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Changing Media and Changing Minds: Media Exposure and Viewer Attitudes Toward Homosexuality

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Assigned in COM 300: Introduction to Communication Research (Dr. Theresa de los Santos)

Abstract

This study aims to evaluate the relationships between media exposure, age, and attitude on homosexuality. Considering past research, we concluded that younger participants with higher levels of media would have more positive attitudes on homosexuality. A convenience non-probability sample of 198 participants (100 young adults, 49 middle-aged adults, and 49 older adults) participated in a cross-sectional, quantitative online survey. Our results show that (1) higher media exposure levels foster more accepting attitudes, (2) young participants are more accepting of homosexuality, and (3) news media participants have more accepting attitudes compared to entertainment media participants.

Keywords: media exposure, homosexuality, age, attitudes, acceptability, willingness

The main premise of media is storytelling. Good storytelling seeks to represent all different kinds of people and situations that make up the human experience of life. With homosexuality an increasingly common sexual preference across cultures, it is important for the media to produce content including fair representations of life as a homosexual person. Although they make up only a small sample of the population, their presence should not go unrecognized in the media. In July 2014, The National Health Interview Survey reported that only 2.3 percent of Americans identify as homosexual, lesbian, or bisexual. However, in relation to that small percentage of the population, their presence in the media has grown significantly. On all broadcast networks, cable television and streaming services, the presence of regular characters identifying as LGBTQ increased anywhere from 2 to 7 percent since last year (GLAAD). In film, about 16 percent of films released in 2014 featured at least one homosexual character (Life Site News). Thus, the purpose of this study is to examine how the introduction of content portraying and describing homosexual people and issues into the mainstream media relates to audiences' views and acceptance. In previous research, media exposure has in fact shown significance in determining attitudes about content. In terms of homosexuality representations in the media, previous research suggests that positive exposure boosts positive attitudes for both news and entertainment media.

Review of Literature

General Media Influence

The mainstream media has an important role as an information provider and social model. As a primary source of information, the media has a strong influence over individuals' beliefs, attitudes, and behaviors, especially for those who don't have wide access to other information or are just beginning to shape and form their identities and opinions. Through a self-report survey study, Rimal, Chung, and Dhungana (2015) found that social context moderates how media effects are received by the audiences. The researchers acknowledge that the knowledge present in a larger community contributes to how people consume media and how much they are influenced by it with more knowledgeable communities turning to each other more often than to the media than less knowledgeable communities and communal attitudes about certain issues often causing individual attitudes. (Rimal, Chung, & Dhungana, 2015). Television specifically is one of the main sources of media influencing both

young and old audiences today. Gehrau, Brüggemann, and Handrup (2016), in their study of television viewing, discuss the power of the media in influencing and inspiring audiences for their futures, particularly in young adults and children and their future careers. In their findings, Gehrau, Brüggemann, and Handrup explain how the media can provide a reinforcement effect in which people's interests motivate what they are interested in watching on television or viewing in the media, like a predisposition. Should a television viewer have an interest in the lives of LGBTQ couples, that interest would provoke them to watch LGBTQ related content, then reinforcing the initial interest they had. In this case, we understand that the media are not all powerful but can influence those predispositions. As in the previous example, the research on general media influence can apply to other situations regarding the concentration of homosexuality in the media, concerning how far it has come in representing that community today.

Media Representations of Homosexuality

Minority groups, including homosexuals, have historically been underrepresented and stereotyped in television shows and films. Traditionally, homosexual characters have been shown in stereotypical, negative roles solely for the audience's humor (Life Site News). These stereotypes include characters lacking stable relationships, being preoccupied with their sexuality, and being laughable, one-dimensional figures. However, throughout years of growth of the media as a platform of social expression, there is notable progression in representations and attention to homosexuality.

We have specifically seen more supportive representation of homosexuality in media beginning in the 21st century. In recent years, the number of shows with leading or recurring homosexual characters has varied from 16 in the 1997-1998 season to 29 in the 2000-2001 season (Homosexual and Lesbian Alliance Against Defamation, n.d.). When studying homosexual television content from 2001-2003, Fisher, et. al. (2007) found that sexual content associated with homosexual individuals was found in about 15% of programs overall.

Not only has the frequency of homosexual characters increased, but accurate representations of them and more realistic storytelling has as well. HBO's series, *Looking*, received substantial praise from the homosexual community, with *Rolling Stone* crediting it to having, "accomplished something distinctive in its ability to show the range of male intimacy," despite its early cancellation and abrupt ending. In addition, when studying the portrayal of children with homosexual parents in the media, Landau (2009) discovered that many empowering messages and lessons that come from such relationships are unfortunately repressed when compared to the narratives of the negative aspects of their world. However, Entertainment media content has overall shifted in significant ways throughout the years to be more representative of the homosexual community.

News outlets have also shifted coverage as more homosexual-rights issues have come about in recent years. During the homosexual liberation movement of the 1960s, the only media coverage being made was mainly to reinforce the present anti-homosexual stereotypes (Bennett, 1998). *The New York Times* ran an article referring to them primarily as "deviant" and "promiscuous," in their first ever front-page story about homosexuals. It wasn't until the homosexual rights movement and AIDS epidemic of the 1980s that changes were being implemented into mainstream American media. (Alwood, 1996). Regarding news media, Landau (2009) concluded that the presence of homosexuals in the mainstream news flow is important because it is used as a reference point for constructing homosexual politics for American life as it is continually changing. As media representation of the LGBTQ community expands, there is greater potential for messages to influence audience member's beliefs and attitudes about the homosexual community in positive ways.

Media's Impact on Attitudes about Homosexuality

In previous research, the media has been shown to influence audience members' attitudes and beliefs about homosexuality. Bond & Compton (2015) were able to analyze support for the homosexual community by heterosexuals by measuring the degree to which they viewed homosexual characters on television, also ruling out any possibly influential variables such as sex, age, race, religiosity, and interpersonal relationships with homosexual individuals. The results showed that even in the absence of any personal relationships with openly

homosexual acquaintances, heterosexual television viewers will endorse homosexuals simply through their media interactions with them (Bond & Compton, 2015). Indeed, as acceptance of homosexuality in the media has risen over time, so have viewer attitudes toward it. In Calzo and Ward's (2009) study of attitudes toward homosexuality across the media, they found that most influence came not from one platform, but many. With college students, media diets varied across platforms for what they considered to be an influential media source for them. Different genres held various homosexuality acceptability rates with music videos producing the most positive attitudes, as one example. With this, Calzo and Ward (2009) concluded that, "Attitudes towards homosexuality are not inborn, but are socialized" (p. 280). The degree to which this socialization takes place is the result of both media and our predisposed variables, best described in behavioral communication theories.

Theoretical Perspectives

Some prominent media theories like cultivation theory, framing and agenda-setting help better explain how audiences' attitudes about homosexuality may be shifted by media exposure.

Cultivation. Cultivation Theory examines the effects of one's long-term, prolonged exposure with television. From a cultivation perspective, some research has suggested that the continued innovation of modern media has caused traditional theory of media cultivation to be less relevant, primarily for ethnic minorities who are seeing much more prominent representation on television (Morgan, Shanahan & Signorielli, 2015). But for the realm of homosexual representations, the portrayals of positive or negative examples of homosexuality on television will influence the beliefs among heavy viewers that homosexuality is either abnormal, rare, and problematic or normal, frequent and accepted based on the content. For example, if a viewer were a frequent, intent watcher of multiple seasons' of the talk show, *Ellen*, hosted by the well-known lesbian actress and comedian of the same name, they would most likely view the happenings of her personal life as revealed on the show and her interactions with other members of the entertainment community in her interviews as absolutely normal, frequent and accepted, in turn influencing their ideas about the entire homosexual and lesbian community in the same way due to their prolonged exposure with the positive representations.

Framing. Framing theory states that the media focuses on certain topics and delivers information on them in a motive conscious way. The media is said to highlight specific events and place them in a certain context to either encourage or discourage interpretations. Because of this, the media produces a particularly selective influence in the way people view reality as they see it in media. Thus, the way stories about homosexual issues are framed also plays a large role in what ends up being viewed, in turn affecting the attitudes of the viewers to come out of it. For example, the attitudes emerging from the news of homosexual marriage becoming legal would be significantly altered if news stories include condescending and negative language or bias (CNN).

Agenda-Setting Theory. Agenda setting theory explains the ability of the news media to influence the importance of topics on the public agenda. For example, when marriage equality was examined in a 2013 cover of the *New York Times*, the issue was perceived by readers as important and notable to a greater degree than before the publication of that news article (Rodriguez & Blumell, 2014). So, the more the topic of homosexuality is covered in news media, the more an audience will regard it as prominent, news worthy and applicable to others' lives as well as their own.

Genre Differences

Although many platforms of media produce content surrounding homosexual people and issues, not all are not covered equally across these platforms. The difference between news and entertainment media is especially notable in our research. Of the fourteen genres examined by Fisher, et al. (2007), only movies and variety/comedy shows had substantial percentages of programs that contained homosexual content. Still, overall, entertainment media represents homosexuals in a more integrated way in relation to the rest of society by putting them in positive situations on screen that depict integration, acceptance and love of other characters interacting with them (Bond & Compton, 2015). Whereas in news media, content is restricted to unbiased, factual events that are often conflict-driven and rarely showcase a homosexual individual's day to day lifestyle (Gibson, 2003).

In a content analysis of four daily newspapers, Murphy and Aarons (2001) found that the themes of conflict was central in over half, around 64 percent, of the stories about homosexuals. Those not about conflict were found to be reporting only mainly about entertainment aspects such as television, movies, books or plays with little relation besides the mention of homosexual characters (Gibson, 2003).

Viewer Variables

There are also pre-existing variables within viewers that should be considered regarding media's effects on attitudes about homosexuality, including age, religion, and gender. When it comes to age, younger people should be more open to the media's representation of homosexuality. Sharpe (2002) found that, "the portrayal of homosexual people in areas of the media, as characters portrayed in soap operas, helps to make young people's views on homosexuality more acceptable. It represents another way of 'knowing' someone vicariously" (pp. 270-271). Religious influences have also been shown to play a prominent role in one's acceptance of the practice of homosexuality. For example, because Evangelical Christianity is more judgmental of same-sex relations, individuals under that denomination are less likely to be as strongly influenced by media exposure to homosexuality portrayals than others under a religious practice with less or no critical beliefs about same-sex relations (Schnabel, 2016). Because we are more likely to understand and get along with this similar to us, gender is another variable to examine upon attitudes toward homosexuality. Whitley (2002) examined the degree of masculinity or femininity on attitudes toward homosexuality, finding that more masculine-reporting males and more feminine-reporting females, or, more traditionally gender-belief oriented individuals, had more negative attitudes. So, aside from the influencing power of media exposure alone, the notable viewer variables that influence attitudes on content, a part from, or in conjunction with media exposure, are important to acknowledge.

Hypotheses and Research Questions

In summary, the media has a large influence on how individuals are exposed to social issues. As the representation of homosexual characters in both actual, news-based and non-factual, entertaining media increases, there is potential for more acceptance in the public opinion of homosexuality. This study seeks to expand this knowledge regarding media exposure and the acceptance of homosexuality by examining the variables of media exposure, viewer age, and the type of media platform. Based on the above mentioned literature, we proposed the following hypotheses and research question.

H1: As exposure to media with more positive representations of homosexual people and the issue of homosexuality increase a) acceptability for the issue, and b) willingness to learn more about the issue will improve.

H2: Overall, younger adults (who have likely had more exposures to more positive media representations of homosexuality) will be more accepting of the issue.

RQ1: Does satisfaction or close attention to factual, news-based or non-factual, entertaining media representations of homosexuality relate to acceptability and more willingness to learn about the issue?

Method

Participants and Procedure

A convenience/purposive sample of 198 participants (154 females and 44 males) between the ages of 18 and 79 ($M=36.43$, $SD = 18.61$) participated in a cross-sectional survey study that assessed media exposure and attitudes about homosexual rights and homosexuality. A variety of ages were purposefully represented in the sample with 50.51% (100 people) of participants between the ages of 18 and 23 years old (young adults), 24.75% (49 people) of participants between the ages of 28 and 52 years old (middle-aged adults), and 24.75% (49 people) of participants between 53 and 79 years old. In terms of religious affiliation, 17.26% of participants identified themselves as Protestant, 20.31% of participants identified themselves as Catholics, 59.39% identified themselves

as Christian, 0.51% identified as Islam, 0.51% identified as Hindu, 1.52% identified as Buddhist, 5.08% identified as other, and 10.15% identified as no religion. Note that these percentages together total over 100% because some participants selected more than one religion, majority of these individuals stating that they were Catholic and Christian, Protestant and Christian, etc.

The online questionnaire was distributed via the social networking site, Facebook, through individual messages and group postings within the Pepperdine community and an email link.

Materials

The electronic survey service, SurveyMonkey.com, was used to create and administer the questionnaire. There were no other materials needed for the study; it was a low cost and paperless questionnaire.

Measures

The questionnaire used in this study was made up of 35 items in total. The first question was used to gain the participants' informed consent.

General Media Exposure. Overall media exposure was assessed with self-report measures. First, Likert-type items were used to assess participants' overall media use. For the question: "On average, how much time do you spend on the following media everyday?", participants were asked to respond on a scale from (1 = Never, 5 = More than 5 hours) for five different media forms including television, magazines, newspapers, internet and social media. Participants were also asked: "How often do you engage with entertainment media platforms (including non-factual television programs and films)?", and "How often do you engage with news media platforms (including factual news broadcast, online articles, or newspapers)?" Subjects responded on a scale from (1 = Never, 5 = Always). In the study, participants are asked about their exposure to two types of media: entertainment media, and news media.

Entertainment Media Exposure. For the purpose of this study, entertainment media was defined as any media created solely for the purpose of entertaining the public and spreading popular culture. To measure exposure to entertainment media with a focus on homosexual issues or prominent homosexual characters, participants were first asked if they had seen 16 movies and television shows including *Orange is the New Black*, *Modern Family*, *Glee*, *The L Word*, *The Kids are Alright*, and *Brokeback Mountain*. Next, participants were asked to rate on a Likert scale from (1 = Very Dissatisfied to 5 = Very Satisfied) how satisfied they were with the TV programs or movies they had seen on the list.

News Media Exposure. For the purpose of this study, news media was defined as any media created in order to spread current events and keep the public updated around the world. Following the same set-up for entertainment media described above, participants were first asked if they were exposed at all to ten news events about homosexual and LGBT issues including Bruce Jenner announcing that she is now Caitlyn and will live as a woman, President Barack Obama announcing the designation of the first national monument to the LGBTQ community, and Tammy Baldwin becoming the first homosexual politician elected to the Senate, and more. Participants were then asked to rate on a 5-point Likert scale (1 = Never, 5 = A Lot) how much they followed each news event.

Attitudes about Homosexuality. Attitudes about homosexuality were measured using a 22-item, 5-point Likert-type scale to assess participants' perceptions about the inappropriate or appropriate behaviors of homosexuals (1 = Agree, 5 = Disagree) These items were divided into categories of overall attitudes of acceptability and willingness to learn more. A total of 10 questions assessed attitudes of acceptability, including statements such as, "I find homosexual acts disgusting." A total of 12 items assessed attitudes of willingness with items such as, "I would not mind having a homosexual friend." To measure both acceptability and willingness, subjects responded on a scale (1 = Agree, 5 = Disagree).

Demographics. Participants were also asked to report their gender, age, and religious affiliation.

Results

H1: The first hypothesis predicted that people with more exposure to media with more positive representations of homosexual people and the issue of homosexuality will have higher acceptability for the issue and willingness to learn more about the issue. Our independent variable (amount of media exposure) was categorical (low/high), and our dependent variable (attitudes toward homosexuality) was continuous. Attitudes toward homosexuality was measured on a 5-point Likert-type item (1 = Disagree, 5 = Agree). To see if the hypothesis is supported, we compared each group's mean homosexuality attitude value in terms of acceptability and willingness. In summary of our results, individuals with an overall higher media exposure were more accepting and more willing to learn about homosexuality.

H1a: Based on data in our sample for entertainment media consumers, the homosexuality acceptability mean among low-exposed individuals was 1.55 and the homosexuality attitude mean among high-exposed was 1.31. This evidence supports our hypothesis since 1.31 is lower than 1.55. In the same group of entertainment media consumers, the homosexuality willingness mean among low-exposed individuals was 1.89 and the homosexuality attitude mean among high-exposed was 1.31. In addition, this evidence was supported our hypothesis since 1.31 is lower than 1.89. This evidence is shown below in Figure 1.

H1b: Based on data in our sample for news media consumers, shown below in Figure 2, the homosexuality acceptability mean among low-exposed individuals was 1.65 and the homosexuality attitude mean among high-exposed was 1.48. Thus, this evidence supported our hypothesis since 1.48 is lower than 1.65. In the same group of news media consumers, the homosexuality acceptability mean among low-exposed individuals was 2.03 and the homosexuality attitude mean among high-exposed was 1.81. This evidence supported our hypothesis since 1.81 is lower than 2.03.

H2: The second hypothesis predicted that younger adults who have likely had more exposure to more positive media representations of homosexuality will be more accepting of issues relating to homosexuality. Our IV (degree of acceptability) was interval, and our DV (age) was categorical, as seen in Figure 3 above. The degree of acceptability was measured using a 5-point Likert-type item (1 = Disagree, 5 = Agree) where 1 disagree represented a low level of acceptance and 5 represented a high level of acceptance towards homosexual issues, and to measure age, three categories were used: young adults (ages 18-23, n=100), middle-aged adults (ages 28-52, n=49), and older adults (ages 53-79, n=48). To see if the hypothesis is supported, we compared each group's mean degree of acceptability. Based on data in our sample, the degree of acceptability mean among young adults was 1.46, among middle-aged adults was 1.85, and among older adults was 2.07. Thus, this hypothesis was supported since 1.46 is lower than 1.85 is lower than 2.07.

RQ1a: The research question inquired about the degree of acceptability and willingness to learn more about the issue based on satisfaction or close attention paid to news or entertainment media representations of homosexuality. The variable of satisfaction was measured on a categorical level using a Likert-type item (1 = Very dissatisfied, 5 = Very satisfied) where 1-very dissatisfied represented a low level of satisfaction and 5-very satisfied represented a high level of satisfaction. The degree of acceptability was measured using a 5-point Likert-type item (1 = Disagree, 5 = Agree) where 1-Disagree represented a low level of acceptance and 5-Agree represented a high level of acceptance towards homosexual issues. A correlation between these variables was computed. Based on the data in our sample, the correlation between satisfaction of entertainment media and acceptability of the issue was $r = -0.39$ and willingness of the issue was $r = -0.33$. Thus, the evidence supports that satisfaction of entertainment media representations of homosexuality negatively correlates for a lower willingness to learn about the issue and negatively correlates for a lower acceptability of the issue.

RQ1b: In addition, The variable of following news coverage was measured on a categorical level using a Likert-type item (1 = Never, 5 = A lot) where 1-never represented a low level of following coverage and 5-a lot represented a high level of following coverage. The degree of acceptability was measured using a 5-point Likert-type item (1 = Disagree, 5 = Agree) where 1-disagree represented a low level of acceptance and 5 represented a high level of acceptance towards homosexual issues. In addition, the correlation between following news media and acceptability of the issue was $r = -0.21$ and willingness of the issue was $r = 0.86$. Thus, the evidence supports that close attention to factual news based media representations of homosexuality correlates with a greater willingness to learn about the issue but correlates negatively with an acceptability of the issue.

Discussion

The findings of this study support the claim that media is a significant influence on attitudes about many different aspects of life but primarily the practice of homosexuality as we analyzed. As homosexuality has become a growing commonality, the representations of their community in the media also became increasingly important, catalyzing a need for research on its effects.

Our findings in Hypothesis 1a and b regarding attitudes in response to entertainment and news media exposure correlate with findings from Bond and Compton (2015) and Armstrong (2014), who said that a greater exposure to positive homosexual media will lead to more positive attitudes towards the subject among audience members. The truth in this finding stems from the amount of increased positivity presented in the media in recent years, as observed by Portwood (2016). In both cases overall, more media exposure in general lead to more positive attitudes in the breakdown of both the acceptability and willingness scales.

By getting a solid sample size of three different age categories, the survey accounted for the demographics and opinions of a variety of people accurately representative of those who engage in the entertainment shows and news story examples provided in the questions. The findings correlate with those of Anderson and Fetner (2008) who claimed that once opinions are formed in early adulthood, they are not likely to change. However, due to the recent increase in homosexual media as observed by Portwood (2016), the opinions of younger generations have been formed to be more accepting of homosexual media. Media outlets or future researchers could take this information and use it to target a specific age group should they want to appeal to or study attitudes toward homosexuality knowing where they stand now based on age alone.

When comparing entertainment to news media in their portrayal of homosexual topics on the attitudes of viewers, results pointed to news media as provoking a much greater willingness to learn than entertainment media while entertainment media produced slightly more acceptability among participants. However, the review of literature focused primarily on the idea that entertainment media would provoke greater acceptance and willingness because of the life-like portrayals of homosexuals and their incorporation into society with heterosexuals and not news media because of the harsh history of news publication toward homosexuals and the concrete, conflict based nature of news stories. The literature review pointed to the research done by Gehrau, Bruggemann and Handrup (2016) which found that entertainment media portraying the homosexual community as entertaining and humorous would drive viewers to be more involved with and engrossed in them and their situation. This was connected with the Gibson (2003) study that concluded the news media's failure to portray homosexuals functioning as real people in anything other than conflict or health related stories. In contrast, results showed that news-minded individuals were instead more information seeking and therefore willing to learn more about the issues presented than those entertainment-minded who were intaking media solely for a pleasurable experience. However, because acceptability on the news media attitude scale was not nearly as high as willingness and individuals who report frequently following news would be considered informatively inclined despite the topic of the story, conclusions cannot be drawn to assume that a high willingness but low acceptability would lead to positive attitudes about homosexuality. Therefore it seems that the entertainment media content was the most contributive to producing positive attitudes about homosexuality through the more consistent positive correlation on the acceptability and willingness scale.

There are limitations to this study that suggest additional analyses are warranted. To make the study stronger, in-depth interviews could have been conducted, reflecting more of a qualitative approach in order to get a deeper understanding as to why participants responded to the survey questions the way they did and to avoid any wording confusion some questions may have caused. In addition, a different approach could have been taken to the survey in terms of scale set-up, producing instead a 4-point Likert-type scale to force participants to polarize their answers to avoid any comfortability in selecting neutral answers like some of the results showed. A change in the choice of entertainment media television shows and news media story examples we presented on the survey could have slightly altered results or allowed more individuals to be categorized as receiving high media exposure, although the choices did cover a solid variety that helped lead to the current findings. Changing the demographic lens used is another possibility, offering a question on the survey regarding sexual orientation of participants which would have been used as another tool to analyze viewer variables, comparing results of those who identified as LGBTQ and heterosexual.

Moving forward with application, this study incorporated plenty of previous research to support the findings while generating enough new results to be applied to future research. Conducting research and drawing new conclusions are not only important now but will continue to grow in significance as homosexuality and other forms of diversity grow in American mainstream media and create a demand to do so.

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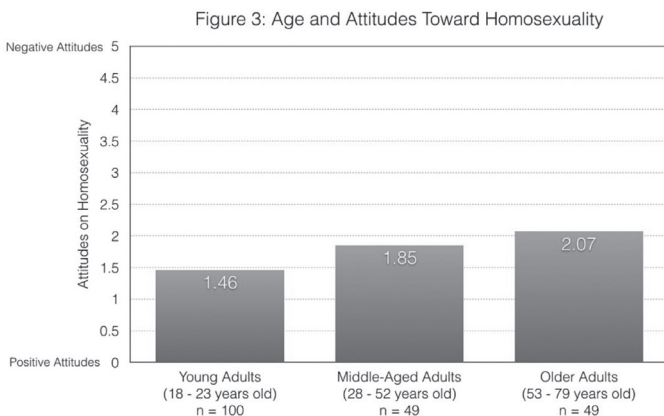
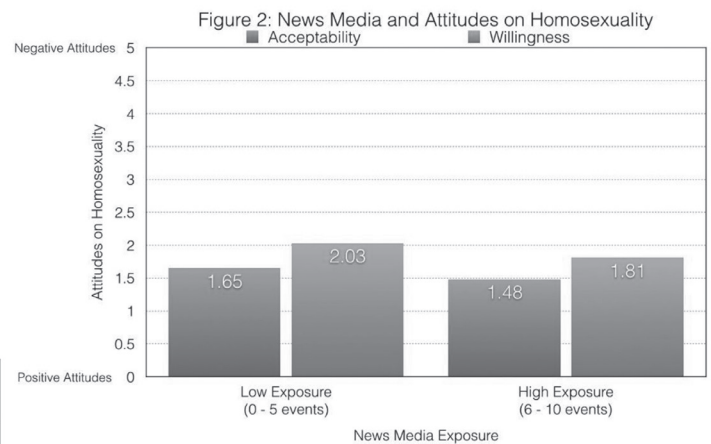
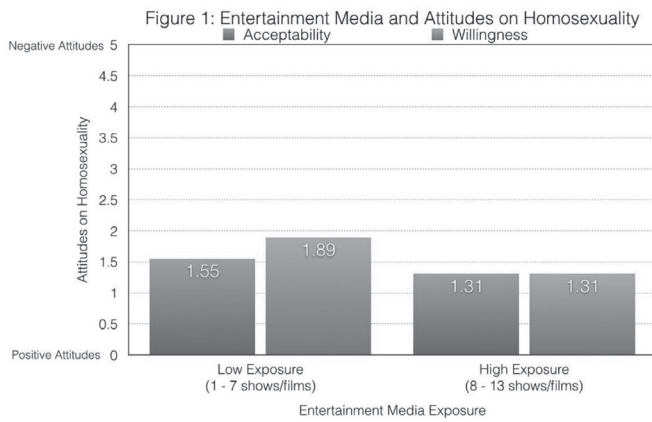
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Appendix A



Appendix B

1. You are being asked to participate in study about how media exposure influences attitudes about social issues. This survey should take no longer than 10 minutes to complete. Your responses are completely anonymous (i.e., your name is not being collected so your responses cannot be connected to you in any way). You may only complete the survey once. This study is also completely voluntary. If you have any questions or concerns, please contact Jennevie Fong (jennevie.fong@pepperdine.edu), Gabby Gonta (gabrielle.gonta@pepperdine.edu), Claire Fagin (madison.fagin@pepperdine.edu), and Shannon Hansen (shannon.hansen@pepperdine.edu). If you consent to participate in this study, please begin the survey now.

A. Yes, I am 18 years old or older and agree to participate

B. No, I do not wish to participate

2. On average, how much time do you spend on the following media everyday?

Television / Magazines / Newspapers / Internet / Social Media Platforms

1 Never

2 Less than 1 hour

3 1 to 2 hours

4 3 to 4 hours

5 More than 5 hours

3. How often do you engage with entertainment media platforms (including non-factual television programs and films)?

1 Never

2 Rarely

3 Sometimes

4 Very Often

5 Always

4. How often do you engage with news media platforms (including factual news broadcast, online articles, or newspapers)?

1 Never

2 Rarely

3 Sometimes

4 Very Often

5 Always

5. Have you watching the following television programs or films? (Yes or No)

Orange is the New Black / Modern Family / Glee / The L Word / Will & Grace / Brokeback Mountain / Paris is Burning / But I'm a Cheerleader / The Kids are Alright / Milk / Pretty Little Liars / 90210 / The Perks of Being a Wallflower / Best in Show / Adam & Steve / Faking It

6. How satisfied were you with these television programs or films as a form of entertainment? (If you have not seen these television programs or films, choose the N/A option)

1 Very Dissatisfied

2 Dissatisfied

3 Neutral

4 Satisfied

5 Very Satisfied

6 N/A

7. Which news platform do you use **the most** to access information?

A. Broadcast Television

B. Print Newspapers

C. Online News Articles

D. Other (please specify)

8. How often are you exposed to issues and events about gay rights and homosexuality in the news media?

- 1 Never
- 2 Not Often
- 3 Sometimes
- 4 Often
- 5 Very Often

9. Were you exposed to coverage for these current events in the news? (No or Yes)

US Olympic gold medal winner Bruce Jenner reveals that she is now Caitlyn Jenner and will live as a woman.

President Barack Obama announces the designation of the first national monument to lesbian, gay, bisexual and transgender (LGBT) rights.

Boy Scouts of America president announces that the national executive board removes the restriction on openly gay leaders and employees.

The Supreme Court rules that states cannot ban same-sex marriage.

Secretary of Defense announces that the Military Equal Opportunity policy will now include gay and lesbian military members.

“Don’t Ask, Don’t Tell” is repealed, ending a ban on gay men and lesbians from serving openly in the military.

A symbol of pride and hope for the LGBT community, the first rainbow flag is stitched together.

The number of openly out athletes competing in the summer 2016 Olympic Games in Rio de Janeiro doubles from those in London 2012.

Tammy Baldwin becomes the first openly gay politician elected to the US Senate.

The US Supreme Court rules that legally married same-sex couples are entitled to federal benefits (United States v. Windsor).

10. How much did you follow news coverage for the following issues and events?

- 1 Never
- 2 A Little
- 3 Somewhat
- 4 Often
- 5 A lot

Now, please respond to the following statements about gay rights and homosexuality.

11. I would not want to have a homosexual friend

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

12. I would look for a new place to live if I found out that my roommate is gay

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

13. I won’t associate with known homosexuals if I can help it

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

14. Homosexuality is a mental illness

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

15. I would be afraid for my child to have a homosexual teacher
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
16. Gays dislike members of the opposite sex
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
17. I find the thought of homosexual acts disgusting
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
18. Homosexuals are more likely to commit deviant sexual acts, such as child molestation, rape, and voyeurism (Peeping Toms), than are heterosexuals
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
19. Homosexuals should be kept separate from the rest of society (i.e., separate housing, restricted employment)
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
20. Two individual of the same sex holding hands or displaying affection in public is revolting
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
21. The love between two males or two females is quite different from the love between two persons of the opposite sex
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
22. I see the gay movement as a negative thing
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
23. Homosexuality, as far as I'm concerned, is sinful
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
24. I would not want to be employed by a homosexual
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
25. Homosexuals should be forced to have psychological treatment
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
26. I do not have a desire to learn more about local and national resources to support LGBTQ people
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
27. I do not have a desire to learn more about the challenges LGBTQ people face
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree
28. I do not have a desire to know more about same-sex marriage law
- 1 Disagree
 - 2 Slightly Disagree
 - 3 Neutral
 - 4 Slightly Agree
 - 5 Agree

29. I would not want to hear a homosexual talk about his or her “coming out” experience

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

30. I would prefer not to be seen in public with someone who is openly homosexual

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

31. I would prefer not to introduce my child to an openly homosexual male or female

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

32. I would prefer not to see a homosexual couple exhibit PDA

- 1 Disagree
- 2 Slightly Disagree
- 3 Neutral
- 4 Slightly Agree
- 5 Agree

Finally, please answer the following questions about yourself:

33. Are you male or female?

- A. Male
- B. Female

34. What is your age?

35. Do you identify with any of the following religions? (Please select all that apply.)

- A. Protestantism
- B. Catholicism
- C. Christianity
- D. Judaism
- E. Islam
- F. Buddhism
- G. Hinduism
- H. No religion
- I. Other