

HOW DOES RACIAL REPRESENTATION ON ENTERTAINMENT TELEVISION AFFECT POLITICAL PARTICIPATION?

HOW MUCH TELEVISION ARE WE WATCHING?

Other than sleeping or working,



Americans are more likely to watch **television** than engage in any other activity.

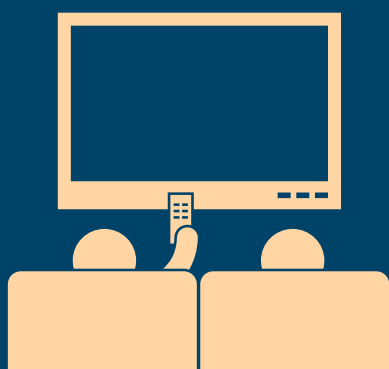
(Rothwell 2019)

In 2016, the average American adult watched over **5** hours of TV per day.



(Lynch 2016)

HOW DOES TELEVISION INFLUENCE OUR SOCIAL ATTITUDES?



“Parasocial interaction refers to the phenomenon that viewers form beliefs and attitudes about people they know only through television.”

Vicarious experiences contribute to racial stereotypes and intergroup attitudes. The **parasocial contact hypothesis** suggests that the viewing of favorable representations of racial minorities will lead to parasocial interaction and, subsequently, reduce perceptions of stereotypes and prejudices.

(Schiappa 2006)

HOW ARE BLACK AMERICANS BEING REPRESENTED ON TELEVISION?



PERCENTAGE OF U.S. POPULATION THAT IDENTIFIES AS BLACK

vs.



PERCENTAGE OF TV SCREEN TIME HELD BY BLACK PEOPLE

BUT,

Televised portrayals of racial minorities can depict stereotypes and cultivate negative racial attitudes. It's important to be wary of the **"REPRESENTATION TRAP"** and constructing progress narratives for racial minorities on television.

Just because there are more images of a certain minority group on television does not mean those portrayals inherently foster positive intergroup attitudes.

(Explore 2021, Murrar 2018)

HOW CAN TELEVISION AFFECT POLITICAL ENGAGEMENT?

Television has the power to communicate prevalent **social norms** that are immensely predictive of citizens' perceptions and beliefs and, in turn, affect **political behavior**.



(Murrar 2018)

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