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A Study on Influence of Media Violence Over Criminal Behaviour with Reference to Poonamallee

Ajita Ravichandran ᵃ, Rishi Saravanan ᵇ *

ᵃ *ajitaravichandran@gmail.com, Student, Saveetha School of Law, SIMATS, Chennai 600077, India*
ᵇ *ks.rajarishi@gmail.com, Student, Saveetha School of Law, SIMATS, Chennai 600077, India*

A B S T R A C T

The correlation between media violence and real-world violence and aggressiveness indicates that media violence presents a significant risk to public health. Violent television programmes proliferated immediately after the widespread adoption of television. In recent times, video games, internet displays, and mobile phone displays have been integral to the upbringing of most children, with violent content being prevalent on these platforms. The subject of media violence and its influence on audiences is extensively studied and analysed in the field of communications. The ongoing argument on whether media violence leads to aggression and violence remains prominent, especially in light of notable criminal acts. The research work aims to determine the age range of those most susceptible to the influence of violent content. To determine the short-term impacts of media influence on violence, To determine whether viewers are impacted by the character's perceived similarity. This study employs descriptive research to precisely depict the attributes of an individual. The study use the convenient sampling approach to gather the samples. A questionnaire is utilised to gather primary data, while secondary data is obtained from diverse reports and journals. A total of 200 samples have been gathered. The independent variables consist of age, gender, occupation, and educational qualification. Parents and other carers can alleviate the detrimental impacts of violent media through several means, including enhancing positive or "protective" elements in the surroundings and minimising exposure to violent media. Although challenging, this task can be accomplished with minimal or no cost.

Keywords: Aggression, Genetics, Family Violence, Media violence and violent crime

1. Introduction

Media violence refers to the visual depiction of physical acts of hostility committed by a human or human-like character against another. This concept has developed alongside the advancement of theories regarding the impact of media violence, and it aims to identify the specific type of violent media content that is most inclined to instruct the viewer in becoming more violent. 75 years ago, movies portraying this kind of brutality were common, and today they are much more prevalent. Violent television programmes proliferated immediately after the widespread adoption of television. In recent times, video games, internet displays, and mobile phone displays have been integral to the upbringing of most children, with violent content being prevalent on these platforms. The regulation of electronic media in India is governed by the Cable Television Networks (Regulation) Act of 1995. Recently, the government issued a directive to include online news portals and Over the Top (OTT) material within the regulatory jurisdiction of the Information and Broadcasting (I&B) Ministry. The government has introduced comprehensive guidelines for digital content on digital media and Over the Top (OTT) platforms, under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. These guidelines grant the government significant authority to intervene. On average, children in the United States spend approximately three to four hours per day watching television. The most reliable research indicate that more than 60% of television programmes include some form of violence, with roughly 40% of those programmes featuring intense violence. Children are devoting an escalating amount of time to engaging in video games, the majority of which feature violent content. The ramifications of a specific aspect of mass media exposure have notably adverse impacts on the health of viewers and others. Extensive research has gathered over a long period of time, indicating that being exposed to violence on television and in video games heightens the likelihood of engaging in violent activity, similar to how growing up in a setting saturated with actual violence raises the risk of violent behaviour. The immediate consequences of being exposed to media violence mostly result from (a) priming mechanisms, (b) arousal mechanisms, and (c) the direct replication of certain behaviours. The long-term consequences of content, on the other hand, appear to be a result of two factors: prolonged acquisition of knowledge and behaviours through observation, and the triggering and subsequent reduction of emotional responses. Research has shown that when individuals, particularly children and adolescents, are exposed to violent activity depicted in movies and television, there is an increased probability that they will exhibit aggressive behaviour shortly thereafter. Children participating in these trials who are exposed to the violent film clip exhibit a higher level of instant aggression compared to those who watch the peaceful movie. Video game consoles are currently found in 83% of households that have children. Research conducted in Japan, Singapore, Germany, Portugal, and the US has demonstrated that there is a consistent correlation between media violence and aggression, regardless of cultural differences. The prevalence of violent material in these media and the significance of television and movies in

contemporary society are notable. Children in the United States typically spend an average of three to four hours per day engaging with television. The extensive body of evidence unequivocally demonstrates that exposure to media violence leads to a rise in both violent and aggressive behaviour. The objective of this study is to ascertain the prevailing public sentiment regarding the correlation between media violence and criminal activity.

Objectives

* To know which age group of people will get influenced of violence content with regard to poonamallee.

* To know whether influence on violence created by the media has short term effects in Poonamallee.

* To know the public opinion on whether viewers are influenced as the character appears to be similar with reference to Poonamallee.


1.1 Review of Literature

(Bushman & Anderson, 2015)A causal link between media exposure and violent criminal behavior has yet to be validated, and most researchers steer clear of making such causal assumptions. Instead, many emphasize that media does not directly cause aggression and violence so much as operate as a risk factor among other variables. (Cullen, 2009)High-profile incident was hardly the first to link popular culture to violent crime. Notably, in the aftermath of the 1999 Columbine shooting massacre, for example, media sources implicated and later discredited music, video games, and a gothic aesthetic as causal factors of the crime. Other, more recent, incidents have echoed similar claims suggesting that popular culture has a nefarious influence on consumers. (Hetsroni, 2007) Media violence and its impact on audiences are among the most researched and examined topics in communications studies debate over whether media violence causes aggression and violence persists, particularly in response to high-profile criminal incidents. Blaming video games, and other forms of media and popular culture, as contributing to violence is not a new phenomenon. (Sparks & Sparks, 2002) Despite the fact that controversy still exists about the impact of media violence, the research results reveal a dominant and consistent pattern in favor of the notion that exposure to violent media images does increase the risk of aggressive behavior. (Bushman, 2016) While there isn't complete consensus in any scientific field, a study we conducted showed more than 90% of pediatricians and about two-thirds of media researchers surveyed agreed that violent video games increase aggression in children. (Helfgott, 2015) There have been over 1000 studies on the effects of TV and film violence over the past 40 years. Research on the influence of TV violence on aggression has consistently shown that TV violence increases aggression and social anxiety, cultivates a "mean view" of the world, and negatively impacts real-world behavior. (Surette, 2011, p. 68) a small to modest but genuine causal role for media violence regarding viewer aggression has been established for most beyond a reasonable doubt. There is certainly a connection between violent media and social aggression, but its strength and configuration is simply not known at this time.(Marsh & Melville, 2014) Various factors such as individual characteristics, characteristics of media sources, relationship to media, demographic factors, and cultural factors are influential. Overall, scholars suggest that rather than pushing unsuspecting viewers to commit crimes, media more often influences how, rather than why, someone commits a crime. (Ferguson, 2014) Psychologist Christopher Ferguson also failed to find a relationship between media violence in films and video games and violence. (Dahl & Della Vigna, p. 39) For each million people watching a strongly or mildly violent movie, respectively, violent crime decreases by 1.9% and 2.1%. Nonviolent movies have no statistically significant impact. (Barker & Petley, 2001) Audiences interpret media violence in a variety of ways based on their histories, experiences, and knowledge, and as such, it makes little sense to claim media "cause" violence. (Helbing, 2015) Crime itself is a complex phenomenon with many unexpected social behaviours, which are difficult to understand, control and, sometimes, even to quantify. Social events must capture the attention of the viewer/reader and so they have to be rare, or timely, or unexpected, or alternatively have some special significance. (Helfgott, 2015) However, the majority of crimes do not have these attributes with many being merely attempted crime or do not have serious consequences. (Warburton, 2014) Traditional media gives a distorted version of the crimes within a city with a significant bias towards violence. The most crucial factor that will lead to the spread of violence in a society is that it is perceived as a normal, natural and acceptable occurrence in daily life, instead of wrong, harmful, illegal and criminal. (Yamato, 2016) The most important supporters of this situation are the media tools, which are the primary source of this depersonalization effect. The media brings all this violence into our daily lives and unleashes its impact on society as a whole. (Melville 2014) The existence of violence in the media has been the subject of discussions for many years and has also been the subject of many scientific studies. (Helfgott, 2016) The simplest explanation is that violence has an important place in media because it facilitates sales. In other words, it ensures that the media content is preferred and consumed by wider audiences. Obongo Matibe Bernard (2018) Depersonalization starts showing itself after this point. Individuals who have become desensitized to violence may perceive it as natural and ordinary when they encounter violent events in their daily life.

1.2 Methodology

The methodology employed in this study is empirical research. A total of 200 samples have been collected, with the sampling method being convenience sampling. The researcher obtained a sample frame in Poonamallee. The variables considered in this study include age, gender, occupation, and educational attainment. The dependent variables include the age group most susceptible to being influenced by violent content, the consequences of media violence, the impact of media on short-term violent behaviour, the extent to which viewers are influenced by characters they perceive as similar, and the influence of media on a person's behaviour and traits.The researcher utilises graphical representation as a statistical tool.
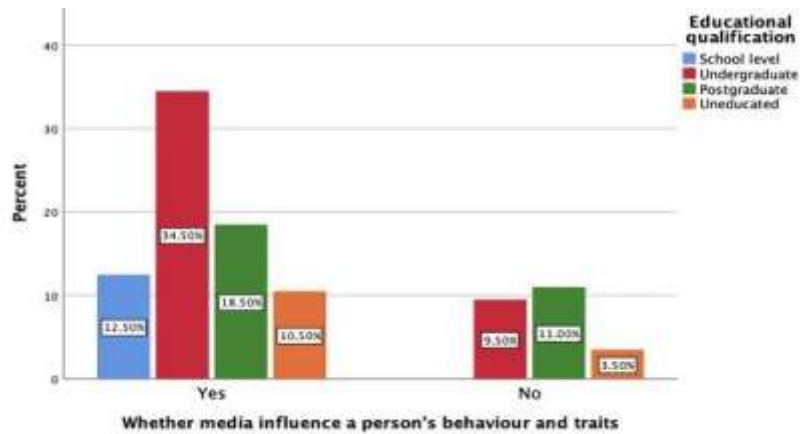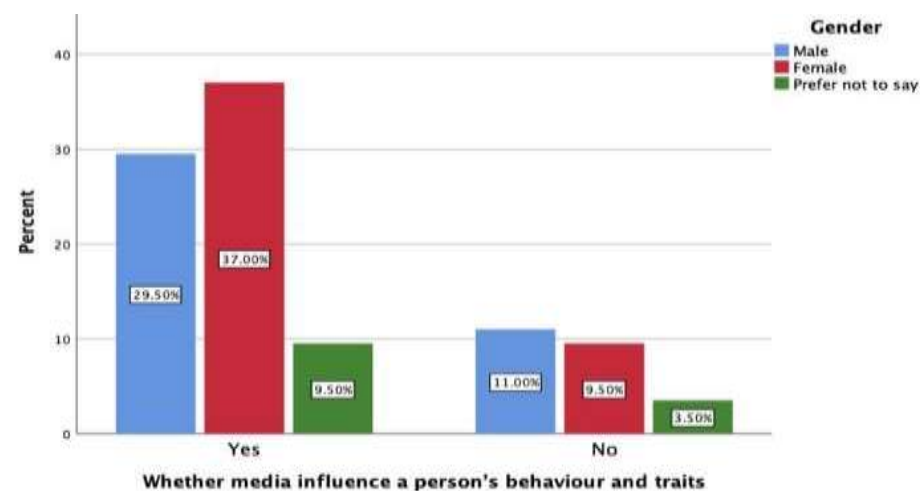
1.3 Analysis

Figure 1
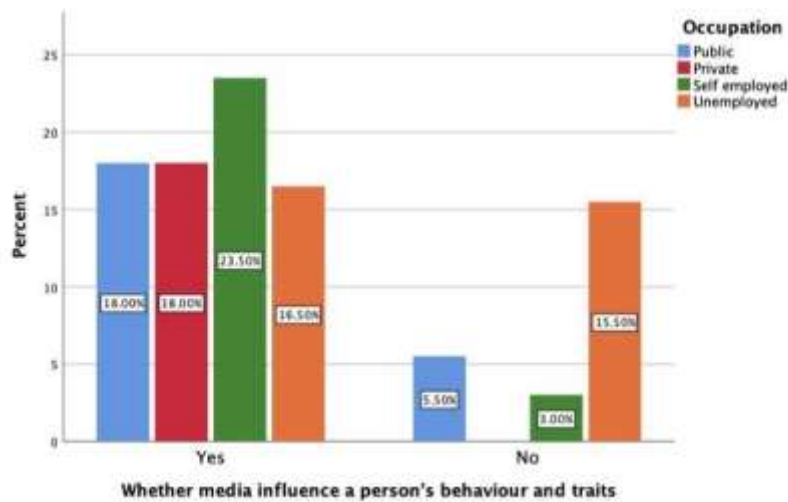
Legend: The figure 1 shows the distribution of occupation with respect to the opinion whether media influence a person's behaviour and traits
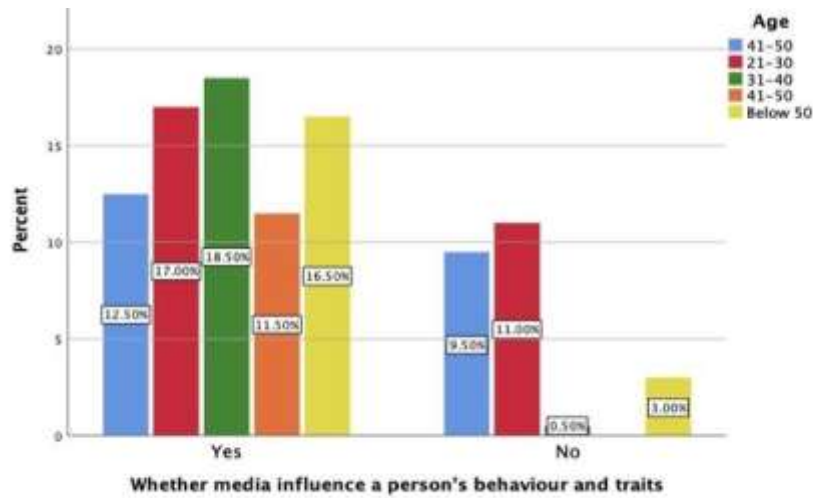
Figure 2

Legend: The figure 2 shows the distribution of educational qualification with respect to the opinion whether media influence a person's behaviour and traits
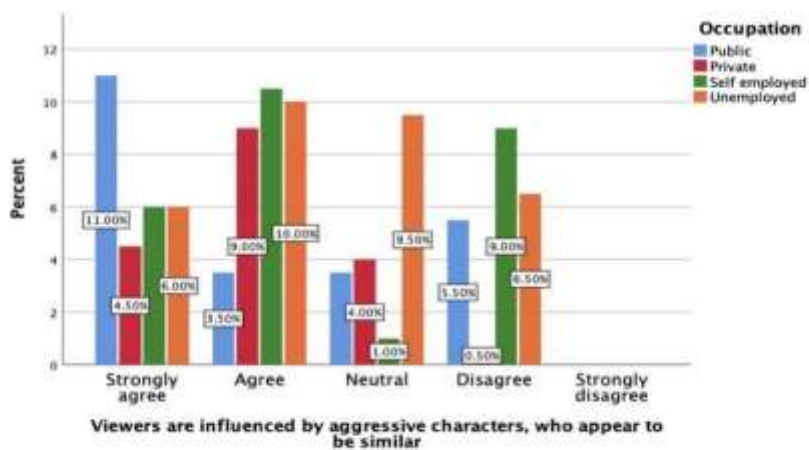
Figure 3

Legend: The figure 3 shows the distribution of gender with respect to the opinion whether media influence a person's behaviour and traits
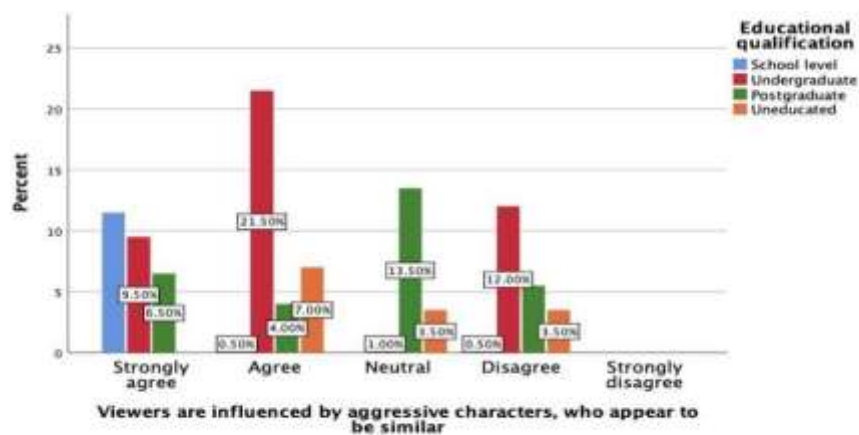
Figure 4

Legend: The figure 4 shows the distribution of age with respect to the opinion whether media influence a person's behaviour and traits
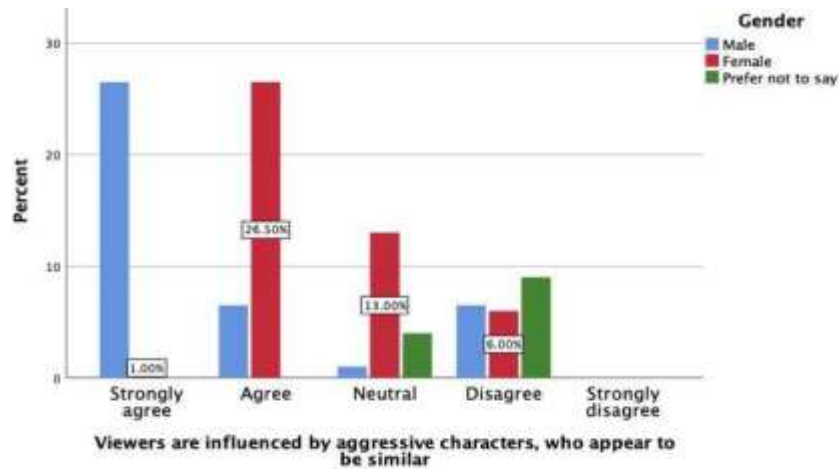
Figure 5

Legend: The figure 5 shows the distribution of occupation with respect to the opinion on viewers are influenced as the character appears to be similar

Figure 6

Legend: The figure 6 shows the distribution of age with respect to the opinion whether media influence a person's behaviour and traits
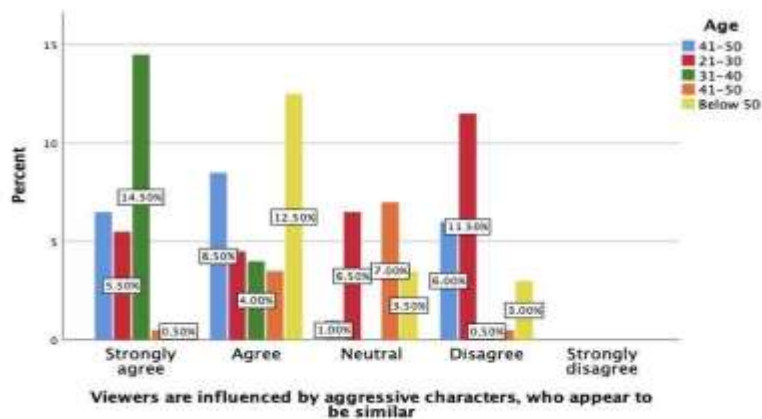
Legend: The figure 6 shows the distribution of educational qualifications with respect to the opinion on viewers are influenced as the character appears to be similar
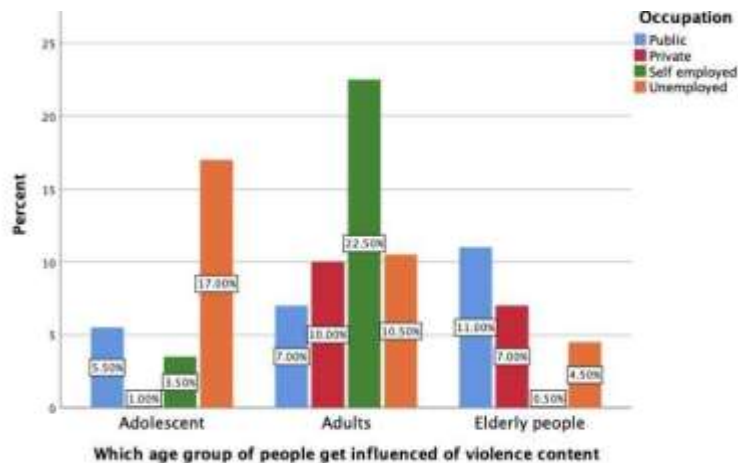
Figure 7

Legend: The figure 7 shows the distribution of gender with respect to the opinion on viewers are influenced as the character appears to be similar
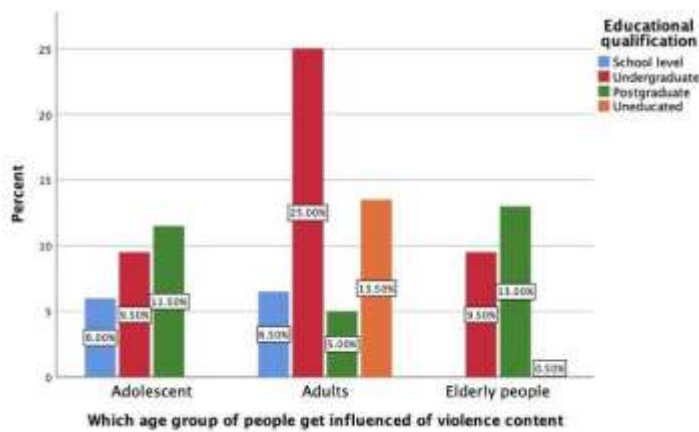
Figure 8

Legend: The figure 8 shows the distribution of age with respect to the opinion on viewers are influenced as the character appears to be similar
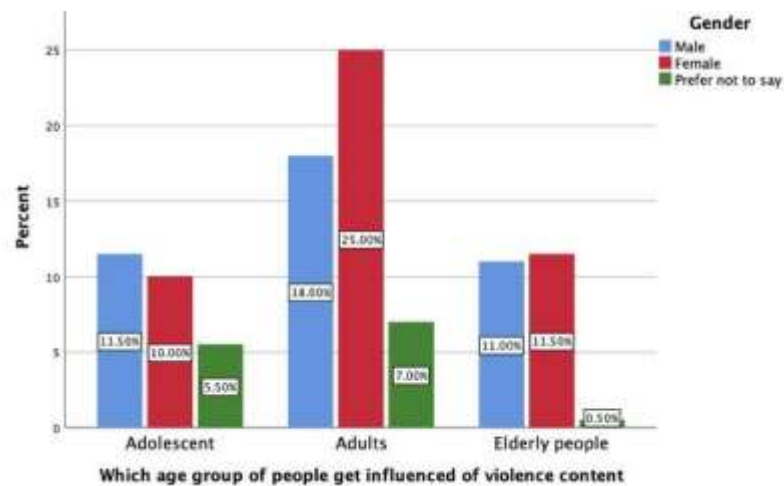
Figure 9

Legend: The figure 9 shows the distribution of occupation with respect to the opinion which age group of people will get influenced of violence content
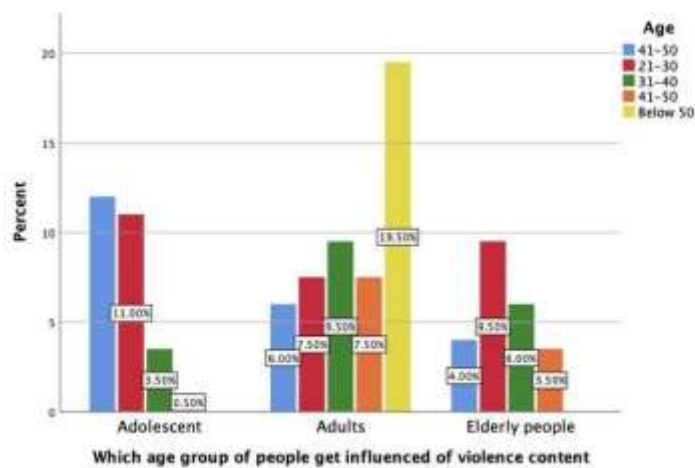
Figure 10

Legend: The figure 10 shows the distribution of education qualification with respect to the opinion that which age group of people will get influenced of violence content
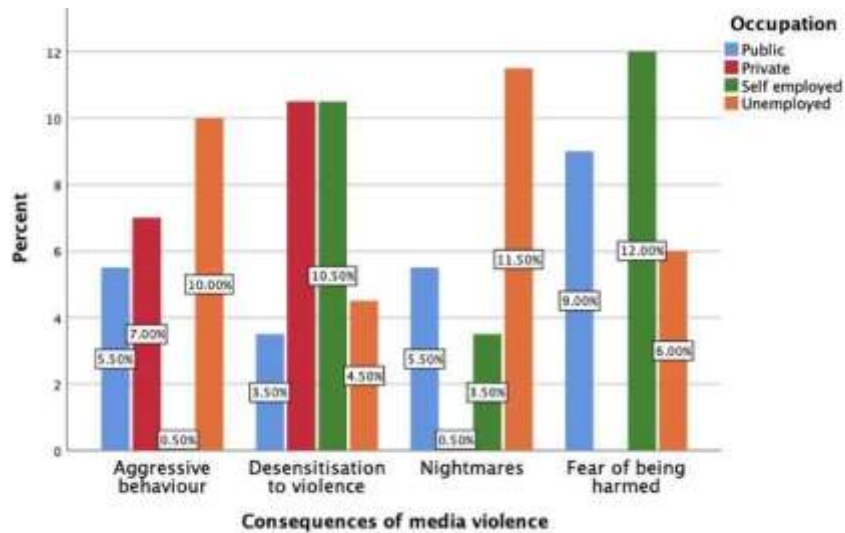
Figure 11

Legend: The figure 11 shows the distribution of age pertaining to gender with respect to the opinion which age group of people will get influenced of violence content

Figure 12

Legend: The figure 12 shows the distribution of age with respect to the opinion which age group of people will get influenced of violence content

Figure 13

Legend: The figure 13 shows the distribution of occupation with respect to the opinion on consequences of media violence
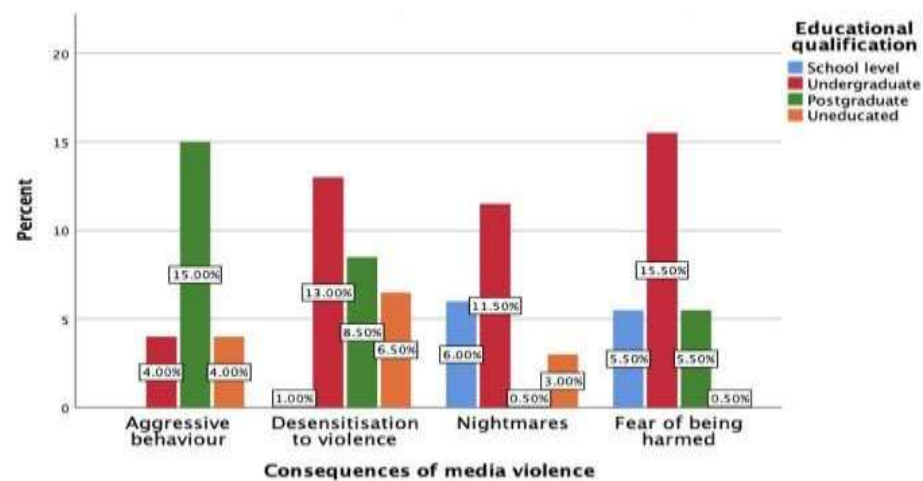
Figure 14

Legend: The figure 14 shows the distribution of educational qualication with respect to the opinion on consequences of media violence

Figure 15

Legend: The figure 15 shows the distribution of gender with respect to the opinion on consequences of media violence

Figure 16

Legend: The figure 16 shows the distribution of gender with respect to the opinion on consequences of media violence

Figure 17

Legend: The figure 17 shows the distribution of age with respect to the opinion on influence on violence created by media which has short term effects
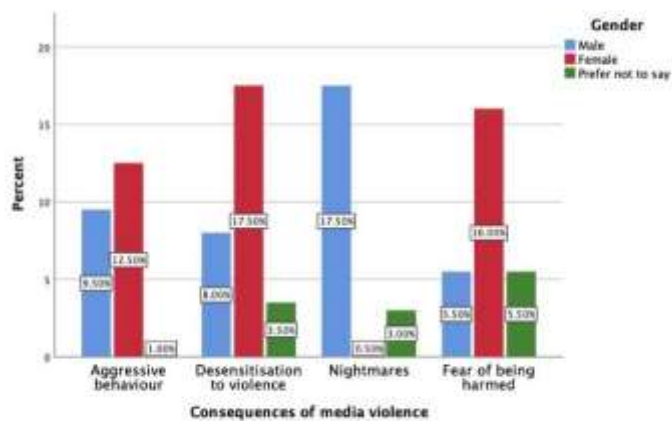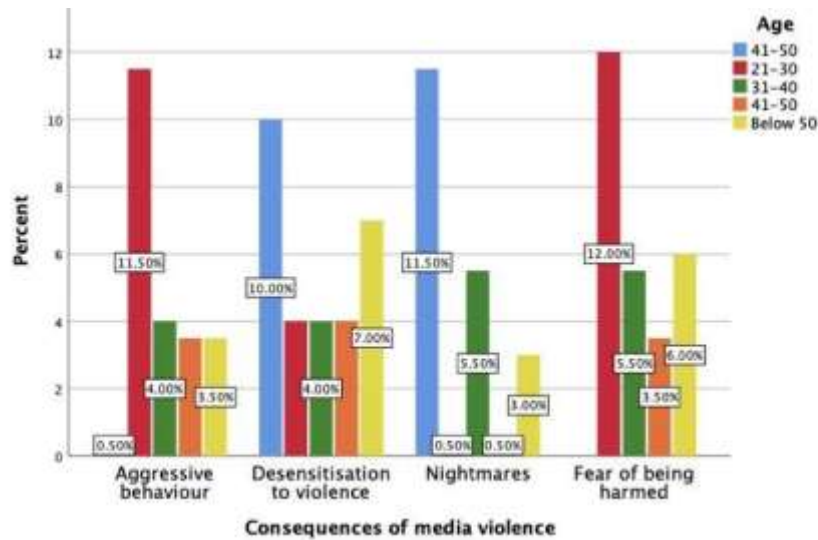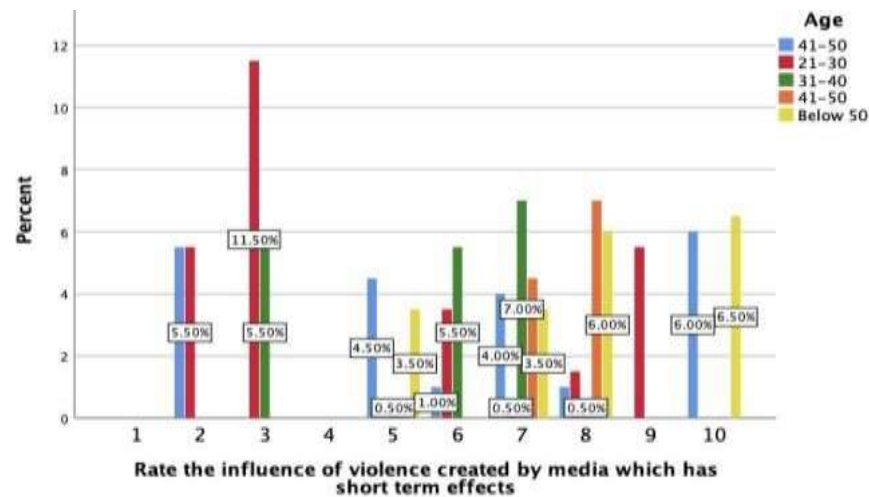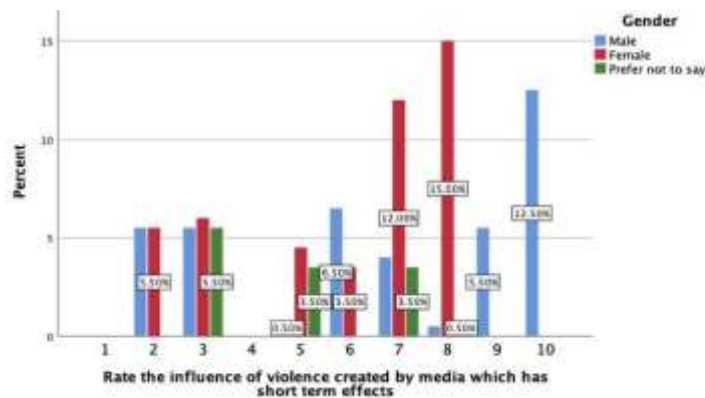
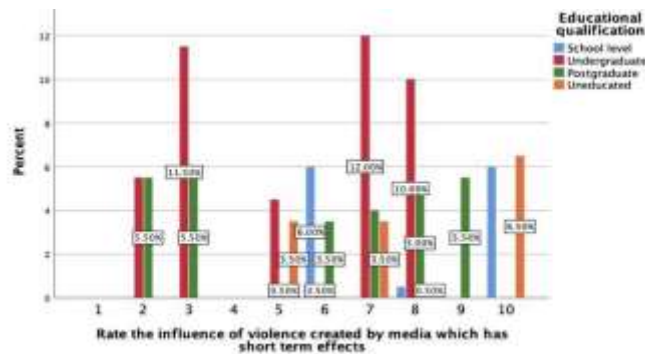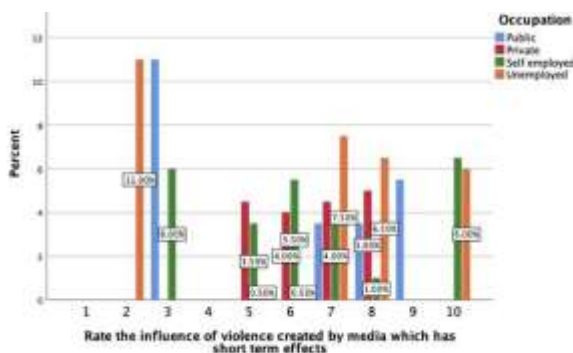**Figure 18**

Legend: The figure 18 shows the distribution of gender with respect to the opinion on influence on violence created by media which has short term effects

Figure 19

Legend: The figure 19 shows the distribution of educational qualification with respect to the opinion on influence on violence created by media which has short term effects

Figure 20

Legend: The figure 20 shows the distribution of occupation with respect to the opinion on influence on violence created by media which has short term effects

2. Results

Figure 1 shows that those who are self-employed, unemployed, and from both the public and private sectors agreed that media has an impact on a person's conduct and characteristics. According to Figure 2, a majority of individuals agreed that media has an impact on a person's behaviour and characteristics. All males across all age groups and females throughout every age group affirmed that media has an impact on a person's behaviour and characteristics, as indicated in Figure 3. Four individuals belonging to the age groups of 31-40 and 21-30 responded affirmatively to the question of whether media has an impact on a person's behaviour and characteristics. The diagram 5-8 illustrates the gender distribution in relation to the perception that viewers are influenced when a character looks to be similar. The respondents have expressed agreement with this assertion. Figure 9 shows that those who have not yet become unemployed identified teenagers, private individuals identified adults, public individuals identified elderly people, and self-employed individuals identified adults. Individuals engaged in either the private or public sector, as well as those who are self-employed or unemployed, provided their opinions regarding which age group of people would be most affected by violent content. Figure 10 categorises individuals at the school level as adolescents, those with undergraduate education or no education as adults, and those with postgraduate education as senior persons. Individuals with varying levels of education, including those with undergraduate (UG) and postgraduate (PG) degrees, as well as those with a lower level of education, such as those at the school level, replied respectfully to the question on which age group is most susceptible to being influenced by violent content. Figure 11 presents data on the opinions of both males and females regarding which age group of people is most likely to be influenced by violent content. Figure 12 categorises individuals as adults if they are between the ages of 31-40, 41-50, or below 50. Adolescents are classified as individuals below the age of 20 or between the ages of 21-30. Figure 13 illustrates the opinions on the implications of media violence. The general public expressed a fear of physical harm, jobless individuals reported experiencing nightmares, self-employed individuals expressed a concern of social isolation, and private individuals reported a desensitisation to violence. Figure 14 shows that undergraduates expressed concern about potential harm, postgraduates mentioned aggressive behaviour, illiterate individuals mentioned becoming desensitised to violence, and those at the school level reported having nightmares. These responses reflect their opinions on the implications of media violence. Figure 15 shows that females expressed desensitisation to violence, whereas males mentioned nightmares and a preference for not stating their fear of being harmed when discussing their views on the implications of media violence. Figure 16

displays the following findings: 20 individuals reported experiencing nightmares, 21 to 30 individuals expressed dread of violent behaviour, 31 to 40 individuals reported having nightmares, and 41 to 50 individuals indicated desensitisation to violence. Additionally, the figure shows the relationship between desensitisation to violence and opinions on the repercussions of media violence. Figure 17 illustrates the distribution of occupations based on their opinions regarding the short-term effects of media on violence. The image 18 illustrates the distribution of educational qualifications in relation to opinions on the short-term impacts of media-induced violence.Figure 19 illustrates the gender distribution in relation to opinions on the short-term impacts of media influence on violence.Figure 20 illustrates the age distribution in relation to the opinion on the short-term impacts of media influence on violence.

3. Discussion

Figure 1 reveals that individuals who are self-employed and those in the public sector acknowledge that media has an impact on an individual's behaviour and characteristics. When people encounter something they find comparable or attractive, it tends to alter their behaviour and qualities. According to Figure 2, many have claimed that media has an impact on a person's behaviour and characteristics. When individuals encounter something that they find similar to or attracted to, it has a tendency to alter their behaviour and qualities. In Figure 3, both males and females expressed that media has a significant impact on a person's behaviour and characteristics. When individuals encounter something they find appealing or relatable, it tends to alter their behaviour and qualities. According to Figure 4, individuals between the ages of 21 and 40 have expressed that media has an impact on a person's behaviour and characteristics. When individuals find anything comparable or appealing, it tends to alter their behaviour and qualities.The diagram 5-8 illustrates the gender distribution in relation to the influence of viewers when the character appears to be similar. The respondents agreed with the statement that people pay more attention when they perceive similarities, which consequently affects them. Figure 9 depicts individuals from the commercial sector identifying adults, individuals from the public sector identifying old individuals, and self-employed individuals identifying adults. Figure 10 categorises individuals who have completed school as teenagers, those with undergraduate degrees or no formal education as adults, and those with postgraduate degrees as senior individuals. Adults and older individuals are more inclined towards violent content, unlike children and teenagers. In figures 11 and 12, nearly all individuals, regardless of gender or age, mentioned grownups and elderly individuals. This could be attributed to their inclination towards such violent stuff, as they are more likely to be drawn to it. According to figures 13, 14, 15, and 16, a significant majority of individuals, regardless of gender, age, occupation (private, public, or self-employed), identified violent behaviour and desensitisation to violence as the most likely consequences of this attraction and interest. Figure 17 illustrates the distribution of occupations based on their opinions of the media's influence on violence, specifically focusing on its short-term effects. The figure 18 illustrates the distribution of educational qualifications in relation to opinions on the influence of media on violence, specifically focusing on short-term consequences. Individuals have provided ratings ranging from 1 to 5 based on their opinions regarding the influence of media on violence. This influence is characterised by short-term effects, but it is not limited to immediate consequences; it also has long-term implications. Figure 19 displays the gender distribution in relation to the opinion on the short-term impacts of media influence on violence.Figure 20 illustrates the age distribution in relation to the opinion on the short-term impacts of media influence on violence. Individuals have ranked their opinion on the influence of media on violence between a range of 6 to 7. This influence is primarily observed in the short term, but it also has long-term repercussions.

4. Conclusion

The correlation between media violence and real-world violence and hostility indicates that media violence poses a significant risk to public health. Extensive research unequivocally demonstrates that fictitious violence depicted in television shows and movies plays a significant role in fostering heightened levels of aggression and violence, both in the immediate aftermath and throughout an individual's entire lifetime. Television news violence is a significant factor in the rise of violence, particularly through the imitation of suicides and aggressive behaviours. Video games have been shown to cause a short-term rise in hostility and violence, but there have been no long-term studies undertaken to prove any lasting consequences. The correlation between media violence and real-world violence and aggressiveness is influenced by the type of media material and the characteristics of and societal effects on the individual who is exposed to that content. However, it is not universally true that those who watch violent television shows will necessarily exhibit aggressive behaviour, nor is it the case that all individuals who display aggressive behaviour are regular viewers of violent television. While watching violent media programmes is not the sole determinant of violence, it does play a significant role. Parents and other carers can counteract the detrimental impact of violent media through several means, including enhancing positive or "protective" elements in the surroundings and minimising exposure to violent media. Although challenging, this task can be accomplished with minimal or no cost.

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