

Media Influence on Aggression - Mark Scheme

Q1.

[AO1 = 2]

Possible content

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- Cognitive priming refers to the priming effects of media images on previously learnt behaviours or cognitive schema, activating the memories and making aggression more likely
- Violent computer games may increase the likelihood of aggression in players who have learned aggressive responses in the past and/or who hold aggressive schema

1 mark for limited outline that shows some understanding of 'cognitive priming'

Plus

1 further mark for additional detail explicitly linked to computer games and aggression

Q2.

[AO3 = 6]

Level	Mark	Description
3	5-6	Evaluation is effective and appropriate. Minor detail and / or expansion of argument is sometimes lacking. Answer is clear, coherent and focused. Specialist terminology is used effectively.
2	3-4	Evaluation is sometimes effective, mostly clear and focused. Specialist terminology is sometimes used appropriately.
1	1-2	Evaluation is very limited and lacks clarity. Specialist terminology is either absent or inappropriately used.
	0	No relevant content.

Possible evaluation points:

- use of evidence to support / refute media desensitisation as an explanation, e.g. lower levels of arousal in regular viewers of violent media when exposed to violent stimuli
- evaluation of the correlational nature of evidence
- counterargument, e.g. viewing violent images may be cathartic (psychoanalytic theory) and therefore prevent actual expression of violence
- role of individual differences, e.g. personality – some individuals are more influenced than others
- analysis of implications of accepting the desensitisation explanation, e.g. need for media regulation.

Credit other relevant material.

[6]

Q3.

[AO2 = 4]

Content

- Median is 11 for Group A ($9 + 13/2$) and 8.5 for Group B ($8 + 9/2$)

1 mark for each accurately calculated median

Plus

2 further marks for explaining that the median is used because of the outlying/extreme scores (one in each group) which would have distorted the mean.

Also accept answers based on unsafe level of measurement.

Q4.

[AO1 = 3 AO3 = 5]

Level	Marks	Description
4	7 – 8	Knowledge of media influences on aggression is accurate and generally well detailed. Discussion is effective. The answer is clear, coherent and focused. Specialist terminology is used effectively. Minor detail and/or expansion of argument sometimes lacking.
3	5 – 6	Knowledge of media influences on aggression is evident. There are occasional inaccuracies. There is some effective discussion. The answer is mostly clear and organised. Specialist terminology mostly used effectively.
2	3 – 4	Knowledge of media influences on aggression is present. Focus is mainly on description. Any discussion is of limited effectiveness. The answer lacks clarity, accuracy and organisation in places. Specialist terminology used inappropriately on occasions.
1	1 – 2	Knowledge of media influences on aggression is limited. Discussion is limited, poorly focused or absent. The answer as a whole lacks clarity, has many inaccuracies and is poorly organised. Specialist terminology either absent or inappropriately used.
	0	No relevant content.

Possible content:

- Social learning theory – concepts such as observation, vicarious learning, imitation
- Possible underlying mechanisms, such as desensitisation, disinhibition and

cognitive priming

- Evidence from a range of research studies; lab-based studies, field experiments, longitudinal studies

Possible discussion points

- Use of research findings eg support for effects of media violence on aggression in children, but some studies find no effect, or more of an effect on prosocial behaviour
- Relative impact of different media
- Methodological problems of researching media influences on aggression; defining aggression, ecological validity and demand characteristics of lab-based studies, short term and long term influences of media, differences between different media (TV, video games etc); individual differences in vulnerability
- Comparison with effects on prosocial behaviour

Note that Bandura's bobo dolls often feature in this area. These studies can only receive credit if explicitly placed in the context of media influences on aggression.