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Reducing stigma toward the transgender community: A national survey study and stigma reduction evaluation

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Intersectional Stigma,
Psychosis, Youth, and
Resilience (INSPIRE Lab)

Background

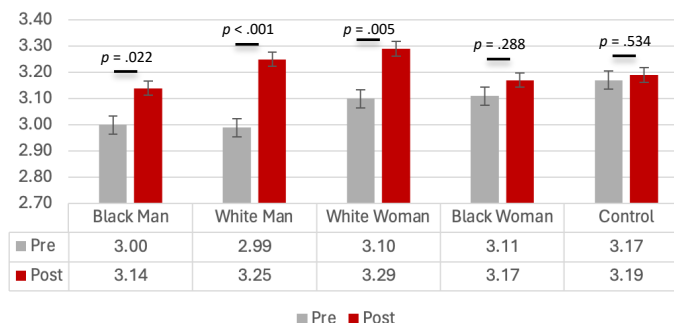
- **Transgender (trans) people experience significant stigma** (Hatch et al., 2022), and many in the general public report limited knowledge about the trans community (e.g., Frankovic & Orth, 2022)
- **Trans stigma (e.g., negative stereotyping, social distancing)** is associated with disproportionate 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.

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)

A two-minute video of a trans person sharing their story increases knowledge, but not if the video features a Black woman

Transgender Knowledge by Condition (Pre/Post)



Knowledge item: 1-5 scale; 1 = not well at all, 5 = extremely well



Digital Transgender Archive



Results

(H1) significant increase in trans knowledge pre-to-post video intervention, $t(513) = 5.49$, $p < .001$

- **Post-hoc analysis:** non-significant change in knowledge for participants randomized to the Black woman ($p = .288$) or control ($p = .534$)

(H2) no significant video group differences on stereotyping ($p = .831$) or social distancing ($p = .343$),

Exploratory qualitative analyses ongoing (via Dedoose and QCR), e.g., sample responses:

- Q1: “To change gender”; “Finding yourself”
- Q2: “They have a mental illness”; “They are also human”

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 woman**; related, there was a trend of more stigma toward a Black woman, **highlighting intersectional considerations**
- Qualitative analyses are ongoing to better understand these findings, along with 1-month follow-up quantitative results
- **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
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