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

Findings

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

Most aggressive

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>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**

**Weapons Effect**

**Honking Study**  
Turner et al. (1975)

- Rifle + Vengeance Bumper Sticker
- Rifle + Friend Bumper Sticker
- No Rifle + No Bumper Sticker

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 \( \rightarrow \) 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 \( \rightarrow \) Aggression
The Empirical Evidence

Sales soft-core magazines \( \rightarrow \) Rates of rape in all 50 states

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