**Item to Artifact Module 4**

**The media can affect how we view society because they control the majority of the information that we are presented with. The media also controls the volume of information presented and the topic. If the media repeatedly reports on incidents of violence or terrorism, these topics and events will readily come to mind. This is an example of the availability heuristic. The more we are exposed to images of terrorism and violence the more readily we can recall them. This negatively affects our view of society because we are not considering the actual occurrence of violent or terroristic events in society.**

**We have seen the influence the media has in relationship to the representativeness heuristic. When incidents of terrorism are depicted in the media this creates a prototype for groups of individuals sharing some similar characteristics such as religious beliefs or country of origin. This representation can be harmful to individuals and society because it can lead to discrimination and stereo typing for individuals sharing these characteristics.**

**The screenshot below is from the video Are We Scaring Ourselves to Death? This screenshot displays how the media can influence society. The news reports heavily on crime and violence and unrest around the globe. This steady reinforcement of the violence occurring around the world would lead one to believe that crime and violence are on the rise. In reality at the time of this recording the graph below shows that this was not true, and that crime was actually decreasing in comparison to what the news portrayed. This is an example of the availability heuristic. The more that crime is violence is discussed and displayed in the news the more likely that we are able to recall these events even if the occurrence is society is not as prevalent as we are being influenced to believe.**

<https://www.youtube.com/watch?v=WmiFShBQDIs>

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