Abstract

The highly frequent exhibition of violence in the media and its impact on the viewers’ behavior has been studied from different approaches, but mainly through self-report, explicit measures. In the present study, both, implicit and explicit attitudes towards violence, antisocial behavior and television consumption were related, in a transversal, mixed, correlational and group difference design. The 33 participants were administered three instruments: the Implicit Association Task, the Self-Reported Questionnaire of Adolescent Social Behavior and a Sociodemographic and TV Consumption Questionnaire. No statistically significant relationships were found between the variables; however, significant differences were found in social behavior between men and women participants. The social and cultural factors that may be affecting the phenomena of media violence and aggressive social behavior are discussed.

Keywords

Violence, implicit attitudes, antisocial behavior, media consumption, university students.