Apr 24th, 12:00 AM

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

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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

Profile Means
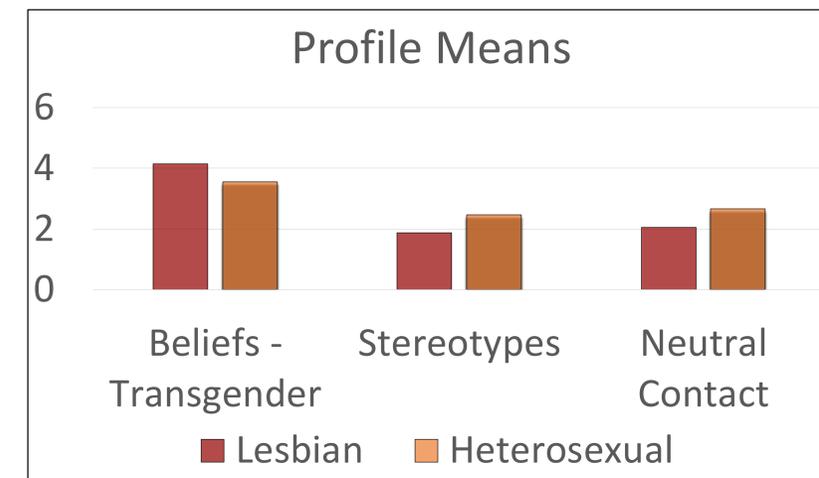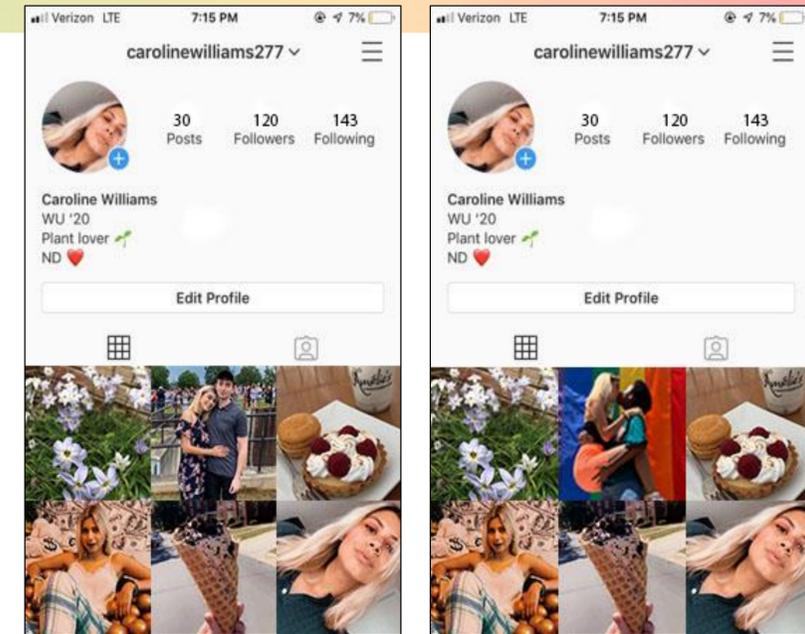
	Summary of Correlations										
	Measure	1	2	3	4	5	6	7	8	9	10	11
1	Media Rep. Prev.	--										
2	Acceptance of self	.12	--									
3	Media Rep. Acc.		-.04	--								
4	Contact	.13	.32*	--								
5	Tolerance	-.13	.06		--							
6	Comfort					--						
7	Role Model Prev.				-.17	.45*	--					
8	Role Model Feelings				-.31*	.52*		--				
9	Morality	.16					-.40*	-.52*	--			
10	Value	.02								--		
11	Beliefs	.47*		-.54*			-.47*	.63*			--	

*p<.05