PILOT STUDY
After having reviewed the literature in this broad field, it was assumed that increased viewing does increase the aggression level of the viewers. Therefore, the researcher wishing to test this assumption decided to group the subjects into 'high', 'medium' and 'low' based on their frequency of viewing the small screen and then test their aggression levels to match them accordingly.

3.1 SAMPLE

A sample size of 150 was decided upon comprising of both boys and girls within the age groups of 13 and 14 years, taken from schools in the city of Madras. All the subjects belonged to the middle class strata of society who viewed television and owned video cassette players.

3.2 VARIABLES

The variables taken into account were Frequency of viewing television and video (i.e. hours viewed per week) and the Aggression levels.

3.3 PROCEDURE

The subjects were questioned in three batches of 50 each. They were first questioned on the number of hours of television and video they viewed per week. Based on this
frequency of viewing they were divided into 'high', 'medium' and 'low' viewers. Those viewing 7 hours of television and below were placed in the 'low' category. Those viewing between 8 and 20 hours per week were placed in the 'medium' category and those viewing 21 hours and above per week were placed in the 'high' category.

All these subjects' aggression levels were then tested using the Aggression Scale which was developed by the researcher (the validity and reliability of the tool was conducted and will be described in the main study).

The 'low', 'medium' and 'high' frequency viewers were then matched with their respective aggression levels which were once again categorised into 'low', 'medium' and 'high' using the Quarterly deviation method\(^1\). Those having aggression levels of 40 and below were considered as 'low' aggressors, those having aggression levels between 41 and 60 were considered as 'medium' aggressors and those having aggression levels of 61 and above were considered as 'high' aggressors.

After the data was analysed the following results were obtained.
3.4 RESULTS

The following table shows the subjects in each category for both the variables.

TABLE 1

Number of Subjects in Each Group

<table>
<thead>
<tr>
<th>Variables</th>
<th>Total (N)</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV, Video Viewing frequency</td>
<td>150</td>
<td>23</td>
<td>103</td>
<td>24</td>
</tr>
<tr>
<td>Aggression level</td>
<td>150</td>
<td>14</td>
<td>86</td>
<td>50</td>
</tr>
</tbody>
</table>

The table shows that for both the variables the maximum amount of subjects fell into the 'medium group' followed by the 'high' and 'low' groups.

The following table shows the aggression levels of the three respective groups of frequency viewers.

TABLE 2

TV and Video Viewers and their Aggression Levels

<table>
<thead>
<tr>
<th>TV &amp; Video Viewing Frequency</th>
<th>N.</th>
<th>Aggression Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>23</td>
<td>53.54</td>
</tr>
<tr>
<td>Medium</td>
<td>103</td>
<td>59.70</td>
</tr>
<tr>
<td>High</td>
<td>24</td>
<td>67.64</td>
</tr>
</tbody>
</table>
The table shows that the average aggression levels of the 'high' frequency viewers was greater than that of the 'medium' and 'low' frequency viewers. In proportion, the 'medium' frequency viewers' average aggression level was found to be more than the 'low' frequency viewers.

Therefore, the conclusion drawn from this small study is that those who view a lot of television and video have higher levels of aggression when compared to those who view less.

3.5 NEED FOR CHANGE IN METHODOLOGY

After the data was analysed and some more relevant review of literature done, satellite transmissions started making their entry into the city of Madras\(^2\). Popular telecasts like the CNN and STAR TV made their presence felt by gradually drawing away the regular Doordarshan viewer. At that particular juncture, STAR TV telecast four main channels namely Star Plus - the entertainment channel, BBC - the information channel, Prime Sports - the sports channel and MTV - the Western Music channel. ZEE TV - the Hindi Channel and the Chinese channel came later on.

The viewers who had access to these satellite transmissions also had the opportunity of viewing two vernacular movies, made available by the cable operators.
However, this had not yet become a regular and established kind of viewing because of its novelty. For example, while certain residential areas of the city had been viewing these programmes for a few months, certain areas had just about received it. Technical faults on the cable lines were also being checked and corrected. This resulted in a lot of discontinuity in viewing.

Nevertheless, however sporadic the viewing, most of the middle class homes started receiving these connections and youngsters began watching these programmes and discussing it with a lot of fervour.

With these developments, it was decided to study some more variables like Activities replaced due to this constant viewing and Parental Restriction. It was also decided to consider Physical and Verbal Aggression as separate variables (the items in the scale, anyway measured both the factors independently).

Violent programming was on the increase. When enquiries were made in various homes as to the nature of adolescents viewing, it was found that quite a large chunk of their television diet comprised of violence with plenty of high action, horror, fights (physical and verbal), sex, bloodshed and murder. At this point it was decided to take
Sex as a variable, as it was assumed that there would be a vast difference in the viewing of violent television between boys and girls.

After another perusal of the studies conducted in this area, it was decided to focus the present study on violence viewing in particular. Hence, it was felt necessary to construct a scale which measured the affinity towards violence viewing (the scale will be described in the main study).