

Lifespan Development

Middle Childhood
Chapter 10: Psychosocial
Development

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Agenda/Outline

- Presentation
- Modeling and aggression
- Effects of media violence

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Effects of Media Violence

- Seminal Research
 - Bandura, A., Ross, D., & Ross, S. A. (1963). Imitation of film-mediated aggressive models. *Journal of Abnormal and Social Psychology, 66*, 3-11.
- Recent Authoritative Review (Meta-analysis)
 - Bushman, B. J. & Anderson, C. A. (2001). Media violence and the American public: Scientific facts versus media misinformation. *American Psychologist, 56*, 477-489.

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Bandura, Ross & Ross

- 1961 - boy was seriously injured San Francisco switchblade knife fight seen on a TV broadcast of Rebel Without a Cause
- Aggressive models: reality-fictional stimulus continuum
 - real-life models at one end
 - cartoon characters at the other end
 - films portraying human models intermediate

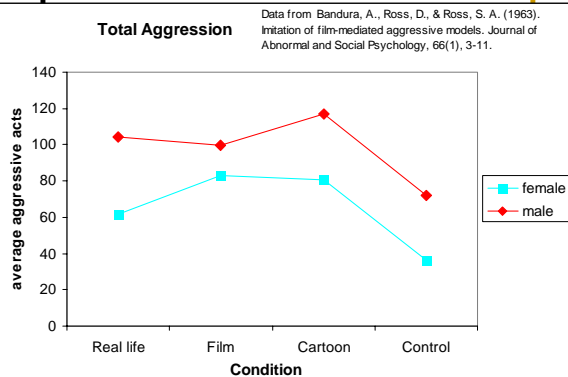
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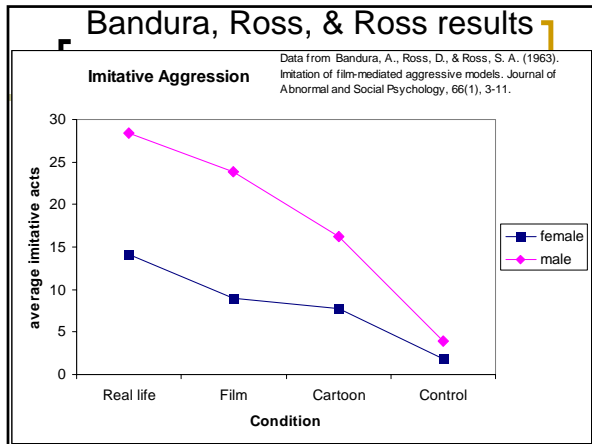
Experimental conditions

- Aggressive model
 - Film of aggressive model
 - Cartoon film aggression
 - Control
-
- Procedure
 - Frustration induction

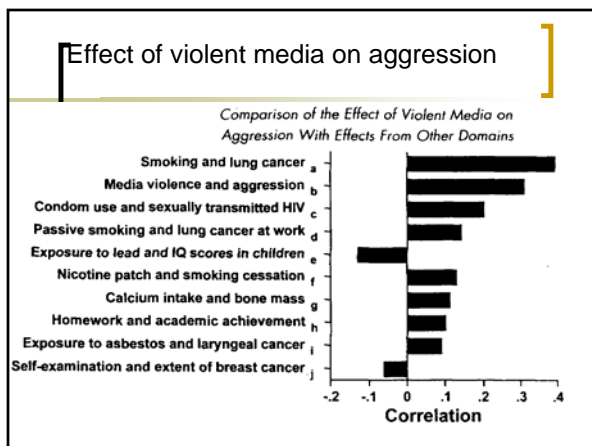
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Bandura, Ross, & Ross results





- ### Bushman & Anderson Study
- What is current data on relationship between media violence and aggression?
 - What do media moguls say about this?
 - Media reflecting violent society
 - Murder rate on TV vs. Reality
 - Actually helpful, cathartic



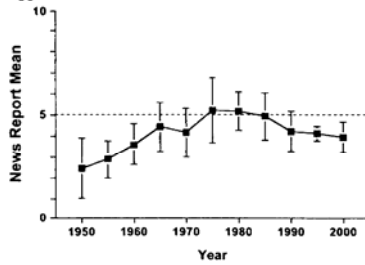
Parallels with Smoking – Lung Cancer relationship

1. Not all smokers get lung cancer - everyone who gets lung cancer is not a smoker
2. Smoking not only factor that causes lung cancer
3. First cigarette can nauseate
4. Short term effects fairly innocuous and dissipate rapidly
5. Cumulative effects are severe
6. Denial of scientific evidence

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News reports of effect over time

Figure 3
News Reports of the Effect of Media Violence on Aggression

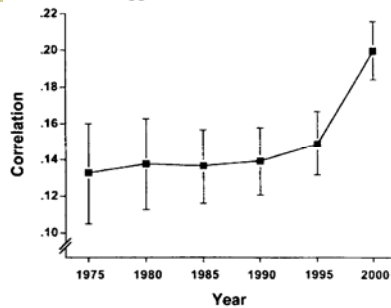


Note: News report means are the average rated conclusions of newspaper and magazine articles. A rating of 0 indicates that the article said there was no relationship between violent media and aggression. A rating of 5 indicates that the article urged parents to discourage their children from consuming violent media. A rating of 10 indicates that the article said that viewing violence caused an increase in aggression. Capped vertical bars denote 95% confidence intervals.

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Scientific evidence accumulated

Figure 4
Cumulative Meta-Analysis of Scientific Studies on Media-Related Aggression



Note: A positive correlation indicates that media violence was positively related to aggression. Capped vertical bars denote 99.9% confidence intervals.

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