

Example of report on positive impacts

[Sociology](#), [Violence](#)



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Abstract

This paper is based on a research reading exposing the different effects of media on human behavior. Although it is not extremely clear how the Media influences the human species three aspects of human life are known to suffer media impact. These impacts could be cognitive, behavioral or affective. Cognitive impacts include changes in human perception and have something to do with the human mind. Behavioral impacts describe changes in human interaction and responses and are evident in the observable nature of human beings. Affective media impacts results in formation of attitudes towards certain things. Research shows that these impacts can be either positive or negative. Positive impacts include education while negative impacts include transmission of violence.

The media as a whole consists of the internet, print media, as well as broadcast media. These are often used as educative tools to pass knowledge from one group to another. Health education, for example, can be passed through broadcast media from one group to another. The media can also be

used to pass positive human behavior by depicting the negative impacts of detrimental behaviors such as smoking among others.

Negative Impacts

The media continue to be a tool that propagates negative human behavior. Youths exposed to violence often reveal violent behavior . Online and offline exposure too violence has been known to negatively influence the behavior of human beings. The media is also often used as a tool of advertisement. This exposes the audience to alcohol and those who subsequently engage in alcoholism are known to exhibit a violent behavior.

Tutorial Questions

- What measure can be used to quantify the link between media influence and human behavior
- On what particular aspect of human behavior does the media poses a direct influence

Work Cited

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