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Relationship between Television Violence and Social Aggression a
Study Conducted on Youth of Rural Areas of Punjab

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Abstract

This study investigates the Relationship between television violence and social aggression of youth of rural areas of Punjab. This study is helpful to examine the exposure and attitude toward television violence of rural area youth of Punjab. This study also examined the impact of television violence on social aggression of youth. Cross-sectional research design is used in this study and data was collected from the youth of the rural areas of nine divisions of Punjab. Total 344 respondents were taken as sample size and stratified sampling technique is used for data collection from the concerned population. Results of this study are generated through statistical software's SPSS and Smart PLS. It was hypothesized that exposure toward television violence and social aggression of youth has positive relationship. The statistical test results shows positive relationship among all hypotheses. So findings of the study helpful to concludes that exposure, attitude and cognition toward television violence has impact on social aggression of youth of rural areas of Punjab.

Key Words: Television Violence, Youth, Social Aggression

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Introduction

Violence refers to “any action by one person that is intended to cause harm to any other person may be in physical violence” (Ybarra, 2008). Whereas “television violence referred as visual portrayals of acts of physical aggression by one human or human-like character against another”. Television violence has greatly affected all members of society. Different studies identified that watching of television violent content is dangerous as well as cause aggression for viewers (Kaiser Family Foundation, 2003; Ybarra, 2008).

Mostly youth spent their time for watching of media regularly (Rodenhizer & Edwards, 2017) and now a day’s youth has easy access to use diverse type of media contents which included movie, songs, dramas, news, sports and crimes shows and mostly these contents have violence. Different studies investigated that how much violent content of TV effected the exposure, feelings, emotions and behavior and of viewers. It has also been examined that how much the repeated viewing of these contents enhanced the aggression and violence among youth. Most of studies supported there was a relationship between the television violence and aggression (Johnson et al., 2002). A number of studies were conducted after world war-II about the effects of TV violence (Anderson et al., 2003). The reputed international institutions included NIMH, APA, NCPV have identified the relationship between television violence and aggression and they have concluded that extensive watching of violence on

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television enhanced the aggressive behaviors among youth (Zillmann & Weaver, 1999). In recent years it has been observed that violence on TV is growing rapidly (c.f. Ashworth, Pyle, & Pancer, 2010) and in favor that television contents contain a high level of violence. It has been identified, in prime time that television programs contained (61%) violence and averaged (6.63 to 9.5) violence per hour were reported (Smith, Nathanson & Wilson, 2008).

Exposure to Television violence is not the only hazardous risk factor for hostile behavior (Gentile & Bushman, 2012) as well as this exposure of media violence may have a strong and positive impact on the relationship among attitudes toward social aggression of adolescents (Gunderson, 2006). Whereas (Boxer et al., 2009) supported the findings of (CDCP) that there is a conclusive relationship between youth exposure toward Television violence and social aggression (Charvat, 2009). Literature shows that there is a strong link between Television violence and aggression of the viewers. Huesmann & Taylor (2006) states that exposure toward Television violence raises the aggressive behavior on the viewer's part just as growing up in an environment filled with real violence increases the risk of violent behavior.

Haridakis & Robin (2002) studied that exposure toward Television violence is helpful to explain and interpret the viewer's aggression specifically an examination of two personality characteristics "disinhibition" and "locus of control." Television violence has an impact on viewer's aggression and behavior. Solomon, Bamossy & Askegaard (2002) define "attitude toward Television violence as a

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predisposition to the respond in a favorable or unfavorable manner to a particular stimulus during a particular exposure occasion” it has been proved in findings of previous scientific studies that exposure to Television violence may play vital role in the development of negative and positive attitude. Brown (2005) claimed that there are many factors which have impact on attitude toward Television violence. It is very clear that viewers who spend much time for Television violence may have many aggressive tendencies in their specific behaviors. Results shows that there is significant relationship between attitude toward Television violence and these specific behaviors. Major findings are also in favor that aggressiveness is positively correlated with other factors such as time spending, sex and competition.

Sigurdsson et al., (2006) examined the positive relationship between real life exposure to violent movies and attitude toward Television violence. It was hypothetical idea that exposure toward violent movies and attitude of the people toward Television violence are very strong relationship. The results focused that there is high level of acceptance of the Television violence through violent contents of the TV. Brady (2007) studied the statistical association between attitude toward violence and watching habit of TV. She found that the respondents who consume much time for aggressive themes in a week than their attitudes accept high ratio level of violence. Effects of Television violence and aggressive attitudes have relationship than this relationship leads toward aggression among viewers. After the effects on attitudes some certain changes occurs in

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aggression of the viewers. These changes are short and long term in nature and these changes may arbitrate due to some of the “neurological” changes in young viewers. On the bases of the previous longitudinal, correlational and experimental studies it has been proved that there is positive and significant relationship between Television violence and aggression. Whereas previous studies also provide support that televised violence have real and strong effects on aggression of young viewers and televised violence can leads to the intimation of causation (Murray, 2008). The finding of the different studies of television violence creates the new dimension for further debate about the impact of TV violence on youth. This violence has extensive short and long term effects on exposure, and attitude of the youth (Huesmann et al., 2003).

Statement of the Problem

In all over the world due to modern age of globalization, the effects television violence may significantly different in respect of globally cultural context (Moller & Krahe, 2009; Anderson et al., 2008). It has been proved that television violence may be harmful for mantle health of the youngsters (News, 2017). It has been concluded on bases of empirical findings of well reputed institution (AMA, TAAP, NIMH, USG, APA, and ISRA) that television violence has small and moderate effects on feelings, emotions, attitude and risk factor for aggression of the viewers (Gentile,2013). Youth exposures toward Television violence and hostile feelings have very strong associations (Coyne et al, 2011). Social scientists (Anderson &

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Bushman, 2002; Anderson et al., 2010; Bushman & Huesmann, 2006; Greitemeyer & Mu¨gge, 2014; Paik & Comstock, 1994) concluded that exposure toward Television violence and aggression has strong link (Bushman, Anderson 2018). The conclusions of the correlational studies more concentrated on Television violence and aggression. These studies provide strong base that watching of television violence and social aggression has positive relationship (Murray, 2008). The empirical results of the of cross- sectional, longitudinal and experimental studies provide strong evidences that exposure of the violent contents of Television have negative effects on cognition, aggression, aggressive behavior and social behavior of youth (Zhang et al., 2013; Sigurdsson et al., 2006; Hussmann & Taylor, 2006).

Above mentioned major findings of the studies shows that there are two school of taught which are agreed that Television violence has positive and negative impact on aggression of the viewers. So there is need to check the impact of Television violence on youngster. It seems reasonable to conclude that the youth of rural areas would be more at-risk due to exposure to Television violence and its associated increase in social aggression and aggressive behavior. Still there are many gaps regarding Television violence and its impact on youth in Punjab (Pakistan). It has been found on the basis of imitation and neurophysiological results that Television violence can increase the risk of social aggression in the viewing audience but still there is no proper study is conducted in Pakistan specially Punjab which covers this gap. It is neglected area in media studies discipline in Pakistani context that is why the aggression level

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of youth changed after watching the televised violence. It is also needed to address positive relationship between Television violence and social aggression of young adults. So this is the problem in current research is going to address. So for this study two research questions were consecrated that what is the impact of exposure toward television violence on social aggression of youth and What is the impact of attitude toward television violence and social aggression of youth?

Objectives of the Study

Previous studies focused on school children's exposure toward cartoon violence so in addition the objectives of the study are design at large. Literature also support that previous studies have very less sample size but in this study the sample size is much better as compare to previous studies. So the objectives of the study are to examine relationship between exposure towards television violence and social aggression of youth and to investigate relationship between attitude towards television violence and social aggression of youth.

Significance of the Study

The issue of media violence will probably be around for as long as the mass media is thriving. At this stage demonstration of violence and exaggeration starts and they have either neglect about destructions of rules or they started efforts to win this race. After the commercialization of Television, the violent contents were increased rapidly. The violent contents are liked by the people. In the current scenario violence is promoted through different ways like action movies, crimes shows and terrorism. Such violent contents developed

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the violent behavior of the masses. The recent study is conducted to examine and explore that how these violent content affects the exposure and attitude of rural youth. The youth belong to rural areas are less educated and mostly are underprivileged and deprived. The recent study is quite useful to investigate that how and why the violence in TV and social aggression is increased and how to prevent them to become violent. This is dire need of the society to promote that violent behavior ultimately leads towards criminal behavior; that is why the study is conducted. However Television violence has impacts on exposure and attitude of viewers which may be very damaging. It is need of the day to apprehend the effects of violent content material in TV channels. One should additionally be conscious about the psychosomatic effects of violence which can harm the consciousness of target audience. This study is helpful for measuring relationship between Television violence and social aggression of the viewer's specially youngsters.

After watching the Television violence exposure, attitude, feelings, emotions, attitude and cognition of the viewers may change and this change may have positive or negative impact on the viewers. So this study is helpful to measure this change on statistical bases. There is no doubt that Television violence has attraction for the viewers who have less education, poor background, short term income and low intelligence level. The results of this study provide a strong base for assessing the relationship of exposure toward Television violence and social aggression of the youth of the rural areas as well as the attitude toward Television violence and social aggression level

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also measure on the significance results of current study. It is clear that exposure and attitude toward Television violence and social aggression has relationship but the direction of the relationship is not clear so this study has significance which provides the strong proves for assessment of this relationship. The statistical based finding of this study has significance for assessing the positive relationship among exposure and attitude of the viewers toward social aggression and Aggressive programming and violent contents can be identified very easily with the help findings of the study. It is this ever-rising level of concern about Television violence harmful effects on youth that fuels the demands for action from the media industries, government, professional and public policy observers, and educators and parents.

Hypothesis of the Study

H1: Exposure toward television violence and social aggression of youth has positive relationship.

H2: Attitude toward television violence and social aggression of youth has positive relationship.

Research Methodology

A quantitative methodological approach was used for this study as it involved examining the relationship between independent variables and dependent variable. This study is cross sectional in nature and questionnaire is used for this survey. The questionnaire was developed on criteria of five point Likert scale and its validity and its reliability was tested. The recent study contained two independent variables (exposure, attitude) and one dependent variable (social aggression). The questionnaire asked participants questions

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around their Living Division, Residence, Gender, Age, and Education. The first independent variable is (*Exposure toward TV Violence*) contains three items and “Cronbach’s alpha” (1951) is 0.85. The second independent variable is (*Attitude toward TV violence*) has total 11 items. Seven items were taken from (Butt & Run, 2012) and four item were taken from (Henthorne et al., 1993) and “Cronbach alpha” (1951) is. 0.78. *Social Aggression (SA)* is dependent variable and the scale was taken from (Crothers, Schreiber, Field, & Kolbert, 2009) which has 5 items and “Cronbach alpha” (1951) is 0.77. The population of the present study is youth (Males & Females) of rural areas of nine divisions of (¹Lahore, ²Faisalabad ³Gujranwala, ⁴Rawalpindi, ⁵Sargodha, ⁶Multan, ⁷Dara Ghazi Khan, ⁸Shaiwal and Bahawalpur) of Punjab. The reason of taking of youth as population is that youth of rural areas still spend more time in front of TV and bases of the papulation of these nine divisions the sample size was determined. For this study total 344 respondents were taken as sample size after the discussion with the statistical experts stratified sampling technique was used for data collection and constructed one strata for each division. The data was collected from the respondents through online survey “google docs” and “E- Mail”. Collected data was analysis through statistical software “SPSS” correlation test were applied on collected data.

Results

Hypothesis No 1

Exposure toward televised violence and social aggression of rural youth has positive relationship

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| | | Exposure | Social Aggression |
|--------------------------|---------------------|-----------------|--------------------------|
| Exposure | Pearson Correlation | 1 | .470** |
| | Sig. (2-tailed) | | .000 |
| | N | 344 | 344 |
| Social Aggression | Pearson Correlation | .470** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 344 | 344 |

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation is applied when correlation between two variables is required. The statistical relationship can be established with the help of thumb of rule between two variables with probability values (0.01, 0.05 and 0.1). It was hypothesized that “*exposure toward television violence and social aggression of rural youth has positive relationship*”. The results of the above table show that exposure toward television violence and social aggression of rural youth has positive relationship and it is significant at the probability level of 0.01. Above table also indicate that $p < 0.01$ exposure toward television violence and social aggression of youth is positively correlated due to this positive relationship, the direction of these variables is positive and increase together. So greater the exposure

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toward television violence has greater the impact on social aggression of rural youth.

Hypothesis No 2

Attitude toward television violence and social aggression of rural youth has positive relationship

| | | Attitude | Social Aggression |
|--------------------------|---------------------|-----------------|--------------------------|
| Attitude | Pearson Correlation | 1 | .400** |
| | Sig. (2-tailed) | | .000 |
| | N | 344 | 344 |
| Social Aggression | Pearson Correlation | .400** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 344 | 344 |

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation is applied when correlation between two variables is required. The statistical relationship can be established with the help of thumb of rule between two variables with probability values (0.01, 0.05 and 0.1). It was hypothesized that “**attitude toward television violence and social aggression of rural youth**”. So the results of the above table shows that relationship between attitude toward televised violence and social aggression of rural youth is significant at the probability level of 0.01. Above table also indicate

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that $p < 0.01$ attitude toward television violence and social aggression of youth is positively correlated because of this positive, the direction of these variables is positive and increase together. So greater the attitude toward television violence has greater the impact on social aggression of rural youth.

Summary and Discussion

This study has examined the relationship between television violence and social aggression of youth of rural areas of Punjab. Moreover there are two independent variables (Exposure, Attitude) and one dependent variable (Social aggression). On the basis of independent variables it was hypothesized that exposure toward television violence, attitude toward television violence has positive relationship with social aggression of rural youth. Whereas relationship of two hypotheses have been tested statistically based on “SPSS” Stratified sampling technique was used for data collection from the youth of rural areas of Punjab and 344 respondents were taken as sample size. After the application of statistical analysis and tests the result shows significant impact and relationship of televised violence on social aggression of rural youth.

Discussion

H₁: Exposure toward Television Violence and social Aggression of Rural Youth has Positive Relationship.

The first hypothesis is showing that exposure toward televised violence is considered as positive for the social aggression of the rural youth. Whereas this relationship was found positively significant. Findings of previous empirical studies also supported findings of

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current study. And argued that exposure toward television violence has statistically positive relationship with social aggression. This positive relationship indicate that the respondent who watch more television violent content has more social aggression as compared to who watches less television violent contents. Along with this interest in television violent content and time spending for these contents also played very important role for strengthen the positive relationship between exposure and social aggression. The respondent who takes much interest in television violent content and spend much time in front of these contents ultimately the social aggression level of these respondents increased as compared to those who take less interest and spent less time for television violence (Bender et al; 2017; Lieberp, Baron,Liebert & Lyons, 1972; Bushman & Huesmann, 2012; Gentile & Bushman, 2012; Ybarra et al., 2008; Huesmann & Taylor, 2016; Haridakis & Robin, 2002; Tian, Zhang,Cao & Rodkin, 2016). Result of correlation test indicate that $p < 0.01$ so exposure toward television violence and social aggression has positive and significant relationship. So greater the exposure toward television violence has greater the impact on social aggression of rural youth. so the results of the H1 is supported and approval of the hypothesis answer the research question no 1.

H₂: Attitude toward Television Violence and Social Aggression of rural youth has Positive Relationship.

Result of correlation test indicate that $p < 0.0$ attitude toward television violence and social aggression of youth is positively correlated due to this positive relationship, the direction of these

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variables is positive and increase together. So greater the attitude toward television violence has greater the impact on social aggression of rural youth and this approval of the hypothesis answer the research question No 2. Solomon, Bamossy & Askegaard (2002) claimed that exposure of the television violence may develop positive or negative attitude of the viewers. There are many other factors which may have strong and powerful impact on the attitude of the viewers. Brown (2005) also discussed that age and gender are important factors for development of the development of some specific behavior of the viewers. Aggression and violent behavior also positively correlated with these factors. Brady (2007) also proved the statistical association between attitude toward violence and watching habit of TV. She supported that the respondents who consume much time for aggressive themes in a week than their attitudes accept high ratio level of violence. Sigurdsson et al., (2006) also in favor that exposure toward violent movies and attitude of the people toward televised violence has very strong relationship and this relationship leads attitude toward aggression among viewers (Murray, 2008).

Conclusion

This study was focused on the “Relationship between Television Violence and Social Aggression of Youth” with the help of three independent (Exposure, Attitude) and one dependent variable (Social aggression). Previous studies concluded on the relationship between television violence and aggression as well as specific types of behaviors of the viewers. This study has covered the gap and tried to prove that television violence and social aggression has positive

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relationship among youth. This is quantitative study and data was collected from the rural areas youth of Punjab. Statistical results of **H₁** indicate that $p < 0.01$ so the direction of the relationship is positive (exposure and social aggression are positively correlated) meaning these variables tend increase together. So greater the exposure toward televised violence has greater the impact on social aggression of rural youth. Statistical analysis of **H₂** also supported that $p < 0.01$ so the direction of the relationship is positive (attitude and social aggression are positively correlated) meaning these variables tend increase together. So greater the attitude toward televised violence has greater the impact on social aggression of rural youth.

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