

Media uses and effects – violence in the media



What were the three trends of social science theories regarding violence in the media? Catharsis, Social Learning, Cultivation theory

What does the Social Learning Theory state? We adopt certain behaviors by observing symbolic representations of behavior in our daily lives. Ex: how someone might behave in a situation, what is good behavior/wrong behavior

ON MEDIA USES AND EFFECTS - VIOLENCE IN THE MEDIA SPECIFICALLY FOR YOU FOR ONLY \$13.90/PAGE Order Now

Who came up with the Social Learning Theory? Albert Bandura

What was the Bobo Doll experiment and how did it explicate Social Learning Theory? Albert Bandura placed kids in a lab to view stimulus -- a "model" beating up a Bobo doll. Then kids were placed in a room with a Bobo doll to determine whether they "modeled" the observed behavior.

What was the conclusion of the Bobo Doll experiment? Children learn social behavior such as aggression through the process of observational learning

What does the Catharsis theory state? Viewing TV violence could actually be therapeutic to a person filled with pent-up anger or frustration and help to purge those emotions. Who came up with the Catharsis theory? Seymour Feshbach

Why did people criticize Feshbach's study? It was obvious that the boys watching non-violent tv shows were going to act out aggressively because it was their only source of entertainment and they were frustrated they couldn't watch their favorite shows.

What is social aggressiveness? A type of aggression that damages a target's self-esteem or social friendship manipulation

What is an example from when you learned a behavior from a character in the media? When I was little and watched Rugrats I thought that if I behaved with Angelica's bratty attitude I could get what I want and be a leader (this didn't work out, obviously...)

What age demographic is social learning more likely to occur in? Younger

audiences What impact could trends in social learning have on our society?

Symptoms of bullying can last into adulthood and can cause suicide, depression, lower self-esteem for the rest of people's lives, other

psychological issues Who/what are models in term of modeling behavior? Any examples of behavior provided in our daily lives (Ex: other people, characters, celebrities) What is the Social Learning Theory based on?

Imitation - direct repetition of a certain behavior. Remember modeling is not STRICTLY imitation. What is abstract modeling and what does it do? It is the premise of social learning theory, NOT imitation. It focuses on developing knowledge and skills for future use in similar situations. What is identification and who is more likely to identify? It asks how much a model resembles you.

Children are more likely to identify with a wide variety of characters...

identification lessens with age. What are the 3 ways social learning works through the media? DOI! Disinhibitory effects, Observational learning,

Inhibitory Effects, What is observational learning? Learning unfamiliar

behavior by watching it on TV/movies What are inhibitory effects? When you see behaviors being PUNISHED in the media, you will not model those

behaviors. What are examples of inhibitory effects? Don't commit a crime, you'll get caught. If you have bad hair/breath nobody will like you. The TV

show 16 and Pregnant. What are disinhibitory effects? When you see people being REWARDED for typically negative behavior we will be more likely to

model that behavior. What are examples of disinhibitory effects? A serial killer becoming famous. An alcoholic like Charlie Sheen considered to be a "

fun guy." School bullies being thought of as popular. What are prosocial

behaviors? Positive behaviors that help society What do prosocial games

encourage? Helping behavior, encouraging empathy What do violent games

<https://assignbuster.com/media-uses-and-effects-violence-in-the-media/>

encourage? Approval of aggression, hostile attribution Do video games affect our attitudes more than our behaviors? Video games do not affect our behaviors - we differentiate the games with reality, but our perception of the world around us is affected. What is the desensitizing effect? The idea that consuming lots of violent content makes us less likely to react to it in real life. What is the copycat phenomenon? When people imitate the exact behaviors they see depicted in the media. What two behavioral results did the social learning theory emphasize? Reward and punishment What is meta-analysis? It yields general statistical conclusions based on the findings of a large number of individual studies.