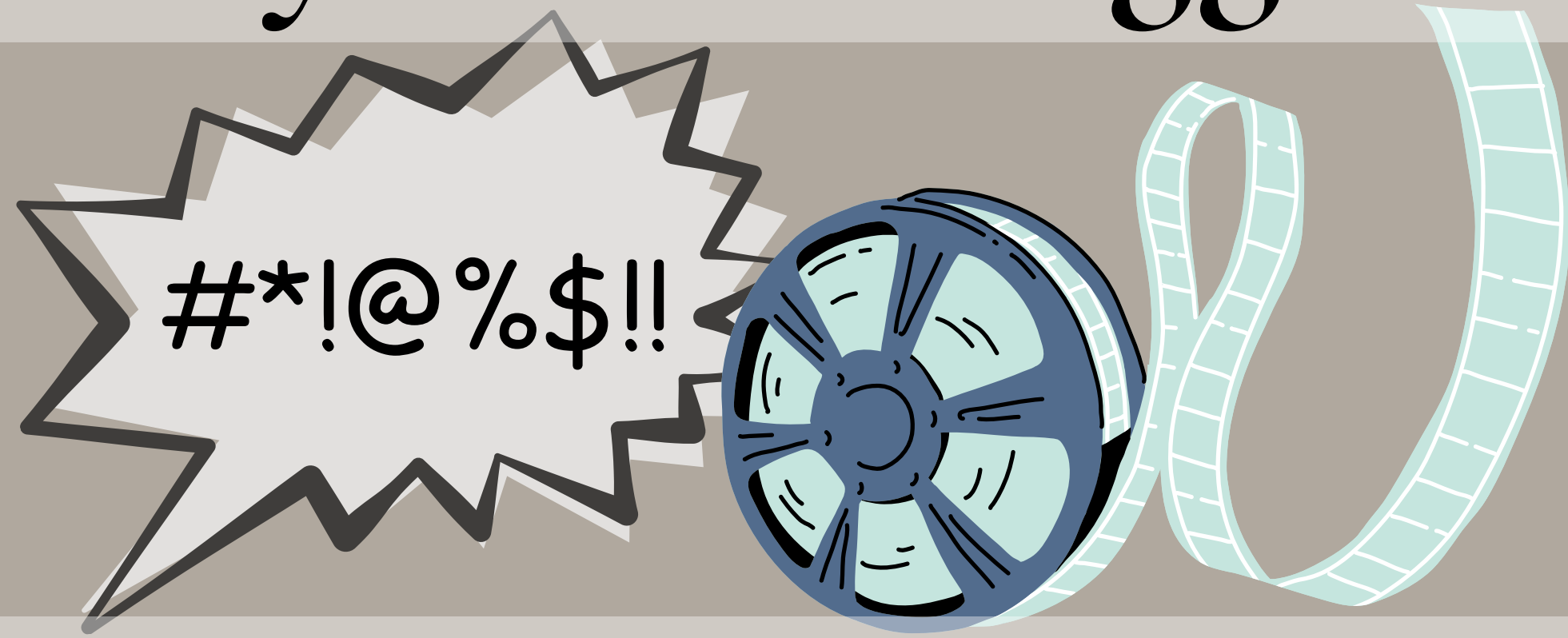


# Profanity in media associated with attitudes and behavior regarding profanity use and aggression.



**THE GIST:** Researchers surveyed 223 middle schoolers on 1) the profanity they saw in the media, 2) attitudes and behavior regarding profanity, and 3) aggressive behaviors. Based on these surveys, researchers found that all three factors were positively related. More exposure to profanity in media was positively related to aggressive behavior, and attitudes about profanity had a heavy influence in the equation. Exposure can relate to more profanity-accepting beliefs and the practice of profanity is related to aggressive behaviors and more hostile personalities.

**THE TAKEAWAY:** The media we consume can affect our attitudes, behaviors, and what we tolerate in our lives. The people we watch on TV with their thoughts and actions can influence our own thoughts and actions. Children and adolescents might be extra susceptible to the media's influence because they are still developing. Considering the negative outcomes associated with profanity, parents and lawmakers should consider the appropriateness of media content children consume.