THE FINDINGS

71% felt that media representation of trans people has become more positive in the last 7 years and 51% thought it was more accurate.

The 2010 Trans Media Watch survey found that 70% thought media coverage of trans people was negative or very negative. This had reduced to 48.5% in 2017. However, that’s still almost half.

There’s little change in accuracy of media representation, with 78% in 2010 and 76% in 2017 considering it inaccurate/very inaccurate. But 51% of 2017 respondents thought media coverage had become more accurate in the past 7 years.

WHO TOOK PART

- 405 people over the age of 18
- From 383 respondents who gave their gender identities, 144 were female/women, 112 were male/man, 127 didn’t identify as having a binary gender
- Most respondents were aged 18-27

The 2017 study sought to answer:

a) How do trans people in the UK perceive media representations of trans people today?

b) How is trans people’s wellbeing influenced by media portrayals?

c) The role of advocacy projects in improving trans media representation.

Find out more about Breaking the Binary and its Executive Summary.

REACTIONS

People born before 1970 have a more positive view on the representation of trans people in the media than younger generations.

“There’re always going to be people who are transphobic in the same way that some people are racist & homophobic. We’ve got to keep on working together to make sure that the majority outweigh these minority people who will hate anything.”

www.onroadmedia.org.uk | www.allabouttrans.org.uk | Sept 2017
**WHAT IS GOOD REPRESENTATION?**
The two most frequently named examples of positive media were *Sense8* and BBC2 sitcom *Boy Meets Girl* – an outcome of All About Trans’ work.

**WHERE IS POOR REPRESENTATION?**
Newspapers were rated as having the most inaccurate & harmful content, followed by television. Tabloids were considered the worst, with 73% referring to The Daily Mail.

---

**IMPACT ON WELLBEING**
69% felt unhappy when seeing negative media items about trans people, 78% felt angry, 69% felt bad about society, 49% felt excluded and 41% felt frightened. Negative representations can worsen the dysphoria of trans people and make people feel ashamed of being trans.

It made one respondent feel: “like I will never be accepted in society as my true self & this hurts deeply”

But positive media coverage made 62% of respondents feel happy, 55% feel included, and 46% feel both good about society and more able to talk about their gender identity.

“There will always be things that are unknown to people, but what if ignorance were commonly seen as a motivation for learning rather than a justification for hurting?”

---

**RECOMMENDATIONS**

<table>
<thead>
<tr>
<th>Impact</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The prevailing view of respondents was that trans children are at the epicentre of a media backlash and there is an urgent need to increase awareness of the issues they face.</td>
<td>Respondents agreed that All About Trans’ interactions were considered an effective means to engage with and improve the media.</td>
</tr>
<tr>
<td>Respondents suggested that a collective refusal to engage with certain media is a technique that could help combat negative media portrayal.</td>
<td>The survey highlighted a prevalence of misinformation and sensationalism in news coverage, and identified this as an area where further change is needed.</td>
</tr>
<tr>
<td>Findings suggest an effective way to improve trans media representation is to involve more trans people in the production process of media content.</td>
<td>Respondents felt that the responsibility for improving media coverage should not be held solely by the trans community.</td>
</tr>
</tbody>
</table>