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Inquiry Proposal Form

1. Research Question (with associated project goals).
  - a. **How does media (ex. Social media websites and television) affect one's views of the LGBT community?**
    - i. Goal #1- The goal of this research project is to try and find a relationship between how media is used and how one views the LGBT community. Similarly, researchers such as Calzo and Ward have looked into the same topic in an attempt to learn about "how [attitudes towards homosexuality] are formed." Because social media is used so frequently, it would be reasonable to assume that it could have some influence as to how one views the LGBT community, so I decided to also test out this theory.
    - ii. Goal #2- My survey will expand the inventory of data considered relevant to fellow researchers on this topic because I plan on surveying high school students, which was a population that I didn't see much, if not any, research on when I conducted my initial research. In addition, I plan on measuring social media usage in addition to television usage, as much of the research I saw only covered the effects of television. Since social media seems to be a lot more apparent in today's day, especially with high school students, I thought it would help to see if I could find a relationship between the two.
    - iii. Goal #3- One additional goal that I have is that I hope my research can provide additional insight as to the views that people have towards the bisexual and transgender communities. When I was doing my initial research, I saw that almost all of the articles I saw focused only on the gay and lesbian communities, which I felt didn't adequately cover the views towards the LGBT community. Because of this, I took some of the survey questions I saw and tweaked them so they would help me understand these views better.
2. Reasons for choosing the topic of interest and research question/ project goal.
  - a. I decided to research this topic because I knew how popular social media is today, and after doing some studies last year pertaining to their effects on different aspects of life, I wanted to see this year how they impacted how one viewed the LGBT community. I wanted to research the LGBT community in particular because I know how much prejudice many feel toward it, and I wanted to understand what affected that, which is also what inspired Calzo and Ward to start research on the topic of media usage and views towards homosexuality. Unlike them, I wanted to see if there were any different reactions to different branches of the LGBT community, and the effect of social media as opposed to just television. Both of our research studies, as well as that of McLaughlin, was

based in the idea that the relationships between factors that affect views towards homosexuality should be further studied.

3. Data or information that will have to be collected to answer the research question/ address the project goal.
  - a. Attitudes Towards Lesbians and Gays Scale-Herek
    - i. I used this scale in my survey because I had to measure attitudes towards lesbians and gays in my survey to compare to media usage, and this survey offered a short but thorough survey in which I could do exactly that. I handpicked questions from this survey because I wanted to make sure none of the questions I used were so strong in the opinions they were asking about that the person taking the survey would feel uncomfortable.
  - b. Changing Media and Changing Minds-Gonta
    - i. I used this paper in my survey to combine the questions used in their survey with the questions I took from the ATLG scale. In particular, this survey had questions that didn't specify which particular sexuality it was speaking of, so I figured it would be helpful to have questions pertaining to the general LGBT community, as well as questions pertaining to certain groups in this community.
  - c. Identifying with a Stereotype- McLaughlin
    - i. I used this in my survey because I was unsure what variables I should measure in addition to media usage and opinions to the LGBT community, so I used this article to help me decide what demographic variables I should include in my study as well.
  - d. Sexual Prejudice and Gender-Herek
    - i. I used this paper in my survey because I wanted to measure views to the 4 main groups in the LGBT community, but I couldn't find any surveys specific to attitudes towards the bisexual and transgender population. What I took from this paper is that he used a thermometer scale to measure how comfortable one feels with each group, which I figured I could use for each of the 4 main groups in the LGBT community as a supplement to the previous questions I'd asked regarding to opinions. The thermometer used a scale of 0-100, 0 being cold or uncomfortable with the mentioned group, and 100 being warm or comfortable with the mentioned group.
  - e. Proposed instruments attached as an addendum to this IPF
4. Brief list of possible sources of information to discuss during the introduction of the paper.
  - a. "The analyses suggest that consumption of certain media genres-not overall global media use-are associated with attitudes toward homosexuality, and that these associations are not universally related with greater acceptance towards homosexuality (Calzo and Ward).



get responses, I can compare the number of fliers I passed out versus the amount of responses I got, and see how many people actually responded to my survey. The survey asks for the gate in which students entered from, the student's gender, grade, and political stance. The next section asks students to reflect on how long they use social media or watch television on a daily basis, and what forms of media they consume through television or social media. Afterwards, a set of questions taken from both the ATLG scale and Gonta's Changing Media and Changing Minds in order to measure the students' opinions towards the LGBT community as a whole, and their opinions towards the gay and lesbian communities. Lastly, a thermometer measure found in Herek's research was used in order to see how comfortable students were with the gay, lesbian, transgender, and bisexual communities. Once the surveys are completed, I plan on including a link to a separate survey that can be used in raffling off a gift card that would encourage students to take the survey. These surveys would be kept separate so that anonymity can be ensured in the first survey.

6. Equipment or resources needed to collect data or information.
  - a. Chromebook-Because everyone in my population, GHCHS, owns a Chromebook, this is the most efficient way for me to distribute my survey to students.
  - b. Fliers-In order to make taking the survey more convenient for those selected to participate in my survey, I plan on handing students fliers that detail the specifics of what my survey is, how long it will take to complete, and where to find the survey.
  - c. 2 Business Statistics Students- They will help me distribute my surveys to students on campus in order for data collection to go by quicker, giving more time to analyze the data.
  - d. Survey- This will be given out through the ChromeBooks for students to complete.
  - e. Excel- I will need to use Excel in order to analyze and fully understand all of the data that I collect.
7. Anticipated challenges to implementing the chosen research method (to collect and analyze data or to pursuing research methods appropriate to a paper that supports a performance/exhibit/product).
  - a. Nonresponse bias- I will probably encounter nonresponse bias because when I randomly give out my survey to students on campus, not all of them would probably want to take it. It would be important for me to avoid this because the people who don't take my survey have opinions that are just as important, and their opinions on the LGBT community may be the reason that they don't want to take the survey. I can try to reduce this by making my flier more appealing, emphasizing that my survey will be short, and by maybe offering some sort of incentive for taking my survey.
  - b. Social Desirability- I anticipate running into social desirability bias because my topic is one that can be viewed as controversial. People may not want to say

their true opinions on the LGBT community due to the fact that they may perceive one set of answers as “wrong” and the other set of answers as “right.” I can try to reduce this bias by trying to choose the questions that have less strong wording than others, and emphasizing that these surveys will be anonymous.

8. Expected approvals needed and from where (IRB, etc)
  - a. My research will involve an anonymous sampling survey of GHC students. No physical contact will occur in the course of my research. Questions will avoid any topics that could prove emotionally disturbing to respondents. Furthermore, I selected my questions so that they would have as little strong wording as possible since I know my research is on a sensitive topic, and that some of the questions I've seen in surveys on this topic could make some people uncomfortable. I have determined that my research will not require an IRB.