



---

**Embargoed until 7am, 28 February 2010**

## **MEDIA RELEASE**

### **Media violence researcher: “It’s a trigger for youth violence”.**

---

“Repeated exposure to media violence raises the risks that viewers and game players will be more likely to choose violence to solve conflicts, to become desensitized to violence and the suffering of others, and to become fearful about the world they live in. These conclusions are supported by reliable data from a range of research methodologies. Media violence is one contributor to real life violence, and one we can do and should do more about”

Evidence supporting these claims will be presented tomorrow (Monday) to the House of Representatives *Inquiry into the impact of violence on young Australians* meeting in Sydney, by Dr Wayne Warburton, academic and psychologist, speaking on behalf of the Australian Council for Children and the Media (ACCM), (incorporating Young Media Australia).

Dr Warburton says “Given the research evidence, it is reasonable to assume that with a high exposure to violent media people will tend to incorporate a growing number of aggression-related concepts and aggressive scripts for behaviour in their brain’s neural network. In addition, the number of triggers for these concepts and scripts will increase and become more generalised, so that in some cases something as simple and as general as a minor insult could trigger a media-learned aggressive response.”

He concludes “Government policy decisions, as well as the decisions of media outlets, parents, and others responsible for the development of our children, should be more based on what we know about media effects, rather than on common misconceptions, loud minority views, or pressure from the industries that produce media.”

Dr Warburton, and three of the most highly respected international researchers in the field of media violence: Prof. L. Rowell Huesmann (long term impacts of violent media), Prof. Ed Donnerstein (Internet violence and cyber-bullying), and Distinguished Research Prof. Craig Anderson (violent video games) will be reviewing the latest research at the *Growing Up Fast and Furious Conference: Reviewing the impacts of violent and sexualised media on children* in Sydney on 19 March 2010. Professionals and policy makers with an interest in the wellbeing of children and families are encouraged to attend.

For more information about the *Growing Up Fast and Furious Conference*, including details about how to register, go to the ACCM website [www.childrenandmedia.org.au](http://www.childrenandmedia.org.au)

ACCM is a unique national community which strives for a media environment that supports the health, safety and wellbeing of Australian children. It is committed to promoting healthy choices and stronger voices in children’s media. Parents, caregivers and the general community can access information and advice about the impact of the media on children by calling the Children and Media Helpline (1800 700 357, national, freecall, 24/7) or visiting the ACCM Website ([www.youngmedia.org.au](http://www.youngmedia.org.au)).

*For more information or to arrange an interview,  
please call Wayne Warburton (NSW) on, 02 9850 8643*

*Or Barbara Biggins on 08 8234 9396, 0403 005 736*