

Contents

Preface, ix

Acknowledgments, xv

1 History of Violence in the Media, 1

Congressional Hearings and Legislation, 3

Hearings during the 1950s, 4

Hearings during the 1960s, 5

The National Commission on the Causes and
Prevention of Violence, 7

The Program on Television and Social Behavior, 8

Hearings during the 1970s, 10

Hearings during the 1980s, 12

Hearings during the 1990s, 14

Why Media Violence Matters: Theoretical Perspectives, 16

Social Learning Theory, 16

Priming, Schemas, and Scripts, 17

Disinhibition or Habituation, 18

Cultivation Theory, 19

Catharsis, 20

Conclusion, 21

References, 22

2 What We Know about Media Violence, 29

Media Content, 30

Violence on Television, 30

The Context of Violence, 33

Who Is Involved, 34

Violence in Video Games, 36

How Media Violence Affects Us, 39

Aggression and Aggressive Behavior, 40

Desensitization, 43

Fear, 44

Who Will Be Influenced?, 46
Conclusion, 48
References, 49

3 Problems, Controversies, and Solutions, 55

Media Content, 55
 Measuring Violence, 56
 Unitization and Sampling, 57
Media Effects, 59
 Experimental Studies, 59
 Cultivation Analysis, 61
Solutions, 62
 Content, 62
 Ratings Systems and the V-Chip, 65
 Do Ratings Help?, 66
 Video Game Ratings, 68
 Media Literacy, 69
References, 71

4 Chronology, 75

5 Biographical Sketches, 95

Sandra Ball-Rokeach (1941–), 95
Albert Bandura (1925–), 96
Leonard Berkowitz (1926–), 98
Jane D. Brown (1950–), 99
Joanne Cantor (1945–), 100
Brandon S. Centerwall (1954–), 101
Peggy Charren (1928–), 102
George Comstock (1932–), 103
Cultural Indicators Research Team, 104
Leonard Eron (1920–), 106
Seymour Feshbach (1925–), 108
Jib Fowles (no date), 109
Jonathan L. Freedman (no date), 109
George Gerbner (1919–), 110
Rowell Huesmann (1943–), 112
Dale Kunkel (1954–), 114
Edward J. (Ed) Markey (1946–), 116
John Murray (1943–), 117
National Television Violence Study Consortium, 118
John O. Pastore (1907–2000), 120
W. James Potter (no date), 121

Eli A. Rubinstein (1919–), 122
 Paul Simon (1928–2003), 123
 Dorothy Singer (1927–), 125
 Jerome L. Singer (1924–), 126
 Victor C. Strasburger, M.D. (1949–), 128
 Elizabeth Thoman (1943–), 129
 Jack Valenti (1921–), 130
 Ellen Wartella (1949–), 131
 References, 133

6 Facts and Figures, 135

Update of Cultural Indicators Project Analyses, 136
 Background Information on the Violence Profile
 and Violence Index, 136
 Trends in the Portrayal of Violence, 140
 Characters' Involvement in Violence:
 Demographic Differences, 146
 The National Television Violence Study, 151
 References, 160

7 Organizations and Websites, 163

8 Video and Film Resources, 197

Films for the Humanities and Sciences, 199
 Individual Documentaries, 199
 Series, 203
 The Center for Media Literacy, 206
 Media Education Foundation, 207
 California Newsreel, 209
 Additional Producers/Distribution Sources, 210

9 Print Resources and Annotated Bibliography, 217

Government Commissions and Related Publications, 217
 Media Industry, 220
 Organizations and Reports, 221
 Scholarly Works, 228
 Trade Books, 246
 Video Games, 248

Index, 251

About the Author, 263