



NORTHERN

Attitudes Regarding Media, Stereotypes, and How the Media Depicts Various Groups.

DeShawyn Lujan

Northern New Mexico College

Department of BAIS: Psychology

Abstract

•Media has over time diversified when depicting racial and ethnic groups, but often groups can be misrepresented and underrepresented. This exploratory study focuses on how individuals feel minority and non-minority group are perceived throughout media including, but not limited to, television, advertisements, and social media. With a sample of 40 students from Northern New Mexico College by survey method using quantitative and qualitative data. With that I was able to infer that minority groups including Hispanics, and African Americans are portrayed stereotypically and stigmatized in a negative manner.

Introduction

My research proposal consisted of analyzing attitudes regarding media, stigma, stereotypes, how the media depicts various groups, and how well individuals feel that specific races and ethnicities are portrayed.

Theory

•Media floods not only our youth, but individuals of all ages and if groups are being inaccurately represented it sets the stage for negative life expectancy as "The Broken Windows Theory [says] as labeling theory predicts, the ways other people see you affect your behavior and overall life chances"(Conley, 2015.pp. 211).

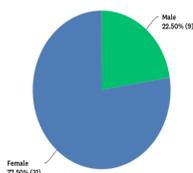
Hypothesis

•I hypothesized that majority of individuals would feel that both their race and/or ethnicity and other minority groups are both not portrayed accurately, if at all, and stigmatized and stereotyped. If majority individuals believe that their ethnicities are portrayed accurately then I will accept the null hypothesis that races and ethnicities are being accurately depicted in the media.

Data Collection and Methods

For my data selection process I used a convenience sample to survey students in three different courses from Northern New Mexico College. My ethics included providing full anonymity and confidentiality to all forty students, among those students surveyed more than three-fourths of the population who were surveyed were female.

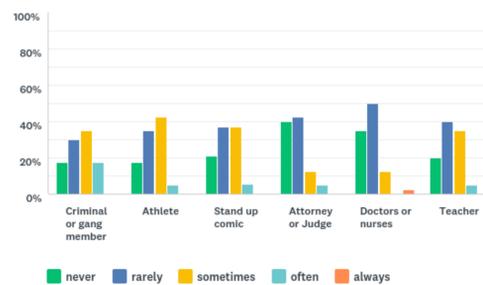
Q1 Are you male or female?



My survey method involved using mixed methods such as quantitative data involving multiple choice options where students were able to rank their opinions on portrayals of Native American and African American depictions in the media. Paired with qualitative data was also used while involving open ended answer questions. Some of the open ended answer questions were in correlation with the multiple choice options which allowed the surveyor to add a more in depth response pertaining to how well they felt the scenario related to them. The other open ended answer questions pertained directly to the prejudice the surveyor has witnessed in correlation with their own race/ethnicity, how the surveyor felt the about their reactions on how well they felt the depiction of race, or ethnicity in most recent movie or television they saw, and finally if they witnessed any specific race or ethnicity portrayed as liking a specific type of alcohol. These questions were directed specifically to reflect on three subjects: the medias depiction of groups, how media images make makes the recipients feel emotionally, and how they are perceived by the recipient.

Data Analysis and Findings

•During my data analysis I found that there was a significant amount of individuals who believed that their race was not only stereotyped, but highlighted in a negative way. When it came to how often Native Americans are portrayed in the media no less than thirty percent of responses reported rarely seeing Native Americans depicted in media.



•African Americans were most highly portrayed as often being seen as either athletes or stand up comedians, and least often seen as attorneys or judges.

	NEVER (1)	RARELY (2)	SOMETIMES (3)	OFTEN (4)	ALWAYS (5)	TOTAL
Criminal or gang member	0.00%	0.00%	0	10.00%	47.50%	40
Athlete	0.00%	5.00%	2	10.00%	37.50%	40
Stand up comic	0.00%	20.00%	8	12.50%	55.00%	40
Attorney or Judge	5.00%	47.50%	19	37.50%	10.00%	40
Doctors or nurses	7.50%	30.00%	12	37.50%	22.50%	40
Teacher	5.00%	30.00%	12	47.50%	17.50%	40

•Table 1 Qualitative Data

Question	Quotes from Respondents	Theme
What do you think about how the media depicts your race/ethnicity? Does it support prejudice? Does it influence kids? In what ways is it a problem or a benefit?	<p>I think the media supports prejudice views on the Hispanics, yes it would influence kids because they see other Hispanics doing bad things and they think that's what they are supposed to do.</p> <p>I think there is a lot of racism when it comes to Hispanics and Latinos. It is a problem in my opinion because no matter what your ethnicity we are equal.</p> <p>I think it is very problematic that the media only focuses on the criminal acts of Hispanics who are making a positive difference in the world. Media has a great influence on kids and right now they have almost no positive Hispanic/Spanish role models.</p> <p>Supports prejudice, and often depicts in a degrading way.</p> <p>Yes, they support prejudice and leaves an impact on kids because kids now a days lives revolve around media and electronic devices. It's a problem because it leaves people with the wrong impression usually with little or no evidence backing their claim.</p> <p>Media is very prejudice and teaches children prejudice if not corrected.</p> <p>I think it is very prejudice. I believe it teaches kids that those are the only things they can do with their lives. This influences people of other ethnicities to feel prejudice against who is being portrayed.</p>	Prejudice, Children, and Influences.

• Table 2 Qualitative Data

Question	Quotes From Respondent	Theme
Is there any specific ethnicity that the media portrays as liking a particular type of liquor like Hispanics/ Latinos/African Americans, Caucasian, etc.?	<p>Mexicans drink tequila.</p> <p>Latinos like tequila.</p> <p>Mexicans drink tequila, beer, or cheap priced things etc.</p> <p>African Americans like Hennessy.</p> <p>African American people supposedly like Hennessy the best.</p> <p>Caucasians like wine and vodka.</p> <p>Caucasians like wine/whisky.</p>	Alcohol and Stereotyping

Discussion

•I was able to conclude that my hypothesis proved correct that the media does not accurately depict race and ethnicity except for the outlier being the white community, which appeared to be advocated as accurately portrayed. The majority of the respondents felt stereotyped, stigmatized and/ or misrepresented. The amount of ethics used including anonymity and confidentiality allows me to believe the answers I obtained were truthful. Through my findings many individuals felt their race and/or ethnicity were seen as criminals in the media with emphasis on Hispanics and African Americans. With Hispanics being 77.5% of the population surveyed that means that 72.72 of this Hispanic population feels they are portrayed in a stigmatized manner.

Conclusions

Through the repetitive feedback of students at Northern New Mexico College the data supported that the media not only inaccurately depicts minority groups such as Hispanics and African Americans in a stereotypical and stigmatized manner.

References

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