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
4. Alcohol

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

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

Men on high bridge:
- Called experimenter more
- Stories had more sexual content

Causes of Aggression
Alcohol
Strong correlation between alcohol use and violent crimes

Typical Experimental Design

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

Believe drinking alcohol and are drinking alcohol are 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)

Aggressive Cues

1. Weapons

Weapon Study

<table>
<thead>
<tr>
<th>Number of Shocks Given to Participant</th>
<th>Weapons Signage</th>
<th>Sports Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>25%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

Weapon Study

Berkowitz & Le Page (1967)

<table>
<thead>
<tr>
<th>10 shocks</th>
<th>Weapons Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>More Shocks</td>
</tr>
<tr>
<td></td>
<td>Fewer Shocks</td>
</tr>
</tbody>
</table>

Honking Study

Turner et al. (1975)

<table>
<thead>
<tr>
<th></th>
<th>Rifle + No Bumper Sticker</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Rifle</td>
<td></td>
</tr>
<tr>
<td>Rifle + Vengeance Bumper Sticker</td>
<td>Honked</td>
</tr>
<tr>
<td>Rifle + Friend Bumper Sticker</td>
<td>Honked</td>
</tr>
<tr>
<td>No Rifle + No Bumper Sticker</td>
<td>Honked</td>
</tr>
</tbody>
</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)
Reducing Aggression

What doesn’t work:

- Viewing violence
- Verbal expression of anger
- Displacing aggression to inanimate objects

What does work:

- Delay
- Distraction
- Relax
- Incompatible response