**Media influence on Social Behaviour**

Using [www.tellyads.com](http://www.tellyads.com) work in pairs and pick out an advert each for analysis on why it would be persuasive. You must show the ad to the class, and offer a brief verbal account.

[](http://images.google.co.uk/imgres?imgurl=http://comps.fotosearch.com/comp/IMZ/IMZ367/multi-racial-children-holding_~omo0001.jpg&imgrefurl=http://www.fotosearch.com/IMZ367/omo0001/&usg=__g7pSNKzsowPNt-XdzIdYWPYcDgs=&h=214&w=300&sz=22&hl=en&start=64&tbnid=Ou693faiavMaYM:&tbnh=83&tbnw=116&prev=/images?q=art+row+children&gbv=2&ndsp=21&hl=en&sa=N&start=63)[](http://images.google.co.uk/imgres?imgurl=http://www.brindabellababy.com.au/files/images/charlielola.jpg&imgrefurl=http://www.brindabellababy.com.au/content/dress-and-win-support-action-climate-change&usg=__yIundMT3gkeTtB8QDpn4veYJ9GU=&h=300&w=300&sz=47&hl=en&start=11&tbnid=BOyzr4MxGj0vTM:&tbnh=116&tbnw=116&prev=/images?q=charlie+and+lola&gbv=2&hl=en&sa=X)[](http://images.google.co.uk/imgres?imgurl=http://tnjfans.files.wordpress.com/2009/03/tomandjerrymovie_l.jpg&imgrefurl=http://tnjfans.wordpress.com/2009/03/28/4/&usg=__AuxpOFZxvKT6aB6Wkzb6T85l-rA=&h=320&w=320&sz=32&hl=en&start=2&tbnid=-JJmvuz1LKVffM:&tbnh=118&tbnw=118&prev=/images?q=tom+and+jerry+fight&gbv=2&hl=en)Children’s TV

Having watched the two animations, comment on any differences you spot between Charlie & Lola (2008) and Tom & Jerry (1980)

**Physiological Responses**

Zillman’s excitation transfer theory suggests violent games/films increase arousal immediately after viewing violence you are more likely to be violent if in a conflict situation. Unless “desensitised”, define this concept

**Desensitisation:**

Outline the limitations of Zillman’s excitation theory

**Media influences on cognitions (thinking)**

Describe the link between media and schemas

What have brain scans revealed about the links between violent television programmes, and cognitive processes?

[](http://images.google.co.uk/imgres?imgurl=http://www.topics-mag.com/edition02/images/tv_kidsyuki.jpeg&imgrefurl=http://www.topics-mag.com/edition02/tv-violence-yuko.htm&usg=__N_31MGyTi5SIhQHThkkWLgdJwrM=&h=281&w=257&sz=19&hl=en&start=4&um=1&tbnid=66yqPPPRU8rgiM:&tbnh=114&tbnw=104&prev=/images?q=tv+violence&hl=en&rlz=1R2ADFA_enGB343&um=1)**Influences on anti social behaviour**

[](http://images.google.co.uk/imgres?imgurl=http://www.psychnews.co.uk/wp-content/uploads/2008/05/bozo-300x300.jpg&imgrefurl=http://www.psychnews.co.uk/&usg=__b1rcqBpygqPGKY4AJQHFytFsrZQ=&h=300&w=300&sz=17&hl=en&start=3&um=1&tbnid=1MvdjOUWrCVBdM:&tbnh=116&tbnw=116&prev=/images?q=bobo+doll&hl=en&rlz=1R2ADFA_enGB343&sa=N&um=1)Bandura and his famous BOBO Doll experiment was the pioneer in children’s aggressive behaviour being shaped by the modelled behaviour of others

Is it simple cause and effect as suggested by Bandura?

Task

Make notes using the two studies in your textbook: Huesmann et al (2003) and Gunter et al.

Copy the table on page 406 what link did Anderson and Bushman find between watching violence and acting aggressively?

**[](http://images.google.co.uk/imgres?imgurl=http://momskey.com/images/stories/kids/tv.jpg&imgrefurl=http://momskey.com/&usg=__2zwrmNF2mA3j6hC38Oplp4brNwA=&h=323&w=420&sz=16&hl=en&start=7&um=1&tbnid=Zjs3HPjrbYLFTM:&tbnh=96&tbnw=125&prev=/images?q=tv+improves+kids&hl=en&rlz=1R2ADFA_enGB343&um=1)TV & Pro social behaviour**

For the 3 pieces of research beneath, write a brief summary of the findings of each

The common problem to all TV and pro/anti social behaviour research is:



**Question: So why don’t all children act violently after viewing violent TV?**

Issues and debates: free will v determinism, nature v nurture, ethics (use of children and exposure to anti-social), reductionism

**[](http://images.google.co.uk/imgres?imgurl=http://www.psychnews.co.uk/wp-content/uploads/2008/05/bozo-300x300.jpg&imgrefurl=http://www.psychnews.co.uk/&usg=__b1rcqBpygqPGKY4AJQHFytFsrZQ=&h=300&w=300&sz=17&hl=en&start=3&um=1&tbnid=1MvdjOUWrCVBdM:&tbnh=116&tbnw=116&prev=/images?q=bobo+doll&hl=en&rlz=1R2ADFA_enGB343&sa=N&um=1)Theories of why our behaviour is affected by the media**

SLT & Social cognitive observational learning

SLT (by the third time around these should be very easy!!)

Vicarious reinforcement

Direct instruction

Observation

Modelling

Imitation

Same sex models effect (in Bobo)

Major criticisms of Bandura’s study







Approach:

Approaches issues & debates of Bandura’s research & SLT

|  |  |
| --- | --- |
| Free will v determinism | Nature v nurture |
| Ethics | Psychology as a science |
| Cultural bias | Reductionism |

Social Cognitive Observational theory

In what way does this approach combat the reductionist aspect of SLT?

TV violence viewed

This theory suggests how TV can affect children’s behaviour. It is less deterministic with 3 areas which get affected, which therefore can explain individual differences to violent TV and violent behaviour

Outline the **third variable theory** which further discusses links of watching and committing violent acts