

2023PittmanKyle-abstract

Abstract

Prejudicial views have long been an issue within the United States for a multitude of reasons. One such reason is the media that people consume that perpetuates or facilitates these prejudices. To test whether specific genres are more likely to produce a racial prejudice; a between subjects 2 [race] x 3 [genre] design was used. There are three primary hypotheses for this study. H1: Participants will rate films that feature predominantly white casts more favorably than those with predominantly black casts. H2: The preference for films with an all-white cast will be smaller (or reversed) for comedy films. H3: Participants who score low on external motivation to control prejudice will rate films featuring black casts less favorably than those scoring high on this motivation. Data were analyzed using a series of between-subjects factorial ANOVAs.

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