EFFECTS OF TRANS AND GENDER DIVERSE PEOPLE'S MEDIA REPRESENTATIONS ON ATTITUDES TOWARDS THEM

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Study 1

How are TGD people represented in online news media?

Study 2

Do TGD people's media representations affect attitudes towards them?

POSITIVE

Study 3

Are attitudes towards
TGD people a predictor
of hiring decisions?

Study 4

Can we plan **solutions** based on TGD people's experiences?

INTRODUCTION

- Media often feature negative representations of trans and gender diverse (TGD) people.¹
- Recipients can internalize such representations, leading to corresponding attitudes towards TGD people.¹
- We tested whether **positive**and negative news media
 representations of TGD people
 (found in Study 1) influence
 recipients' affect, attitudes²
 towards TGD people, and
 perceived agency³ of TGD
 people.

HYPOTHESES

REPRESENTATIONS

of TGD people

NEGATIVE

"The positive implications / negative consequences of gender-affirming / gender-altering therapies..."

"The inclusion / increase of trans people in the workplace has brought creativity and opportunities / problems and conflicts..."

POSITIVE

AFFECT ATTITUDES

HIGHER AGENCY

NEGATIVE

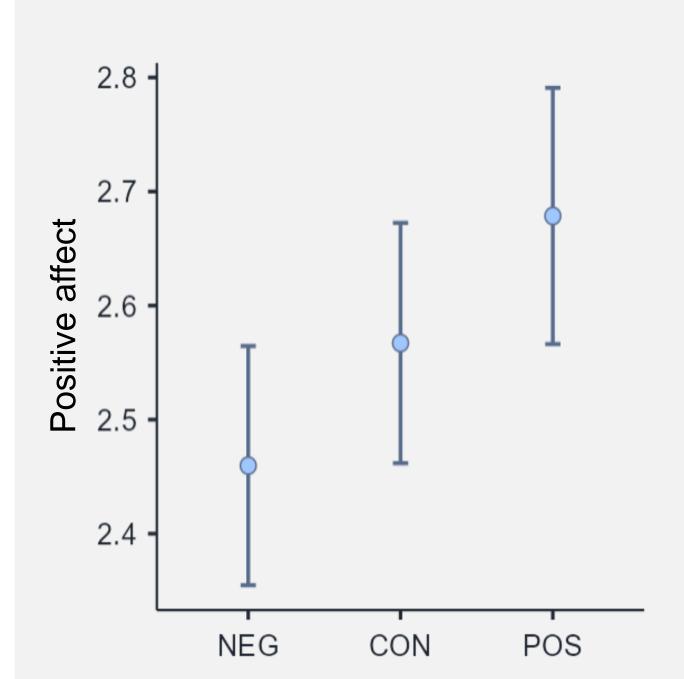
AFFECT ATTITUDES

LOWER AGENCY

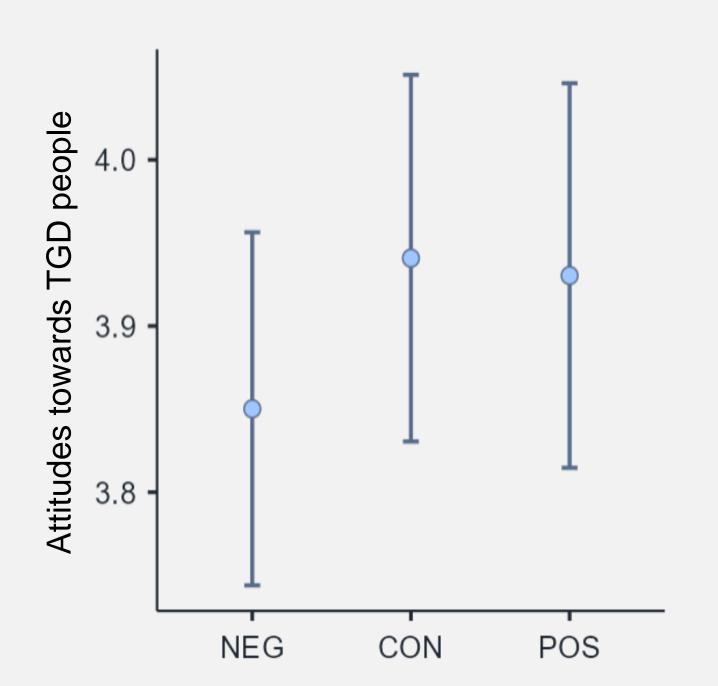
METHODS

- Design: between subject design with 1 factor (TGD people's media representations) and 3 levels (positive, negative, control).
- Procedure: survey
 study with manipulated
 article about TGD
 people (or neutral
 topic), filler tasks, and
 scales.
- Participants: cisgender
 UK citizens; N = 729
 (M_{age} = 39.6).

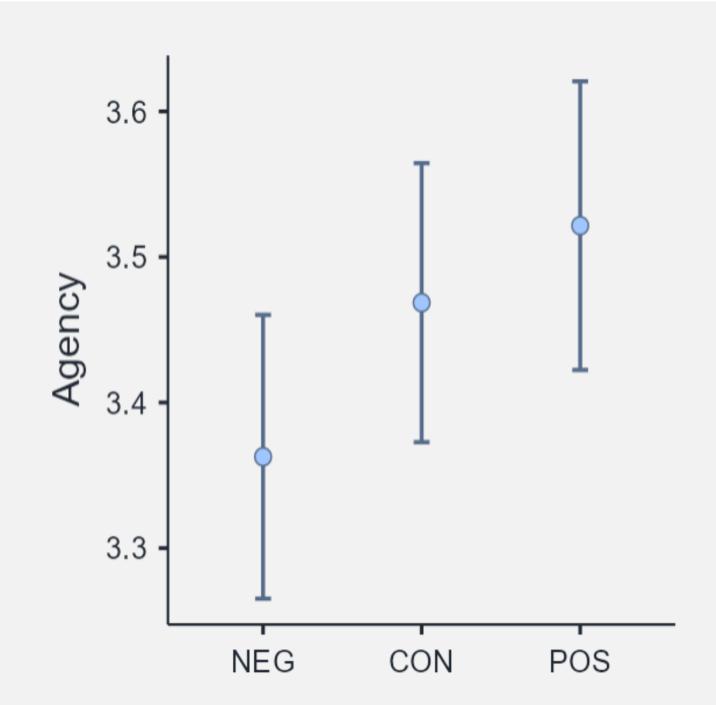
PRELIMINARY RESULTS



TGD media representations did affect positive and negative affect, F(2) = 3.93, p = .020 and F(2) =



TGD media representations did not affect attitudes towards them, F(2) = 0.81, p = 0.44. Still, attitudes were more negative in the NEG con.



TGD media representations marginally affected TGD people's perceived agency, F(2) = 2.63, p = .073

3.69, p = .026

^{1.} Baker, P. (2014). Bad wigs and screaming mimis': Using corpus-assisted techniques to carry out critical discourse analysis of the representation of trans people in the British press. Contemporary critical discourse studies, 211-235.

^{2.} Clark, K. A., & Hughto, J. M. (2020). Development and psychometric evaluation of the Transgender Knowledge, Attitudes, and Beliefs (T-KAB) scale. Sexuality Research and Social Policy, 17, 353-363.

^{3.} Pietraszkiewicz, A., Formanowicz, M., Gustafsson Sendén, M., Boyd, R. L., Sikström, S., & Sczesny, S. (2019). The big two dictionaries: Capturing agency and communion in natural language. *European journal of social psychology, 49*(5), 871-887.