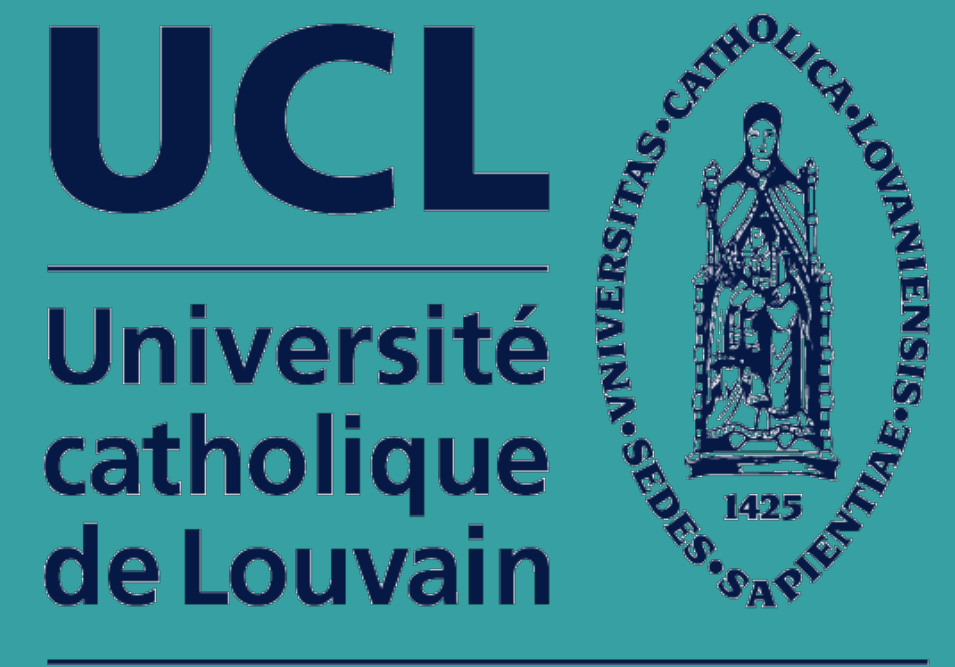


The effects of a documentary film on explicit and implicit aspects of stigmatisation towards people diagnosed with schizophrenia



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Introduction

- People with mental illnesses are stigmatised, particularly those diagnosed with schizophrenia (SZ)
- Stereotypes about SZ may lead to prejudicial attitudes and discrimination with debilitating effects on people with SZ
 - There is a need to **prevent, reduce or eliminate such stereotypes**
- “Radio Schizo” is a documentary film that follows a small group of young people with SZ in their daily lives. It thus offers an **indirect contact** with people with SZ, a type of strategy that has already showed to be efficient on reducing stigmatisation

⇒ **Main goal of this study:** evaluate the effects of a documentary film about schizophrenia on:

- Explicit cognitive, affective and behavioural aspects of stigmatisation
- Implicit attitudes towards schizophrenia

Hypothesis 1: explicit measures

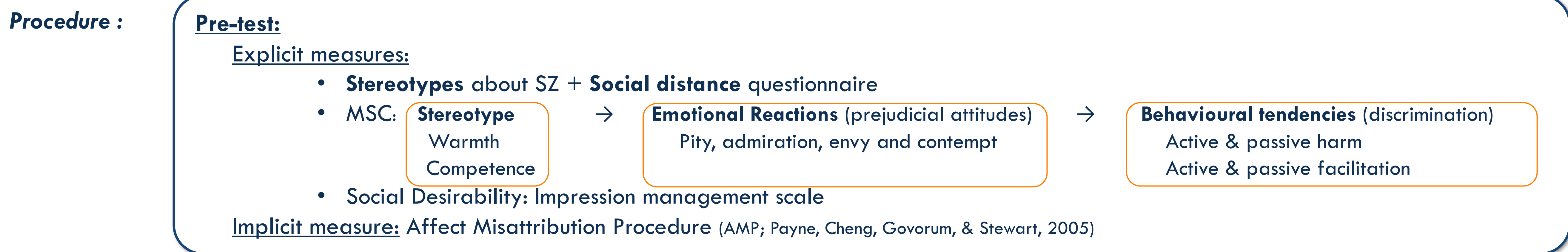
Hypothesis 2: implicit measures

- Less negative Stereotypes (Dangerousness, Unpredictability, Incompetency, Responsibility, Prognostic)
 - Less desired Social distance
 - More perceived Warmth & Competence
 - More positive & less negative Emotional reactions
 - More positive & less negative Behavioural tendencies
- Model of stereotype content (MSC; Fiske, Cuddy, Glick, & Xu, 2002)

More elevated positive implicit attitudes toward concepts related to schizophrenia

Methods

Participants : Control group: 25 participants (age M=28.08; 6 males & 19 females) | Film group: 24 participants (age M=29.08; 7 males & 17 females)



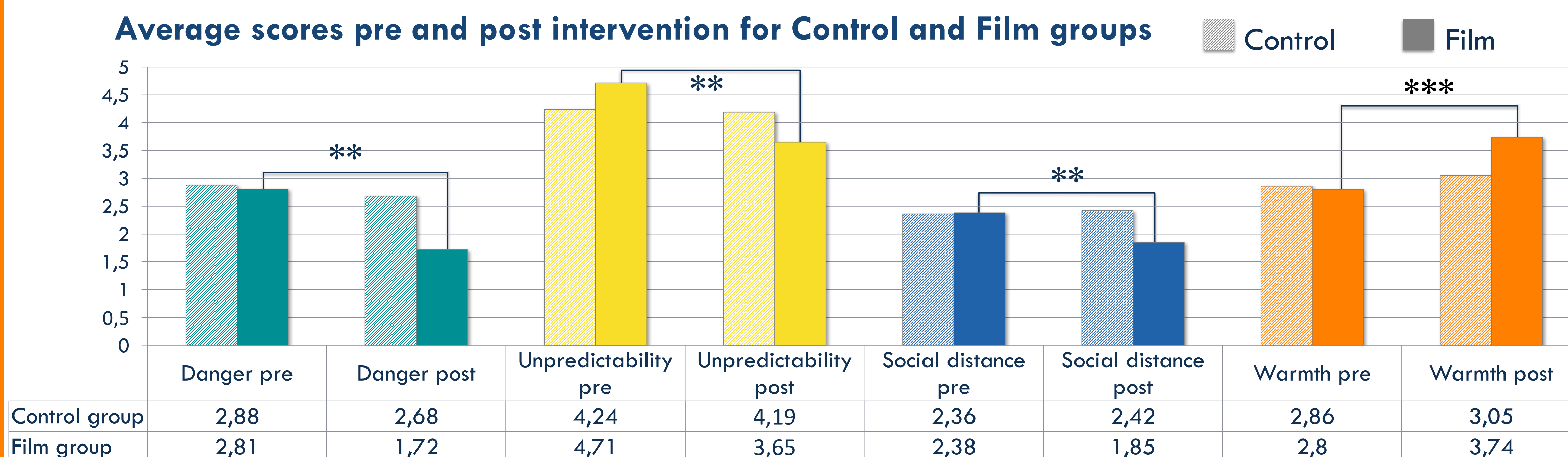
Intervention: Documentary film, “Radio Schizo”

Post-test: explicit + implicit measures

Results 1: explicit measures

Results 2: implicit measures

Average scores pre and post intervention for Control and Film groups



!! AMP not sensible !! ☹️

No difference between:

- Conditions (Schizophrenia, Flu, Control)
- Times of assessment
- Groups

ANOVAs with repeated measures on time of assessment : ** = $p \leq .01$; *** = $p < .001$ (Time x Group)

Discussion

- Significant reduction of stereotypes of Dangerousness and Unpredictability
 - Significant reduction of reported desired Social distance
 - Change of prejudicial attitudes
 - Significant increase of perceived sociability (“Warmth”)
 - No change on emotional reactions and behavioural tendencies (MCS)
 - Need for more exposures (i.e., direct or indirect contact) in order to observe changes in affective and behavioural aspects of stigmatisation ?
- Only in the Film group, and specifically attributable to the intervention

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Fiske, S.T., Cuddy, A.J. C., Glick, P., & Xu, J. (2002). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82(6), 878–902.