



THE IMPACT OF MEDIA VIOLENCE IN ACTION FILMS TOWARDS YOUTH'S PSYCHOLOGY AND BEHAVIOUR

MIRUTHULA SEGARAN*

SHARMINI GOPINATHAN**

JOANA JAYA***

miruthula0212@gmail.com*, sharmini.gopinathan@mmu.edu.my**,

joana.jaya@newinti.edu.my***

Abstrak

Anak muda generasi sekarang terdedah kepada kesan negatif keganasan media dalam filem tindakan disebabkan oleh aktiviti sosial mereka di mana mereka dikonsumsi oleh media itu sendiri. Kesan-kesan ini mempunyai kesan yang besar kepada masyarakat kita dari segi persepsi dan pemikiran mereka tentang dunia. Ramai penyelidik telah mengkaji isu sosial yang sama dan beberapa teori telah dipilih untuk menyokong objektif utama penyelidikan. Oleh itu, kajian ini bertujuan untuk mengkaji kesan filem yang menunjukkan keganasan media ke arah penonton yang berpotensi dari segi tingkah laku dan keperibadian mereka dan mengkaji peranan filem tindakan yang menggambarkan keganasan dan kekejaman yang meluas dalam mewujudkan persepsi yang menyimpang di kalangan golongan muda dari segi sosial realiti. Selain itu, kajian ini menumpukan perhatian untuk meneliti populariti dan keutamaan filem KL Gangster, yang mewakili genre aksi di industri perfileman Malaysia di kalangan belia dan sejauh mana tiruan terhadap tindakan ganas yang digambarkan dalam filem tindakan di kalangan penonton yang berpotensi dalam gaya hidup seharian mereka. Selain itu, kajian ini juga bertujuan untuk mengkaji hubungan antara tiruan, keutamaan, tingkah laku dan keperibadian dengan kesan yang ditunjukkan oleh gambaran keganasan media dalam filem tindakan mengenai persepsi golongan muda.

Kata kunci: Keganasan Media; Kesan; Persepsi; Kelakuan, Tiruan; Pilihan; Filem Aksi

* Pelajar siswazah di Fakulti Perniagaan, Komunikasi dan Undang-Undang, INTI International University, Malaysia

** Pensyarah di Fakulti Pengurusan, Universiti Multimedia, Cyberjaya, Malaysia

*** Pensyarah di Fakulti Perniagaan, Komunikasi dan Undang-Undang, INTI International University, Malaysia





Abstract

Malaysia is a melting pot of cultures and a country that consists of various ethnic groups and races that live together in the similar surroundings. However, the similarity between every race is that most individuals view action films as merely a form of entertainment and get away from stress. Action films have become a popular genre among youngsters these days. The long hours of television viewing have contributed to this fact. Youngsters of the current generation are exposed to the negative effects of media violence in action movies due to their social activities in which they are consumed by the media itself. These effects have a great impact on our society that regarding their perceptions and thoughts about the world. Many researchers have studied similar social issues, and several theories have been picked to support the central objective of the research. Thus, this research intends to study the impact of films exhibiting media violence towards potential viewers regarding their behaviour and personality and examine the role of action films depicting extensive violence and brutality in creating distorted perception among the college youths regarding social reality. Additionally, the research focuses on examining the popularity and preference of the movie KL Gangster, representing the action genre in the Malaysian cinema industry among youths and the extent of imitation of violent actions portrayed in action films among potential viewers in their daily lifestyle. Furthermore, the research also intends to examine the relationship between imitation, preference, behaviour and personality with the effects exerted by depictions of media violence in action movies on the perception of youngsters.

Keywords: Media violence; Impact; Perception; Behaviour, Imitation; Preference; Action films

* Postgraduate Students at Faculty of Business, Communication and Law, INTI International University, Malaysia

** Lecturer at Faculty of Management, Multimedia University, Cyberjaya, Malaysia

*** Lecturer at Faculty of Business, Communication and Law, INTI International University, Malaysia





1.0 Introduction

The film incorporates movies as individual activities, and furthermore, the field is general. Hence, the strive to produce various distinct and unique concepts, ideas and genres generated by media practitioners has contributed to the development and popularity of action based films among the general audience. The multiple styles and configuration of films have positively situated the industry in the network markets, producing high appraisals and extensive profits. Besides, action-based films are a familiar genre that has inclined and developed rapidly among the society, creating a new entertainment field that is highly favoured. The concept of action films has wide spread from cable and broadcast television to the Internet as well, creating an extensive reach to the potential audiences. Today's films comprise of entertainment, drama, action, comedy, romance and sentiments as a whole that is perceived to have the capacity to turn into an overall fascination particularly in blood and guts films because of its inquisitive story line, rush and energy of the viewers. Also, action pack movies intend to evoke the enthusiastic response from the viewers by playing on the audiences primal reasons for instigation and emotions. This significant genre incorporates movies that have tremendous effect, constant high vitality, heaps of physical tricks and action, potentially expanded chase scenes, races, salvages, fights, ruinous catastrophes, battles, get away, relentless movement, spectacular cadence and pacing that are centrally aimed for audience escapism with action sequences at the core of the film.

Additionally, media violence is perceived to exist on a personal and cultural level, and sufficient evidence proves that media often promotes violent behaviours and conduct be it directly or subtly. The rising concern regarding the depiction of violence and brutality is pointed out to evaluate and reduce the impact of such negative norms as they hold the ability to alter and develop distorted perceptions about the society among their general viewers. This scenario is crucial among youngsters and mid adults as they are easily influenced by the character portrayed in films and tend to mimic the behaviours, being unable to differentiate between entertainment and reality. Furthermore, according to the findings of the cultivation theory, excessive exposure to films can cultivate attitudes, beliefs and ideals about the actual world that is similar to the world depicted by the media resulting in an drastic impact on the perception of the viewers towards an issue (Gerbner, Gross, Morgan, & Signorielli, 1994). Heavy viewers of action films are more likely to believe and inherit the violent behaviours and actions that they witness as the norm and is perceived as a representative of the society, creating a sense of fear about reality among the viewers. This often relates to individuals perceiving the world to be more dangerous that it is due to heavy exposure to violent and brutal content that is widely presented in the media these days.





Without the doubt, the eventual future of action films appears to be bright. Although many consider it to be only a pattern, it doesn't appear that this genre would be fading off the industry. Their allure lies in their delineation of individuals in various situations. Since this kind of films will dependably be subject to producer manipulations, the possibility of violence and brutality are highly prevalent. Nevertheless, the impact and effects of action movies produced by the Malaysian cinema industry towards the society remain subtle. Therefore, this research paper intends to study the impact of media violence in films towards the perception and behaviour of youths. Hence, a Malaysian action movie, namely KL Gangster is chosen as a representative and medium to analyse the impact of violence towards the mindset of Malaysian youths. Moreover, scholars have stated that entertainment especially films have become a persistent companion for most youths as a form of arousal activity. Its persuasive properties are for sure irrefutable, and the impact of media violence on young people is consistent with guardians working more often than not, youngsters are left unbothered relying upon media as the sole wellspring of entertainment. This prompts to the adolescents tending to trust that every one of the practices and results portrayed in films is genuine and sensible resulting them to imitate such behaviour in real life encounters. Relatively, the consequences of adaptation of violent actions imitated by viewers leave a great impact on their characteristics altering their behaviour and individual personality.

Nevertheless, although action films have reached an extensive amount of popularity among people all around the globe. The influence and effects of extensive exposure to violence portrayals in the film upon the perception of youngsters are highly jeopardised and neglected. Commonly, action films that portray violent acts create a false perception among the viewers, making them believe that such conducts are possible to be achieved in reality. For instance, youngsters of the current generation perceive that be-ing able to fight ten other muscular men is something common and easy as portrayed in the films, however, in reality, it is impossible to achieve and threatens the safety and security of individuals. Since films infest our lives, the behaviour depicted misshapes how we see ourselves and treat other people around us. One of the leading consequences of such misperceptions is the rise of domestic abuse among women and men in Malaysian households.

Moreover, the rise of violence in the Malaysian society con-tributes to the fact that youths are visual learners and can think better in pictures rather than words. Most media in this case films depend on abundant visual effects to portray desired stunts and actions that are not achievable in reality which results in the consumption of such behaviours. Youths are perceived to draw quick conclusions and perceive that aggression could solve problems in life directly and generate rewards instantly without much effort. For instance, the film KL Gangster portrays the life of gangsters as a luxury and pleasure, however, it fails to portray the danger and consequences of such behaviours.





Hence, traditional literature reviews suggest that media violence are widely prevalent in the action film genre and contributes to the adaptation of violence, development of fear, dehumanisation of others and distorted perception of reality among young viewers. Therefore, this paper intends to analyse the issue concerning the impact of violence and brutality portrayed in action films of the current era upon the perception of youngsters towards social reality, influences regarding their behaviour and extend to which youths are infested by action films in result to the imitation of violent acts in reality.

Hence, the research objectives and research questions of this study were derived from the above statements. The first objective of this study is (1) to examine the popularity of the movie KL Gangster, representing the action genre in the Malaysian cinema industry among youths. Secondly, this study serves (2) to examine the role of action films depicting extensive brutality in creating the distorted perception among the viewers regarding social reality and (3) to determine the impact of films exhibiting media violence towards potential viewers regarding their behaviour. Likewise, this study also analyses (4) the extend of imitation of violent actions portrayed in action films among potential viewers in their daily lifestyle.

Also, the following research questions were developed based on the objectives that were derived above. To begin with, the research questions for this study are (1) what is the extend of popularity of the movie KL Gangster among youngsters, (2) does the role of action films depicting extensive violence and brutality play a significant role in creating distorted perceptions and social reality among potential viewers, (3) how does the portrayal of action films exhibiting media violence create an impact towards potential viewers in terms of their behaviour and characteristics and (4) do youths imitate violent behaviours depicted in action films as a perceived norm in their daily lifestyle.

2.0 Literature Review

Media viciousness is perceived as a potential contributor to the expansion of anti-social demeanours in youths (Ledingham, Ledingham, and Richardson, 1993). Contemplations about media savagery backpedal to the 1920s. Around then the most punctual composed social scientific research examination concerning the effect of media violence started in the Asian nations. It was intended in studying the destructive effects of media on society. The improvement of action films as a typical mass amusement and information medium amid the 1950s experienced comparable concerns about potential damages, particularly in connection with the young audience who are highly vulnerable (Gunter, 1994). The essential concern in the debate over media violence has been regardless of whether it promotes forceful conduct among viewers (Van Evra, 1990). The connection between substantial presentation to media brutality and subsequently forceful conduct





has been contemplated for over thirty years. A huge assemblage of experimental and longitudinal research on this question has been assessed, and it has been resolved that there is a connection between review action films brutality and forceful conduct. There is additionally studies showing that substantial exposure to screen brutality can bring about issues in different domains of social conduct. For instance, it can make individuals become both dreadful of their general surroundings and all the more acceptance of violence in the genuine reality as shown by others.

Amid the most recent decade, allegations towards the media have additionally been made against violent films, the prominence of which among youths is rising (Scott, 2000). While social researchers work at deciding the major causation of savagery, for example, social situations, cultural variables, family directions, and group membership (Fraser, 1996; Staub, 1996) However, guardians, educators, lawmakers and education institutes continue rebuking the media for increments in violent mentalities among young people. For example, education institute principals, parents and youngsters were reviewed for their impression of elements impacting savagery among youth. The outcomes demonstrated that violent messages in motion pictures are seen as the variables affecting savagery (Kandakai, Price, and Telljohann, 1999, Pryor, Sard, and Bombyk, 1999). Additionally, the outcomes showed that media brutality was seen to be one of the major reasons for violence increasing to 47-54% of the polls. Consequently, media savagery is not in itself an adequate reason for violence portrayed and practised in the real world (Zuckerman, 1996).

Media violence is viewed to have a critical interceding role in the interpretation of forceful sentiments into forceful practices (Velicer, Huckel, and Hansen, 2003). Besides, analysts have distinguished social states of mind that could be responsible for social varieties in rates of violence (Cohen and Nisbett, 1994). It is stated that attitudes are governed by internal value frameworks. Individual builds up his/her state of mind through an intricate and specific evaluative methodology given psychological and affective reactions to life encounters (Eiser and van der Pligt, 1988). From a social cognitive approach, attitudes and personality are accepted to guide singular contrasts in social in-formation processing. It is commonly argued that states of mind have a noteworthy power over conduct, particularly violent actions (Kraus, 1995). Relations have been found between particular demeanours and violent conduct among youths. Huesmann and Guerra (1997) recognised that through middle childhood, youths convictions that savagery is satisfactory. Another review by Vernberg, Jacobs and Hershberger (1999) re-searched dispositions about violence as a conceivable impact on the recurrence of commonplace aggression toward peers. The outcomes revealed that the connection between attitudes favouring violence and self-reported hostility toward peers was vital in the specimen of 1,000 youth.

Amid adolescence, more mind-boggling types of intuition develop. Three fundamental components describe the scholarly improvement of youth: (1) the capacity to consider conceivable events as opposed to genuine ones, (2) precise critical thinking and (3) the advancement of hypothetical





deductive thinking (Bee, 188). The intellectual development of youth changes their elucidation of the media. In spite of the fact that youths have the ability to assess the media condition basically, when people progress toward becoming habituated to taking a gander at a medium that is as hostile to scholarly as films generally may be, they build up a non-basic state of mind and an attitude to 'look without seeing' (Sebald, 1984). Moral advancement amid adolescence is described by a concentration on essential moral standards, for example, altruism and respect. Youths turn out to be all the more socially conscious, and their ethical standards can rise above traditional ideas of good and bad (Potter, 2003). Puberty more often than not denote a move from judgments in light of external outcomes and individual pick up to judgments given guidelines or standards of a social group (e.g. family, peers, society) to which they have a sense of belonging. In this case, what the chosen social group characterises as right. Relatively, youths internalise these standards (Bee, 2000). The inevitable presence of the media makes it a hotspot for social standards a reference for good norms. Since media provides a world expended violence, it is evident that youths of the current era are consuming and internalising violent moral standards and creates a distorted perception of norms.

An essential element of youth's emotional advancement is character development. Amid adolescence, youth build up a feeling of self that incorporates their qualities, capacities and hopes for the future. The developing sense of self is delicate, naive and relatively susceptible to the impacts of the media. The media provides information on issues, for example, savagery and sex that adolescent might be moderately new to. It is in the area of the unfamiliar, where guardians have not yet clarified their perspective, that action films impact impressionable beliefs and attitudes (Sebald, 1984). Given the inescapability of media savagery, youth can't abstain from fusing a few parts of it into their conduct examples and characters. Exposure to media savagery can develop fear in audiences that is steady after some time. As one researcher noticed, "the film media, instead of individual experience give audiences their prevail fears" (Glassner, 1999). All in all, the more exposure a man needs to action films, the more that individual's impression of social context will coordinate what is exhibited in the films (Harris, 1994). For instance, in the mid-1990's at the point action films incorporated and concentrated on wrongdoing, the rate of individuals positioning savagery and wrongdoing as the fundamental issue in their nation ascended from 9% to 49% (Potter, 2003).

In the media, the world is frequently separated into good and evil. The main stories youth come to know are the captivated good character or bad character that are settled through brutality. When all is said in done, the viewers relate to the 'good character' that battles for equity. Through the protagonist, the viewers contradict the adversary who represents to greed, persecution or foul conducts. This polarisation enables the viewer to see the heroes activities as good, regardless of the possibility that they are violent. If the viewer has related to the hero, he or she will oppose denouncing violent acts since the individual now has some ownership for acts and may see





it as ethically good since it is activity against an evil other. Dehumanisation is a psychological procedure whereby rivals see each other as not as much as human and subsequently not deserving moral considerations. As such, the dehumanised gathering is seen as outside the extent of equity and ethical quality. In the media, adversary characters are frequently dehumanised by being avoided by the group and denied a personality. Regular criteria for avoidance include belief system, race, statement of faith, political gathering or intellectual limit. They are frequently alluded to iconographically that is, a couple of verbal and visual characteristics are utilised to speak to the character or gathering, and they tend to be static and constant (Dodge, 1993). Typically, violent media especially films do not reflect reality, as it neglects to show outcomes, is framed in humour and occurs with considerably higher recurrence than in this present reality. Vicious media's separation with this present reality can return in a juvenile's exact impression of his world. Therefore, it is truly evident that action films such as KL Gangster has a vital and serious impact on the perception of the viewers indirectly affecting their behaviour and personality. Relatively, a theoretical framework was developed relating the independent and dependent variable within the constructs of this study to further examine the role of action films depicting extensive violence and brutality in creating the distorted perception among the viewers regarding social reality.

3.0 Research Methodology

In this study quantitative paradigm approves a reductionist approach (Creswell, 2009). However, this concept engages testing theorised relationships to describe the scenery of a fact, disparity among clusters or interaction among two or more characteristics of a particular observable fact (Sekaran, 2010). Furthermore, as a data collection tool, the survey is equivalent with theory testing while the results can be suitably widespread from the illustration to a population. Therefore, the main purpose of the research is to examine the role of action films depicting extensive violence and brutality in creating the distorted perception among the viewers concerning social reality and to determine the impact of films exhibiting media violence towards potential viewers regarding their behaviour and personality. Furthermore, this study also analyses the extend of imitation of violent actions portrayed in action films among potential viewers in their daily life-style along with the popularity and preference of the movie KL Gangster, representing the action genre in the Malaysian cinema industry among youths.

A contemporary way to survey is the distribution of group-administered questionnaires which contributes to a higher reaction rate that could be achieved. In addition, a total of 200 sets of questionnaires was sent out to gather essential information about the extend of imitation of violent actions portrayed in action films among potential viewers in their daily lifestyle and the role of action films depicting extensive violence and brutality in creating distorted perception among the viewers in terms of social reality. There are several ways to measure information or data that is obtained





in a study. In this re-search, two sections had utilised the nominal scale method to measure and record in-formation on the respondent's demographic background and the preference of the film KL Gangster among college youth. Additionally, the 5-point Likert scale technique is utilised to measure and record the responses of the respondents regarding the impact of films exhibiting media violence towards potential viewers regarding their behaviour and personality and extend of imitation of violent actions portrayed in action films among potential viewers in their daily lifestyle. The sample size of this research was arbitrarily chosen and decided to take into account convenience and time accessibility.

Furthermore, Likert scaling technique is used to measure each item. Likert scales are bipolar scales used to quantify both positive and negative reactions. Several researchers namely, Oppenheim (2000), Dillman (2000) and Abras (2004) have mentioned that utilising Likert scales are the most remarkable technique to accumulate information in surveys. This technique is considered to be less complicated and simple for the respondents to answer the questions inquired. Therefore, to determine and locate the sample of population purposive sampling method is used. The college youths are estimated to be 6500 as per the selection criteria set. Relatively, based on G-Power, the sample size derived is 89. The minimum sample was calculated at 95% certainty and based on the availability of time, 200 questionnaires were sent out, and 117 respondents responded to this study. However after data cleaning was done, only 98 cases were deemed usable.



4.0 Analysis and Findings

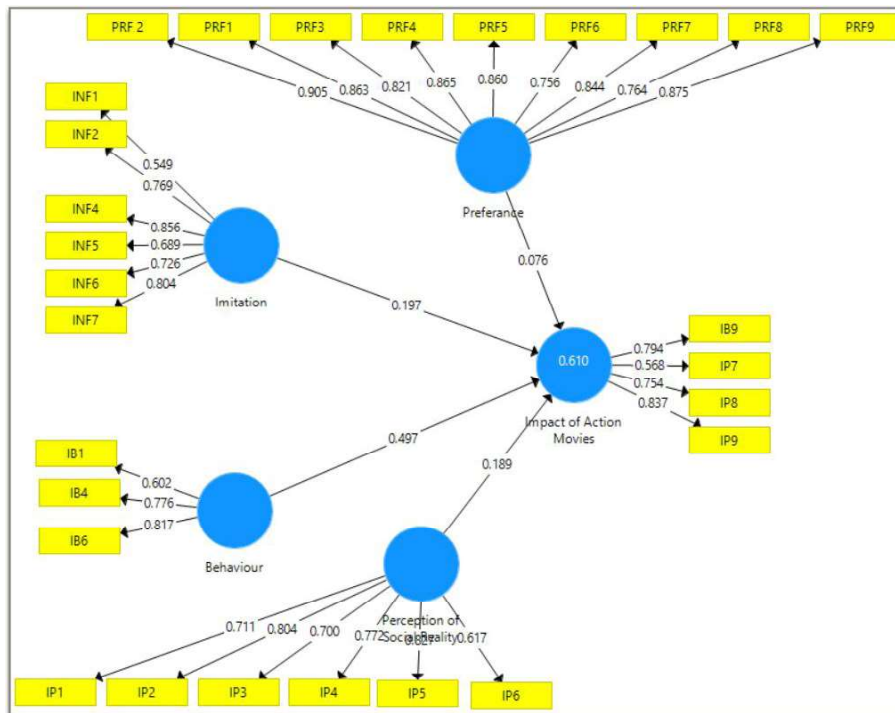


Figure 1: Measurement Model

Validity and reliability are the two major conditions used for testing the goodness of measures. According to Sekaran and Bougie (2010), reliability refers to the consistency of an instrument in measuring a concept, whereas validity determines how a developed instrument effectively measures the particular concept it intends to measure. Partial least squares (PLS) employing SmartPLS 3.0 (Ringle, Wende, & Will, 2005) and Statistical Package for Social Sciences were used to analyze and report the data as indicated in Figure 1. PLS is second generation multivariate technique that simultaneously evaluates the measurement model (i.e., the relationships between the construct and the corresponding indicators and the structural model) while aiming to minimize the error variance (Gil-Garcia & Luna-Reyes, 2008).





Likewise, four independent constructs namely, preference, imitation, behaviour, and perception of social reality have been developed based on the Cultivation and Feelings theory where as the dependent variable, impact of action movies was derived based on Social Cognitive theory which was utilised in this research. These elements may have some relation to each other. Therefore it is being tested. The multiple theories utilised in this study are explained further in the following subdivisions. An assortment of hypothetical clarifications has been utilised to clarify and examine aggressive conduct. In any case, a more extensive hypothetical model is valuable for considering the systems and procedures pertinent to aggression. As recommended by Chin (1998) and Gil-Garcia and Luna-Reyes (2008) a bootstrapping (5,000 samples) was employed to determine the significance levels for loadings, weights, and path coefficients. According to Sekaran and Bougie (2010), construct validity demonstrates how well the results obtained from the use of the measure fits the theories around which the test is designed for the measurement model (see Figure. 1).

Table 1: Average Variance Extracted, Composite Reliability and Variance Inflation Factor

Construct	Average Variance Extracted (AVE)	Composite Reliability (CR)	Variance Inflation Factor (VIF)
Behaviour	0.5438	0.7787	1.7985
Imitation	0.5456	0.8762	1.6799
Impact of Action Movies	0.5556	0.8307	1.6687
Perception of Social Reality	0.5507	0.8793	1.4230
Preference	0.7065	0.9557	1.3701

Factor loadings were analyzed, and some low-loading items were deleted to enhance the analysis of the data. Based on the work of Hair, Ringle, and Sarstedt (2011), the current study extracted factor loadings, composite reliability (CR), and average variance to assess the convergence validity. The recommended values for the loadings, average variance extracted (AVE), and CR should be >0.5 , >0.5 , and >0.7 , respectively. Thus, the results in Table 1 indicate that the AVE and CR are within the acceptable range.





Table 2: Discriminant Validity

Construct	Behaviour	Imitation	Impact of Action Movies	Perception of Social Reality	Preference
Behaviour	0.7374				
Imitation	0.5538	0.7387			
Impact of Action Movies	0.7334	0.5701	0.7454		
Perception of Social Reality	0.5273	0.3204	0.5386	0.7421	
Preference	0.3586	0.4904	0.4105	0.3172	0.8405

Discriminant validity was assessed by examining the correlations between the measures of potentially overlapping constructs. According to Fornell and Larcker (1981), items should exhibit stronger loadings on their constructs as opposed to other constructs in the model, and the average variance between each construct and its measures should be greater than the variance shared between the construct and other constructs. The squared correlations for each construct are lesser than the average variance extracted by the indicators measuring the construct, as described in Table 2, thereby indicating sufficient discriminant validity. Overall, the measurement model verified sufficient convergent validity and discriminant validity. Therefore, the measurements for this study are reliable.

4.1 Hypothesis Testing

Hence, the following hypotheses were derived based on the findings and analysis performed in this study. The first hypothesis derived from this study is (1) there is a direct relationship between the impact of action movies on the behaviour of youths. On the other hand, the second hypothesis is (2) there is a positive relationship between the impact of action movies upon the imitation of behaviour by youth. Additionally, the third hypothesis derived is there is a direct relationship between the impact of action movies towards youth's perception of social reality. Lastly, (3) there is a significant relationship between the preference of action movies and its impacts.





Subsequently, path analysis was performed to test the four hypotheses generated, as shown in Table 3. To evaluate the predictive power of the structural model, R^2 was calculated. The R^2 value was 0.6100. This result suggests that the variance in the impact of action movies can be explained by behaviour, imitation, perception and preference. The exposure to violent media contents has an impact on the behaviour, imitation attitude and perception of reality. However, preference is not very much proven to be a major aspect of influencing one towards action films and exposure to its impact.

Table 3: Hypothesis Testing

Hypothesis	Relationship	Overall Sample	Std Error	T-Statistics	p-value	Upper Limit	Lower Limit	Decision
H1	Behaviour -> Impact of Action Movies	0.4975	0.0956	5.2905**	0.0000	0.2985	0.6666	Supported
H2	Imitation -> Impact of Action Movies	0.1969	0.0924	2.1299**	0.0332	0.0294	0.3937	Supported
H3	Perception to Social Reality -> Impact of Action Movies	0.1892	0.0917	2.0747**	0.0381	0.0116	0.3735	Supported
H4	Preference -> Impact	0.0756	0.0781	0.9403	0.3471	-0.0890	0.2242	Not Supported

** significant at $p < 0.05$





5.0 Conclusion

The following conclusions can be drawn from the study that was carried among college youths. To begin with, this study proves that college youths do prefer and still find the Malaysian, action blockbuster film, KL Gangster as the form of entertainment and to kill boredom. Moreover, this also initiates several compelling reasons to why the movies still receive much fame and popularity among the college youths, namely, the thrill, suspense, plot of the story, popularity of casts, depiction of completing fight and violent scenes along with the touch of family sentiments and brotherhood that leaves a greater impact on the viewers mindset. This also proves that the majority of respondents are immature in handling the impact of media violence exerted by action films upon them psychologically in a proficient manner as they are the main population that often faces these sort of impacts due to the mass usage of media. Furthermore, the feelings experienced by college youth while viewing gory and violent scenes strongly affects their perception. This is due to the increased amount of fear and anxiety that one develops. People tend to build a world of fantasy influenced by the aspects portrayed in horror movies and perceive it to be the reality. They indirectly perceive the world to be a more dangerous place than it is.

On the other hand, the number of hours an individual consumes the media is strongly related to the effects of media violence. This is proven as an average number of students who are heavily affected by the impact of mass media is prone to viewing television and films for more than four hours in a week. Nevertheless, this conclusion is also supported by the Cultivation Theory by George Gerbner (George Gerbner, 1969). Also, personality and behaviour are proven to have a positive relationship with the impact of media violence in action films exerted upon the perception of college youth. This may be due to the small sample size in which the study was conducted, and the respondents that belong to different age groups and gender orientation have different opinion and perception towards action movies due to their distinctive mindset and values that are significantly influenced by the society in which they live. Additionally, level of imitations and acceptance of violent behaviours depicted as norms has achieved a partial positive relationship with the impact of media violence in action movies on peoples daily lifestyle and routine due to the various level of media consumption of the respondents. Most of the action movies are produced mirroring the Asian cultural context which recreates a fake illusionary understanding of a culture that is framed by the content producers. This independent construct is significantly supported due to the liberal and inefficient use of censorship imposed on the Malaysian media which proposes a change when compared to the results conducted in the Asian context.

Therefore, the extend of imitation of violent and brutal behaviours consumed and inherited by the viewers as a form of personality portrays a positive relationship with the impact of media violence upon college youths perception and behaviour. Nevertheless, the study has also revealed that college youths and youngsters and more prone to the effects of extensive violence and brutality





depicted in action movies as the generation of the current era are entirely consumed by the mass media. The respondents of this survey have concluded that media violence and effects of action movies may bring different meaning and perception to different individuals depending on their maturity level and experience which shapes their attitude and behaviour. Moreover, it is also evident that people of different gender and races that belong to a range of various age group that were involved in this survey have different opinions and perception regarding the subjective understanding of the effects of media violence in action movies serving as the social surrounding. However, the findings are truly devoted to the college youths of a higher education institute in Nilai and are inappropriate to be generalised to other individuals. Therefore, similar studies must be conducted with different groups of individuals from various locations or area to observe if there are any similarities with the different attitudes and perception that is developed by the respondents about the negative impact of media violence portrayed in action films exerted upon college youth.

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