

# The Relationship Between Televised Homophobic Humour and Attitudes Toward Sexual Orientation

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**ORGASM**  
OBSERVATIONS AND RESEARCH IN GENDER AND SEXUALITY MATTERS

## BACKGROUND

- **HUMOUR**: a multi-faceted construct with +/- functions (Herzog & Strevey, 2008).

+ HUMOUR	- HUMOUR
Self-Enhancing	Self-Defeating
Affiliative	Aggressive/Disparaging

- Increase in gay male characters on TV: *Modern Family* & *Glee*.
  - Stereotypical representation → effeminate, flamboyant, a source of comedic relief (Cooper, 2003).
- **AGGRESSIVE HUMOUR** → racist, sexist or homophobic jokes elicit amusement through humiliation.
  - Reinforces stereotypes & preserves prejudice toward “out-group” (McCann, Plummer, & Minichiello, 2010).

## THE CURRENT STUDY

- **MAIN GOAL** → Explore the impact of disparaging homophobic humour on homonegativity (**HN**) toward gay males.
- Independent Variables – TV clip conditions from episodes of *Rules of Engagement*:
  1. **Homophobic Humour (HH)**
  2. **Regular Humour (RH)**
  3. **Control Condition** → No Clip (CC)

**HYPOTHESIS 1** → Watching **HH** clip will result in higher **HN** scores.

**HYPOTHESIS 2** → Males will score higher than females on **HN** scores.

## METHODS

### PARTICIPANTS

- $N = 478$  (females = 375), recruited from local universities, online forums, social networking sites:

➢  $M_{age} = 22.06$  years;  $SD = 4.63$  years

### MEASURES

1. Modern Homonegativity Scale – Gay Men ( $\alpha = .88$ ) (MHS-G; Morrison & Morrison, 2002).
2. The Centrality of Religiosity Scale ( $\alpha = .88$ ) (CRS; Huber & Huber, 2012).

### DESIGN & PROCEDURE

- 2 (gender) X 3 (clip condition) ANCOVA (religiosity & sexual orientation as covariates).
- A 30-minute, randomized anonymous online survey (qualtrics.com).

## RESULTS

### DEMOGRAPHICS

Figure 1. Clip Condition

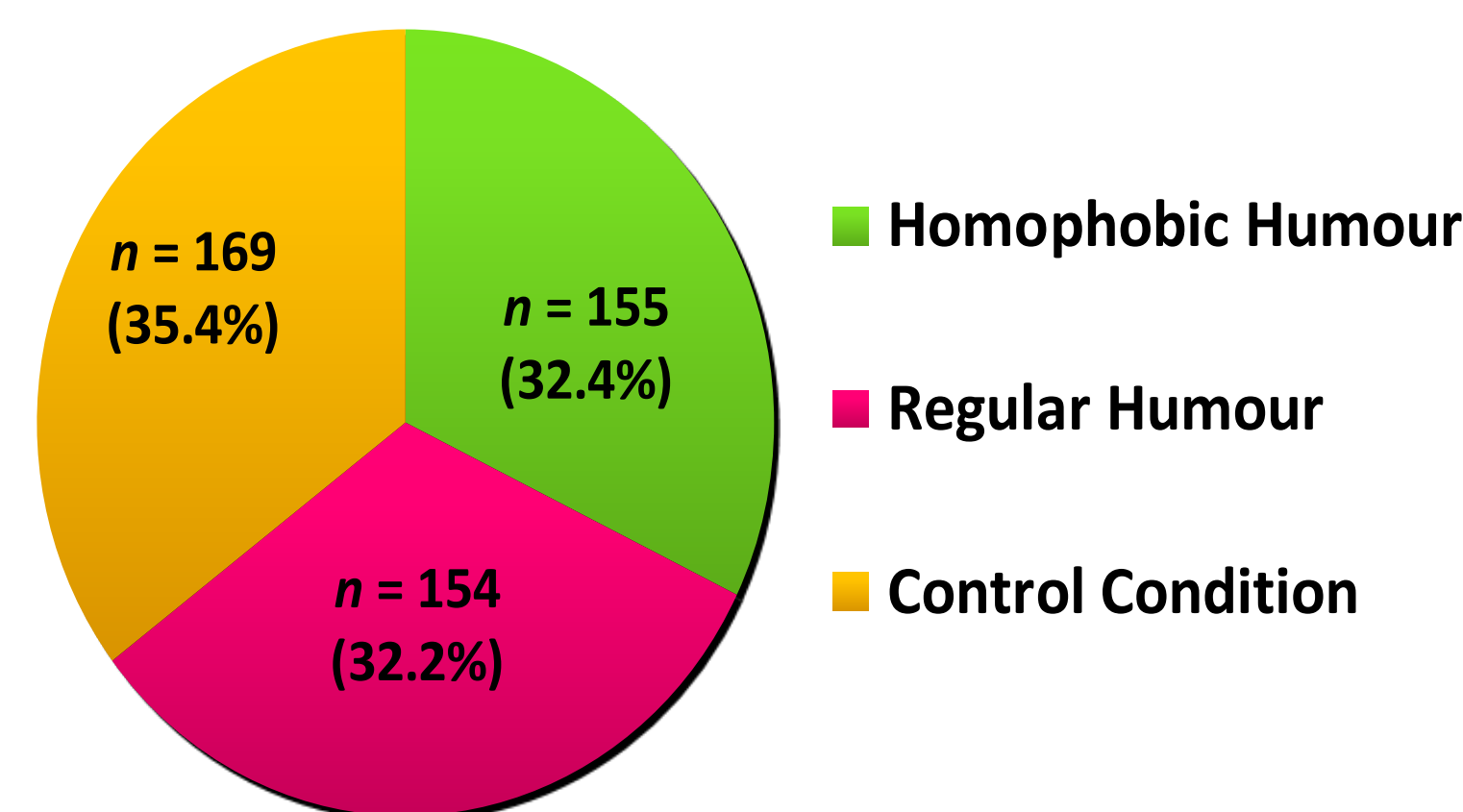


Figure 3. Gender

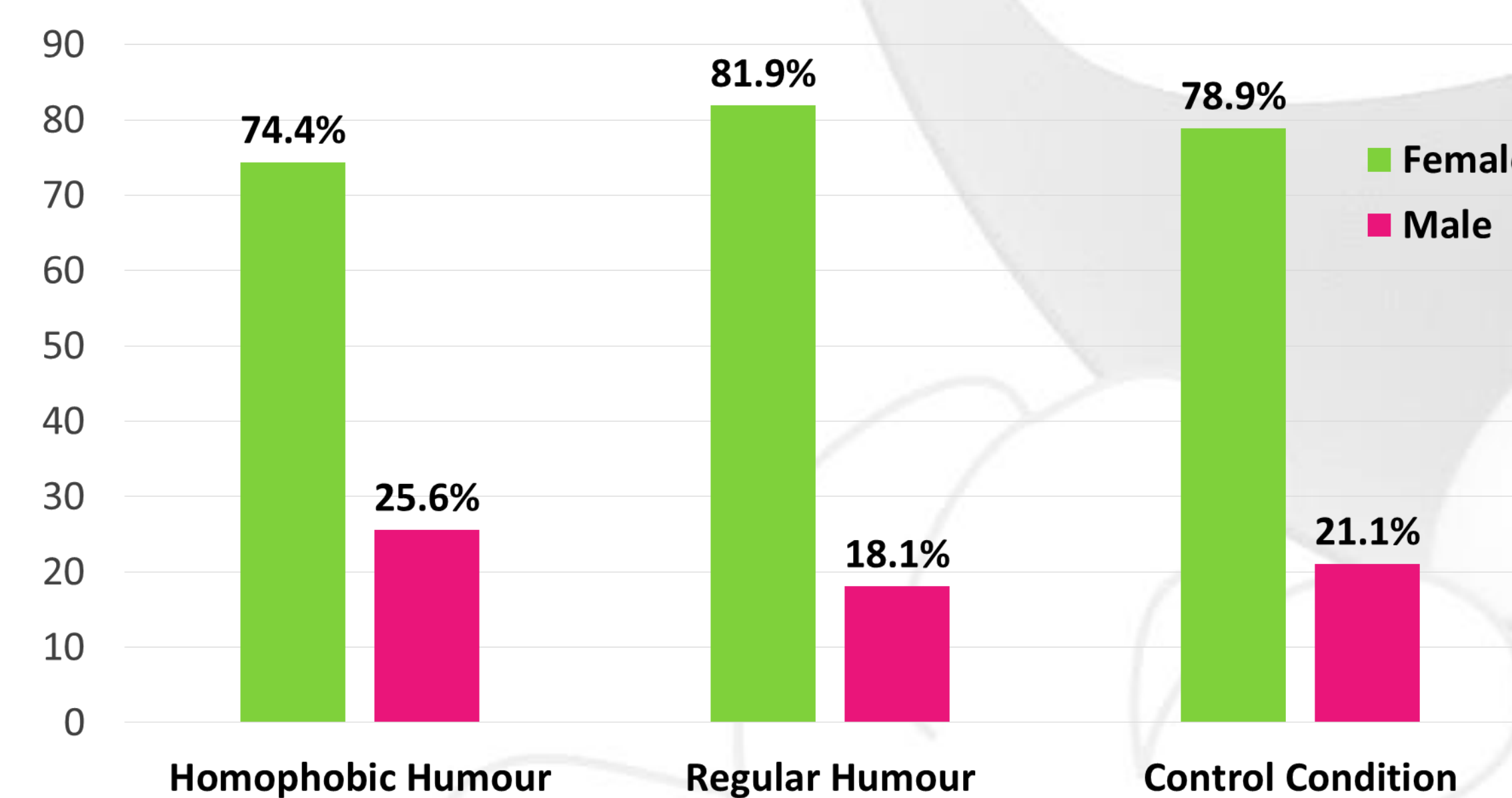


Figure 4. Education

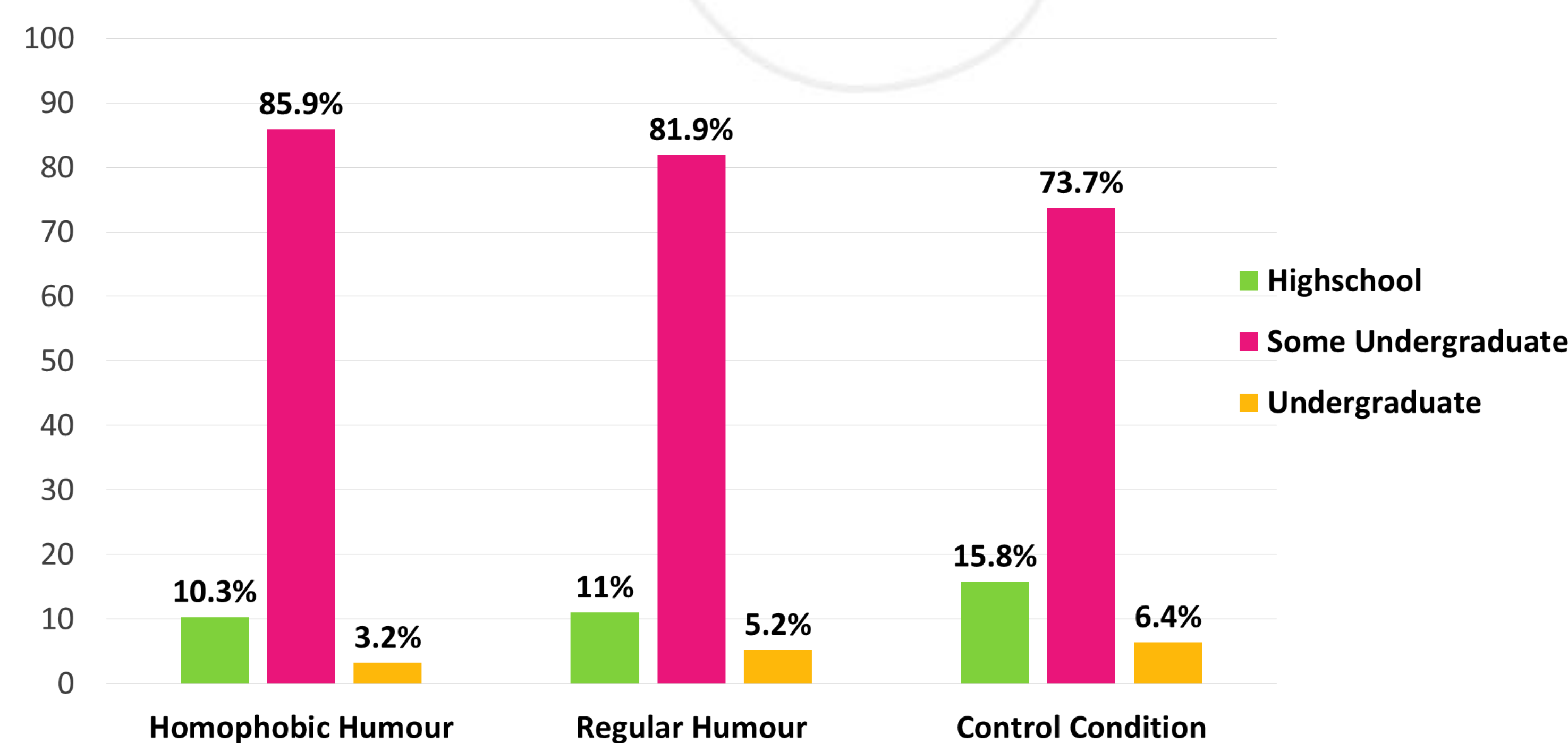
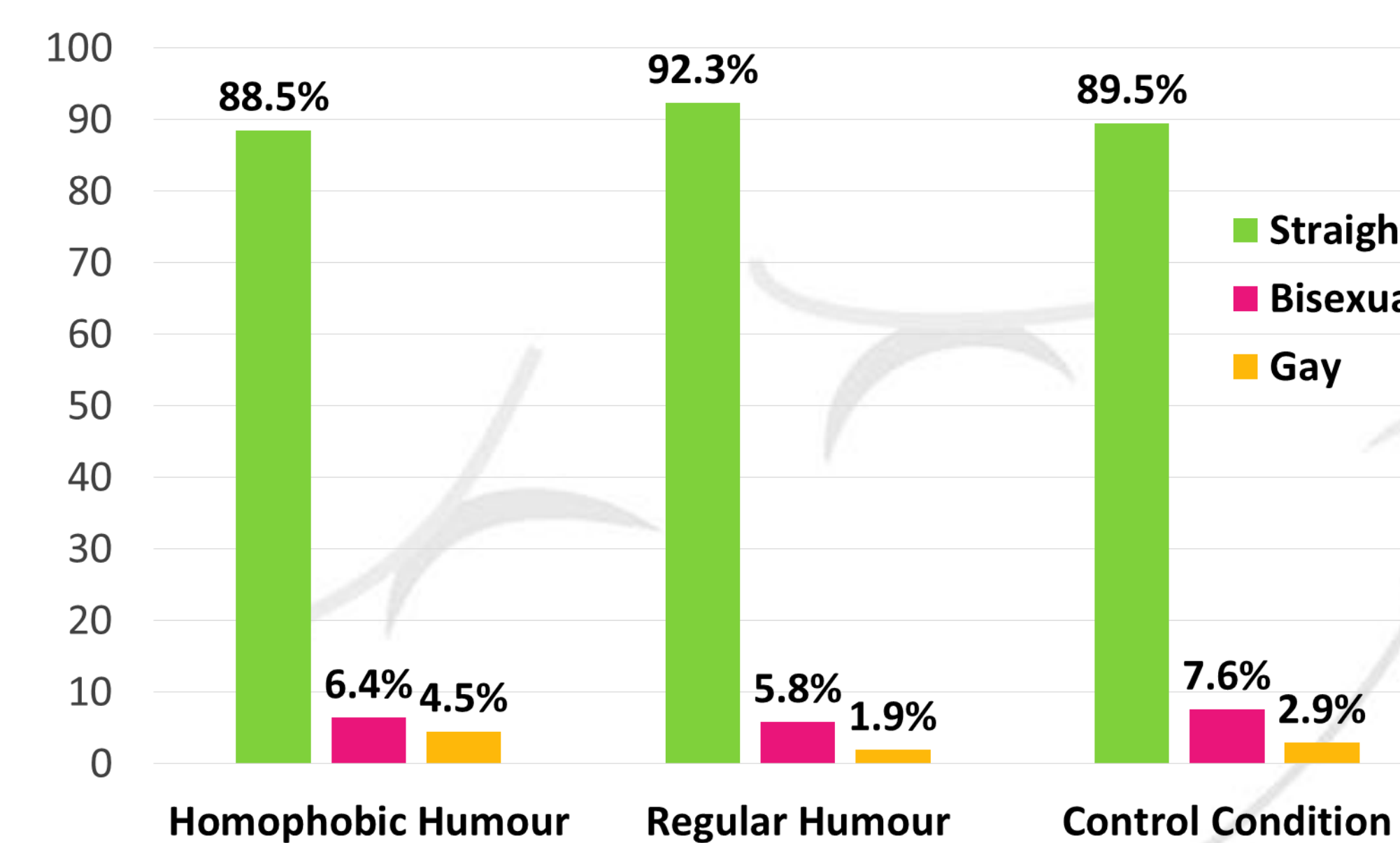


Figure 2. Sexual Orientation



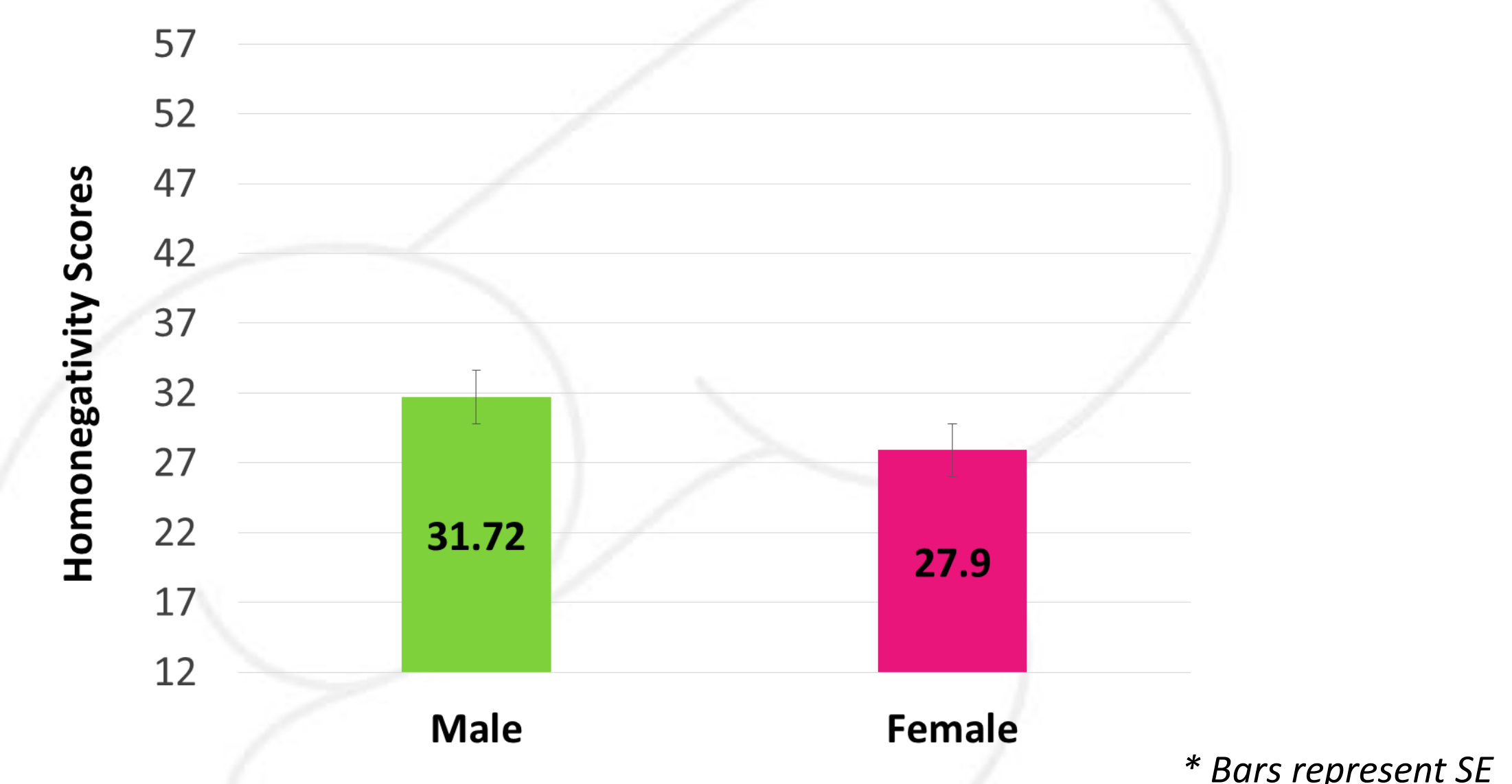
## RESULTS

### ANCOVA

- Only a significant main effect of gender on homonegativity scores was obtained:

➢  $F(2, 468) = 16.87, p < .001$ ; partial  $\eta^2 = .067$

Figure 5. Main Effect of Gender on Homonegativity



## DISCUSSION & LIMITATIONS

**HYPOTHESIS 1:** ✗ no effect for clip condition on **HN** scores.

**HYPOTHESIS 2:** ✓ males outsourced females on **HN** scores.

**INTERACTION:** ✗ no gender X clip condition interaction on **HN** scores.

↑ in LGBT characters on TV gives hope of acceptance (Glaad, 2012).

➢ However, they are often subjected to disparaging humour.

**STILL UNKNOWN:** how disparaging **HH** impacts levels of **HN**.

➢ However, research shows → individuals with highly prejudice (racist/sexist) attitudes are likely to discriminate against out-groups after being exposed to disparaging humour (Ford & Ferguson, 2004).

### LIMITATIONS

- Participants recruited from local Universities:
  - Majority from psychology participant pool.
  - Research shows that psychology students have/are:
    - ✓ **Lower SDO: preference for unequal relations** (Guimond et al., 2003).
    - ✓ **More awareness about the impact of social inequalities.**
    - ✓ **Less likely to change their attitudes after viewing a clip.**
- **HN** created by many facets of society → may be more than just our exposure to **HH** that enforces **HN** (Schilt & Westbrook, 2009).
- Clip (exposure time of IV) could have been too short to produce an effect.