, affective, and arousal routes through which input variables have their impact; and (3) outcomes of the underlying appraisal and decision processes.

*Inputs.* The input level consists of two types of *proximate* causes. Situational causes are features of the present situation that increase (or inhibit) aggression—for example, factors such as an insult, an uncomfortable temperature, presence of a weapon, presence of one's religious leader. Personological causes include whatever the person brings to the current situation—for example, factors such as attitudes, beliefs, and behavioral tendencies. Biological effects (e.g., hormones, genetics) operate via bio social interaction effects (e.g., the interaction of a biological vulnerability with an abusive environment) on personological causes (e.g., Anderson & Huesmann, 2003; Raine, Brennen, Farrington, & Mednick, 1997).

*Present Internal State.* Input variables influence behavior through the *present internal state* that they create. The internal states of most interest concern cognition, affect, and arousal. A given input variable may influ-

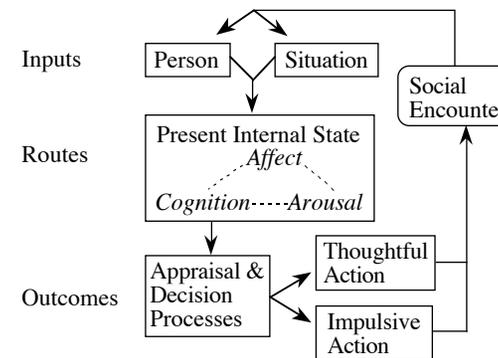


FIGURE 8.2. The general aggression model: Episodic processes. From Anderson and Bushman (2002b). Copyright 2002 by Annual Reviews. Reprinted by permission.

ence aggression by influencing one, two, or all three aspects of the present internal state. Furthermore, the dashed line connecting the three aspects in Figure 8.2 illustrate that each may influence the others. This means that a given input variable may have direct or indirect effects on each aspect of the present internal state. For example, research on temperature effects has found that hot temperatures appear to directly increase hostile affect and physiological arousal and to indirectly increase hostile cognition (e.g., Anderson, Anderson, & Deuser, 1996; Anderson, Anderson, Dorr, DeNeve, & Flanagan, 2000).

Sometimes person and situation variables combine interactively in their effects on present internal state, as in Anderson, Anderson, Dill, and Deuser's (1998) finding that pain and trait hostility interactively affect aggressive cognitions. At other times they combine additively, as in Anderson's (1997) finding that exposure to media violence and trait hostility both increased feelings of state hostility but that the two variables did not interact.

*Outcomes.* The third stage includes several complex appraisal and decision processes, ranging from the relatively automatic to the heavily controlled (d. Robinson, 1998; Smith & Lazarus, 1993). Results from the inputs enter into the appraisal and decision processes through their effects on present internal state. In Figure 8.3 relatively automatic processes are labeled "immediate appraisal," whereas more controlled processes are labeled "reappraisal." The outcomes of these decision processes determine the final action of the episode. The final action then cycles through the social encounter to become part of the input for the next episode, as depicted in Figure 8.2.

The appraisal and decision processes depicted in Figure 8.3 derive

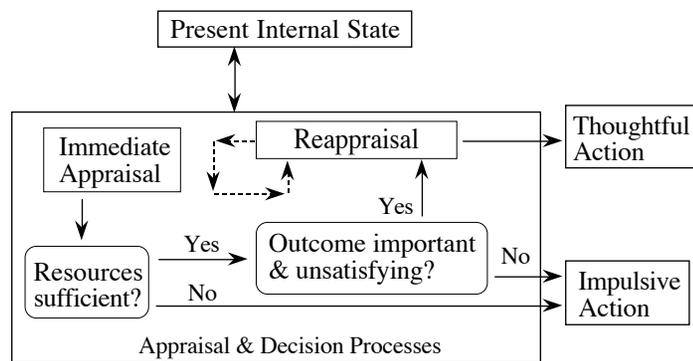


FIGURE 8.3. Appraisal and decision processes: Expanded view. From Anderson and Bushman (2002b). Copyright 2002 by Annual Reviews. Reprinted by permission.

from research in many areas but most specifically from work on spontaneous inference processes (Krull, 1993; Krull & Dill, 1996; Uleman, 1987) and explanation/attribution processes (Anderson, Krull, & Weiner, 1996). Immediate appraisal is automatic: It is relatively effortless, spontaneous, and occurs without awareness. Present internal state determines the content of the immediate appraisal. And as noted earlier, both person and situation factors determine the present internal state.

Immediate appraisals include affective, goal, and intention information. A threat appraisal may include fear and anger-related affect, an aggression goal, and a specific intention to carry out that goal. Responses to the same objective situation differ considerably from person to person, depending on each person's social learning history (i.e., personality) and present state of mind (i.e., which knowledge structures are currently most accessible).

Whether reappraisal occurs depends on two factors: availability of resources (e.g., time, cognitive capacity) and whether the immediate appraisal is judged as both important and unsatisfactory. If resources are insufficient or if the outcome is deemed unimportant or satisfactory, impulsive action occurs—action that may be aggressive or nonaggressive, depending on the content of the immediate appraisal.

If reappraisal occurs, a search is activated for an alternative view of the situation. Different knowledge structures may be recruited and tested, including different scripts and memories of similar events. Numerous reappraisal cycles may occur, but at some point the process ceases and a thoughtful course of action occurs. That action may be nonaggressive, but an important aspect of this model is that thoughtful action may well be highly aggressive—whether of a cold, calculating type or a hot, affective type. Indeed, the reappraisal process can increase the level of anger, as past "wrongs" by the target person are dredged up from memory or as the damage to one's social image becomes more apparent. Also note that present internal state is affected by both types of appraisal, indicated by the double-headed arrow in Figure 8.3.

In sum, all social behavior, including aggression, is the result of the proximate convergence of situational factors (i.e., instigators or inhibitors of aggression) and personological factors (i.e., propensity or preparedness to aggress or to avoid aggression). These input variables influence social behavior by determining the present internal state and subsequent appraisal and decision processes. The emitted social behavior, in turn, moves the social encounter along to its next episodic cycle.

#### Developmental Cycle

From this social-cognitive perspective, *personality* is the sum of a person's knowledge structures (Anderson & Huesmann, 2003; Mischel & Shoda,

1995; Sedikides & Skowronski, 1990), constructed from countless experiences throughout the life span, influenced by biological factors as well as situational ones; At any given point in time, how a person construes and responds to the social world depends on the situational factors in his or her world and on the knowledge structures he or she has acquired and uses habitually.

The process by which hostile schemas, aggressive scripts, and other types of knowledge structure are activated is a cognitive one that can, with practice, become completely automatic and operate without awareness (Schneider & Shiffrin, 1977; Todorov & Bargh, 2002). By viewing each episodic cycle depicted in Figure 8.2 as a learning trial, we can understand the development of an aggressive personality as the result of a series of learning episodes that prepare the individual to behave aggressively or violently in a number of differing situations. Many of the perceptual, appraisal, and decision processes underlying such behavior can take place with little thought, effort, or awareness. This social-cognitive learning aspect of GAM and similar models, in conjunction with the judgment and decision-making aspects of the model, (1) clarifies how situational and personal variables produce more (vs. less) aggressive individuals in general, (2) accounts for the specificity and generality of a given individual's pattern of aggressive (or nonaggressive) behaviors across time and situation, and (3) provides a sound basis for constructing interventions designed to prevent the development of inappropriately aggressive tendencies or to change such tendencies after they have developed.

**Biosocial Interactions.** Inherited biological factors clearly influence risk for aggression but do not entirely determine level of aggression expressed (Raine et al., 1997). Biological predispositions manifest themselves through "interactions" with the social context in which the organism develops. Such interactions allow biological factors to influence social behavior by affecting the developing knowledge structures (such as scripts, beliefs, and schemas) and through their influence on affective components of these knowledge structures. Recent evolutionary theorizing about aggression, specifically the recognition of the importance of "calibration" through learning experiences in the emergence of inherited behavior patterns (e.g., Buss & Shackelford, 1997a, 1997b; Daly & Wilson, 1994; Malamuth & Heilmann, 1998), fits this biosocial interaction perspective quite well. Similar conclusions have been reached by social-developmental researchers (e.g., Huesmann, 1997; Tremblay, 2000). It is also interesting to note the relevance of the old learning concept of "preparedness" (Seligman, 1970), the idea from the animal learning literature that it is easier to link some stimulus-response pairs than others. Preparedness relates to human aggression in at least two ways. First, certain emotional states and behavioral syndromes appear to be easily linked, such as frustration,

pain, anger, and aggression (e.g., Berkowitz, 1993). Second, biological (i.e., genetic, hormonal) effects on aggression may operate by preparing some individuals to more easily learn frustration-anger-aggression linkages, and by preparing others (i.e., those who become nonaggressive people) to more easily learn the negative consequences of aggression (e.g., Soubrie, 1986).

**Aggression-Related Variables.** Figure 8.4 presents a schematic summary of these developmental and personality processes in relation to five broad categories of aggression-related variables that have been identified by various researchers as key elements in what we call aggressive personality. Although each of the five categories focuses on "aggressive" elements, it is important to remember the flip sides of these five coins. For example, anti-aggression beliefs and attitudes are also relevant, even though there is not a separate "box" for them.<sup>1</sup>

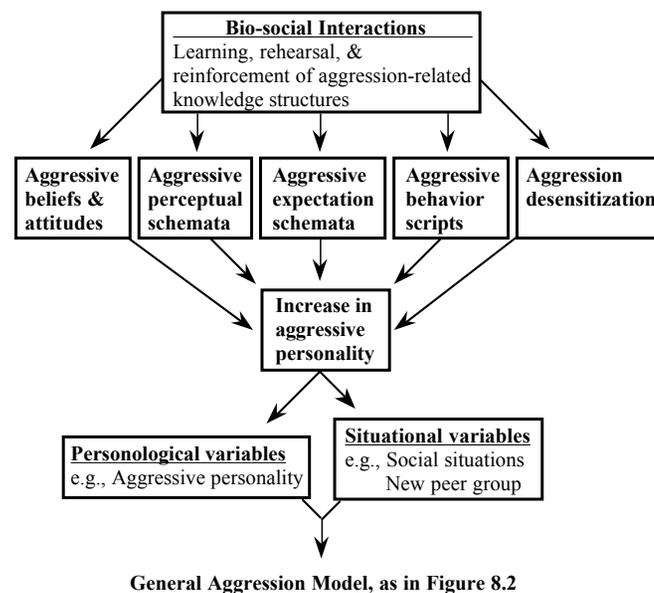


FIGURE 8.4. The General Aggression Model: Developmental/personality processes in relation to five categories of aggression-related variables.

<sup>1</sup>Note that *aggressive personality* is not conceived as a unitary construct. There are many types of aggressive people, differing in which kinds of aggression they display in response to different types of situations.



them as an inappropriate overreaction. These differential perspective biases are fueled by many of the knowledge structures discussed in the previous section.

Successful intervention requires that (1) the parties in conflict are separated (at least, temporarily) so that the escalation cycle can be stopped; (2) key underlying knowledge structures are changed (e.g., extremely hostile stereotypes or beliefs about the other side, beliefs about the moral superiority of one's own position, expectations about the eventual effectiveness of one's violent course of action); and (3) knowledge structures that facilitate peaceful coexistence be created or made more salient (e.g., establishing common goals and plans to achieve those goals, as well as expectations that they can be achieved). Of course, the specific knowledge structures that need to be changed vary from case to case as well as from level to level (i.e., two individuals vs. two gangs vs. two nations). However, as GAM makes clear, the same basic processes are at work regardless of the level at which the escalation cycle has been engaged.

## Risk Factors

### Multiple Causes

Research from several perspectives reveals that a wide variety of risk and protective factors influence the incidence of individual and collective violent evil between and within various societies. Examples of these factors include accessibility of guns (O'Donnell, 1995), global warming (Anderson, Bushman, & Groom, 1997), different cultural norms about violence (Nisbett & Cohen, 1996), and the widespread exposure to violent entertainment media (Anderson et al., in press; Anderson & Bushman, 2001, 2002b). However, no one causal factor, by itself, explains more than a small portion of differences in violence. For example, it is now well established that exposure to media violence is a risk factor for development of aggressive and violent individuals. Four broad types of converging evidence provide consistent results on this point: Cross-sectional correlation studies, longitudinal studies, laboratory experiments, and field experiments all point to the same simple conclusion (Anderson & Bushman, 2002c). Compared to the effect sizes of other more well-known medical effects, such as secondhand smoking effects on lung cancer (Bushman & Anderson, 2002a), the media violence effects are sizeable but still account for only 3-4% of the variance in aggression. The effect size on the most extreme forms of violent evil is likely smaller. But the same is true for other violence risk factors. Violent evil is most likely to emerge in environments with multiple risk factors, environments that provide aggressive models, frustrate and victimize people, reinforce aggression, and teach people that aggression is acceptable and successful.

### Types of Causes

It is convenient to divide risk factors for violent evil into proximate and distal causes (Anderson & Huesmann, 2003). As discussed earlier, *proximate* causes are those *person* and *situation* variables that are present and active in the current social episode. *Distal* causes are *environmental* and *biological* modifiers that exert their influence over a long period of time. As illustrated in Figure 8.6, distal factors operate by increasing proximate factors that facilitate aggression or by decreasing proximate factors that inhibit aggression. For the most part, distal factors are seen as influencing the individual's personal preparedness to aggress (i.e., aggressive personality). For example, repeated exposure to media violence can create highly accessible retaliation scripts that are easily activated on future occasions. As noted earlier, however, systematic changes in aggressiveness also produce systematic changes in the person's social environment. Thus, distal factors can also systematically change the situational contexts in which a person habitually resides. Finally, it is useful to remember that some biological and some environmental modifiers operate as both proximate and distal causal factors. Exposure to a violent movie both primes aggression-related knowledge structures in the immediate situation and constitutes an additional learning trial that teaches the viewer beliefs that will have longer-lasting effects.

Table 8.1 lists a variety of causes of aggression and violence, including causal factors described in greater detail by a number of authors in this volume. Though not exhaustive, the list is intended to illustrate how vari-

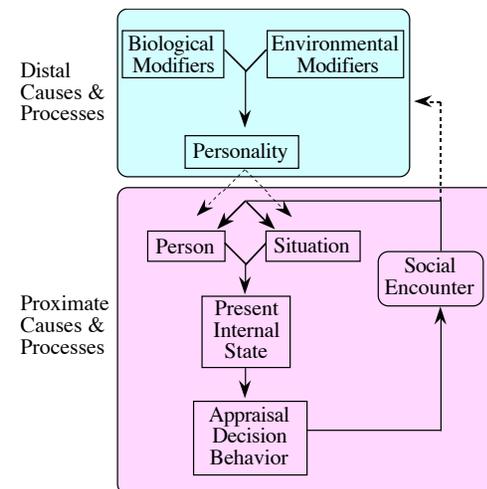


FIGURE 8.6. The General Aggression Model: Overall view.

TABLE 8.1. Proximate and Distal Causal Factors in Violent Evil

Proximate causal factors	Distal causal factors
<b>Person</b>	<b>Environmental modifiers</b>
Unstable high self-esteem	Maladaptive families and parenting
Narcissism	Violent neighborhood
Self-image	Cultural norms that support violence
Long-term goals	Victimization experiences
Self-efficacy beliefs for violent and nonviolent behavior	Deprivation
Normative beliefs about aggression, retaliation, etc.	Difficult life conditions
Attitudes toward violence	Group conflict
Hostile attribution, expectation, and perception biases	Fear-inducing events
Aggression scripts	Lack of bystander intervention in violent encounters
Dehumanization of others	Diffusion of responsibility
Cultural stereotypes	Exposure to violent media
Moral justification for violence	Association antisocial peers
Displacement of responsibility	
<b>Situation</b>	<b>Biological modifiers</b>
Social stress	Low arousal
Provocation	Low serotonin
Frustration	ADHD
Pain/discomfort	Hormone imbalances
Bad moods	Executive functioning deficits
Weapons	
Violent scenes	
Violent media	
Noise	
Temperature	
Threatening or fearful stimuli	
Exercise	
Alcohol and other drugs	

ous types of factors are well organized by GAM, and how even societal-level factors eventually operate through their influence on the individual in a specific social encounter.<sup>2</sup>

For example, consider a Palestinian youth growing up on the West Bank during the last 15 years. The social, economic, and cultural environment has been filled with deprivation, fear, hate, and violence. The cultural norms and everyday experiences have provided ample opportunity for the youngster to learn to hate and dehumanize his or her Israeli "ene-

<sup>2</sup>For citations of relevant empirical articles on these factors, see Anderson and Huesmann (2003); Berkowitz (1993); Geen (2001); Miller (1999); and various chapters in this volume.

mies," to develop violent behavioral scripts, and to become quite prepared to engage in "heroic" (i.e., terrorist) attacks on Israeli citizens. Indeed, it is difficult to imagine an environment better suited to create a generation of people prepared to behave violently toward their neighbors. Though the conditions are considerably different in many ways, Israelis growing up during this time period also have been exposed to conditions conducive to creating people who are psychologically prepared to behave violently toward their neighbors. Indeed, the recent series of suicide bombings by Palestinians and military attacks by Israelis illustrates the violence escalation cycle all too well, despite truly heroic efforts by many individuals on both sides of the conflict to end the conflict.

In addition to the heuristic value provided by organizing research findings from several voluminous literatures, GAM also bolsters research on how to intervene in group conflicts at several levels. For instance, key factors outlined by Staub (e.g., 1989, 1998) in numerous writings all fit well with GAM: the initial need to stop the violence, provide economic development, work toward reducing (and eventually eliminating) mutual distrust and fear, promote healing and reconciliation, and promote cultural change in ways that give people on both sides a stake in the success of peace (e.g., promoting democratic reforms). Similarly, the work by Kelman (1998, 2001) fits GAM well. Not only do these approaches to the reduction of the broad types of violent evil fit GAM, but GAM provides a meaningful theoretical context within which we can understand how these approaches work at the level of the individual engaging in social encounters.

## CONCLUDING ISSUES AND COMMENTS

### An Interactionist Perspective

Like any good theory, the General Aggression Model is a work in progress. Most of our early studies on this model came from the heat/aggression domain, whereas most of our recent empirical work has been focused on media violence. Throughout all of this work, though, the intent has been to create and test hypotheses about human aggression, in general. As it turns out (not entirely by chance), a focus on these two domains naturally led us to create a model that takes a very strong interactionist perspective. It is an interactive model in several ways. First, GAM is largely predicated on the ubiquity of social encounters or interactions of the person with his or her social environment (broadly conceived to include thinking about fictitious characters as well as truly social interactions with real people). Second, GAM illustrates the dynamics underlying interactions between situational and personological variables. Third, GAM ex-

PLICITLY incorporates biological factors (admittedly, with less precision) as they interact with environmental factors to influence the preparedness of the individual to aggress within specific contexts. Finally, and perhaps most importantly in the context of this chapter, GAM includes a structure that explicates how multiple levels of violence-related factors operate on the individual, from very general societal factors through subcultures, neighborhoods, schools, peers, family, and so on.

### Causality and Personal Responsibility

Though it has become fashionable in some scientific quarters to eschew causal language in favor of eviscerated terms such as *linkages* or *associations*, GAM is explicitly a causal model. This does not mean that correlational evidence is ignored or that the difficulties in establishing clear, causal connections from correlational data are overlooked. The causal focus reflects an underlying belief that good theory is intended to be useful for social action, and that we do not take social action on the basis of linkages unless we believe them to be causal. Thus, GAM specifies that violent evil is indeed *caused by* the conjunction of numerous converging risk factors.

This causal language is sometimes misinterpreted as suggesting that the perpetrators of violence are not seen as carrying responsibility for their violence, or that society should not hold them responsible. From a social action perspective, however, perpetrators must be held responsible for their actions. Several key aggression-inhibiting factors rely on the individual's belief that he or she is responsible for his or her own behavior (i.e., self-regulation processes) and will be held responsible by others (i.e., social regulation). GAM (and other social-cognitive models) brings the future into the present by noting the effects of expected future outcomes on present behavioral decisions. When individuals or groups of individuals come to believe either that they are not responsible or that they will not be held accountable by others, the stage is set for the occurrence of violent evil. Indeed, as several writers in this volume have noted, a key ingredient of genocidal attacks is the blurring of personal responsibility. In sum, modern society cannot afford to allow abdication of personal responsibility, even if it sometimes seems unfair to hold individuals (or nations) responsible for violent acts that were "caused," at least partially, by extraneous factors over which they had no control. For example, there are several recent homicide cases in which the defense used a violent video game defense. Although we agree that violent video games (like other violent media) are a cause of increased aggressiveness, we disagree with a position that totally removes responsibility from the person who actually committed the homicide.

### Social, Political, and Cultural Implications

Research on human aggression, as organized by the General Aggression Model, has numerous public policy implications at several levels. It tells us how to raise children who will not be prone to using violence to resolve conflicts. It suggests how to construct successful prevention programs and intervention methods and helps us understand why prevention is easier than intervention, why intervention is easier at earlier ages than later ones, and why some programs "work" and others do not (e.g., Anderson, 2000; Anderson & Bushman, 2002b; Anderson & Huesmann, 2003).

GAM and the research it summarizes can also provide a guide for international political action in the face of conflict between nations and between disparate groups within nations. It suggests what sorts of short-term interventions are most likely to provide a useful interruption in some ongoing cycles of violence as well as what types of programs are most likely to yield desirable long-term results. At the most global level, this work suggests that citizens of this planet must not sit quietly on the sidelines when major genocidal events are taking place.

Finally, the model suggests that modern society must beware of creeping cultural shifts toward greater acceptance of violence in everyday life. It makes clear that each generation learns an array of aggression-related knowledge structures both from direct sources, such as family; school, churches, and peers, and from indirect sources, such as the mass media. When a society allows (or creates) a shift toward greater acceptance of violence in everyday life, it is a shift that comes with an immediate price and a long-term risk. The immediate price is obvious. There will be more assaults, murders, rapes, and the quality of life will decline. The long-term risk may be less obvious. The next generation will internalize the new, more aggression-tolerant norms and hence be prepared to allow even further shifts toward greater acceptance of everyday violence. Furthermore, such tolerance of violence may well increase a nation's willingness to go to war to further its aims. Although still in very early stages of data analysis, we have some evidence indicating that changes in the framing of news reports about 9/11 events and the "war on terrorism" may have led to systematic changes in attitudes toward violence—changes that facilitated acceptance among the U.S. population of the use of war in Afghanistan and Iraq as a legitimate, appropriate, and even desirable foreign policy (Anderson & Carnagey, 2003). Recent discussions throughout the United States about the lack of civility and about the pervasiveness of media violence are touching on this same issue of creeping shifts in violence acceptability. GAM and the knowledge structure approach on which it is based provides insight into how such cultural shifts take place and into potential ways to slow or reverse them.

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