



Effect of Media Violence on Social Values and Aggression among Youth

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Abstract:

At present the media has become an important part of human life. Different types of information are easily available through different mediums. While this has many advantages, there are also disadvantages. The media has a profound effect on a person's mental development. Visual information has a deeper effect than auditory information. Currently, violent scenes from movies, series, etc., produce violent behaviour. This leads to an increase in aggression. Some research has shown that this leads to an increase in aggression. The use of media is more prevalent among the youths. Therefore, in this research, the effect of media violence on social values and aggression among youths has been studied. A total sample of 100 Youths, 50 from upper class and 50 from lower-class in Miraj, Maharashtra were selected for the research. The research was initiated on the hypothesis that there would be a difference between upper and lower-class youth in terms of social values affected by media violence as well as aggression. The two tests used for sample collection were Measurement of Value Orientation Affected by Movie and Aggression Scale. Mean, SD and 't' test were used for the data analysis. The research revealed differences in the social values as well as aggression of upper and lower-class youths.

Key Words: Media Violence, Social Values, Aggression, Upper Class and Lower-Class Youths

Newspapers, Radio, T.V. and Movies have become very important in our lives. WhatsApp, Twitter, Facebook, Instagram have all taken over our minds. All of these media outlets provide useful information, which can be used to communicate quickly. The benefits of the media are many, but at the same time they seem to have an adverse effect on our

Psyche. There is a lot of violence in the media these days. Many such effects of the media on children and youth are beginning to be seen.

Violence is seen on a large scale in many films. Probably not even seen in real life. Violence and aggression are often portrayed in Cartoons on TV. Video games challenge children and youth to have as

many accidents as possible to kills as many enemies as possible. This increases the aggression in children and youth. This raises some questions.

Some research has shown that in a country where movies with violent scenes are more likely to be seen, violence is more prevalent. Violent scenes in the film create aggression. Social Psychologists define aggression as behaviour that is intended to harm another individual who does not wish to be harmed. Baron & Richardson, 1994). Social Psychologists use the term violence to refer to aggression that has extreme physical harm, such as injury or death, as its goal. Thus, violence is a subset of aggression.

The violence shown in the films is having a huge impact on the youth. Scenes like murders, fights, quarrels are imitated unknowingly. By watching such scenes, young people learn new ways of aggression. Criminal behaviour is perpetuated in the minds of the youth and criminal behaviour takes place. Therefore, the violent scenes in the film play an important role in creating criminal behaviour.

Importance of the study:

In the recent competitive era, it is not possible for a person to face all the problems successfully. This leads to many types of aggressive and criminal behaviour factors such as family, neighbourhood, school, college, citizenship, cultural influences, etc., are generally found to be the cause of aggressive behaviour. Among the cultural elements, literature,

newspapers, films, television and other media are used to educate and entertain the people. But their misuse has led to aggressive behaviour. The storyline of the serials and movies is very vividly portrayed under the name of obscenity, sexual harassment etc. As a result, the minds of the people, especially the youth, become suspicious of criminal behaviour. This crime is expressed through aggressive behaviour. This suggests that the violence in the film may have an effect on aggression. That is why this research has been done to study the impact of media violence on social values and aggression among youths.

Aim:

The main aim of the research is to study the effect of media violence on youth aggression.

Objectives:

1. To investigate the difference between social values affected by media violence among upper class and lower-class youths.
2. To find out the difference between the upper class and lower-class youths on aggression.

Hypothesis:

1. There will be significant difference between upper class and lower-class youths regarding social values affected by media violence.
2. There will be significant difference in the aggression among upper class and lower-class youths.

Method:**Sample:**

Sample consists of 100 youths in the age ranged 18 to 25 years. This youths are lived in Miraj city of Maharashtra. 50 youth from an upper class and 50 youth from a lower-class selected for this study. Those whose income is above 10 lakhs were considered upper class and those whose income is less than 2 lakhs were considered lower class. All the lower-class youth were living in slum areas. The ratio of upper class and lower-class youth was 1:1.

Tools:

Two standardized psychological tests were used to collect the data.

1. Measurement of Value Orientation Affected by Movie:

Measurement of Value Orientation Affected by Movies (1995) developed by Mahalakshmi Oza and Dr. Rajkumar Oza. The scale consists of 34 items are divided into six sub-components. These components are as follows: Social, Aesthetic, Religious, Economic, Political and Theoretical. Of these, only Social Value has been considered for this research. The reliability and validity of this test is high.

Results and Discussion:

Table No. 1 Means, Standard Deviations and ‘t’ values of social values affected by Media Violence among youths.

Groups	N	Mean	SD	‘t’ Value
Upper Class Youths	50	28.93	4.49	3**
Lower Class Youth	50	33.40	3.38	

(df = 98; ** means significant at 0.01 level)

2. Aggression Scale (A-Scale):

The aggression scale (A-Scale) developed by Roma Pal and Dr. Tasneem Naqvi to measure the level of aggression. The scale consists of 30 items with six alternatives ranging from Very much to Not at all. The scale has indicated high score of reliability and validity.

Procedure:

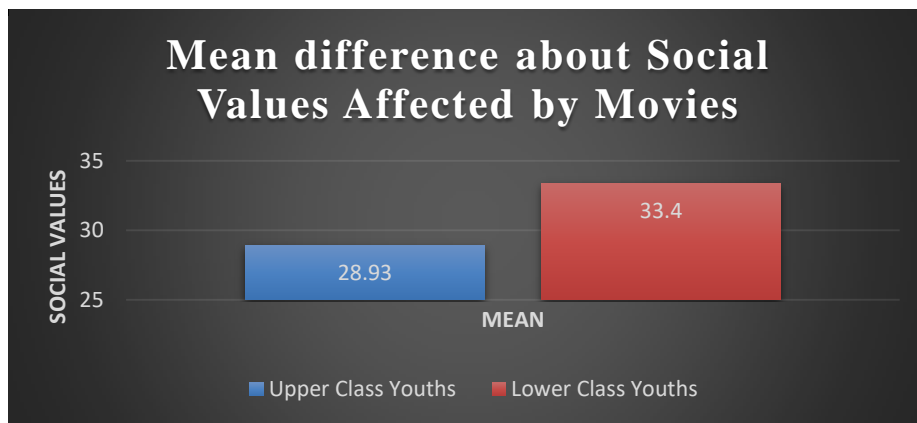
The information about the youths living in the upper class was obtained from the ration shopkeeper. The sample was selected accordingly. Sample of Lower-class youths was taken from slum young in Indiranagar, Kolhapur Chawl, Khwaja Basti in Miraj area. Both tests were omitted from the selected sample. Appropriate instructions were given to solve the test before allowing it to be solved.

Statistical Tools:

The data was statistically analysed by using different parametric tests. Mean, Standard Deviation and Student ‘t’ test were used to analyze the data. All Statistic analyses were performed using by SPSS.

Table 1 indicate that differences between upper and lower-class youths regarding the social values affected by media violence. The third column in the table shows the Mean value, the fourth column has a standard deviation and the last column has the ‘t’ value that shows the difference. The ‘t’ value derived from

Mean and Standard Deviation (SD) by statistical analysis is 3. The value of ‘t’ is significant at the level of 0.01. That is, the first hypothesis presented in the research here is accepted. Looking at the difference in Mean, it is clear that media violence affects the social values of lower-class youths more than upper class youths.



The reason for the difference between the two groups is that the social environment of the lower-class, especially the children raised in slums, is not very good. Due to the behavior of individuals in the society, lack of education, addicted

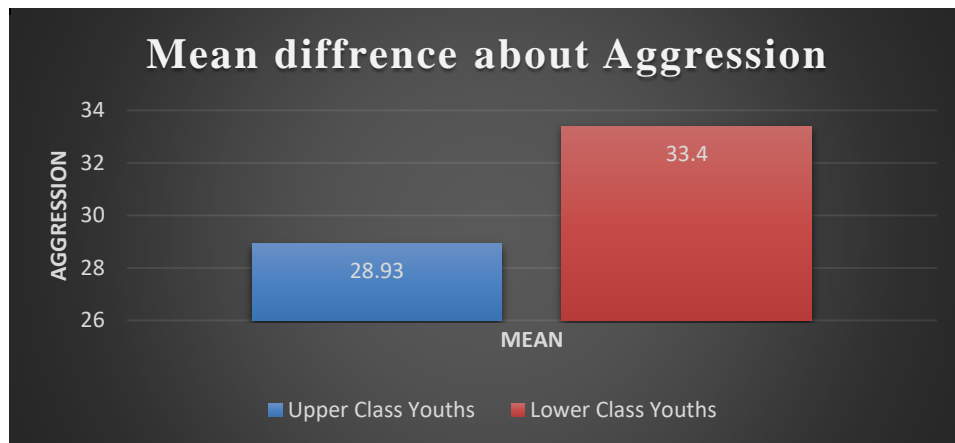
parents, etc., the social values of the lower-class youth are more affected by the Violence. Lacking many facilities, the lower-class youth’s resort to violent means in the film to obtain them. It degrades their social status.

Table No. 2 Means, Standard Deviations and ‘t’ values of aggression among Upper Class and Lower-Class youths.

Groups	N	Mean	SD	‘t’ Value
Upper Class Youths	50	78.60	14	3.10**
Lower Class Youth	50	93.15	11.54	

(df = 98; ** means significant at 0.01 level)

Table 2 shows that comparison between upper and lower-class youths about the aggression factor. The table shows the Mean, Standard Deviation and ‘t’ value of aggression among upper class and lower-class youths. The value ‘t’ is derived from Mean and SD by statistical analysis and the value is 3.10. The value of ‘t’ is significant at the level of 0.01. That is, the second hypothesis presented in the research here is accepted. Looking at the difference in Mean, it is clear that lower-class youths have a higher rate of aggression than uppers class youths.



There are a number of reasons why this aggression is so prevalent, but the violence in the media also seems to have an effect on aggression. Youths are increasingly imitating the media and peers. The youths are influenced by factors such as peer pressure, family situation, parent-child relationship, and so on. As both types of youth grow up in different environments, there is also a difference in their aggression. If the level of violence is high, aggression is also high.

Conclusions:

1. There is significant difference between upper class and lower-class youths regarding social values affected by media violence.
2. There is significant difference in the aggression among upper class and lower-class youths.

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