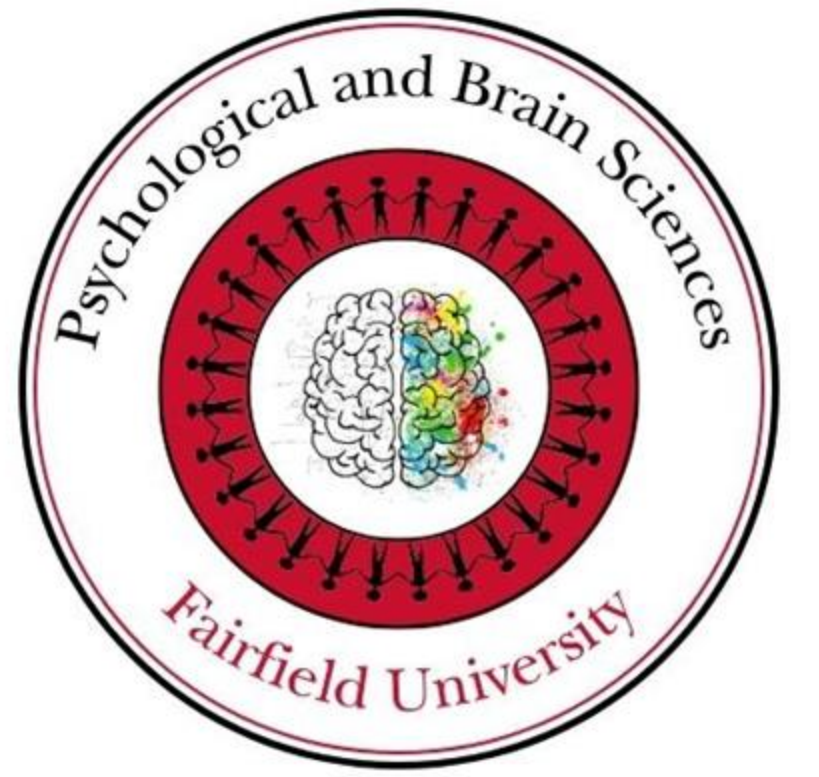




What does the general public know about the transgender community? A prospective mixed-methods evaluation of a stigma reduction program

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**Intersectional Stigma,
Psychosis, Youth, and
Resilience (INSPIR Lab)**

Background

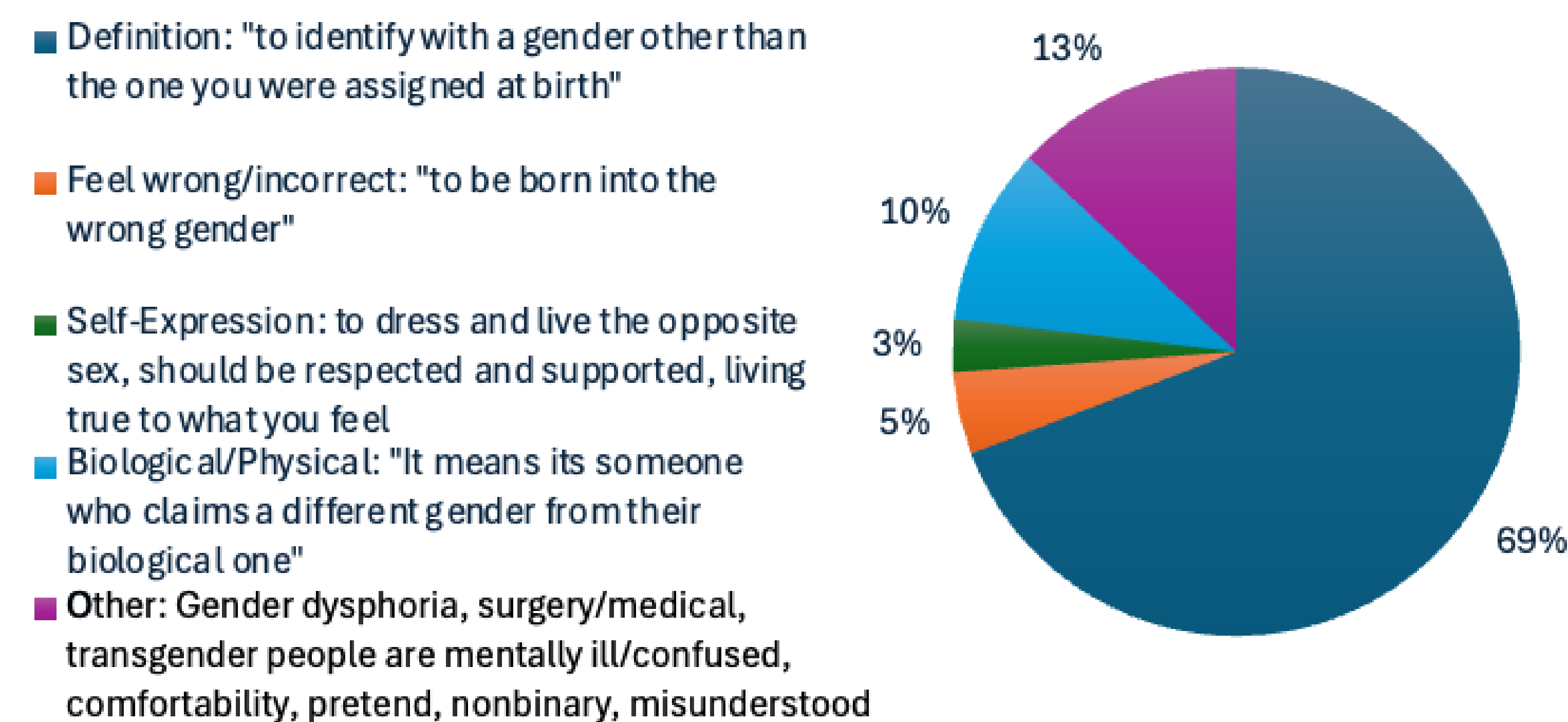
- **Transgender (trans) people experience significant stigma** (Hatch et al., 2022), and contact serves as a key mediator between knowledge and reduced transprejudice (e.g., Cheso et al., 2024)
- **Trans stigma (e.g., negative stereotyping, social distancing)** is associated with disproportionate negative health outcomes and barriers to full societal inclusion (e.g., Barr et al., 2021; Price et al., 2023; Puckett et al., 2019), especially for trans people of color (e.g., Hughes et al., 2022)
- **Brief “social contact” videos can reduce trans stigma** (e.g., Amsalem et al., 2022) and **potentially improve knowledge**, but few studies have used an **intersectional lens**. We hypothesized **(H1)** significant increases in knowledge after seeing a social contact video, **(H2)** more stigma toward trans people of color, and **(H3)** limited trans knowledge at baseline

Method

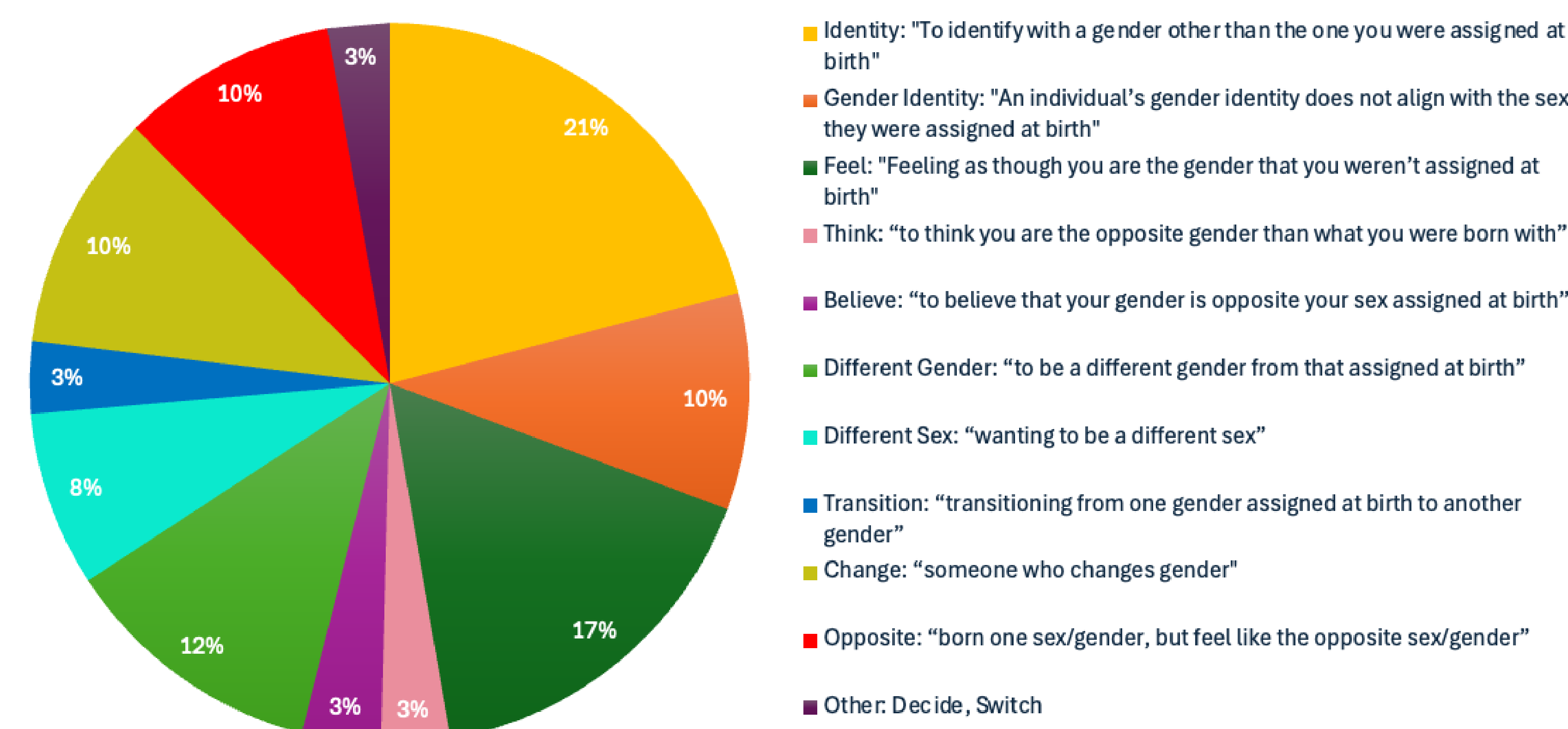
- $N = 641$ US-based participants (census-matched sampling/CloudResearch); 57% White, 61% female; $M_{age} = 42$ ($SD = 14.1$)
- Participants were **randomized to one of four video conditions** (~2mins; White/Black trans man/woman) or a no-video control
- **Stigma [post-test only]:** negative stereotypes (24 items, 1-7 scale; Billard, 2018) and social distance (13 items, 1-7 scale; Tompkins et al., 2015)
- **Knowledge [pre/post]:** “How well do you feel you understand what it means for someone to identify as transgender?” (1-5 scale; Frankovic & Orth, 2022)
- **Open-ended questions:** “What do you think it means to be transgender?” (Q1) and “What else do you know about transgender people?” (Q2)

The general public has **mixed views** on the transgender community & a two-minute video of a trans person sharing their story **increases knowledge**

Q1: What does it mean to be transgender?



Q1 Subcategories of Definitions



Results

- **(H1)** significant increase in trans knowledge pre-to-post video intervention, $t(513) = 5.49$, $p < .001$
- **(H2)** no stigma differences by group, but a non-significant change in knowledge for participants randomized to the Black woman ($p = .288$) or control ($p = .534$) conditions
- **(H3) Qualitative analyses ongoing** (via CQR)
 - **Baseline Q1:** “Identifying with a gender different from the one assigned at birth” (69%)
 - **Baseline Q2:** Varied responses including awareness of discrimination (23%) and mental health challenges (10%). Combination of positive perceptions (16%; e.g., “they are human”) and negative perceptions (7%; e.g., “they are confused”)

Discussion

- High trans stigma and low trans knowledge are significant issues, and social contact videos have the power to increase knowledge and reduce stigma
- Knowledge significantly improved pre-to-post with a brief intervention, **but not for participants randomized to see a Black trans woman**
- Qualitative analyses are revealing mixed knowledge; 1-month follow-up results currently being analyzed
- **Limitations:** White, female, liberal, highly educated sample; no stigma pre-test; **stories were not uniform** / **Future Directions:** The use of brief contact interventions to reduce stigma for other stigmatized identities (LGB, mental illness, etc.)

References: available upon request | **Contact:** jdeluca@fairfield.edu
Funding: E. Rhodes and Leona B. Carpenter Foundation and Fairfield University (Department of Psychological and Brain Sciences, INSPIRE Grant/Mancini Fund, Kathleen B. Trainor Research Fellow Endowment Fund, and The Science Institute of the College of Arts & Sciences)