



SHORT TERM PSYCHOLOGICAL EFFECT OF VIOLENT CONTENT OF MEDIA ON YOUTH, A CASE STUDY OF KHYBER PAKHTUN KHWA UNIVERSITIES

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Abstract- The current study explores the psychological effect of violent content of media on youth. The current research analyzes imitation, excitation. Survey methodology has been chosen. University youths are the national builder and vulnerable audience as well, so it is important to know that how exposure to Violent Content of the media is affecting psychologically. Result reveals that exposure to the violent content has short effect on youth.

Keywords: Violent content, short term psychological effects, imitation, excitation

I. OVERVIEW

Nowadays new technology made a tremendous change in human life which is positive on the life of an individual but there are negative effects of these technologies on mankind as well. Amongst all these new inventions media is one of the advancements which are transmitting information through different mediums and captured a large number of people.

Violence is major challenges for Pakistan, where people are getting frustrated; seem to be angry due to poverty, political instability. Every new medium shapes society and culture on its own, so there is no universal definition of media. According to Marshall McLuhan who is the most prestigious amongst the scholars of media" the medium is the message". Media are effective and it is empty of meaning until we perceive some form of content, which is then treated as a message. Movies, dramas, news the content of media are portraying the society as Biagi, Shirly. (2001) stated that movies reflecting society, some movie content has a covert political message. As media violence is a big challenge for the researchers, the current study will explore that how violent content is affecting the youth psychologically and short term effects is occurring in the form of imitation and excitation.

Objectives

1. To identify relationship between exposure to violent content of media and imitation.
2. To identify relationship between exposure to violent content of media and Excitation.
3. To investigate short term psychological effect of violent content of media on youth.

Hypotheses

H1 There is a significant relationship between exposure to violent content and imitation

H2 There is a significant relationship between exposure to violent content and Excitation

H3. There is a significant relationship between the exposure to violent content of media and short term psychological effect.

Significance of the study

Media is everywhere and easy access for the youth, and after getting exposed to this violent content how much the youth imitate the violent content in their life, and while watching violent content what kind of physiological changes or excitation happen in that duration. This research will also explore that how much violence is acceptable in their life. This study will be beneficial for the media person is shaping the attitude of the content by considering this important issue so that youth which is national builder may not be effected.

II. LITERATURE REVIEW

Greenberg et.al (1969) defined violence as verbal violence and antisocial attitude. The researcher has concluded that 14.6 acts which have violence every hour. The 3rd content analysis was conducted by the National Cable TV in 1990 with the name The Nation TV Violence study, and according to the definition, violence is physical and such content is 60% in the program Potter (1995). In the past 40 years, violent content on media was a matter of concern, and several articles, books, experimental, longitudinal, cross-sectional studies were done.

There are studies on media violence which showed that the content of media in the form of news, music, cartoons, movies, and games depicting violence even one can watch violence even in the commercials and it's very hard for the individual to keep himself away from these contents (Knorr, 2013)

The psychological effect of violent content

David Giles (2003), there is a causal relationship between violent content and aggressive behavior and this relation is as powerful as the bond of smoking cigarettes with lung cancer. Social psychology journals in the era of 1970s stated that many research papers are dealing with the violent content effect of TV and films. It has been concluded that it is that much powerful that it can change a person into a killer and a zombie.

In the book Media Psychology written by David Giles (2003), violence is accepted by the youth and the media is glamorizing the violence that youth is very much attracted towards it and they do the same thing in the real-life without knowing the consequences.

There are three content analyses of violent content was conducted by America. From 1967 to 1989 George Gerbner and his colleagues spent 22 years and they have concluded that prime time shows have 80% violence in the form of physical violence Potter (1995).

Many research found that media is not the only factor of depicting violence and adult and youth are not getting aggressive not just because of media but there are so many others factors which can't be ignored. In the research of Shirley in which he concluded that 8 to 10 program which is the prime time, they have violent content. According to him that there is no direct connection of TV violence on the audience those who get affected by the content have a natural tendency towards anger.

Short-Term Media-Effects

The short-term effects refer to mimicry and Excitation (Huesmann, 2007). Mimicry means imitation to copy the content e.g. imitate the crime (Smith, 2007) and some scholars also have the view that by observing some content children can imitate the content in the same context (Smith, 2007) and the other is Excitation which is also referred as an arousal theory and it was first suggested by Dolf Zillmann (1999) This theory was based on the emotions like anger, fear, and having physiological arousals like heart rate increases and blood pressure (Cantor, 2003). The intensity of the excitement depends on the situation.

Limitation

A human being can copy or imitate others, the way the chimpanzees do. It is because both have the same neurological system naturally. (Rizzolati, Fadiga, Gallea & Fogassi, 1996). Albert Bandura in the 1960s made a research on the media effect in his consecutive experiments known as Bobo Doll due to which children frequently strike the plastic doll after watching a video

Bandura al, (1965). These were the studies that became the reference for the aggression coverage and development of textbook. It is also a fact that these studies have been criticized as the external validity is low. The studies on the imitation of violent content have been curtailed for years because of ethical issues. According to Comstock (1994, p 287) concluded that there is a positive link between exposure to violent content and a decrease in empathy and antisocial behavior the result of the violent content is most considered content. In the book David Giles Media Psychology, it has been mentioned that experimental studies on imitation have been stopped because of ethical reasons especially when children are the participants (Josephson, 1987) but somehow it could be concluded that it can be measured and operationalized by the survey.

Excitation

Besides imitation there is a psychological response from the violent content there is clear evidence that the sensitized movies, films will increase the heartbeat and blood pressure and cause of conductance of skin. Dolf Zillmann worked on the concept of excitation transfer with Schramm W. (1962) theory of emotion. This two-factor theory of emotions and feelings are physiological responses.

Violence is very interesting and can grab the attention of the youth. Violent content can increase the heart rate, skin can be pale, feeling insecure, etc. happened to most of the youth. In the context of violent media, an exciting movie is responsible to produce adrenalin: adrenalin is a hormone that produces in the situation of stress. This effect was easier to test than imitation because the physiological response is there. (David Giles, 2003) violent content can produce adrenalin in the observer, when this person faces an argument in their life inside or outside the home they get into a physical fight. it is easy to measure.

III. RESEARCH METHODOLOGY

The current study follows the cross sectional research design which is used for the data collection from the population. Exposure to violent content of media is an independent variable, whereas the short term effect i.e. imitation which is measured through 9 items and excitation which is measured through 6 item. Data is collected through questionnaire with the 5 point Likert scale from the youth of KPK public sector universities. The reliability and validity of the questionnaire has been tested through the pilot study. The "Cronbach Alpha" (1951) of "exposure to violent content" .745, imitation is .9 and for the excitation is .84. The data was collected through multi stage sampling technique .The sample size was 714 by the John Carry formula applied on the 5 universities of KPK .Out of this sample size 400 are male and 314 are female. SPSS (21 version) was used for the application of statistical test (Spearman's rho)

IV. RESULTS

Frequency of watching violent content in different program on electronic media

Media		Very Frequently	Frequently	Rarely	Never	Don't know
News	F	167	142	221	184	
	%	23.4%	19.9%	31.0%	25.8%	
Drama	F	209	125	195	185	
	%	29.3%	17.5%	27.3%	25.9%	
Movies	F	255	264	60	115	20
	%	34.7%	37.0%	8.4%	16.1%	2.8%
Music	F	224	20	270	190	10
	%	31.4%	2.8%	37.8%	26.6%	1.4%
Games	F	189	160	25	315	25
	%	26.5%	22.4%	3.5%	44.1%	3.5%

N=714

The above table no. 2 shows the frequency of watching violent content in news, drama, movies, music, and games by the respondents. The above table shows that 43.3% watch violent content in news very frequently, while 25.8% of the respondents never watch violent content in news, while 31.0% rarely watch violent news. The above table also shows that high percentage of youth i.e. 46.8% watches violent content in drama very frequently, while 25% never watch violent content in drama, while 27.3% rarely watch drama. The above table also revealed that 70.1% of the respondents watch violent content in movies very frequently, while 16.1% never watch violent content in music, while 8.4% rarely watch violent content in movies. The above table also revealed that 34.2% of the respondents watch violent content in music very frequently, while 26.6% never watch violent content in music, while 37.8% rarely watch violent content in music .The above table also revealed that 48.9% of the respondents watch violent content in games very frequently, while 44.1% never watch violent content in games

Exposure to violent content and imitation

Items	1	2	3	4	5	6	7	8	9
Exchange of harsh words	1.000	.255(**)	.138(**)	.178(**)	.241(**)	.250(**)	.401(**)	.562(**)	.182(**)
Beat someone	.255(**)	1.000	.674(**)	.765(**)	.303(**)	.478(**)	.467(**)	.331(**)	.563(**)
Fight with other	.138(**)	.674(**)	1.000	.768(**)	.310(**)	.479(**)	.482(**)	.337(**)	.553(**)
Use loud voice	.178(**)	.765(**)	.768(**)	1.000	.256(**)	.421(**)	.435(**)	.318(**)	.558(**)
Tease other	.241(**)	.303(**)	.310(**)	.256(**)	1.000	.522(**)	.359(**)	.209(**)	.065
I sometime carry a gun	.250(**)	.478(**)	.479(**)	.421(**)	.522(**)	1.000	.675(**)	.389(**)	.304(**)
Getting shot	.401(**)	.467(**)	.482(**)	.435(**)	.359(**)	.675(**)	1.000	.314(**)	.470(**)
I scream sometime	.562(**)	.331(**)	.337(**)	.318(**)	.209(**)	.389(**)	.314(**)	1.000	.259(**)
Exposure to Violent Content	.182(**)	.563(**)	.553(**)	.558(**)	.065	.304(**)	.470(**)	.259(**)	1.000

Spearman’s rho correlation coefficient was used to analyses the relationship between exposure to violent content of media and different categories of aggression. The table shows that there is a significant relationship between exposure to violent content of media and all the categories of aggression at alpha=.05. For relationship between exposure to violent content on media and exchange of harsh words (r=.18, p < .01, α=.05) suggests that the two variables have explains 18 percent of relationship with exchange of harsh words. The table also shows that there is a significant relationship between exposure to violent content of media and beat someone (r=.56, p < .01, α=.05) suggests that the two variables have explains 56 percent of relationship regarding beat someone. The table also shows that there is a significant relationship between exposure to violent content of media and sometime carry a gun(r=.30, p < .01, α=.05) suggests that the two variables have explains 30 percent of relationship regarding sometime carry a gun. The table also shows that there is a significant relationship between exposure to violent content of media and beat someone (r=.56, p < .01, α=.05) suggests that the two variables have explains 56 percent of relationship regarding beat someone. The table also shows that there is a significant relationship between exposure to violent content of media and sometime carry a gun(r=.30, p < .01, α=.05) suggests that the two variables have explains 30 percent of relationship regarding sometime carry a gun

The table shows that there is a significant relationship between exposure to violent content of media and getting shot (r=.47, p < .01, α=.05) suggests that the two variables have explains 47 percent of relationship regarding getting shot .The table also shows that there is a significant relationship between exposure to violent content of media and I scream (r=.30, p < .01, α=.05) suggests that the two variables have explains 30 percent of relationship regarding I scream Therefore the research hypothesis is accepted.

Exposure to violent content and Excitation

Items	1	2	3	4	5	6	7
1. while watching violent content your skin turn pale	1.000	.658**	.398**	.477**	.582**	.509**	-.167**
2. while watching violent content your heart rate increase	.658**	1.000	.260**	.439**	.358**	.204**	-.109**
3. while watching violent content your got headache	.398**	.260**	1.000	.507**	.438**	.596**	.110**
4. while watching violent content your depressed	.477**	.439**	.507**	1.000	.346**	.241**	.127**

5. while watching violent content your blood pressure fluctuate	.582**	.358**	.438**	.346**	1.000	.534**	.078*
6. while watching violent content you become insecure	.509**	.204**	.596**	.241**	.534**	1.000	-.104**
7. Exposure to Violent Content	-.167**	-.109**	.110**	.127**	.078*	-.104**	1.000

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

Spearman's rho correlation coefficient was used to the relationship between exposure to violent content of media and different categories of excitation. The above table shows that there is significant relationship between exposure to violent content of media and all the categories of excitation at alpha is equal to .05 for relationship between exposure to violent content on media and my skin turn pale ($r=-.17$, $p<.01$, $\alpha=.05$) suggests that two variable have 17 percent negative correlation regarding my skin turn pale. The above table shows that there is significant relationship between exposure to violent content of media and my heart rate increase ($r=-.10$, $p<.01$, $\alpha=.05$) suggests that two variable have 10 percent of negative correlation regarding my heart rate increase. The above table shows that there is significant relationship between exposure to violent content of media and you got headache ($r=.11$, $p<.01$, $\alpha=.05$) suggests that two variable have 11 percent relationship regarding they got headache. The above table shows that there is significant relationship between exposure to violent content of media and you got depressed ($r=.13$, $p<.01$, $\alpha=.05$) suggests that two variable have 13 percent relationship regarding they got depressed. The above table shows that there is significant relationship between exposure to violent content of media and your blood pressure fluctuate ($r=.08$, $p<.01$, $\alpha=.05$) suggests that two variable have 8 percent relationship with fluctuation in their blood. The above table shows that there is significant relationship between exposure to violent content of media and I feel insecure ($r=-.11$, $p<.01$, $\alpha=.05$) suggests that two variable have -.11 percent negative significant relationship with I feel insecure. Therefore the hypothesis is partially accepted.

Exposure to violent content of media and short term psychological effect on youth

R	R square	Adjusted R square	Beta	F	Sig
..363	.132	.131	.363	108.103	.000

In the above table depicts the model summary of regression analysis about the relationship between the exposure to violent content of media and short term psychological effect. The statistical evidence in the table shows that $R^2 = .132$ which indicates that 13% variation occur in the short term psychological effect due to the exposure of violent content of media .Moreover $F = 108.103$ which is not close to zero (0) provide strong evidence against the rejection of null hypothesis and $P = .000 >.05$ shows that research hypothesis that there is a significant relationship between the exposure to violent content of media and short term psychological effect is accepted

V. CONCLUSION AND DISCUSSION

The study has revealed that after watching violent content youth can have a short-term psychological effect and long-term psychological effect. The research of Craig A Anderson is supportive of this research. The hypotheses regarding short psychological effects have a significant relation with the support in the research of Craig A Anderson. Many studies fall generally into imitation, excitation.

Glamorizing the weapons especially in movies and games is the source of attraction for our youth and they want to carry the gun in their life. Verbal violence like calling names, abusive languages, exchange of harsh words become very common in youth, and violent content in the form of news, drama, music, and games became acceptable. Abid Zafar, 2018 explained in his research that violent media in TV and video has a negative impact and the observer and they imitate the behavior.

The violence shown in media is portrayed in such a way that it becomes acceptable for the viewer. People think that ultimately violence is the solution of every problem unaware of the consequences and this is the reason it leads the youth to act aggressively because they made up their mind that this aggression is an appropriate behavior Frequent exposure to violent content desensitizes the youth and they have no sympathetic emotions for others who are in pain

Friedrich and Huston argued that because of media violence desensitization is creating and youth feel no pain in their real-life this is supportive for the hypothesis that there is a significant relationship between exposure to violent content and desensitization.

VI. RECOMMENDATIONS

Media consumption is considered a nutritional term. Youth talk about violent content which can be considered as a diet. There is a close relation between this consumption and diet in the form of violence. It is just like nourishing the body the same way media is nourishing the mind which is very important because a healthy mind can bring beneficial results in society. Now, this is a question of how to nourish their mind with healthy content.

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