

MEDIA-HYPE CAUSING AGGRESSION IN YOUTH OF FAISALABAD: AN OPINION ANALYSIS

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ABSTRACT

Aggressive behavior among adolescents was studied in this study in relation to watching of television. Information was collected through a survey ($\alpha = 0.37$), from 300 males and females from different universities in Faisalabad. They were asked how long they watch TV (in hours) in a day and for which purpose they watch TV. In the last section of the questionnaire, they were questioned to measure the nature of their aggressive behavior, how much they i) get angered ii) feel disappointed iii) Use rude language iv) feel insecure v) feel captured ($\alpha = 0.32$). The results show that TV watching time and the purpose of watching TV are not significantly / insignificantly associated with aggressive behavior. The point about the purpose for which young people watch TV the most, this data shows that most people watch TV for information. Males who use the TV for other purposes have more aggressive behavior than others. In the case of females, aggression in behavior didn't affect differently with the different use of TV. Intensity of TV use (how many hours TV watched in a day) was positively and insignificantly associated with aggressive behavior in males but in females no relation was found.

Keywords: aggressive behavior, television, intensity of TV viewing, TV hype.

INTRODUCTION

The topic of the effects of media on society and individuals is a hot subject of conversation among media and communications specialists. A timeline of media effects research adds evidence of living style changes caused by technology. The idea of strong media influence arose with the radio revolution and was accelerated by the magic bullet theory. Later, television changed its use, and now the Internet has totally changed the scene (Eijaz, 2013). Currently, there are key approaches in this area of mass-media studies; social amplification of risk framework (Renn, Burns et al. 1992), framing (Scheufele, Framing as theory of media effects, 199), and media hype (Vasterman P. L., 2005).

The hype can be anything, depending on how it is used. Even things like movies, phones, video games, or events can have a great profile, which means there is a lot of talk about them (The New Media Age, 2016). When it comes to media hype, any media content can have media hype that is over-represented as above mentioned movies, video games and others. Powers (2012) states hype is more than just news, public relations, advertising and branding are important attitude of the hype genome.

In the line of news media, Self-reinforcing news in news production is news hype. For a period of time, certain stories in the media can garner a disproportionately large amount of attention, resulting in an abundance of coverage on the topic. In order to keep the story in the spotlight and maintain the momentum of interest, additional material may be added to the coverage. Unfortunately, this practice can be seen most prominently in cases where public figures become the target of excessive media hype (Vasterman,

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Yzermans et al. 2005). Press persuasion refers to what people infer from their perceptions of the content of media coverage and their assessments of that coverage's persuasive effect on others (Gunther, 1998). In the second half of the 90s, often at the subject at the local level was covered nationally in the daily news, and on television. Political coverage and debate individual episodes reported in the news were thematically linked and turned into a national crisis. This situation is rapidly evolving towards a moral panic. The phenomena of moral panic come with several phonological issues like anxiety and other health problems on TV news views (Maneri, 2018).

Clinical research has revealed that the media influence people's opinions, ideas and preferences. Media activity is gaining momentum and creating major impact on various aspects of people's lives and psychology. Excessive exposure to electronic media can have negative effects on individuals' psychological well-being, according to recent studies. Zimblar and Feldman (2011) research has found a correlation between increased electronic media use and a greater tendency to deceive others. This highlights the need for individuals to be mindful of their media consumption habits and strive to maintain honesty and integrity in their interactions with others. According to Boorstin's (1992) definition, a "superstar" refers to anyone who is widely recognized for their expertise or abilities, such as news anchors, politicians, or actors. When people engage in conversations about current events or social issues involving such figures, they often find the experience charming and enchanting.

Ashraf and Islam (2014) argued that in Pakistani Settings media has brought people into a news storm where they are surrounded by loads of news. The development of media in Pakistan has changed the mode of consumption and media presentation to every event. The mass-media has the capability to control public opinion by highlighting certain issues as more important than others. They further noted that Media activity, with sensational coverage of their crimes and violence, excess of non-serious things, an insensitive exhibition of tragedies and live coverage of police operations becomes more negative than positive on the psychology of society.

The literature on "media hype and its psychological effects on society" reveals; how violence in entertainment media effect youth, addiction to media and the psychological effects of tragic news coverage. Fake news and sensationalism are also covered. Notably, all these mentioned aspects of media effect are studied under framing, agenda setting and propaganda theories. This study focuses on the psychological effects of hyped news coverage by electronic media in respect of cultivation theory.

Several theories (Peicheva, 2013; Haskins et al. 1984) have emerged behind the argument that television news tends to be negatively biased. Similarly, researchers have suggested that viewers interacting with this content may have adverse psychological effects (Johnston and Davey 1997).

The purpose of this study is to build on what has already been discovered about the preferences and conscious choice processes that television news media have for negative coverage. It has been argued that people tend to see negative content and that TV news media may just be a tool for what they want (Mullainathan & Shleifer, 2005). The agenda-setting theory forms the basis of this research and the use of these theories to see if television news outlets are likely to have negative biases towards viewers rather than those who prefer to view negative content.

Following the liberalization of the media industry, which opened up the sector to private ownership and reduced government control, the matter of sunsationalisum and fake-news appeared, the media began to misinterpret the original information. The target rating points (TRP rating system) has forced the electronic media to add their own content to spice things up, the researcher notes that the promotion of fake and vulgar news creates an element of fear among the youth. Importantly, to analyse the extent to which anxiety levels have modified the emotional schemes of young people. For this reason, the researcher chose this topic to observe the perceptions of young people.

There is a fascinating study that sheds light on the reasons why individuals are drawn to watching violence depicted in the media. Violent entertainment is everywhere these days and we don't even realize that it can affect our cognition and increase levels of violence or aggressive behavior. Much attention has been given to studies of violence on children's television as well as concerns over the link between violent movies and video games and acts of homicide among young individuals in countries such as England, the Netherlands, Norway and the United States (Goldstein, 1999).

Likewise, it is a well-known fact that the media can frame events in a particular way and present them in a manner that can be vastly different from the actual reality. Nelson, Clawson, & Oxley (1997) define framing as the process by which a particular media organization defines and constructs a political issue or public controversy. Scheufele's (1999) research on framing is characterized by conceptual and empirical ambiguity and The study's conclusion identifies four crucial processes involved in constructing frames namely, frame positioning, individual-level phenomena of framing and a feedback loop from the audience to journalists.

Numerous forms of media have the potential to enhance social development and perception skills. Each medium possesses strengths and weaknesses, and the optimal environment for childhood learning involves utilizing a multimedia approach (Greenfield, 2014).

Literature on "Media hype and its psychological effects on society" how violence in entertainment media affects young people, media addiction and the psychological effects of tragic reporting. Fake news and sensationalism are also prevalent. In particular, all of these mentioned aspects of media influence are explored in the context of framing, agenda setting, and propaganda theories. This research focuses on the psychological effects of high-profile reporting via electronic media in relation to cultivation theory.

This research will demonstrate the impact of sensationalism on young people and may help future researchers to better understand the real role of the media. The results of this study may be useful not only for formally literate people but also for uneducated ones. This study may also be an opportunity for future researchers.

The study aims the following main objectives to examine the effects of news hype on aggressive behavior:

1. To exploring correlation between TV news hype and aggressive behavior among the youth of Faisalabad.
2. To examin TV use for different purposes and aggressive behavior are correlated.
3. To study diffrence of aggrasion in behavior with the different use of TV.
4. To analyze how differently male and female use TV and how it effect them.

This study examined the relationship between viewing negative news and the psychological effects of this content on viewers under the following research questions.

- RQ 1. Is there a correlation between TV news hype and aggressive behavior?
- RQ 2. Is there a correlation between TV use for different purposes and aggressive behavior?
- RQ 3. How use of TV for different purposes affect behavior?
- RQ 4. How differently do male and female youth use TV and how does it affect them?

REVIEW OF LITERATURE

While the scientific literature on hype is not abundant, there is a wealth of knowledge about it from outside sources. Theoretical additions to our understanding of hype cover a wide variety of topics, providing useful insights into this complex phenomenon. Media hype is a term used to explain a very dynamic tool of media exaggeration and manipulation. It consists of distortion, which can take many different forms, including sensationalism, exaggeration, and misrepresentation. Early researchers took this term as an instrument used for the magnification and amplification of news by media organizations. These early studies paved the way for a more nuanced understanding of hype and its effects on our perceptions of the world around us. By examining the role of hype in shaping public opinion, we can gain a deeper appreciation for the power of the media and the importance of critical thinking in navigating the information landscape. Ultimately, a better understanding of hype can help us to become more discerning consumers of news and media, and to make more informed decisions about the world we live in. Vasterman (2005) conducted a study on media hype in which he sought to understand how media organizations use hype to keep certain stories or events alive and transform them from minor issues into major news stories. According to his findings, media hype is a deliberate strategy employed by media organizations to generate interest and increase engagement with their content. By releasing high waves of news coverage on a particular topic, media outlets are able to capture the public's attention and keep them engaged over a longer period of time. This strategy can be particularly effective when applied to stories that might otherwise have gone unnoticed or been quickly

forgotten. However, Vasterman also notes that media hype can have negative consequences, such as distorting public perception of events and creating a sense of panic or alarm that may not be warranted.

Despite its prevalence in media and popular culture, the concept of hype has received relatively little attention in the field of communication and media studies. The existing scholarship on hype is divided into two main camps, each of which offers a unique perspective on this complex phenomenon. The first camp views hype as a process that occurs within the news media itself. According to this perspective, media outlets deliberately exaggerated and sensationalized stories in order to generate interest and drive traffic to their platforms. This approach highlights the role of media organizations in shaping public discourse and influencing public opinion. The second camp understands hype as a type of promotional communication. In this view, hype is seen as a marketing tool that is used to generate excitement and anticipation around a particular product or event. This approach is commonly used in advertising and public relations, and it focuses on the ways in which hype can be used to build brand awareness and attract consumers (Powers, 2012). The work of Peter Vasterman is central to the first case. He states media hype as a “media-generated, wall-to-wall news wave, triggered by one specific event and enlarged by the self-reinforcing process within the news production of media” (Vasterman P. L., 2005, p. 515). When it comes to hype as a promotional communication Aronczyk (2012), mentioned in the review of Gray's (2010) work that hype as a promotional communication works in two ways. According to Gray, exaggeration is not simply a matter of distorting or embellishing the facts; rather, it is a complex process that involves the construction of new meanings and relationships between audience members, media industries, and media texts. One of the key insights of Gray's work is the recognition that hype can have profound effects on the way we understand and interact with media content. By exaggerating certain aspects of a story or event, media outlets are able to capture our attention and generate interest in their content. However, this process of exaggeration can also result in distorted or inaccurate portrayals of events, leading to confusion or misunderstanding among audiences. Second, and relevantly, he writes that there is a relationship between different types of media communication. Same thing Powers (2012) states hype is more than just news, advertising, marketing, branding and public relations are important aspects of the hype genome.

The informational aspect of television contrasts with entertainment due to the ever-increasing supply of news TV channels. It has grown rapidly, especially since the 1980s with the advent of satellite television. Ellis (2000) suggests that technological development has taken television from an "age of scarcity" to an "age of availability." Initially, it was a challenge for newscasts due to competition, but the networks quickly adapted as they provided a platform for 24-hour news coverage. However, it remains difficult to attract a young audience (between 18 and 24 years old) who prefer to use social networks as a source of information (Newman, Fletcher, Kalogeropoulos, et al. 2018). The media needs methods to attract the attention of young viewers, and this can be done through funny and sensational news coverage. Similarly, the use of strategies to select negative fear stories (Altheide, 1997) can influence viewers, as they are likely to engage and response to negatively positioned stories (Soroka, Fournier, et al. 2019).

The impact of watching negative news can affect viewers' moods and general happiness (Galician, 1986). In a study, Gillan (2015) found that watching three minutes of negative news in the morning made people 27% more likely to have a bad day. The study analyzes whether negative news negatively affects people's mood for the rest of the day. Furthermore, strong emotions of fear and anger are common reactions of viewers to bad news (Havrylets, Tukaiev, Rizun, & Khyloko, 2018) (Unz, Schwab, & Winterhoff-Spurk, 2008). De Hoog and Verboo (2020) also show that there is a clear link between negative reports and negative feelings. The results suggest that intense or distressing news is not the only cue, and that lower levels of intensity can also affect viewers' emotions.

Vasterman's (2005), work examines the existence and impact of media hype around the themes of violence, destruction and public health in the Danish press. Literature showed that since 1990 only a small number of studies have directly tested the relationship between the media and health problems. Most of the disaster studies cited the media only in the discussion section (Vasterman, Yzermans, et al. 2005). Influence of TV coverage after the Oklahoma City bombing and the September 11 terrorist attacks studied by Pfefferbaum et al (2000), (2001) that stated TV watching positively associated with post-traumatic stress disorder and distress. Studies on MPI: epidemics, for example; many people in schools got sick someone

smelled the stench; although no poisonous agent was found. Suggested hyped media coverage on this kind of issue can also play an important role in increasing the spread of such deviations (Jones, et al., 2000) (Morris, Jacques, Selhub, & et al. 2000). A study on the coverage of the Bijlmermeer plane crash showed that the hype could lead to an increase in the number of people who attribute their health problems to the covered disaster. The exaggerated waves of information on media with specific frames ignore the other point of view of the story. News waves of this type can cause fear and anxiety as people are involved in one or the other disaster. There is a tendency to copy people's statements that are reported in media and after that mix them with their own stories. This trend applies to people with local health problems and patients with recognizable diseases. In the case of the Bijlmermeer plane crash, the media reported people are complaining about health problems suddenly after getting highly publicized information about the plane crash (Vasterman, Yzermans, et al. 2005). Additionally, they stated that if these complaints are right after a highly publicized key event, they are the creation of the media. However, if health-related complaints in media reports increase without significant incidents happening, there may be a new medical problem.

Clinical research has revealed that the media influence people's opinions, ideas and preferences. Media activity is gaining momentum major impact on various aspects of people's lives, including psychology. electronic media viewers are affected psychologically because of media hype, people tend to be more deceptive a study showed that people who spend more time on electronic media tend to lie more (Zimbler & Feldman, 2011).

Wien & Præstekær (2009), studied media hype and give empirical evidence that not all events have the power to trigger news hype they must contain a violation of societal values, be acceptable for public debate and have a macro explanation that covers it from all vulnerabilities.

In the case of Pakistan Ashraf and Islam (2014) further noted that Media activity, with sensational coverage of crimes and violence, excess of non-serious things, an insensitive exhibition of tragedies and live coverage of police operations becomes more negative than positive for the psychological health of society.

After the above literature observation following hypotheses emerged.

H1: Time spent on TV viewing is significantly associated with aggressive behavior.

H1₀: Time spent on TV viewing is not significantly associated with aggressive behavior.

H2: TV use for different purposes is associated with aggressive behavior.

H2₀: TV use for different purposes is not associated with aggressive behavior.

THEORETICAL FRAMEWORK

The theoretical framework for this study was based on cultivation theory, which was proposed by George Gerbner and his colleagues at the Annenberg School of Communication. This theory is divided into two categories: heavy and light viewers, with heavy viewers believing more in the reality represented on television. The main thesis of cultivation theory is that people who spend more time in the world of television are more likely to be affected by its messages. This can lead to changes in viewers' attitudes, beliefs, and behavior, and can have psychological effects such as boredom, insensitivity, and panic. For instance, breaking news can create panic and hype among viewers while raising awareness and informing the public. In addition, the theory suggests that the social reality presented on television news can affect viewers' perception of the world around them. As a result, it is essential to understand how cultivation theory operates and its effects on viewers to ensure that the media is used responsibly and ethically. The use of this theoretical framework in this study provides a basis for understanding the impact of television on viewers and highlights the importance of critical media literacy (Mosharafa , 2015).

METHODOLOGY

The present study was carried out using quantitative research methods, specifically employing the survey approach. The study focused on examining the aggration in attitudes of the youth in the city of Faisalabad towards a news hype. To ensure a diverse representation of the youth population, the sample was drawn from three different universities in Faisalabad, namely the Government College University Faisalabad, Agricultural University Faisalabad, and National Textile University Faisalabad. The sample comprised 300

university students, with 56% male and 44% female respondents, all of whom were above the age of 18 and from various educational backgrounds. To ensure a representative sample, the participants were selected through a simple random sampling technique, with the aim of minimizing bias and increasing the generalizability of the findings.

The questionnaire used in this study consisted of three main sections. The first section aimed to gather demographic information about the participants, including age, gender, and occupation. The second section focused on understanding the intensity of TV usage among the participants. This section included questions related to the purpose of watching TV and the amount of time spent watching it. The use of TV categories such as educational, entertainment, or news programs was also included in this section. The third section aimed to measure aggressive behavior among the participants with an alpha value of $\alpha = 0.37$. The questions in this section asked the participants to rate how often they feel angered, disappointed, use rude language, feel insecure, or feel trapped. The alpha value for measuring aggressiveness was found to be $\alpha = 0.32$, indicating a moderate level of reliability in the results. Overall, the questionnaire was designed to gather detailed information about TV usage and aggressive behavior among the participants.

In order to test the hypotheses H1_o and H2_o, a Pearson correlation test was conducted in the Statistical Package for Social Sciences (SPSS) with a confidence interval of 95%. This test was used to determine the strength and direction of the relationship between the variables under investigation. Additionally, two research questions RQ3 and RQ4 were analyzed using a simple mean comparison test in SPSS. This test was used to compare the mean scores of two different groups and determine whether there was a significant difference between them. The results of these tests provide valuable insights into the relationship between the variables and help to answer the research questions. Furthermore, the use of statistical analysis techniques such as correlation tests and mean comparison tests helps to ensure the validity and reliability of the study's findings.

RESULTS

A Pearson correlation test was performed to test hypothesis H1_o in SPSS at a 95% confidence interval and the result was found to be a P value of .47. P value is greater than 0.05 which indicates H1_o is accepted. In other words, time spend on TV is not significantly / insignificantly correlate with aggressiveness in behaviour.

The same, test was applied in the same condition to test H2_o (to check the correlation of TV use for different purposes with aggressive behaviour) results came as P= .52 which is far larger than 0.05. Hypothesis H2_o accepted. We can respond to R2 as TV use for different purposes is not significantly correlate with aggressive behaviour.

Table 1 and Table 2 are addressing RQ 3. As table one and figure 1 indicate that 52% of respondents use the TV for information purposes, 10% and 30% use it for relaxation and entertainment respectively. The rest of the 8% watch TV for other purposes.

Table 1

For what Purpose youth watch TV?

Purpose	Frequency	Percent
Entertainment	91	30.3
Relaxation	30	10.0
Information	155	51.7
Other	24	8.0

Table 1: Frequency Purpose of use media

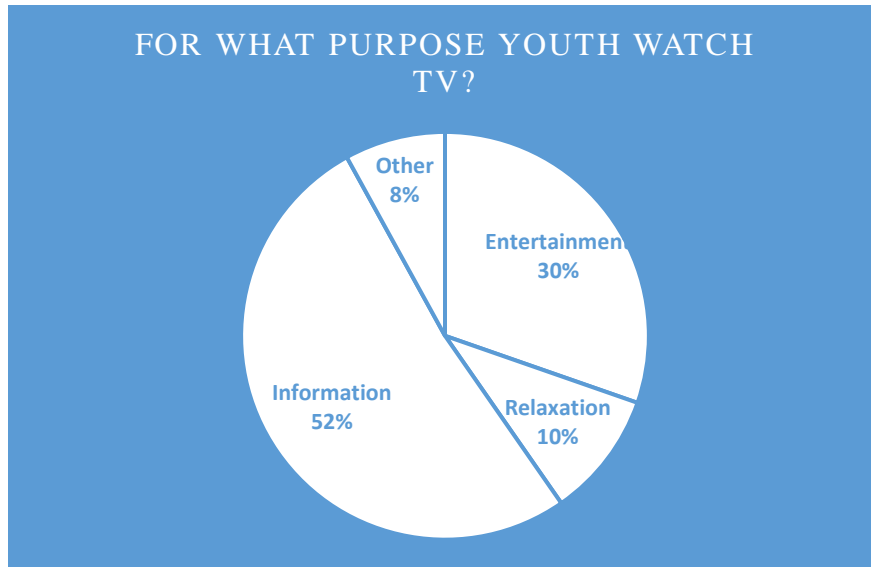


Figure 1: For what purpose youth watch TV?

Table 2 is presenting aggressiveness in the behaviour of different TV users. Males who use the TV for other than entertainment, relaxation and information have behaviour that is more aggressive than others. In females, watching TV in respect of purpose did not affect behaviour defiantly. In every case of females abrasiveness in behaviour is almost the same. Aggressiveness in behaviour is found at the least than others in both males and females, who are watching TV for relaxation.

Table 2

Mean of Aggressiveness by Gender and Purpose of watching TV

Gender		Mean	Std. Deviation
Male	Entertainment	3.1137	.57446
	Relaxation	3.0824	.57905
	Information	3.1205	.57579
	Other	3.4154	.36020
Female	Entertainment	3.1700	.51151
	Relaxation	3.0154	.49303
	Information	3.1463	.50522
	Other	3.1273	.55334

Table 2: Mean of Aggressiveness by Gender and Purpose of watch TV

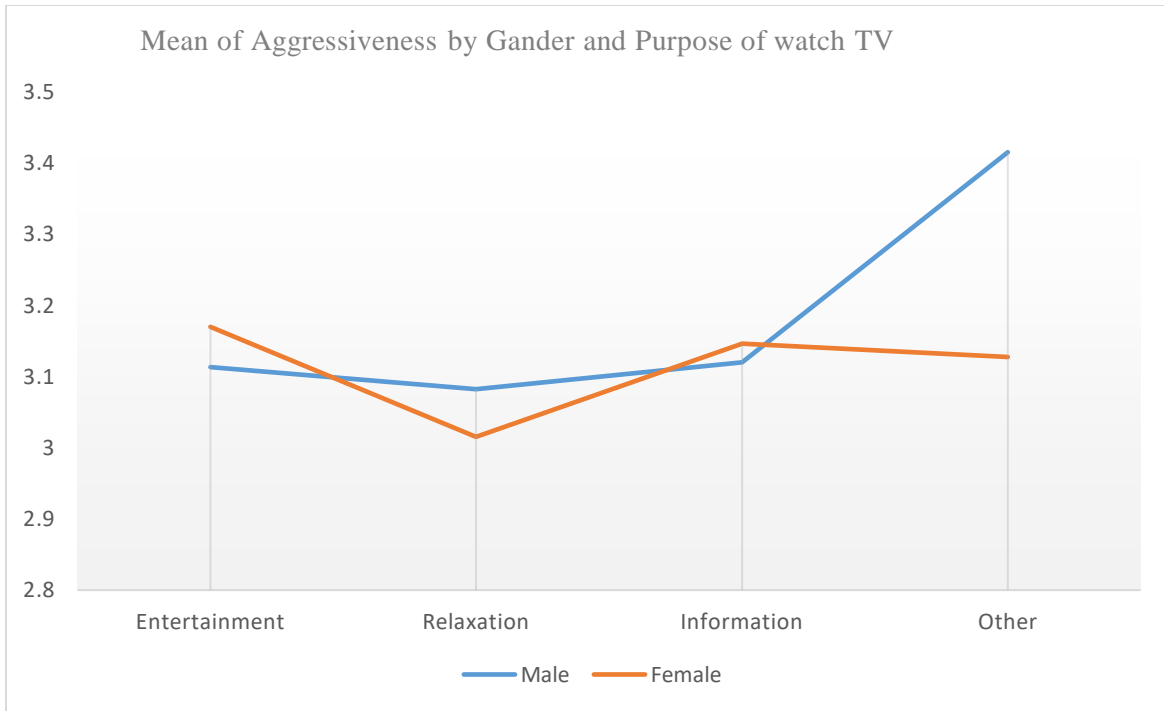


Figure 2: Line graph for Mean of Aggressiveness by Gender and Purpose of watch TV

Data from table 3 and figure 3 showing almost 38% of respondents watch TV for less than one hour, 30% for 1 hour to 3 hours, 22% watch TV for 3-5 hours and 10% of respondents watch TV for more than 5 hours. In this study viewers who watch TV for less than 1 hour consider light TV viewers, TV consumed for 1-5 hours is considered medium TV viewers and TV consumed more than 5 hours take as heavy TV viewers.

Table 3

<i>Intensity Of TV Used</i>		
Time	Frequency	Percent
Less than 1 hour	113	37.7
1-3 hours	91	30.3
3-5 hours	66	22.0
More than 5 hours	30	10.0

Table 3: Intensity Of TV Used

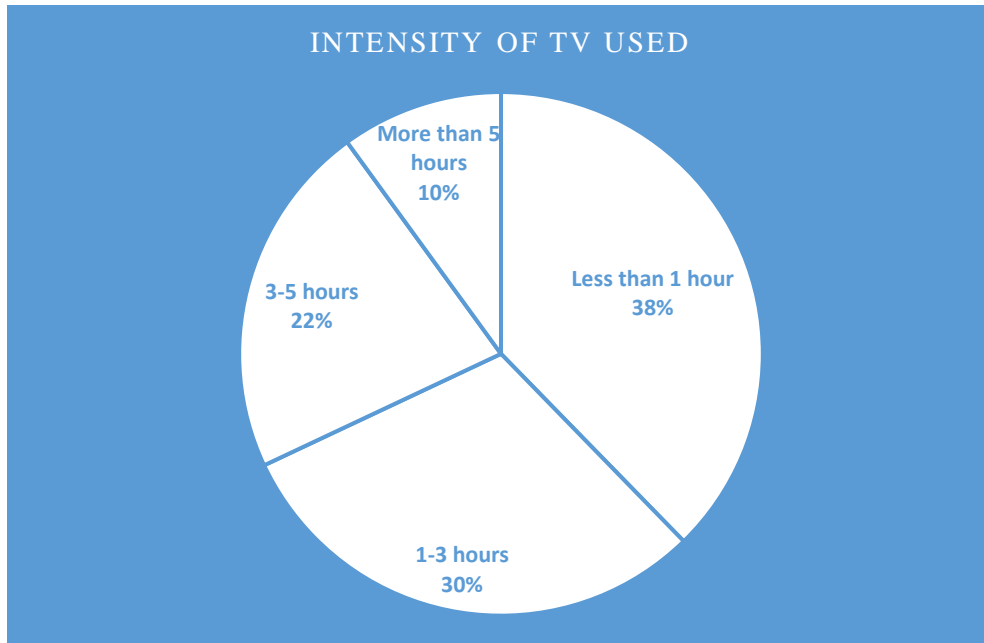


Figure 3: Intensity Of TV Used

The data in Table 4, in response to Research Question 4, show that aggressive behaviour in males is positively associated with more time spent watching TV but not insignificantly. No such pattern was noted in females. Heavy female TV viewers have least aggressive behaviour than light and medium TV viewers

Table 4

Mean of Aggressiveness by Gender and Intensity of tv viewing

Gender	Intensity of TV viewing	Mean	Std. Deviation
Male	Light TV viewer	3.1333	.55183
	Medium TV viewer	3.1385	.58146
	Heavy TV viewer	3.1407	.57051
Female	Light TV viewer	3.1480	.47947
	Medium TV viewer	3.2410	.54324
	Heavy TV viewer	3.0333	.49172

Table 4: Mean of Aggressiveness by Gender and time Spend on TV watching

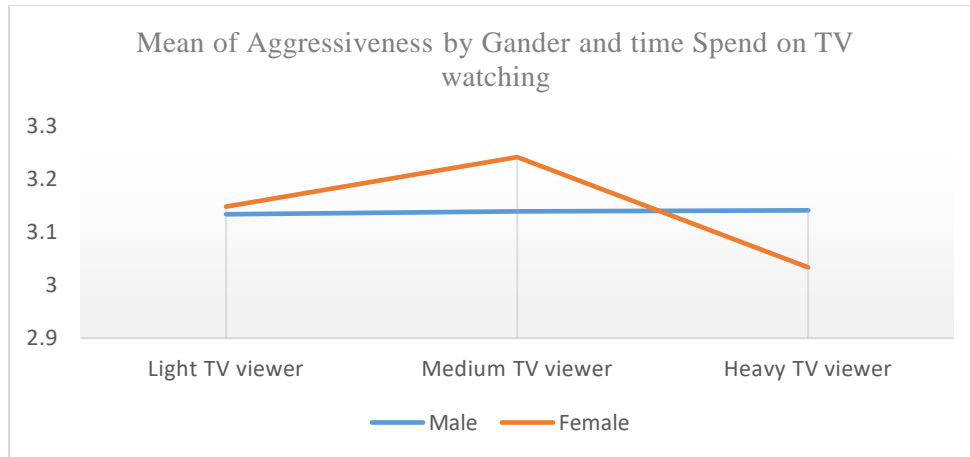


Figure 4: Line graph for Mean of Aggressiveness by Gender and time Spend on TV watching

CONCLUSION AND DISCUSSIONS

It is concluded as TV watching time and the purpose of watching TV are not significantly / insignificantly associated with aggressive behavior. The point about the purpose for which young people watch TV the most, this data shows that most people watch TV for information. Males who use the TV for other purposes have behavior more aggressive than others. In the case of females aggressiveness in behavior didn't affect differently with the different use of TV. The intensity of TV use (how many hours TV watched in a day) was positively and insignificantly associated with aggressive behavior in males but in females no relation found.

The media advances with the rapid technology change and became very handy from an adolescent to an adult to old people everybody is exposed to it and it is affecting them whether they realize it or not. Nowadays, we cannot access behavioral changes by knowing only one media use. The use of social media can be an important factor to know the aggressiveness of youth and how they express their aggression online and offline.

TV use has been taken alone as media use in youth limitation for this study. We need to study different media uses, especially social media use with TV.

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