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

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>25%</td>
<td>25%</td>
</tr>
<tr>
<td>No</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Findings
Believe drinking alcohol -> Aggressive
Are drinking alcohol -> Aggressive
Believe drinking alcohol and are drinking alcohol -> Most aggressive

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>1</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weapons + Sporting equipment</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sporting equipment + Weapons</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

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>
<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)
Violent Porn  \(\rightarrow\) Aggression 

The Empirical Evidence

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

Non-violent pornography  \(\rightarrow\) 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