Understanding the Sexual Prejudices of Sexual Orientation Minorities

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Introduction

Much of the sexual prejudice research has focused on understanding the prejudices and stereotypes of heterosexuals towards non-heterosexuals. Minimal research has examined the prejudices and stereotypes of non-heterosexuals. Therefore, our research seeks to answer:

What are the stereotypes endorsed by gay/lesbian and bisexual men and women toward heterosexual, bisexual, and gay/lesbian men and women?

Method & Analyses

Participants

An online sample of approximately equal numbers of gay/lesbian and bisexual men and women were recruited and paid $1 through Amazon Mechanical Turk to participate. Age range 18 – 65 (*M*= 30.06, *SD*=9.63).

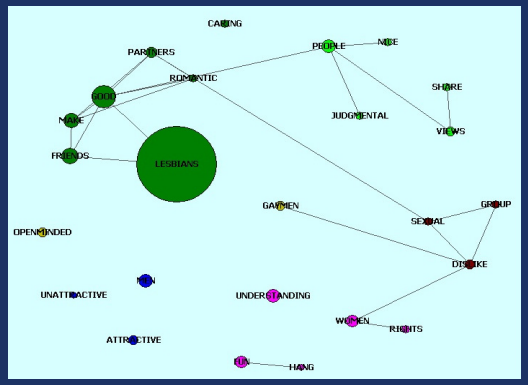
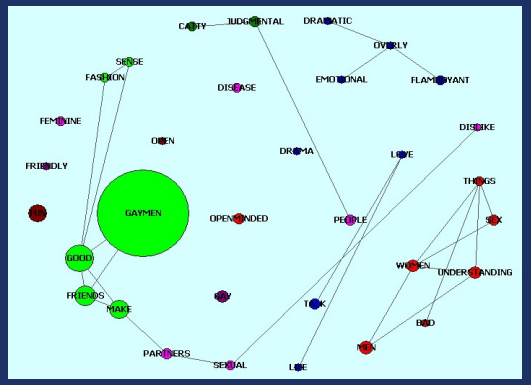
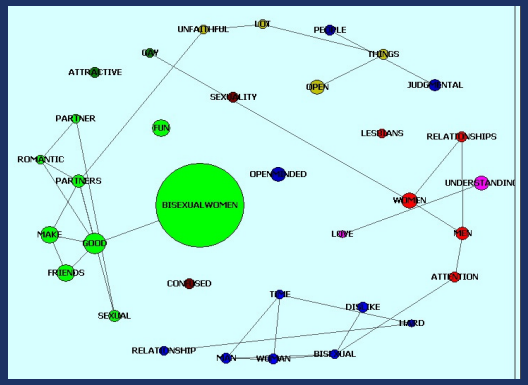
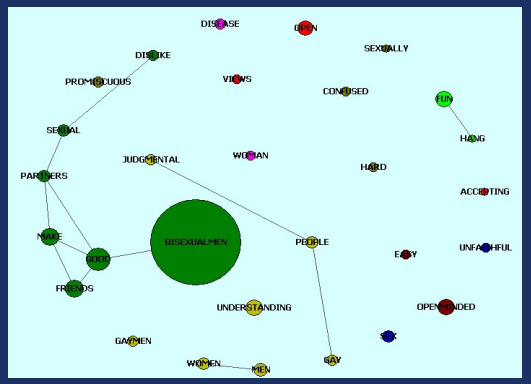
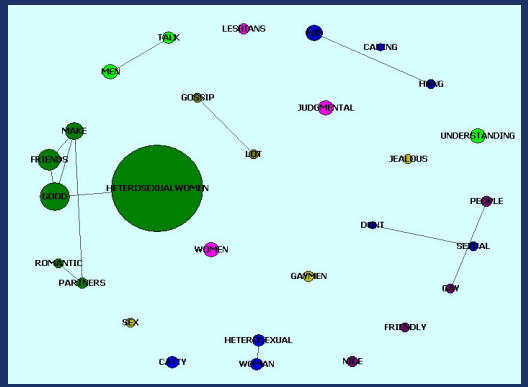
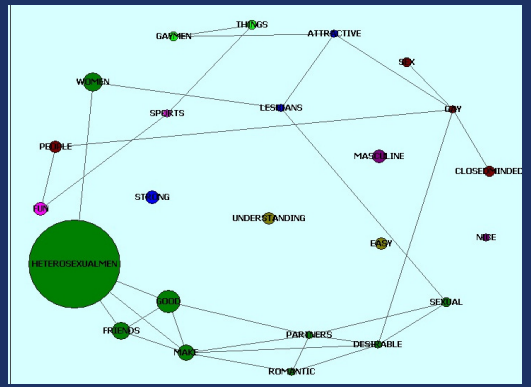
Procedure & Design

Participants were asked to qualitatively report their stereotypes of each of the six target groups (heterosexual, bisexual, and gay/lesbian men and women) by answering reasons why they might *like* and *dislike* each target group.

Analyses

Using WordStat software, we analyzed the frequency of words within each target group. Words with a frequency greater than 10 were included in the graphs at right, with a maximum of 32 of words shown visually. The most frequent words indicate greater endorsement of that stereotype, and is shown by its physical size in the figure.

Results

	Female Targets	Male Targets
Gay/Lesbian Targets		
Bisexual Targets		
Heterosexual Targets