people more or less aggressive and these are hard to distinguish, so the media does not have the same effects on every individual, although it does create violence in some. The lack of evidence on this is what is difficult to conclude whether there is actually a direct link between the exposure to media violence and the increase in real life violence in society. This is because there has been limited time to measure the effects and it is also hard to see whether it is the direct impact of the media that causes these effects as it could be another impact also increasing violence such as the increase in mental health issues.