

4. **Social Learning theory of aggression** – This is where we observe others carrying out aggressive behaviour then when we repeat this depending on the feedback (positive reinforcement, negative reinforcement and punishment) from peers we will either repeat or not repeat this aggressive behaviour.
5. **Deindividuation theory** – Individuals will act differently within a crowd and usually take on the behaviour of that crowd without taking responsibility for their own actions. This concept is relevant to football crowds.

Aggressive behaviour can be reduced firstly by punishing the aggressive behaviour by peers discouraging it or fines issued. Governing bodies could support referees and issue a code of conduct. Or perhaps assertive behaviour could be reinforced by praising others or rewarding the team and bringing in assertive role models. The governing bodies could issue fair play rewards. Arousal level can be reduced by channelling aggression and being aware of aggressive cues for the individual. Coaches could then manage this by not over arousing the players and explain that you do not have to win at all costs. The governing bodies could educate the referees into how to reduce aggressive cues or maybe educate coaches on how to reduce aggression levels in players. Although lastly the players could just learn to walk away from aggressive situations. The coach could implement this but substituting players or moving a player to a different situation. Governing bodies could then reduce this by staggering derby matches or playing on neutral grounds.

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Reduces aggression	Increases Aggression
Allows a cathartic release for individuals (instinct theory) to release their aggression in a positive way.	Can attract over stimulated fans who can be vulnerable to become aggressive
Assertive behaviour which is positively reinforced in role models can be publicised as an example for fans.	Sport can cause the individual to become frustrated when goals are not reached which leads to aggression
	Sports can provide cues to become aggressive (boxing, rugby)
	The competition in sport can often turn sour which can lead to aggressive behaviour as one side must lose.