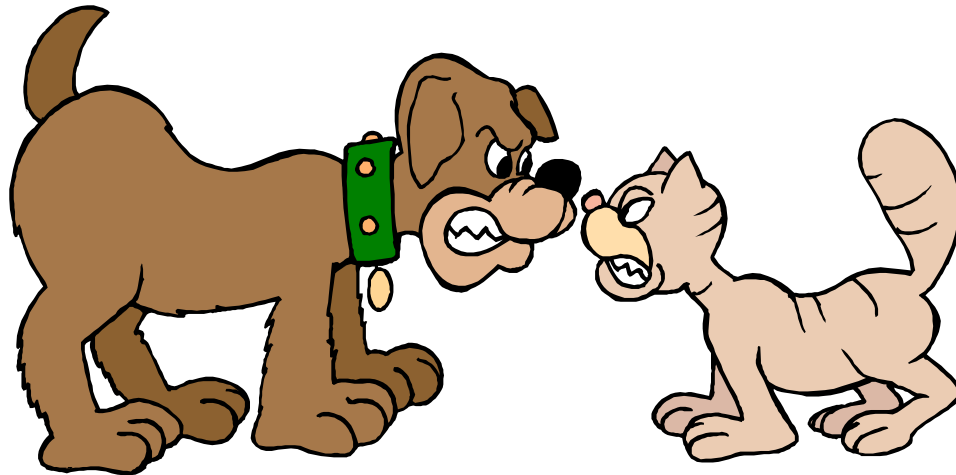


Pro & Anti Social Behaviour.

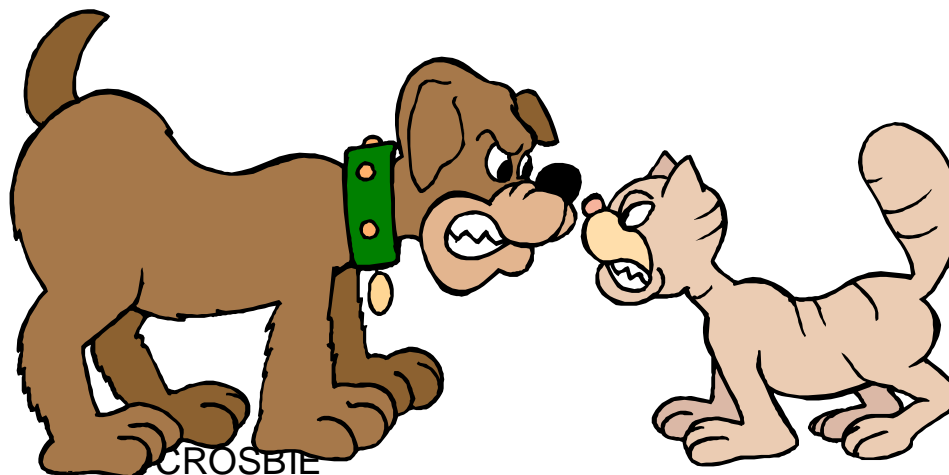
PYA4

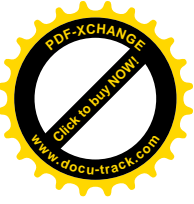


What is Aggression?

q Aggression: behaviour performed with intent to harm another (who wishes to avoid harm)

q Violence: behaviour designed to cause physical injury or damage





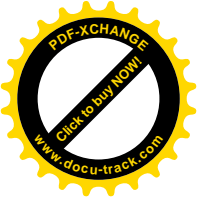
Aggression Basics

- Emotional vs. instrumental aggression
- Direct vs. indirect aggression
- Many different perspectives:
 - Historically:
 - Aristotle (aggression = rational cognitive consequence of an insult)
 - Freud/Yale group (aggression = inevitable result of frustration, irrational)



Gender and Aggression.

- Maccoby & Jacklin (1974) review:
 - Males more aggressive than females physically *and* verbally
- Hyde (1984) meta-analysis:
 - This difference is very small
- Observer bias?
 - Condry & Ross experiment
- Eagly & Steffan (1986) meta-analysis:
 - Gender *expectations* correlated with gender *differences*

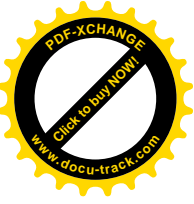


Social Learning Theory...explained.

- Social learning theory:
 - Media effects are explained in terms of imitating behaviour seen in the media
 - People can learn from observing the behaviour of others, and observing the outcomes of that behaviour.
children and adults acquire attitudes, emotional responses, and new styles of conduct through filmed and televised modeling (Albert Bandura)
 - Good examples of this theory are television commercials that suggest that drinking a particular beverage or using a specific shampoo will make a person popular and admired.

Related Terms:

- Observational learning:
This is where viewers learn behaviours from watching others and may imitate them; many behaviours are learned from the media
- Models:
A model is a person who is observed and/or imitated.



Causes of Aggression- Social Learning Theory (SLT)

- Social learning theorists believe that personality is the sum of all the ways that we have learned to act, think, and feel.
- Aggressive behaviours are learned by observing others or through direct experience involving reward or punishment.
- Social learning theory (Bandura 1977b): the theory that much social behaviour is learned through observing and imitating others.
- Albert Bandura and his colleagues at Stanford University conducted an experiment in 1965.



Bandura (1977) suggested there are four steps in the modelling process.

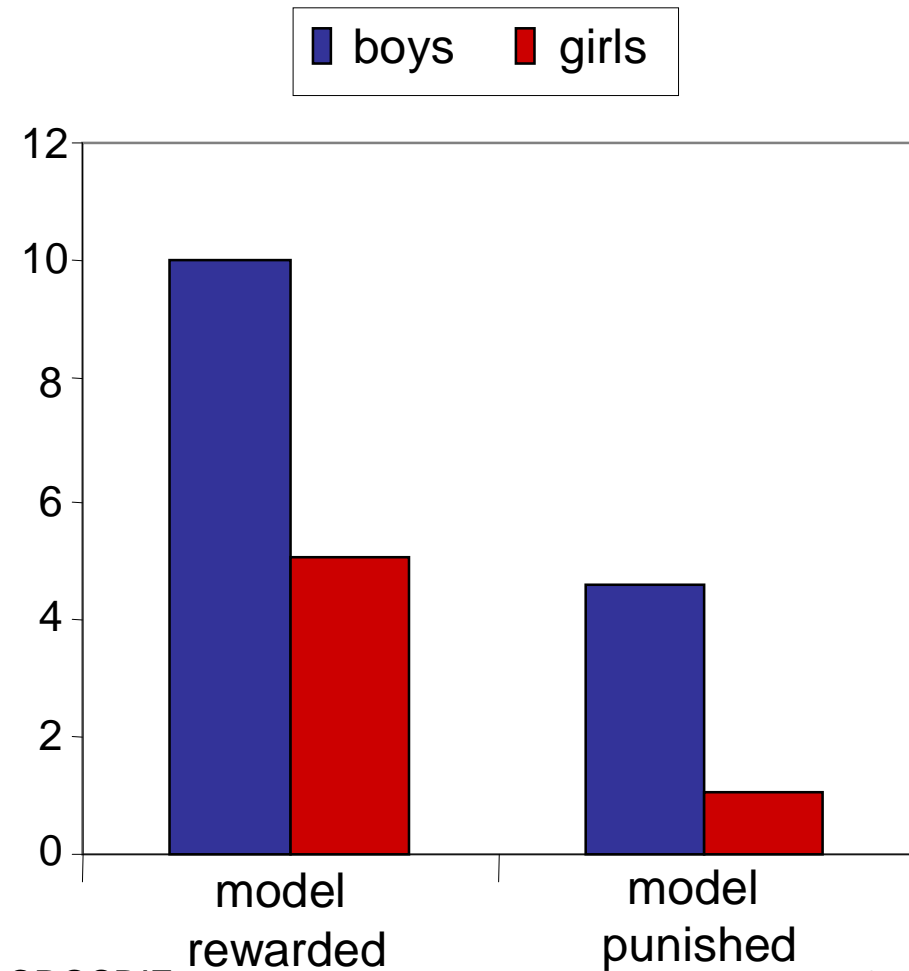
- Attention: If person is prestigious will pay more attention.
- Retention: Actions are remembered.
- Reproduction: Vicarious reinforcement is not enough, imitation requires skill.
- Motivation: Imitation depends on direct/indirect reinforcements & punishments.

Social Learning Theory.

- Bandura's Bobo
- Doll experiment
- Modeling of
- aggressive behavior



A2 PSYCHOLOGY



LANA CROSBIE

Bandura Ross Ross (1961)

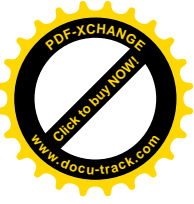
- Ø Albert Bandura and his colleagues at Stanford University conducted an experiment in 1965.
- Ø They show preschoolers a short film of a person beating up a bobo doll. They were shown the short film twice, but there were three different endings watched by three different groups of children.
- Ø First photo shown is the demonstrated short film with a person beating up a bobo doll.
- Ø The second photo shown is what the preschoolers did after they watched the short film.





Bandura Ross Ross (1961) cont...

- Consequence 1: model-rewarded condition
The consequence of this ending is that after the person beating up the bobo doll, the person is rewarded with candy.
Result: The preschoolers were sent to this room filled with toys. They acted violently towards the bobo doll and get rewarded at the end.
- Consequence 2: model-punished condition
The consequence of this ending is that after the person beating up the bobo doll, the person is scolded and spanked.
Result: The preschoolers were sent to a room filled with toys. At first they acted non-violently towards the bobo doll but after they saw the others get rewarded at the end, they too started acting violently towards the bobo doll. They tend to hide they violent behaviour.
- Consequence 3: no-consequences condition
Here, the preschoolers didn't watch any consequence after beating up the bobo doll.
Result: The preschoolers were sent to a room filled with toys. They acted violently towards the bobo doll. They imitated the preschoolers which watched the first consequence. This suggested that a mere exposure to TV violence ,whether or not the violence was visibly rewarded on screen, could spur aggressive responses in young children.



Evaluation of Bobo doll experiment.

- Artificial- Hitting a doll is not the same as hitting a person.
- Demand Characteristics- Why might this be a valid criticism?
- The theory neglects the importance of innate factors.
- Can you think of some positive criticisms that support this theory?

Causes of Aggression- Deindividuation

- Deindividuation- Loss of self awareness and sense of personal responsibility.



- As a result of feeling anonymous you engage in behaviour that you would normally refrain from. This has been used as a explanation for crowd violence.

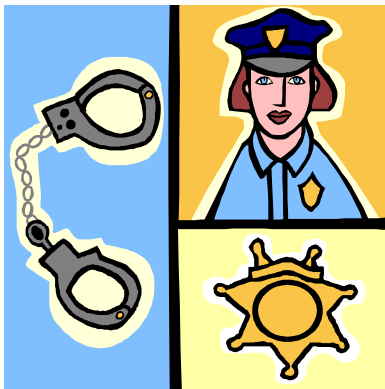


Causes of Aggression- Deindividuation

Zimbardo suggested that

- Individuated behaviour is rational and consistent with personal norms
Deindividuated behaviour is more unrestrained, acting on primitive impulses and often leads to anti social acts EG- Football hooliganism.

Zimbardo...Deindividuation.



- Do you recall the Zimbardo prison study? (PYA3)
- What actions did we witness which could be described as deindividuation?
- Zimbardo replicated Milgrams work too..what results do you think gained?



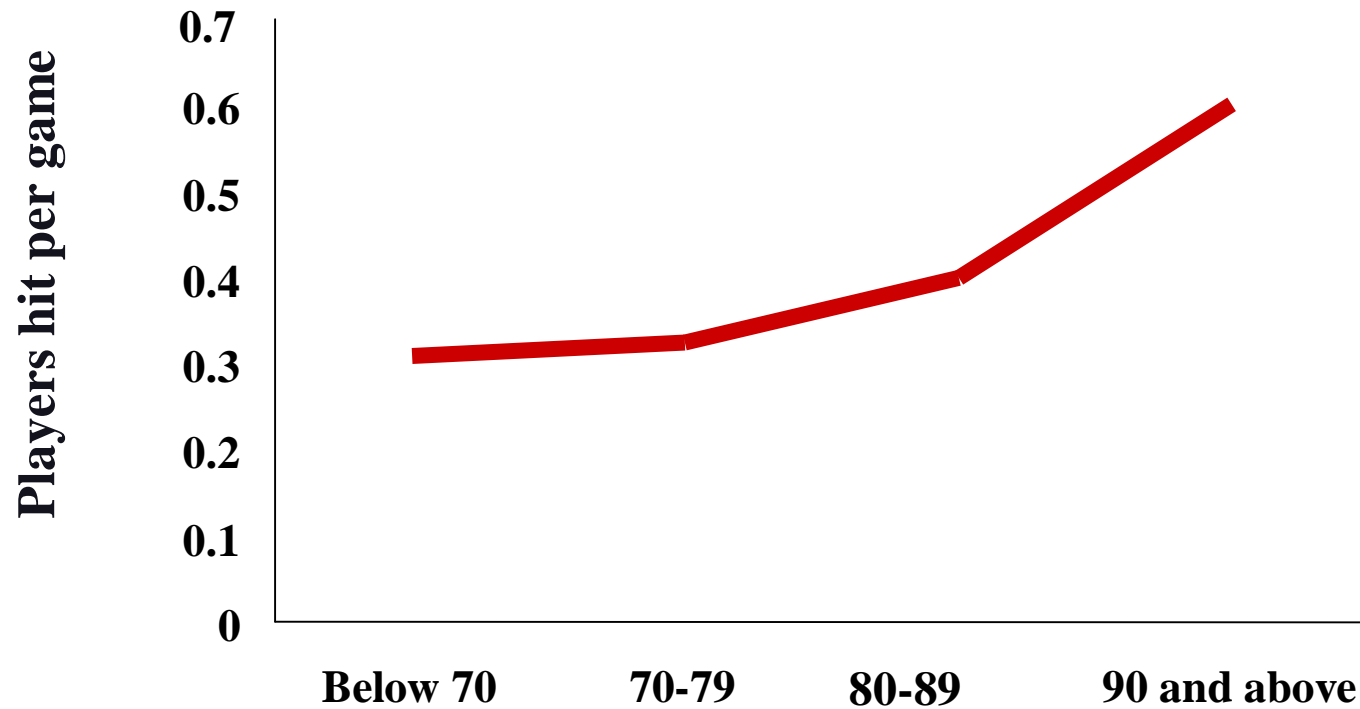
Deindividuation...Evaluation.

- On some occasions deindividuation actually leads to more pro-social behaviours e.g. nurses policeman etc.
- An individual can act independently deindividuation is not always inevitable.



Effects of environmental stressors on aggressive behaviour.

Number of players hit during major league baseball games





Effects of environmental stressors on aggressive behaviour.

- Baron & Bell (1976) studied the effects of heat on aggression by seeing how willing people are to give electric shocks to another person
- Result:
- Temps between 92-95f (33-35C) generally increased the level of aggression.
- However in extreme heat the aggression lowered toward the person who gave negative evaluations, the participants were very stressed, clearly not wanting to add to their already high stress levels by shocking the individual.

Effects of environmental stressors on aggressive behaviour.

- Freedman (1977) suggested that physiological arousal of a crowd heighten the mood you are in. In some situations a crowd may be enjoyable e.g. concert, or undesirable in other situations e.g. riot therefore you might feel stressed and behave anti-socially.

