





### CURRENT CONCERNS IN USING SCALES TO MEASURE ATTITUDES TOWARDS LGTBI PEOPLE IN MEDIA

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# 1. MOTIVATION

- Measuring attitudes towards LGTBI people is essential when assessing media reception.
- There are existing measures available for this purpose, although they may have limited discriminatory power.
- The use of these measures could potentially conceal important research findings.

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Journal of Counseling Pay 2014, Vol. 61, No. 4, 581	shidogy -592	© 2014 American Popul 0022-016714/\$12.00 http://dx.doi.org/	ntopical Association 10.1377/cos0000043	Thomas J Billard*					
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frontier

KEYWORDS. Homonhobia heterosexism prejudice stereotypes gay

### 2. THE PROBLEM

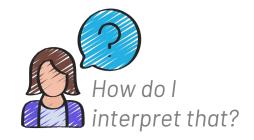
#### Ceiling/floor effects

STUDY 1 TABS	I would feel comfortable if my next-door neighbour was transgender. objectionable to see a transgender person being teased or mistreated.	6 3	1) 0	<b>4</b> 0	5 0	10 3		74 93
Whether a person is male or female depends strictly on their external sex parts.		2	2	3	3	11		79
	•	1	2	3	4	5		6
STUDY 2 ATTMW	Trans women are not really women	87	4	2	5	1	1	1
	Trans women are only able to look like women, but not be women.	84	7	1	5	1	1	1
	Trans women will never really be women.	83	8	1	6	1	0	1
		1 1	2	3	4	5	6	7

## 2. THE PROBLEM

Apparently, in our samples, there is a low transphobia

#### Ceiling/floor effects





This seems good news!

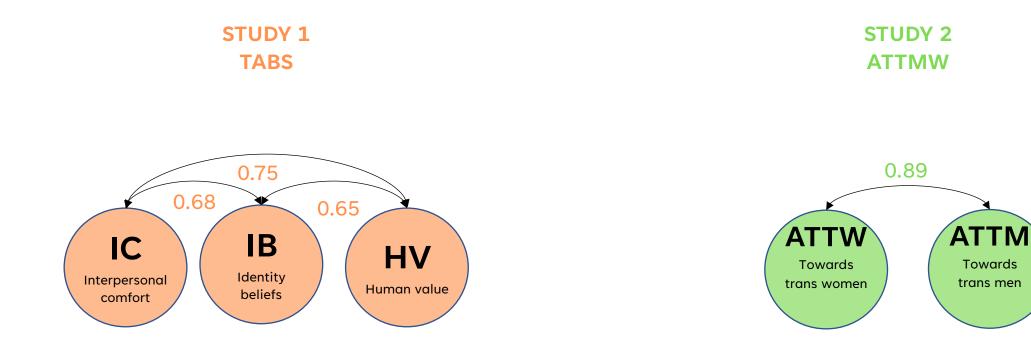


Who has agreed on participate?

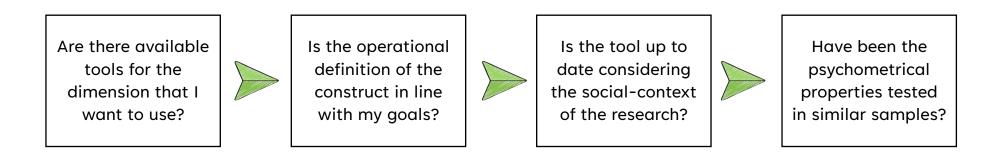
Is the operational definition of transphobia adequate in these scales?

### 5. THE PROBLEM

**Discrimination between factors** 



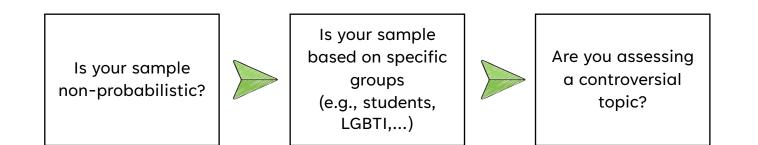
# 6. SOLUTIONS



Only if the 4 conditions are satisfied you should consider use it for your research



# 6. SOLUTIONS



#### If the answer is yes in one or more items:

- Be advised that you may encounter some issues related to low variability in the scale
- (2) Consider if you can take actions in the response format of the scale prior to conducting the study









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Funded by PID2019-110351RB-I00