



# The Effects of Media on Gender Identity/Sexual Orientation Comfort and Attitudes towards the LGBTQ+ Community



Katherine Harper, Jaylan Luvane & Tara J. Collins, Ph. D. — Winthrop University

## Method

### Participants (80)

- 16 men, 55 women and 9 participants who chose not to gender identify
- Participants' ages ranged from 18-50+, with 62 of the participants in the age range of 18-25

### Survey

- Online format through Qualtrics
- Assessed participants' feelings towards profiles and their overall comfort with LGBTQ+ using a 7 point Likert scale (1 = Strongly Disagree & 7 = Strongly Agree)
- Questionnaires used:

-Gay Identity Questionnaire (Brady & Busse,1994), which measures how openly homosexual one is and how integrated one is within a heterosexual society

-Component Measure of Homosexuality (Fisher, Davis, et al., 2011), which measures the amount of condemnation/ tolerance towards LGBTQ+ members, morality and contact with the LGBTQ+ .

-The Transgender Attitudes and Beliefs Scale (Kanamori, Cornelius-White, et al., 2015), which measures interpersonal comfort, beliefs surrounding the LGBTQ+, and the value of these members..

-The Transgender Congruence Scale (Kozee, Tylka, et al., 2012), which measures comfort with gender identity.

## Introduction

- LGBTQ+ media representations and their accuracies affect everyone, not just the LGBTQ+ community (Calzo & Ward, 2009).
- Greater media consumption among the men and highly religious people was correlated with more acceptance towards LGBTQ+ (Calzo & Ward, 2009). Additionally, though it is important how much media one consumes, the far more important factor was the type of media being consumed (Potter & Chang, 1990).
- Through our study, we hoped to expand on previous research on media and the LGBTQ+ community, as well as use social media profiles to examine peoples' reactions to an LGBTQ+ profile versus a heteronormative profile.

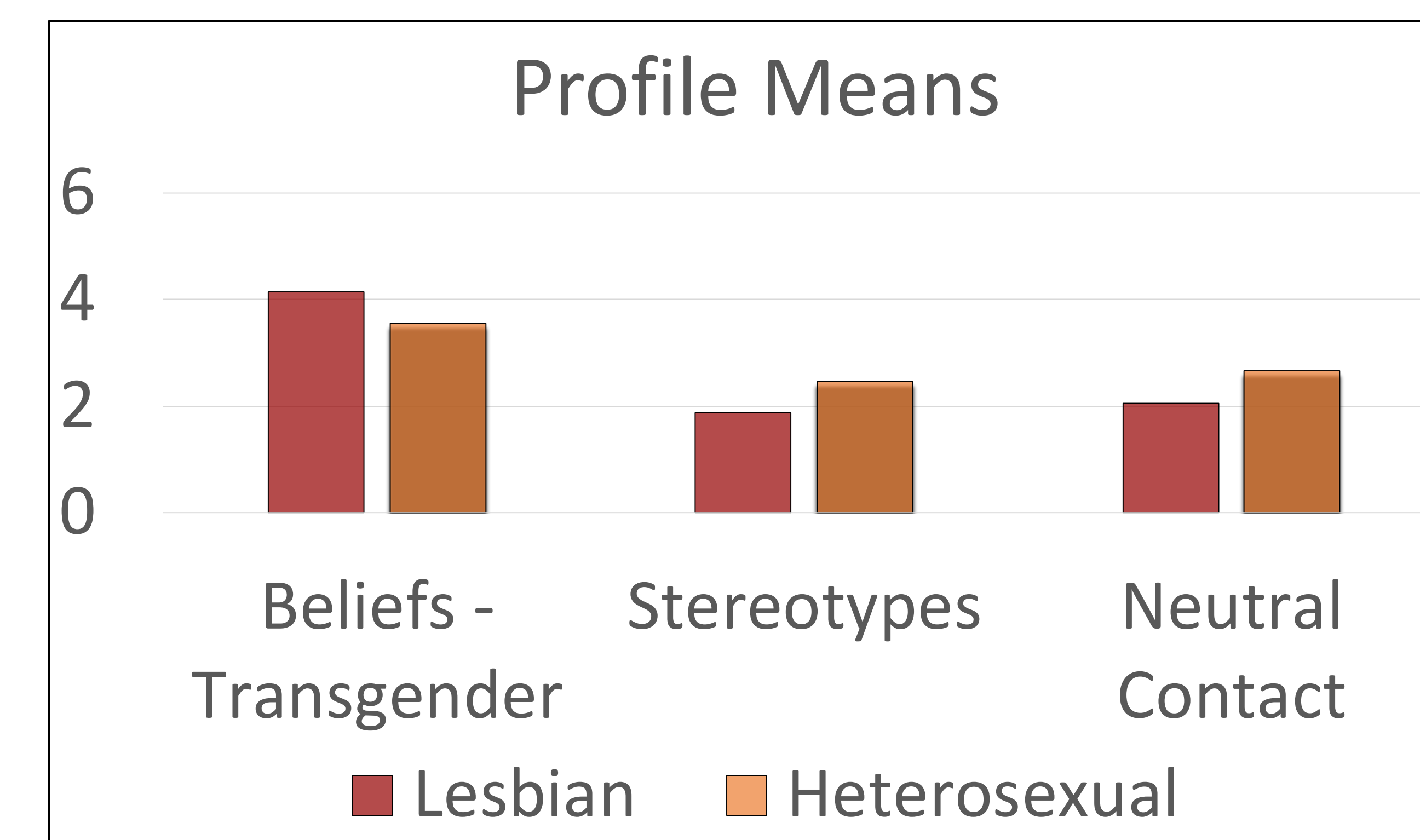
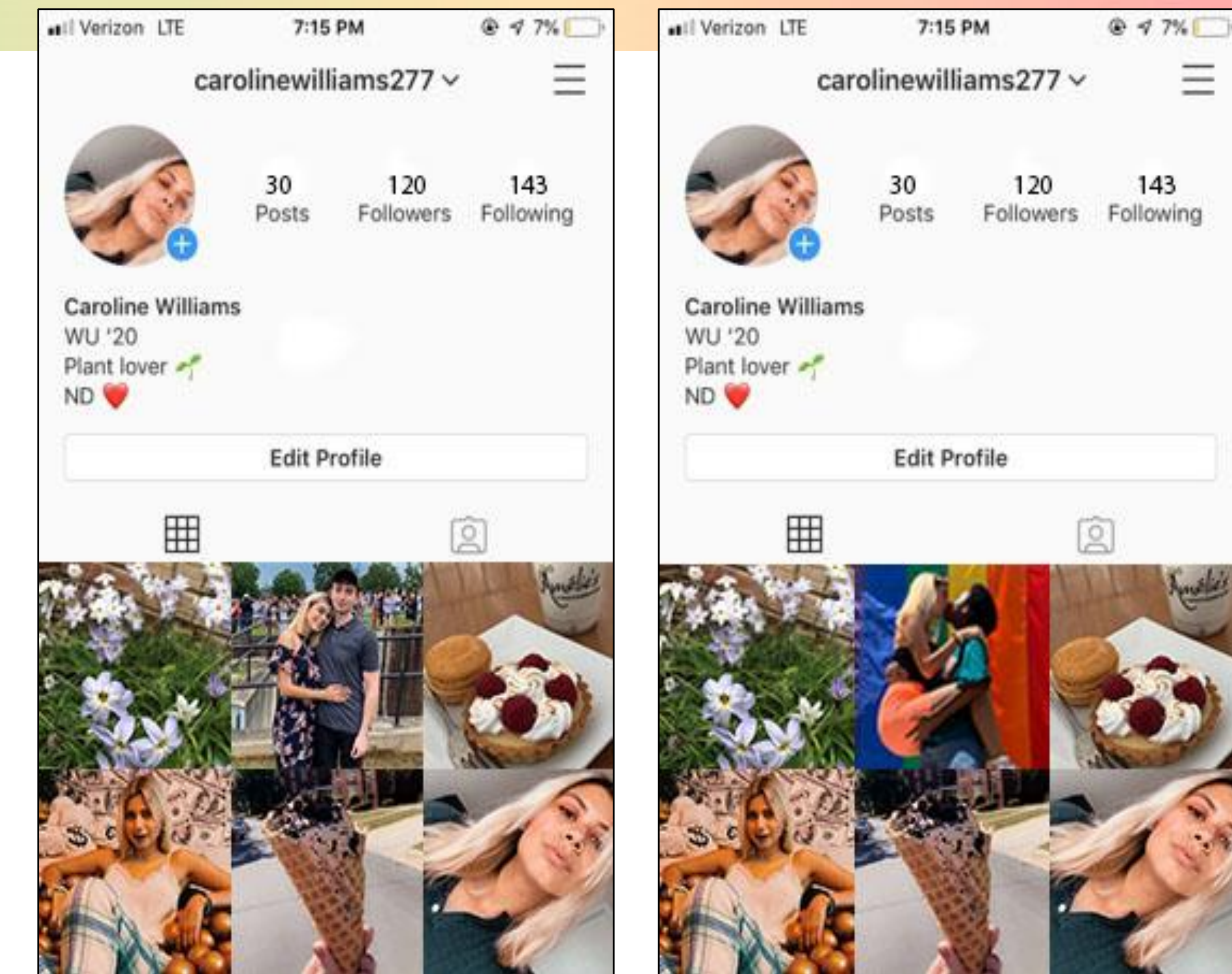
## Hypotheses

- Our main hypothesis was that of the two profile conditions, the participants who viewed the lesbian profile would want to avoid contact less and score lower on LGTBQ+ stereotypes than the participants who viewed the heterosexual profile.
- We hypothesized that the participants who viewed the lesbian profile would score higher, or more positively, on their beliefs about transgender people than their heterosexual viewed counterparts.
- We also hypothesized that the more media representation of LGBTQ+ and prevalence of LGBTQ+ role models would produce a positive correlation with positive attitudes towards the LGBTQ+ community.

## Results and Discussion

- Differences between profile means (shown in bar graph)
  - beliefs about transgender people,  $t(53) = 2.33, p = .02, d = .62$
  - for LGBTQ+ stereotypes,  $t(44) = -3.17, p < .01, d = 0.93$
  - for neutral contact, (ex. If a member of my sex made advances towards me, I would feel angry)  $t(46) = -2.28, p = .03, d = .67$

- Correlational analysis was used to analyze the majority of our hypotheses (see chart right)
- We can conclude that the manipulation of one "relationship status" photo in the profiles initiated a change in the participants' acceptance and contact with community. This could show that the prevalence and actual visibility of LGBTQ+ members has more of an effect through social media and acceptance than previously thought



| Summary of Correlations |      |       |    |    |    |    |    |    |    |    |    |
|-------------------------|------|-------|----|----|----|----|----|----|----|----|----|
| Measure                 | 1    | 2     | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 1 Media Rep. Prev.      | --   |       |    |    |    |    |    |    |    |    |    |
| 2 Acceptance of self    | .12  | --    |    |    |    |    |    |    |    |    |    |
| 3 Media Rep. Acc.       | -.04 | --    |    |    |    |    |    |    |    |    |    |
| 4 Contact               | .13  | .32*  | -- |    |    |    |    |    |    |    |    |
| 5 Tolerance             | -.13 | .06   | -- |    |    |    |    |    |    |    |    |
| 6 Comfort               |      |       |    | -- |    |    |    |    |    |    |    |
| 7 Role Model Prev.      |      |       |    |    | -- |    |    |    |    |    |    |
| 8 Role Model Feelings   |      |       |    |    |    | -- |    |    |    |    |    |
| 9 Morality Value        | .16  |       |    |    |    |    | -- |    |    |    |    |
| 10 Value                | .02  |       |    |    |    |    |    | -- |    |    |    |
| 11 Beliefs              | .47* | -.54* |    |    |    |    |    |    | -- |    |    |

\*p<.05