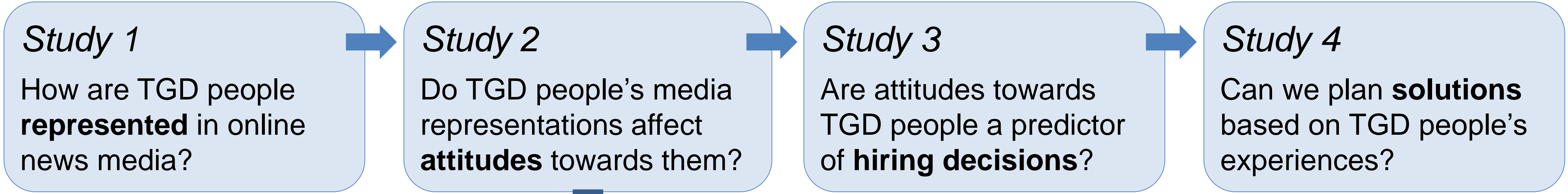


EFFECTS OF TRANS AND GENDER DIVERSE PEOPLE’S MEDIA REPRESENTATIONS ON ATTITUDES TOWARDS THEM

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| INTRODUCTION | HYPOTHESES | METHODS |
|--|---|---|
| <ul style="list-style-type: none">Media often feature negative representations of trans and gender diverse (TGD) people.¹Recipients can internalize such representations, leading to corresponding attitudes towards TGD people.¹We 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. | <div>REPRESENTATIONS of TGD people</div> <div>POSITIVENEGATIVE</div> <div>“The <i>positive implications</i> / <i>negative consequences</i> of <i>gender-affirming</i> / <i>gender-altering</i> therapies...”</div> <div>“The <i>inclusion</i> / <i>increase</i> of trans people in the workplace has brought <i>creativity and opportunities</i> / <i>problems and conflicts</i>...”</div> <div>POSITIVE AFFECT ATTITUDES HIGHER AGENCY</div> <div>NEGATIVE AFFECT ATTITUDES LOWER AGENCY</div> | <ul style="list-style-type: none">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). |

