### THE EFFECT OF MEDIA VIOLENCE ON EARLY TEENS' HOSTILITY: THE CASE OF SECONDARY SCHOOL STUDENTS AT BINA BANGSA SCHOOL - KEBON JERUK

By

Fionna Adeline 11410013



COMMUNCIATION & PUBLIC RELATIONS FACULTY OF BUSINESS & COMMUNICATION

## SWISS GERMAN UNIVERSITY



### SWISS GERMAN UNIVERSITY

The Prominence Tower Jalan Jalur Sutera Barat No. 15, Alam Sutera Tangerang, Banten 15143 - Indonesia

### THE EFFECT OF MEDIA VIOLENCE ON EARLY TEENS' HOSTILITY: THE CASE OF SECONDARY SCHOOL STUDENTS AT BINA BANGSA SCHOOL - KEBON JERUK

By

Fionna Adeline 11410013

BACHELOR'S DEGREE in

COMMUNCIATION & PUBLIC RELATIONS FACULTY OF BUSINESS & COMMUNICATION

# SWISS GERMANINIVERSITY SWISS GERMANINIVERSITY

SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Revision after the Thesis Defense on 17 July 2018

### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis. Fionna Adeline Student Date Approved by: Sharon Schumacher M.A. Thesis Advisor Date Dr. Nila K. Hidayat S.E., M.M. Dean Date

#### **ABSTRACT**

### THE EFFECT OF MEDIA VIOLENCE ON EARLY TEENS' HOSTILITY: THE CASE OF SECONDARY SCHOOL STUDENTS AT BINA BANGSA SCHOOL - KEBON JERUK

By

Fionna Adeline Sharon Schumacher M.A., Advisor

#### SWISS GERMAN UNIVERSITY

An experiment was done on 125 Indonesian secondary school students to observe the effect of exposure to media violence on their feelings of hostility, measured using Anderson's State Hostility Scale (1995, 2012). Students' hostility scores were measured before and after being exposed to an assigned clip; either a violent clip, or an equally exciting but non-violent clip as a control group. Results showed that those in the violent condition were significantly more hostile after watching than before watching, and those in the violent condition were significantly more hostile post-exposure than those in the non-violent condition. Out of the four dimensions of hostility, the dimension 'Lack of positive feelings' was significantly highest in both conditions, and only the dimension 'Aggravation' significantly differed between the two conditions. These findings indicate that exposure to media violence raises teen audiences' hostility levels significantly, in accordance to the Priming Theory which states that media content primes audiences' thoughts and feelings.

Keywords: Media, Violence, Film, Hostility, Mood, Teens, Questionnaire, Screening, Experiment, State Hostility Scale



### **DEDICATION**

To my family.



#### **ACKNOWLEDGEMENTS**

The incomparable Ms. Sharon Schumacher. I cannot express how much I appreciate your kindness, unending patience, and helpful insight, which were all essential to the completion of my thesis. Thanks for your sincere encouragements that you knew would drive me. I'd like to say that we make a great team! I know I've said it to you many times before, but I'm truly so grateful to have you as my advisor, Miss.

To the great Bina Bangsa School Kebon Jeruk; Mr. Richard, thank you for your openness and welcoming spirit towards me and other BBS alumni; Ms. Ine, I appreciate your kind help and great willingness to help me with my experiment! I am so glad and honored to have worked with you both. To the Secondary 1 - 3 students and all the amazing staff, especially the form teachers that helped with questionnaire administration, your support and cooperation is greatly appreciated.

To my dearest friends and classmates, thank you for all the support in all those different coffee shops where we sat down for hours on end with our laptops, typing away together. You guys made the whole experience unforgettable, and I can say I have the best Thesis Life memories of us laughing, stressing out, calling each other, and most importantly cheering each other on.

I'd like to thank Mr. Brad Bushman from Ohio State University, whose input and previous studies have definitely enriched my paper. Thank you again for your kind words about my research. Your work has helped many students such as myself, and I applaud your willingness to help me with my little thesis.

Thank you to the film industry for all the indescribable inspiration. Lastly, I'd like to thank The Academy.

### **TABLE OF CONTENTS**

STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF FIGURES	10
LIST OF TABLES	11
CHAPTER 1 – INTRODUCTION	12
1.1 Background	12
1.2 Research Problem	14
1.3 Research Objectives	15
1.4 Research Questions	
1.5 Scope and Limitation	
1.6 Significance of Study	16
CHAPTER 2 – LITERATURE REVIEW	17
2.1 Media Violence	17
2.1.1 Media Violence & Young People	18
2.1.2 Effects of Media Violence	18
2.1.2.1 Short-term Effects	20
2.2 State Hostility	20
2.2.1 State Hostility Scale (SHS)	
2.2.2 SHS Dimensions	21
2.3 Priming Theory	23
2.4 Mood Management Theory	23
2.5 Lasting Impact of Narratives and Visuals in Audience's Memory	24
2.6 Conceptual Framework	25
2.7 Hypotheses	26
CHAPTER 3 – RESEARCH METHODOLOGY	28
3.1 Research Method & Study Type	28
3.2 Research Framework	28
3.3 Population & Sampling	29
3.3.1 Sampling Method	29

THE EFFECT OF MEDIA VIOLENCE ON EARLY TEENS' HOSTILITY: THE CASE OF SECONDA SCHOOL STUDENTS AT BINA BANGSA SCHOOL - KEBON JERUK Page	RY 8 of 96
3.3.2 Minimum Sample Size	
3.3.3 Sample Description	31
3.4 Data collection	31
3.4.1 Location & Time Frame of Study	31
3.4.2 Questionnaire Design	32
3.4.2.1 Reliability and Validity (Pre-Test)	
3.5 Data Analysis	37
3.5.1 Variable Operationalization	37
3.5.2 Data Analysis Methods	38
CHAPTER 4 – RESULTS & DISCUSSION	41
4.1 Brief Institution Background	41
4.2 Reliability and Validity	41
4.3 Respondent Profiles and Descriptive Statistics	42
4.3.1 Main Sample	44
4.3.2 Control Group	44
4.4 Statistical Analysis & Interpretation of Results	45
4.4.1 Hypothesis Testing: Research Question 1	45
4.4.2 Hypothesis Testing: Research Question 1a	48
4.4.3 Hypothesis Testing: Research Question 2	52
4.5 Discussion	54
4.5.1 Hostility Before and After Exposure	
4.5.2 The Four Dimensions of Post-Exposure Hostility	55
4.5.3 Change in Hostility in the Violent and Non-violent Condition	57
CHAPTER 5 – CONCLUSION & RECOMMENDATIONS	59
5.1 Conclusion	59
5.2 Recommendations for Further Studies.	60
REFERENCES	63
APPENDICES	66
Appendix 1 – Questionnaire	66
Appendix 2 – Cover Letter for Bina Bangsa School	68
Appendix 3 – Instruction Sheet for Bina Bangsa School Form Teachers	69
Appendix 4 – Pre-Test Reliability and Validity Test Results	70
4.1 Reliability Tests	70
4.2 Validity Tests (Total-Item Correlation using Pearson's Correlation tests	s)71
Appendix 5 – Photos of Questionnaire Administration Procedure	76

THE EFFECT OF MEDIA VIOLENCE ON EARLY TEENS' HOSTILITY: THE CASE OF SECONDA SCHOOL STUDENTS AT BINA BANGSA SCHOOL - KEBON JERUK Page	RY 9 of 96
Appendix 6 – Reliability and Validity Test Results	77
6.1 Reliability Tests	77
6.2 Validity Tests (Total-Item Correlation using Pearson's Correlation tests	3)78
Appendix 7 – Descriptive Statistics of Respondents	88
7.1 Main Sample	88
7.2 Control Group	89
Appendix 8 - Paired T-test Results (for RQ 1)	90
Appendix 9 - ANOVA Results (for RQ 1a)	91
9.1 Results of Paired T-tests between dimensions (additional analysis for R	Q 1a)
9.2 Descriptive Statistics of items in "Aggravation" dimension (additional analysis for RQ 1a)	92
Appendix 10 - Independent Samples T-test Results (for RQ 2)	94
10.1 Results of 2-Sample T-test between Pre-Exposure State HOsitlity of N	<b>1</b> ain
Sample and Control Group (additional analysis for RQ 2)	94
Appendix 11 - Original State Hostility Scale (SHS) Questionnaire	95
A LUTHING PAGE CITY	0.6

### **SWISS GERMAN UNIVERSITY**