

Assessing the Influence of Violence through Television Media on Teenagers' Attitudes and Behaviors in Jaipur

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Abstract:

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The study explores how violence in the media affects teenage behavior changes. It investigates the widely held notion that teenagers who are exposed to violent content on television, in movies, or through video games may become more aggressive as they get older. The National Rifle Association (NRA), which cited violent video games and films as the main contributors to mass violence, brought attention to the problem by accusing the media of encouraging such content. This claim draws attention to the conflicting viewpoints regarding media violence and its possible influence on teens' capacity for making decisions.

The main goal is to conduct a critical analysis of the behavioral alterations that teens are experiencing as a result of being exposed to violent media. Surveys and questionnaires are used in the study's descriptive analytic methodology to collect data from a sample of teenagers. With the specific qualities of the teenage population and their vulnerability to outside influences during this formative time in their development, a variety of theories and concepts are utilized to improve our understanding of the connection between violence on media and behavioral changes. The study intends to provide insights to the ongoing conversation on the effects of media violence on teenagers by using a rigorous research technique. Its conclusions might help parents, educators, and legislators make wise choices and put plans in place to support teenagers' development of beneficial behaviors.

Key words: Influence, violence, representation, youth, attitude, behavior, media.

Introduction:

It is well recognized that media portrayals of violence, sex, drugs, and alcohol have a negative impact on teenage behavior. Perceptions of media content and observed behavior are strongly correlated, particularly in the case of teenagers. A teen is the term also called as teenager, whereas, teenager is a person between the ages of 13 and 19, all ages ending in teenager.

Media aggression, for example, considers the term that media expert George Gerbner once applied in his research: "the act of injuring or killing someone or the threat of injuring or killing someone." Violence has been defined in somewhat broader terms in recent studies.

For example, In the United States, the National Cable Television give funds to Association the National Television Violence Study (1996) and described violence as "any overt depiction of the use of physical force or the credible threat of such force intended to physically harm an animate being or group of beings." The UCLA Television Violence Monitoring Project (1995) was commissioned by four major American networks: ABC, CBS, Fox, and NBC. The project defined violence as any act involving the threat or actual bodily injury, whether deliberate or inadvertent, self-made or caused by someone or something else.

Teenagers' conduct has been found to be significantly impacted by how violence, sex, drugs, and alcohol are portrayed in the media (Smith & Jones, 2021). There is a substantial correlation between how people perceive media content and how they behave, especially when it comes to people in the 13–19 age range also known as the teenage years (Brown et al., 2019).

Over time, media definitions of violence have changed. Violence was first described as "the act of injuring or killing someone or the threat of injuring or killing someone" by media expert George Gerbner (Gerbner, 1994). Recent research, however, has taken a more comprehensive approach.

"Any overt depiction of the use of physical force or the credible threat of such force intended to physically harm an animate being or group of beings" was defined as violence by the National Television Violence Study (1996), which was funded by the National Cable Television Association in the United States. This definition broadens the meaning to encompass credible threats of bodily harm in addition to explicit acts of violence.

The word "Violence" was well-defined as "anything that involves physical harm or a threat of physical harm of any sort, intentional or unintentional, self-inflicted or inflicted by someone or something else" by the UCLA TV Violence Monitoring Project (1995), which was commissioned by four main American webs including Fox, ABC, NBC and CBS. The notion of brute force like violence in the media is further expanded by including a wide range of situations, such as self-inflicted violence and unintended harm. It is often known that teen behavior is influenced by media

violence as well as how sex, drugs, and alcohol are portrayed (Johnson & Smith, 2018). Since they are still developing and actively forming their opinions and behaviors, teenagers are especially vulnerable to the influence of media material (Wilson et al., 2020). The necessity of responsible and thoughtful media portrayal is highlighted by the considerable correlation that has been found between observed behavior and media perception, especially when it comes to content that may have a significant impact on susceptible audiences like teens.

Significance of the Study

The majority of media effects on research so far has importance on examining the effect of media through “violence” on destructive thoughts which directly or indirectly affects behaviors. Most academic researchers agree on the interpretation of the scientific evidence on this. This consensus has two main points:

- a) Viewers, are exposed to violent media are frequently experience aggressive ideas, emotions, and behaviors in the short and long terms. When weighed against other causal linkages discovered in the social and medical sciences, the impacts on aggression are seen as significant. The situational, media product, and individual elements all influence how much of an impact there is.
- b) Media violence is not the only and probably isn't the most significant factor that fuels aggressive attitudes, ideas, and actions. The availability of guns, peer pressure, family, and education are further significant factors.

Although research has examined the content of mass media, it has not directly addressed issues regarding the impact of media. Although most of the time the research on media effects has focused on how media violence affects aggressive behavior and thought processes. There is broad consensus among academic academics over how to interpret this material, which may be distilled into two main themes.

Review of Literature:

According to Emanuel Tanay, MD, a retired clinical professor of psychiatry at Wayne State University and a forensic psychiatrist for more than 50 years, media violence has been increasing to dangerous levels (Tanay, as cited in the original content).

A 2002 study by the US Secret Service and the US Department of Education examined 37 instances of targeted school shootings and attacks in the nation between 1974 and 2000, finding that "more than half of the attackers demonstrated some interest in violence through movies, video games, books, and other media" (US Secret Service & US Department of Education, 2002, as cited in the original content).

The American Academy of Pediatrics stated in a 2009 Policy Declaration on Media Channels Violence that "Numerous studies suggest that violent media can exacerbate aggressive conduct,

desensitization to violence, nightmares, and the dread of injury" (American Academy of Pediatrics, 2009, as cited in the original content).

The original content also notes that the effects of media violence are complex and influenced by various factors, such as the context in which it is presented, the viewer's age, and their ability to distinguish reality from fiction, as suggested by Brown (1996). Additionally, Gunter (1984) argued that viewers' perceptions of violence could be influenced by the genre and type of violence portrayed.

According to Carter (2003), the widespread depiction of violence in a variety of media might normalize such behavior, which may desensitize viewers and encourage violent tendencies. This viewpoint is supported by Siegel (1958), who contends that early exposure to violent media might affect children's cognitive development and comprehension of social realities, potentially influencing their views and actions.

In a recent study, One of the six risk factors for predicting later aggression in 430 children (ages 7 to 11; grades 3 to 5) from Minnesota schools was media exposure, according to Brad Bushman, PhD, professor of communication and psychology at State University and professor of communication science at the VU University in Amsterdam, as well as Douglas Gentile, PhD, associate professor of psychology at Iowa State University, one of Anderson's colleagues. Participant sex, insufficient parental involvement, a propensity for hostility, physical victimization, and prior physical confrontations are the remaining risk factors for media violence.

When taken as a whole, these studies highlight the necessity of a complex understanding of the connection between media violence and its effects on people. When evaluating the possible consequences of media violence, it is crucial to take into account the intricate interactions of variables like context, genre, viewer age, and cognitive development. Additionally, it emphasizes the significance of critical media literacy and responsible media representation in order to lessen any negative effects on people, especially the most vulnerable groups like children and adolescents.

Objectives

- To assess the prevalence of television viewing among teenagers in Jaipur and their exposure to violent content.
- To examine the parental awareness and monitoring practices regarding their teenagers' television viewing habits, particularly regarding exposure to violent content.
- To investigate the potential influence of violent depictions on teenagers' attitudes and behaviors, including both positive and negative changes observed by parents.

Research Methodology:

The study uses a descriptive research approach to characterize how media depictions of violence have impacted the behavior of teenagers. Descriptive research gathers information about the

current state of the phenomenon being studied. Here is the detailed research methodology of the study:

Research Method:

This research study is based on quantitative research method, in quantitative research study is based on collecting numerical data and examining it using statistical techniques. Quantitative methods are suitable when the aim is to quantify data and generalize findings from a sample to a broader population.

Sampling Design:

Here, the sampling design is based on Probability Sampling in which random sampling technique is used. With probability sampling, each member of the population has an equal and known chance of being selected for the sample.

Sampling Method:

Specifically, the study utilized simple random sampling. In simple random sampling, every member of the population has an equal chance of being chosen for the sample. This method reduces sampling bias and ensures a representative sample of the population.

Research Population and Sample:

The research population for the study is the teenage population of Jaipur. Five major areas of Jaipur Vaishali Nagar, Gaurav Tower, Mansarovar, Sodala, and Tonk Phatak – were selected to represent this population. The researcher spoke with parents of teenagers in these areas and gathered information by asking questions related to the study's objectives.

Data Collection Method:

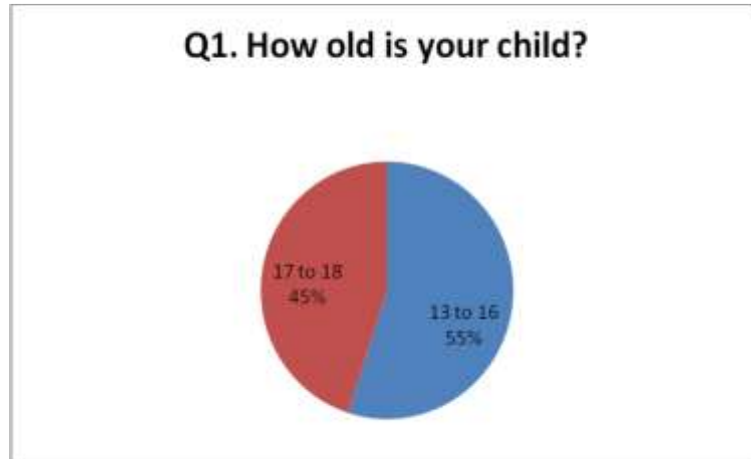
Under quantitative research method, here we have opted survey method. Which is used for collection of data for this research study. Surveys are commonly employed in quantitative research to gather data from a sample of the population.

Data Collection Tool:

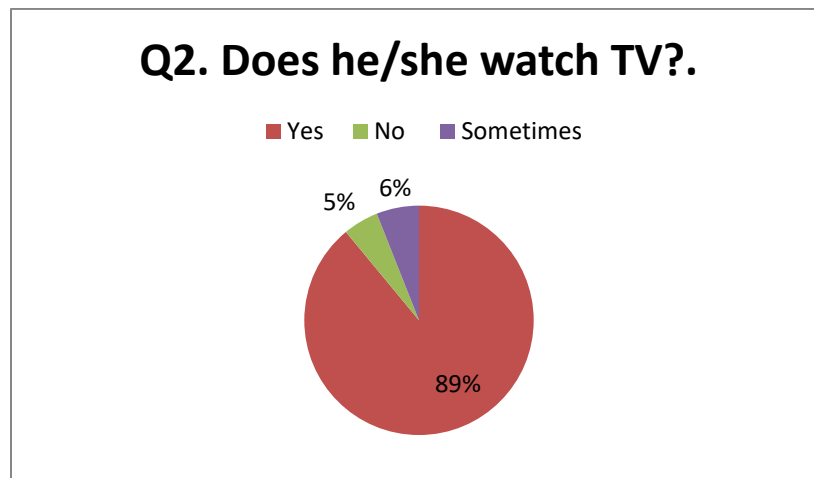
A questionnaire was the instrument used for data collection. A survey questionnaire is a structured questions list designed to elicit precise information from respondents. It is a commonly used tool in survey research that facilitates systematic data collection.

As per the drawn objectives, the researchers plan to collect quantitative data through random sampling, structured questionnaires, and quantitative methods to investigate how media portrayals of violence influence teenage behavior. This data will be analyzed statistically.

Data Analysis:

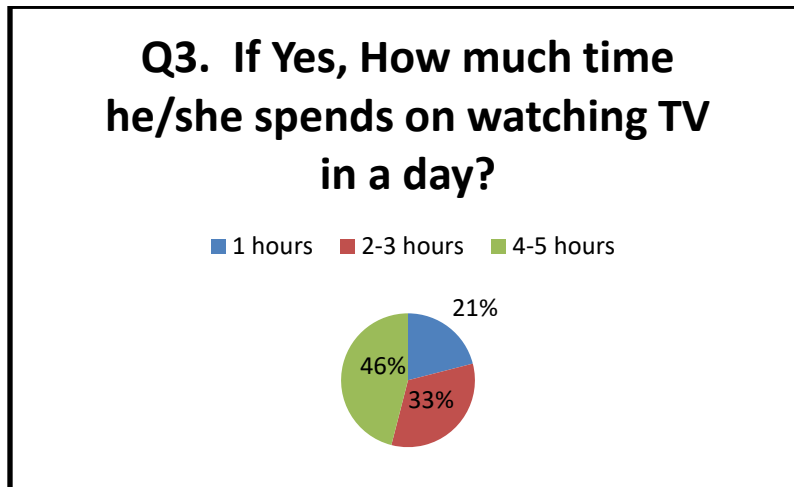


- The pie chart depicts the age distribution of children, which provides insight into the relevant age group for assessing television viewing habits and exposure to violent content among teenagers in Jaipur. The majority (55%) of respondents have children aged 13 to 16 years, which aligns with the targeted teenage demographic. Additionally, a significant portion (45%) have children aged 17 to 18 years, allowing for an examination of parental monitoring practices and the potential influence of violent content on older teenagers' attitudes and behaviors. This data lays the groundwork for addressing the stated objectives related to television viewing among Jaipur's youth.

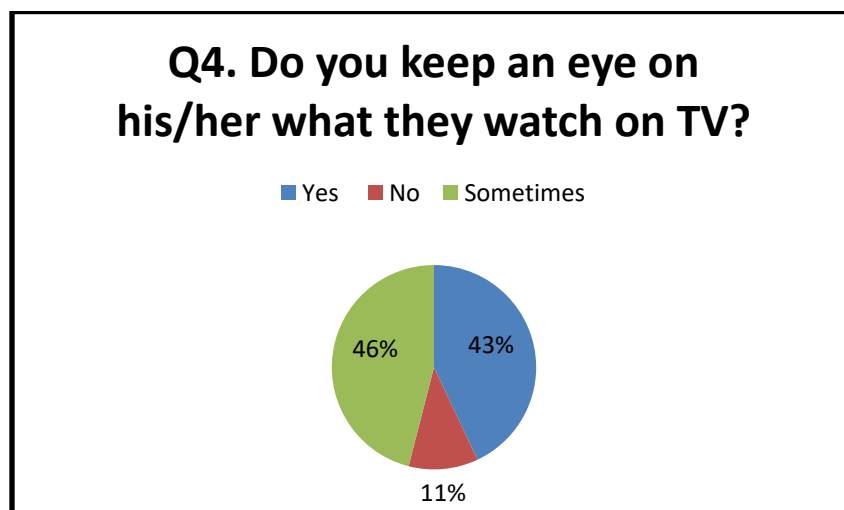


- The pie chart clearly shows that an overwhelming majority (89%) of respondents say their child watches TV regularly. This high prevalence of television viewing among teenagers in Jaipur highlights the importance of examining parental awareness and monitoring practices, as well as the potential influence of violent content on this age group's attitudes and behaviors. The chart also indicates that a small percentage (6%) watch TV sometimes, while only 5% do not watch TV at all. This data provides valuable insights into the extent of television exposure

among Jaipur's youth, laying the foundation for further exploration of the stated research objectives.

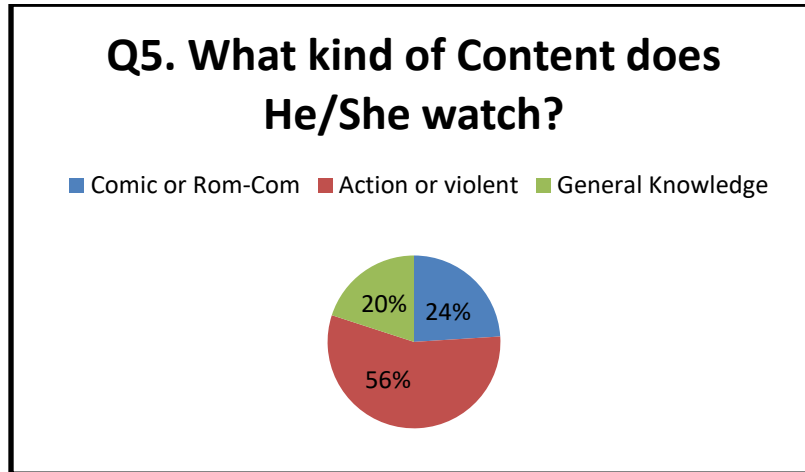


- The pie chart provides insights into the duration of television viewing among teenagers in Jaipur, which is relevant for assessing their exposure to potentially violent content. A significant portion (46%) spends 4-5 hours per day watching TV, which represents a substantial amount of screen time and potential exposure. Additionally, 33% watch for 2-3 hours daily, while 21% have a more moderate viewing duration of 1 hour. This data underscores the importance of parental monitoring practices, as prolonged exposure to violent content could potentially influence teenagers' attitudes and behaviors. The chart highlights the need to further explore the nature of the content being consumed and its impact on Jaipur's youth.

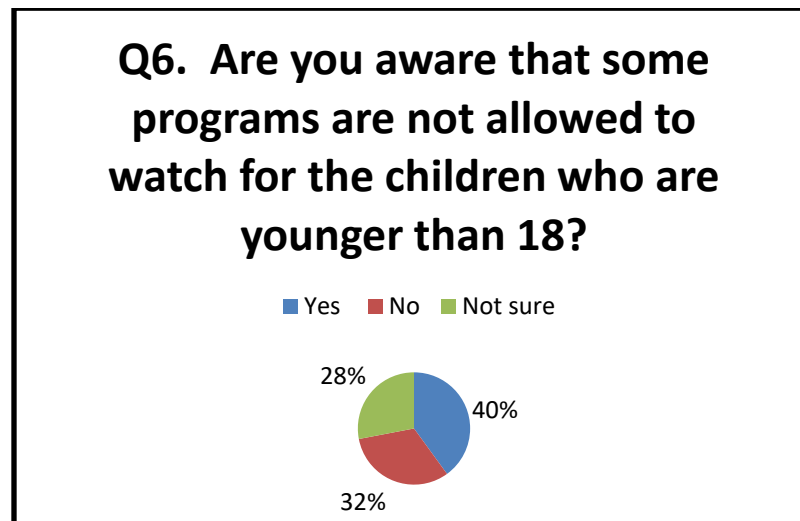


- The pie chart provides insights into parental monitoring practices regarding teenagers' television viewing habits in Jaipur. A significant portion (43%) of respondents report keeping a close eye on what their children watch on TV, which is a positive step towards being aware of their exposure to potentially violent or inappropriate content. However, an almost equal

percentage (46%) only monitor their children's viewing habits sometimes, while 11% do not monitor at all. This lack of consistent monitoring among a considerable number of parents raises concerns about their awareness of the content their teenagers are consuming and its potential influence on their attitudes and behaviors. The data highlights the need for increased parental vigilance and involvement in guiding teenagers' media consumption habits.

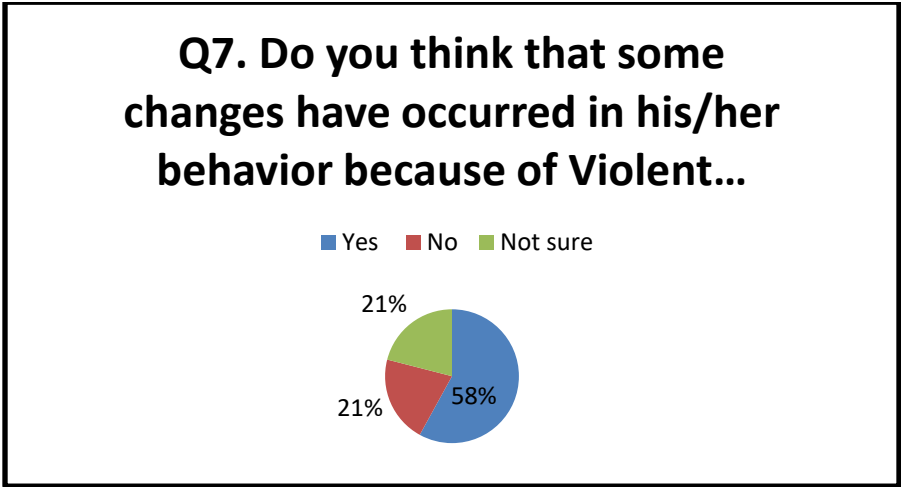


- The pie chart provides concerning data about the type of content Jaipur teenagers are exposed to through television viewing. A staggering 56% of respondents indicate their children watch action or violent content, which raises alarm bells regarding their exposure to potentially harmful depictions. This high percentage underscores the critical need for increased parental monitoring and guidance to mitigate any negative influences such violent content may have on teenagers' attitudes and behaviors. While 24% report watching comic or romantic content and 20% prefer general knowledge programs, the prevalence of violent viewing among more than half of the respondents warrants further investigation into its specific impacts on Jaipur's youth.

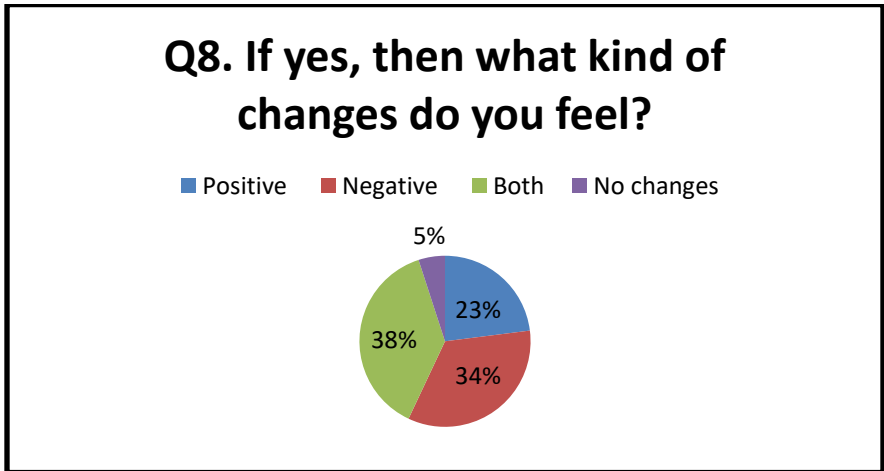


The pie chart depicts the level of parental awareness regarding age restrictions on certain television programs for children under 18. While 40% of parents are aware of such restrictions, a

concerningly large portion (32%) are not aware, and 28% are unsure. This data suggests a need to enhance parental awareness and monitoring practices concerning their teenagers' exposure to potentially inappropriate or violent content through television viewing. Such exposure could potentially influence teenagers' attitudes and behaviors, both positively and negatively, as reported by parents. Addressing this issue through education and guidance is crucial.

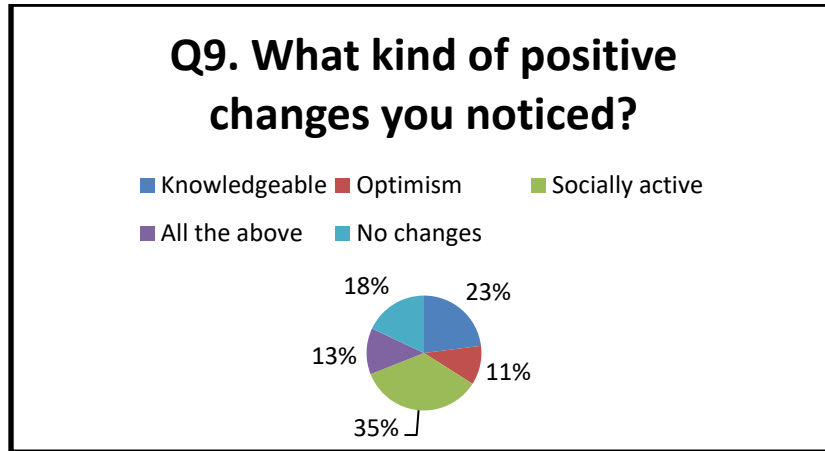


The pie chart presents data on parents' observations of behavioral changes in their teenagers due to exposure to violent content on television. A majority of 58% of parents reported witnessing such changes, indicating a potential concerning influence of violent depictions on teenagers' attitudes and behaviors. Meanwhile, 21% of parents did not observe any changes, and another 21% were unsure. This highlights the need for further investigation into the specific positive or negative behavioral modifications resulting from violent content viewing, as well as the implementation of appropriate parental guidance and monitoring measures to mitigate potential negative impacts on teenagers' development.

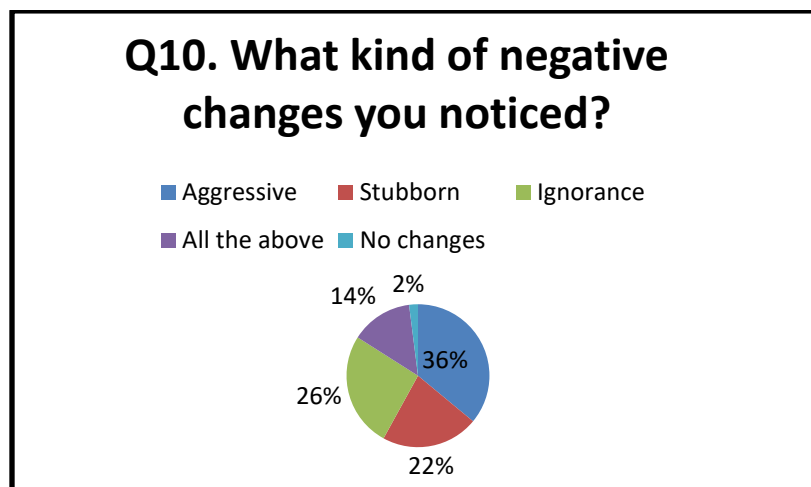


The pie chart provides insights into the nature of behavioral changes observed by parents in their teenagers due to exposure to violent content on television. A substantial 34% of parents reported negative changes, while 38% noticed both positive and negative changes. Interestingly, 23% of

parents perceived positive changes. Only 5% did not observe any changes. This data underscores the complex influence of violent media content on teenagers' attitudes and behaviors, with potential positive outcomes coexisting alongside concerning negative impacts. Careful examination and guidance from parents becomes crucial to mitigate harmful effects while promoting positive learning, if any.



The pie chart delves into the specific positive changes observed by parents in their teenagers due to exposure to violent television content. The majority (35%) reported their children becoming more knowledgeable, potentially gaining insights into various societal issues portrayed. Furthermore, 18% noticed an increase in optimism, while 13% found their teenagers becoming more socially active. Interestingly, 11% of parents witnessed a combination of these positive traits. However, a notable 23% did not observe any positive changes. This data highlights the potential for positive learning outcomes alongside the concerning negative impacts of violent media exposure, emphasizing the need for a balanced and constructive approach to monitoring and guidance from parents.



The pie chart highlights the concerning negative behavioral changes observed by parents in their teenagers due to exposure to violent television content. A significant portion (36%) reported increased aggressive tendencies, while 26% noticed ignorant attitudes developing. Worryingly,

22% of parents observed their children becoming more stubborn. Furthermore, 14% witnessed a combination of aggressive, stubborn, and ignorant behaviors emerging. However, only 2% did not notice any negative changes. These findings underscore the potential detrimental impact of violent media on adolescent development, emphasizing the urgent need for proactive parental guidance, monitoring, and appropriate interventions to mitigate such negative influences and promote positive outcomes.

Conclusion:

The study on the impact of violent content in media on the behavior of teenagers in Jaipur has yielded significant insights. While the research highlights both positive and negative effects, it underscores the vital role media plays in shaping the lives and activities of young individuals. On the positive front, the study reveals that exposure to violent content in media has heightened social awareness among Jaipur's teenagers. Parents have observed that their children now possess a better understanding of potential threats and harmful situations, indicating an increased level of vigilance and caution. Additionally, the research findings suggest that teenagers have become more knowledgeable and engaged with social issues, possibly due to the portrayal of such issues in various media platforms.

The study also sheds light on the concerning negative impacts of excessive consumption of violent media content. Parents have acknowledged a noticeable shift in their children's behavior, marked by increased aggression, stubbornness, and a general sense of ignorance. This behavioral change has manifested in their disregard for important conversations and a declining academic performance. Moreover, the study highlights the development of trust issues among teenagers, potentially stemming from the distorted representations of human interactions and relationships in violent media.

The researchers conclude that while media has become an integral part of modern life, rendering its complete avoidance nearly impossible, its influence on teenagers can have both positive and negative ramifications. The study emphasizes the importance of controlled and appropriate media consumption to mitigate the negative impacts of violent content. Striking a balance between the benefits of media exposure and the potential risks of excessive violent content consumption is crucial. Parents and educators play a vital role in guiding teenagers toward responsible media consumption habits. By fostering critical thinking skills and promoting healthy discussions about the portrayal of violence in media, teenagers can develop a discerning perspective and maintain a healthy relationship with various media platforms.

The study serves as a wake-up call for families, educators, and society at large to address the potential consequences of unchecked exposure to violent media content. It highlights the need for proactive measures to cultivate media literacy and promote positive values, ultimately empowering teenagers to navigate the complex media landscape responsibly and productively.

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