6-1-2014

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Reducing Stigma Toward the Transgender Community: An Evaluation of a Humanizing and Perspective-Taking Intervention

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Introduction & Hypotheses

Hypothesis 1: Participants who viewed a humanizing documentary and wrote a coming out letter from the perspective of a TG person would show a significant change in negative attitudes across time relative to participants in the education-only condition.

Hypothesis 2: In accordance with recent work highlighting the importance of individual differences on effects of intergroup contact (Hodson, 2011), we predicted several factors such as religiosity, gender, and prior contact would be associated with negative attitudes toward TG individuals and potentially moderate intervention outcomes.

Method

Participants
100 undergraduate students in the Pacific NW
- Females: 53
- Males: 45
- Non-binary: 2
- Mean age: 19.24 years (SD = 1.49)
- Predominantly Caucasian (78.4%), Asian-Pacific Islander (13.4%), Hispanic (4.1%), Other (4.1%)
- Predominantly Heterosexual (93%), Bisexual (4%), Pansexual (2%), Homosexual (1%)

Social Distance Scale (SDS; adapted from Marie & Miles, 2007): \( \alpha = .93 \)
10 items (1 = Very unwilling to 7 = Very willing)
- o e.g., “How willing would you be to have a TG individual as a close friend?”
- o e.g., “How willing would you be to have a TG individual as a friend?”
- Higher scores indicate greater willingness to associate with TG individuals

Religious Orientation Scale (ROS; Gorsuch & McPherson, 1989): \( \alpha = .80 \)
14 items (1 = Strongly disagree to 5 = Strongly agree)
- o e.g., “I go to church because it helps me to make friends”
- o e.g., “My whole approach to life is based on my religion”
- Higher scores indicate greater religiosity

Results

Intervention Effects
- As expected, the intervention decreased stigma. Specifically, participants in the humanizing condition showed a greater increase across time, relative to the education-only group, in terms of their willingness to engage socially with TG individuals (see Fig. 1)

Moderators
- Greater religiosity is related to more gendered and transphobic attitudes, \( r = -.24, p < .05 \) and greater desired social distance, \( r = -.23, p < .05 \)
- Women \( (M = 66.76, SD = 22.40) \) reported significantly lower levels of transprejudice relative to men \( (M = 94.46, SD = 31.79) \), \( t(96) = 5.04, p < .001 \). Similarly, women \( (M = 4.76, SD = 1.10) \) reported a greater willingness to associate with a TG person relative to men \( (M = 4.17, SD = 1.18) \), \( t(96) = 2.57, p < .05 \)
- People with prior contact with LGBTQIA individuals \( (M = 72.06, SD = 24.81) \) reported less transprejudice relative to those with no prior contact \( (M = 99.75, SD = 37.39) \), \( t(96) = 4.18, p < .001 \). Similarly, those with prior contact \( (M = 4.75, SD = 1.07) \) reported greater willingness to associate with a TG person relative to people with no prior contact \( (M = 3.82, SD = 1.28) \), \( t(98) = -3.55, p < .001 \)
- Although transprejudice and social distance varied as a function of religiosity, gender, and prior contact, none of these variables moderated intervention outcomes

Conclusion
- This study represents one of the first attempts to understand how to effectively reduce stigma toward the TG community
- Results indicate that education alone is not enough to change attitudes; in fact, there is some evidence that associating transgenderism with psychopathology may heighten stigma
- Consistent with prior research on stigma towards the mentally ill, the current study suggests that both exposure to intimate media depictions of the “other” (Reineke et al., 2004) and perspective-taking (Mann & Himelein, 2008) could strengthen educational campaigns designed to combat stigma
- Future research should investigate:
  - The relative benefits of narrative contact versus perspective-taking strategies
  - The longevity of intervention outcomes