Lecture Outline

Factors that influence aggression (con’t)
  - arousal
  - alcohol
  - aggressive cues
  - violent media

Reducing aggression
Causes of Aggression

1. Narcissistic Personality
2. Aversive (unpleasant) situations
3. Physiological arousal
Arousal

Excitation-Transfer Theory

- Physiological arousal dissipates slowly

- Arousal caused by 1st event can be misattributed to 2nd event
Bridge Study
Dutton & Aron (1974)

Low Bridge  High Bridge

Low arousal  High arousal
Bridge Study
Dutton & Aron (1974)

Arousal caused by high bridge misattributed as sexual attraction

Men on high bridge:

- Called experimenter more
- Stories had more sexual content
Excitation Transfer Theory

Misattribution occurs unconsciously

Misattribution more likely when people believe arousal of first event has worn off, when it actually hasn’t

This theory may explain why hot temperatures increase aggression
Causes of Aggression

1. Narcissistic Personality
2. Aversive (unpleasant) situations
3. Physiological arousal
4. Alcohol
Alcohol

Strong correlation between alcohol use and violent crimes
Typical Experimental Design

<table>
<thead>
<tr>
<th>Did they actually drink alcohol</th>
<th>Did they believe they were drinking alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes: 25%  No: 25%</td>
</tr>
<tr>
<td>No</td>
<td>Yes: 25%  No: 25%</td>
</tr>
</tbody>
</table>
Findings

- Believe drinking alcohol
- Are drinking alcohol
- Believe drinking alcohol and are drinking alcohol

Aggressive
Aggressive
Most aggressive
Causes of Aggression

1. Narcissistic Personality
2. Aversive (unpleasant) situations
3. Physiological arousal
4. Alcohol
5. Aggressive cues
   - weapons
   - violent media
Aggressive Cues

1. Weapons

“Guns do not only permit violence, they can stimulate it as well. The finger pulls the trigger, but the trigger may also be pulling the finger.” (Berkowitz, 1968)
# Weapon Study

Berkowitz & Le Page (1967)

<table>
<thead>
<tr>
<th>Number of Shocks Given to Participant</th>
<th>Revolver &amp; Shotgun</th>
<th>Sporting equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>10</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Contents on Adjacent Table
Weapon Study
Berkowitz & Le Page (1967)

10 shocks + Weapons Table
More Shocks

10 shocks + Sports Table
Fewer Shocks

Weapons Effect
Honking Study
Turner et al. (1975)

<table>
<thead>
<tr>
<th>Rifle + Vengeance Bumper Sticker</th>
<th>Rifle + Friend Bumper Sticker</th>
<th>No Rifle + No Bumper Sticker</th>
</tr>
</thead>
</table>

Honked  Honked  Honked

You fill in the percentage of people who honked.
Aggressive Cues

1. Weapons

2. Violent media
• Amount TV children watched at age 8 correlated with number violent crimes committed by age 30

• Violent media affects some people more than others

• The effects of TV violence accumulate
Violent Porn → Aggression

The Anecdotal Evidence

Violent pornography especially likely to increase aggression

Aggressors report that their violence against women caused by violent pornography

(e.g., Ted Bundy)
Violent Porn        Aggression
            The Empirical Evidence

Sales soft-core magazines  Rates of rape in all 50 states

Non-violent pornography  Aggression

Violent pornography
Reducing Aggression

What doesn’t work:

• Viewing violence

• Verbal expression of anger

• Displacing aggression to inanimate objects
Reducing Aggression

What does work:

• Delay

• Distraction

• Relax

• Incompatible response