Lecture Outline

Factors that influence aggression (cont)
- 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

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

Believe drinking alcohol and are drinking alcohol

Most aggressive

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>Weapons Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>10</td>
<td>25%</td>
</tr>
</tbody>
</table>

Weapon Study
Berkowitz & Le Page (1967)

10 shocks + Weapons Table → More Shocks
10 shocks + Sports Table → Fewer Shocks

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>
<tbody>
<tr>
<td>Honked</td>
<td>Honked</td>
<td>Honked</td>
</tr>
</tbody>
</table>

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)
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