Online Appendix

Table A1

Content Analysis of Experimental Stimulus

	Michael		Brian		Justin		Emmett	
	χ^2	p (Φ)	χ^2	p (Φ)	χ^2	p (Φ)	χ^2	p (Φ)
Appearance: Scene	.00	.96	.00	.99	.10	.75	.12	.74
Appearance: Gay Setting	2.74	.10	.55	.46	1.45	.23	1.08	.29
Interaction: Straight Others	.01	.92	.05	.83	-.11	.74	.00	.97
Interaction: Gay Others	.13	.72	.22	.64	.01	.92	.55	.46
Talk: Sexual	**4.39**	**.04 (.09)**	**11.11**	**< .001 (.15)**	**10.87**	**< .001 (.15)**	**7.31**	**.01 (.12)**
Talk: LGBT Culture	1.55	.34	.30	.58	1.02	.31	.64	.42
Talk: Humor	.04	.84	.07	.79	.36	.55	.61	.43
Behavior: Sexual	**5.91**	**.02 (.11)**	**9.58**	**.01 (.14)**	**8.98**	**.03 (.13)**	**4.41**	**.04 (.09)**

	Ted		Lindsay		Melanie		Debbie	
	χ^2	p (Φ)	χ^2	p (Φ)	χ^2	p (Φ)	χ^2	p (Φ)
Appearance: Scene	.02	.90	.05	.83	.00	.97	.01	.94
Appearance: Gay Setting	.46	.50	1.37	.24	.72	.40	.00	.96
Interaction: Straight Others	.04	.84	.30	.58	.00	.97	.06	.81
Interaction: Gay Others	.31	.58	.12	.73	.01	.94	.01	.94
Talk: Sexual	2.98	.08	1.97	.16	1.02	.31	.13	.72
Talk: LGBT Culture	.22	.64	.18	.67	.00	.98	.96	.33
Talk: Humor	.04	.84	.00	.99	1.05	.31	.72	.40
Behavior: Sexual	1.95	.16	**6.60**	**.01 (.11)**	**7.43**	**.01 (.12)**	-----	-----

Note. All Chi-Square analyses, $N = 502$, $df = 1$. Significant X^2 values are in bold and significant p values are accompanied by Phi statistics. All significant X^2 values suggest greater frequency in the accentuated condition than in the sanitized condition. Fisher's exact tests are displayed for analyses with expected values < 5/cell. Debbie was not coded as engaging in sexual behavior in any scene from any episode in either condition.

Table A2

Parasocial Relationship Growth Curve Models

	Outgroup Character		Ingroup Character	
	Estimate	SE	Estimate	SE
Baseline Model				
Intercept Mean	3.89***	.09	4.38***	.11
Slope Mean	.50***	.09	.20*	.09
Intercept Variance	-.47***	.08	.45***	.08
Slope Variance	-.42***	.13	-.35*	.18
Covariance	-.38	.26	.30	.29
Conditional Model				
Experimental Condition				
Intercept	-.12	.14	-.21	.17
Slope	-.08	.15	-.21	.14
Sexual Prejudice				
Intercept	-.13	.07	-.13	.11
Slope	.18*	.08	-.04	.09
Sex				
Intercept	-.19	.15	-.02	.17
Slope	.12	.16	-.11	.14
Race				
Intercept	.22	.15	.22	.18
Slope	-.47**	.16	-.34*	.15

Note. Sex (1 = male, 2 = female), race (1 = white, 2 = racial minority), and condition (1 = accentuated, 2 = sanitized) were dichotomously coded (*n* = 72). Outgroup character equates to the gay character that received the highest T4 PSR score for each participant. Ingroup character represents T4 PSR scores for Debbie, the only heterosexual protagonist in the experimental stimulus. *p < .05, **p < .01, ***p < .001.
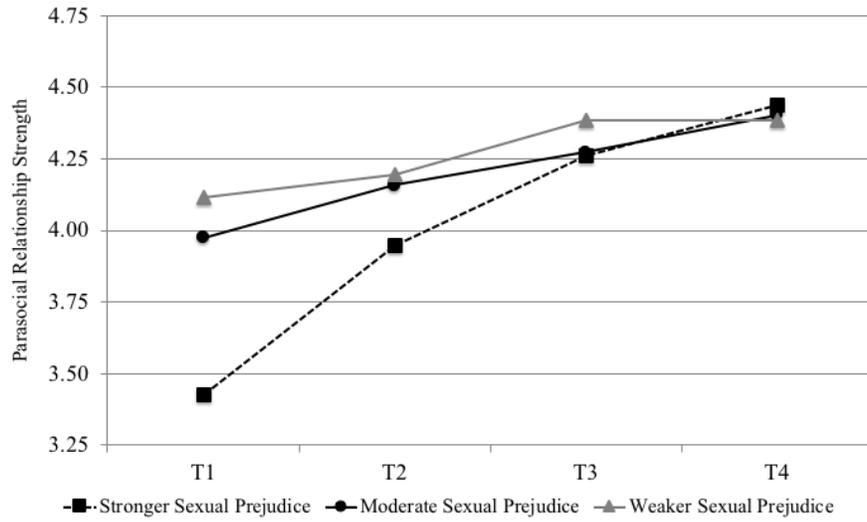
(a)
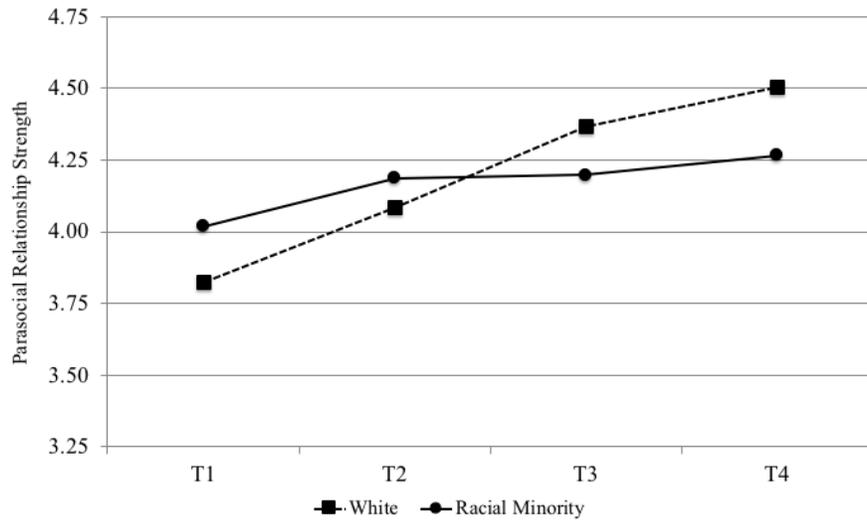
(b)

Figure A1. PSR growth with outgroup characters over time by significant moderators, (a) pretest prejudice and (b) race ($n = 72$).
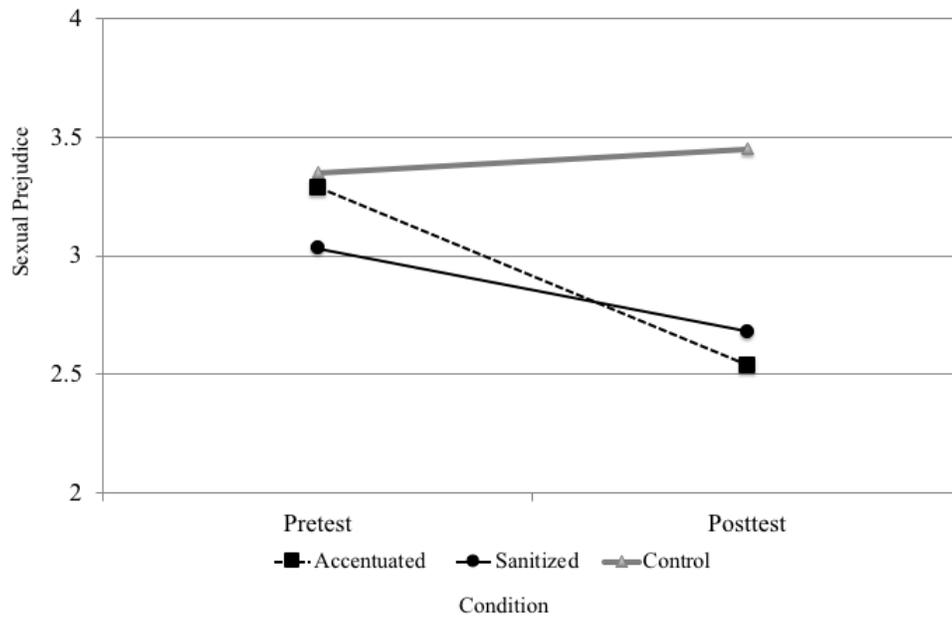
Figure A2. Pretest and posttest prejudice scores by condition (*N* = 112).
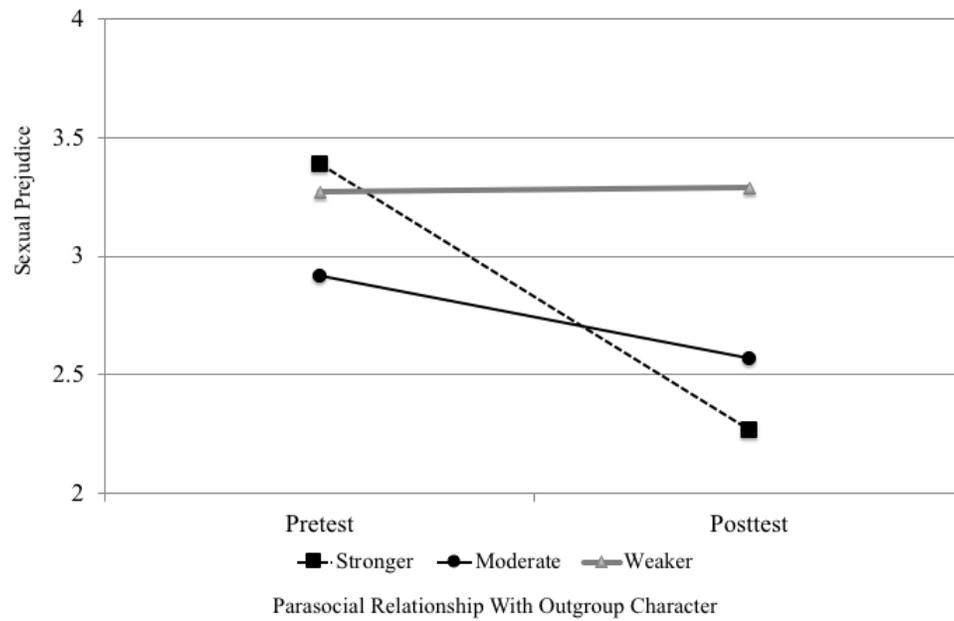
Figure A3. Pretest and posttest prejudice scores by PSR strength with outgroup character

(*n* = 72).