

# A Tool Pointed at Both Ends: Queer Horror TV and Perception of Community and Self

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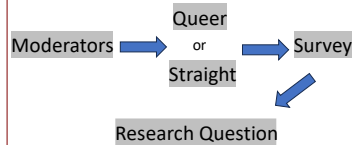
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- Queerness and horror have a long and precedented history
- Queer representation influences perception of the queer community.
- Media has an influence on social comparison (SC; how people see themselves in comparison to others)

## Hypotheses:

- Straight > Queer
- Queer → Downward Contrastive SC

## Design Overview



## Methods

- 16 participants
  - 8 in Queer Condition
  - 8 in Straight
- Research Information Sheet
- Informed Consent
- Moderator variables:
  - Gender
  - Sexuality
  - Familiarity
- Character Vignette:
  - Straight or Queer
- 74-Item Survey:
  - 12 Direction Items
  - 8 Proximity Items
  - 13 Attention Items
  - 41 Distractor Items
- Research Question:
  - What makes representation positive?

## Acknowledgements

We thank Dr. Lawrence Cormack for additional guidance in data analysis.

Any difference between SC or Character Perception failed to reach significance based on character sexuality.

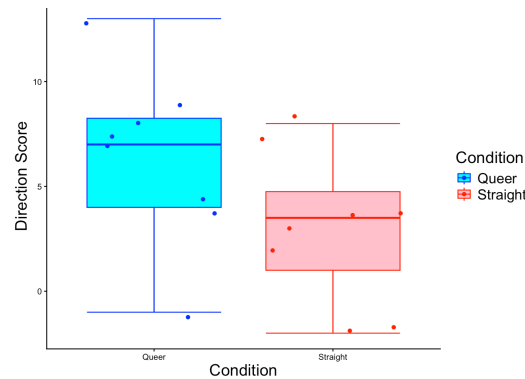


Figure on left plots direction of SC (y-axis) by condition (x-axis). Data are median, interquartile ranges, and standard error.  $t(14)=1.73, p=0.1$ .

Figure on right plots proximity of SC (y-axis) by condition (x-axis). Data are median, interquartile ranges, and standard error.  $t(14)=0, p=1$ .

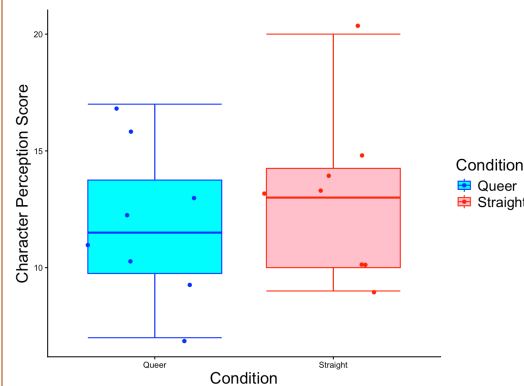
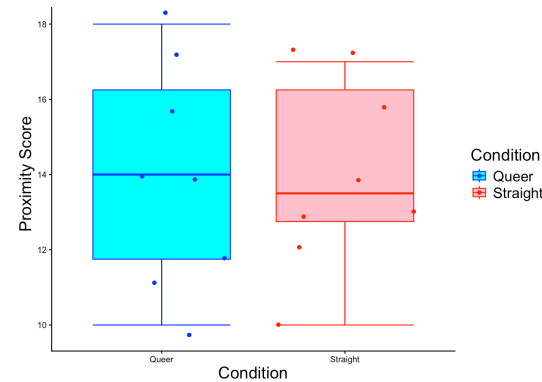


Figure on left plots character perception (y-axis) by condition (x-axis). Data are median, interquartile ranges, and standard error.  $t(14)=-.65, p=0.5$ .

Authenticity, Accuracy and Effort  
Major Themes in Perceived "Positive Representation".



## Conclusions

The results do not support a difference in social comparison type between the queer and straight characters.

They also suggest that there is no difference in general perception of the character between the queer and straight characters.

The minimal sample size severely limited the power of any effect or lack thereof.

## Implications

The absence of a significant difference between conditions, I speculate, indicates a divergence from prejudice based on sexual orientation.

## Future Directions

Look at an intergenerational influence  
Operate with a larger sample than the current study.