AGGRESSION

Social learning theory:
- **Attention** - observing an act
- **Retention** - remembering what they saw
- **Reproduction** - ability to copy the act
- **Motivation** - e.g. reward or punishment

**Bandura’s Bobo doll study**

**Ethical:**
- long term affects
- Causing aggressive behaviour
- No debrief

**Validity:**
- Demand characteristics
- Lab experiment

**Deindividuation:**
- Lowered self-evaluation.
- Decrease of concern of evaluation by others.
- Lack of inhibition to social norms = anonymity (Zimbardo) leading to antisocial behaviour.

**Rahm et al.** schoolchildren playing basketball for 30 min in orange ones - vs red normal clothes = orange team more consistently aggressive.

**Mullen** the larger the lynching mob the greater the savagery towards the victim (newspapers 1899 to 1964).

**Zimbardo** anonymity comes from a large group, alcohol, drugs or less responsibility.

**Le Bon** anonymity, suggestibility and contagion in a group cause deindividuation.

**Prentice-Dunn and Rodgers** distinguished between public and private self-awareness.
- **Private self-awareness** - personal morals, focus and internalised attitudes.
  - Submerging in a group may reduce this = antisocial behaviour.
- **Public self-awareness** - being anonymous to those around you leads to a lack of this.

**Johnson and Downing** nurses uniform didn’t create aggression.
- Suggests type of uniform is important, must be associated with aggression.

**Zimbardo** those who wore hoods or masks and weren’t introduced by name shocked for twice as long as unmarked.

**Spivey and Prentice-Dunn** deindividuation can cause both pro and antisocial behaviour e.g. Crowds at Mecca.

**Institutional aggression:**

**Within groups** - prisons
- Important model - prisoners import their own social histories into prison with them. (Irwin and Hess’)
- Gang membership - consistently related to violence

**Huff** gang member in the US are 10x more likely to commit murder than non-gang members.

**Deprivational model** (Paterline and Peterson) crowding, lack of privacy and heterosexual relationships = aggressive behaviour (McCorkle et al.)

**Nijman et al.** however found that in psychiatric institutions increased personal space didn’t decrease the level of violence.

**Sykes** pains of imprisonment - loss of liberty, autonomy and security may increase levels of violence.

**Poole and Regoli** found that pre-institutional violence was the best indicator of violence than situational factors.

**Between groups** - genocide
- The systematic extermination of one group by another.