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

- 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)

Hypothesis 2: implicit measures

- 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)

Procedure:
- Pre-test:
  - Explicit measures:
    - Stereotypes about SZ + Social distance questionnaire
    - MSC: Stereotype (Dangerousness, Unpredictability, Incompetency, Responsibility, Prognostic) → Emotional Reactions (prejudicial attitudes) Pity, admiration, envy and contempt → Behavioural tendencies (discrimination) Active & passive harm Active & passive facilitation
  - Implicit measure: Affect Misattribution Procedure (AMP; Payne, Cheng, Goverum, & Stewart, 2005)
- Post-test: explicit + implicit measures

Intervention: Documentary film, “Radio Schizo”

Results 1: explicit measures

Average scores pre and post intervention for Control and Film groups

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>Film</th>
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<tbody>
<tr>
<td>Danger pre</td>
<td>2.88</td>
<td>2.68</td>
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<tr>
<td>Danger post</td>
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<tr>
<td>Warmth pre</td>
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<td>3.74</td>
</tr>
<tr>
<td>Warmth post</td>
<td>3.05</td>
<td>3.74</td>
</tr>
</tbody>
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ANOVA with repeated measures on time of assessment; ** = p ≤ .01; *** = p < .001 (Time x Group)

Results 2: implicit measures

- No difference between:
  - Conditions (Schizophrenia, Flu, Control)
  - Times of assessment
  - Groups

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?

References:

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