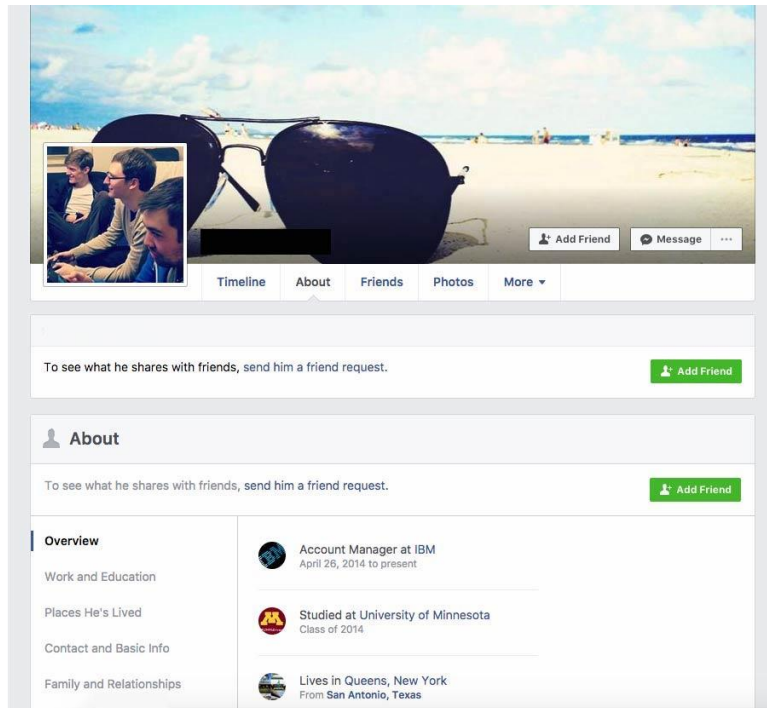


# FACEBOOK LGBTQ PICTIVISM

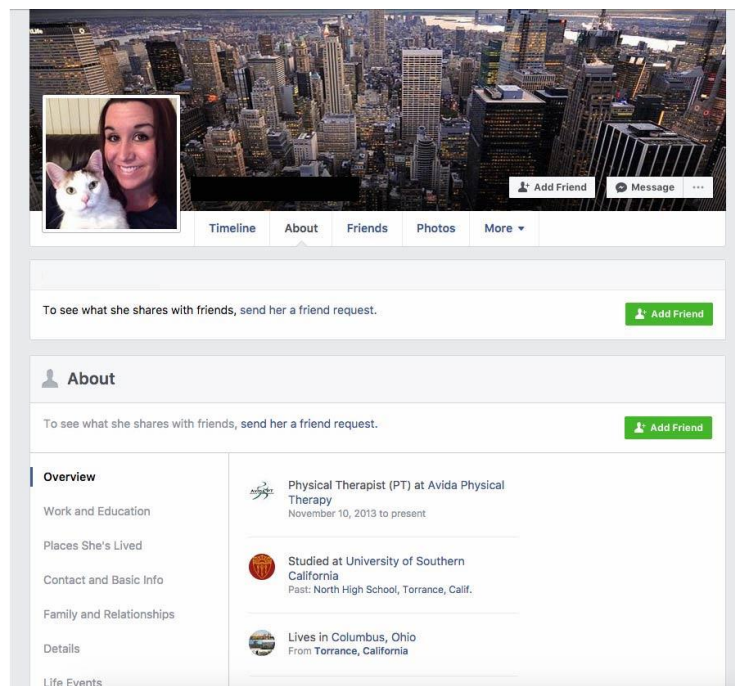
## Online Supplemental Material

### Studies 1-3 Materials

#### Facebook profile images

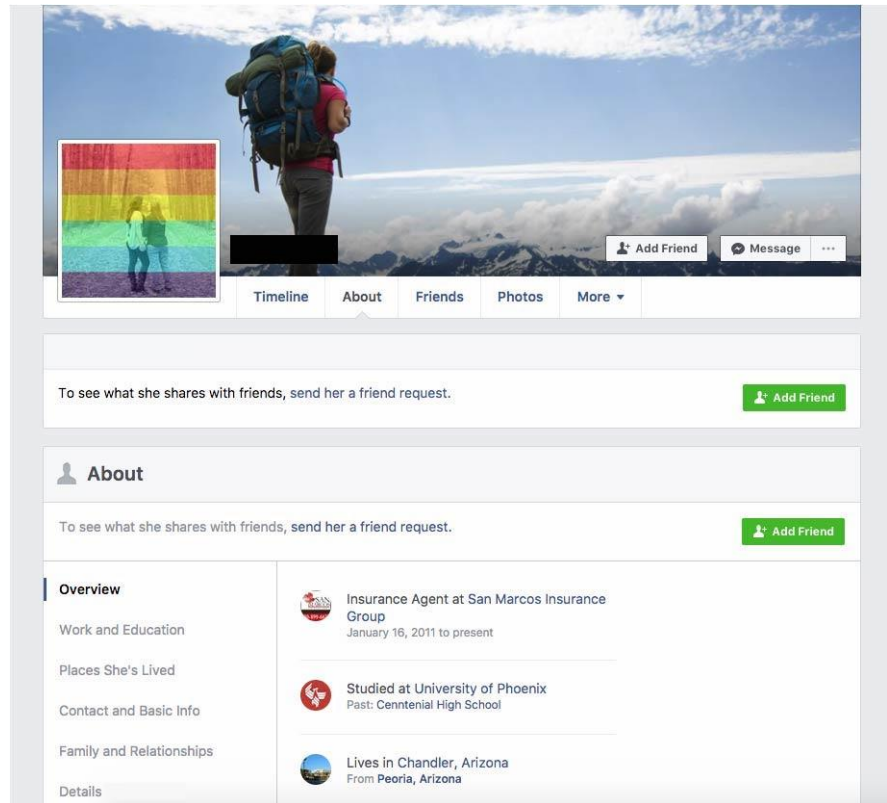


Filler profile #1.

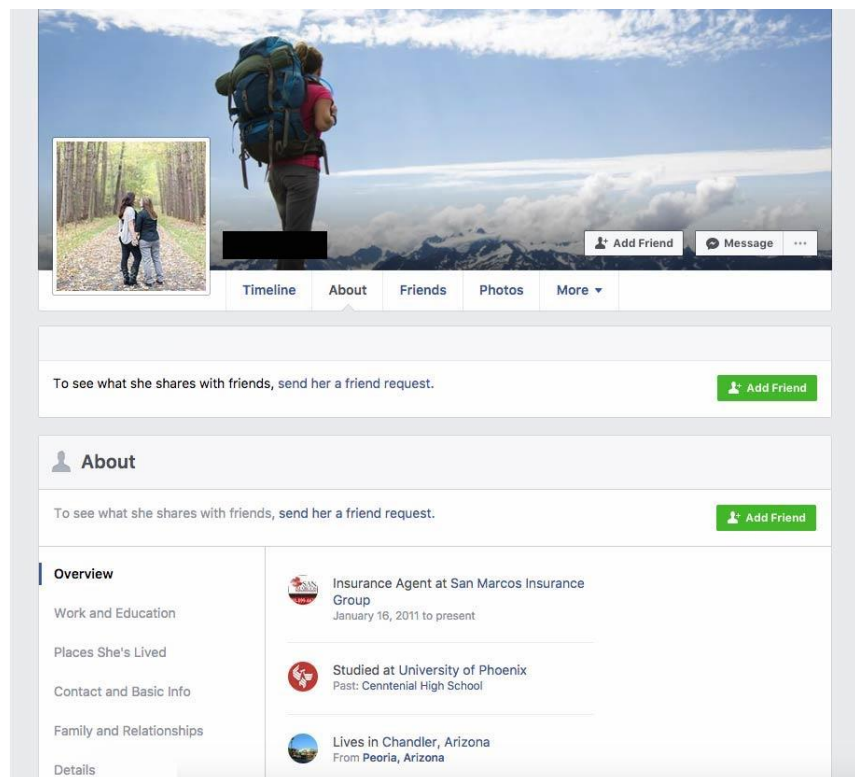


Filler profile #2.

## FACEBOOK LGBTQ PICTIVISM

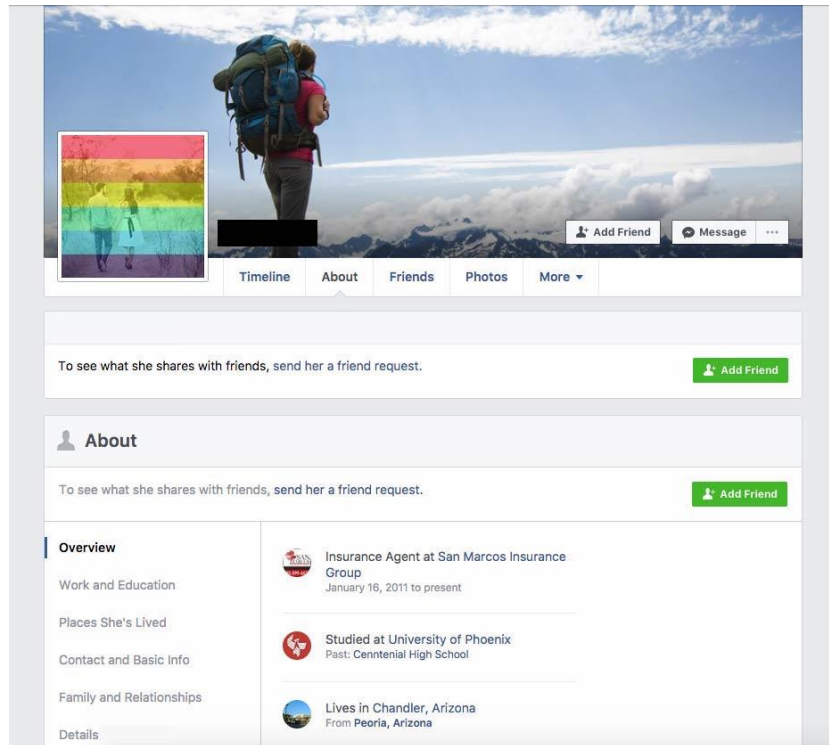


Queer woman with filter.

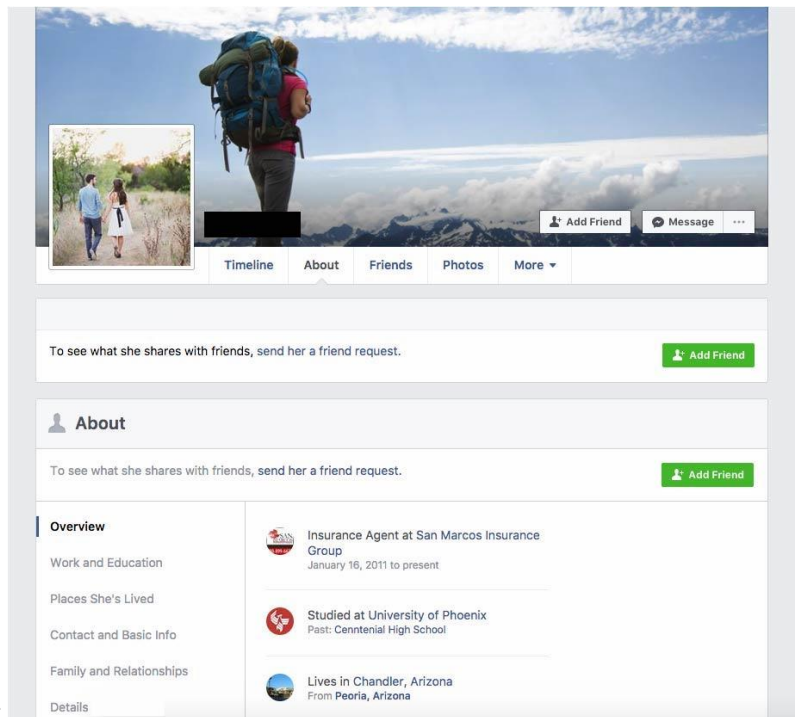


Queer woman without filter.

## FACEBOOK LGBTQ PICTIVISM



Heterosexual woman with filter.



Heterosexual woman without filter.

## FACEBOOK LGBTQ PICTIVISM

### Study 1 Measures

**State reactance** (1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly Agree*; Affect scale 0 = *None of this feeling*, 4 = *A great deal of this feeling*; Dillard & Shen, 2005)

Subscales: *freedom threat*, *affect*, *cognition*

Additional filler items:

1. Happy
2. Excited
3. Relieved
4. Amused

**Perceived activism** (1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly Agree*)

1. This person seems to care about social justice issues.
2. This person is probably involved with political matters.
3. This person seems devoted to activism.
4. This person makes a positive impact in society.
5. This person seems social justice oriented.

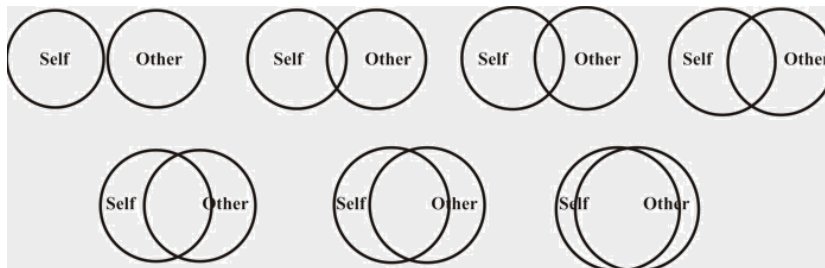
**Target likability** (1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly Agree*)

1. I would enjoy having a conversation with this person.
2. I would feel comfortable getting to know this person.
3. I cannot imagine being friends with this person. (R)
4. I would not want to interact with this person. (R)
5. I would like this person.

**LGB-KASH scale** (1 = *very uncharacteristic of me and my views*, 7 = *very characteristic of me and my views*; Worthington, Dillon, & Becker-Schutte, 2005)

Subscales: *hate*, *civil rights*, *internalized affirmativeness*, *knowledge*; omitted *religious conflict* subscale

**Closeness to outgroup: Self/other inclusion scale** (You = Self, LGB Community = Other; 1 = *Self and other furthest apart possible*, 7 = *Self and other as close as possible*; Aron, Aron, & Smollan, 1992); participants chose the set of circles that best represented their closeness



### **Study 2 Measures**

Same previously listed measures as Study 1 were included, except the following subscales from LGB-KASH were omitted: *civil rights* and *knowledge*.

**Adapted support for lesbian and gay human rights scale** (items 1-2; Ellis, Kitzinger, & Wilkinson, 2002), **adapted support for gay and lesbian civil rights scale** (items 3-6; Brown & Henriquez, 2011), and original items (items 7-11); 1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Somewhat disagree*, 4 = *Neither agree nor disagree*, 5 = *Somewhat agree*, 6 = *Agree*, 7 = *Strongly agree*

1. Lesbian and gay couples should have all the same parenting rights as heterosexuals do (e.g., adoption, fostering, access to fertility services).
2. All university modules in fields such as social psychology, education, history, English literature, and health studies should explicitly include lesbian and gay perspectives.
3. Gays and lesbians should be able to display affection with their partners in public.
4. Public tax dollars should not go to organizations that promote tolerance for gays and lesbians. (R)
5. A potential employee's homosexuality should never be an issue in hiring decisions no matter what the job is.
6. Defending the civil rights of gays and lesbians also helps to defend the civil rights of everyone else.
7. It is acceptable for businesses to refuse their service to LGBTQ people if it violates their beliefs. (R)
8. People should confront others who publicly discriminate against lesbians and gay men.
9. We need more LGBTQ representation in popular media.
10. There is nothing wrong with thinking that heterosexual is the norm in society. (R)
11. Having more LGBTQ leaders in society (e.g., public officials, teachers, business owners) would positively influence our youth.

### **Study 3 Measures**

**Perceived activism.** The same perceived activism scale was used as in Studies 1 and 2.

**Adapted experience and belonging scale** (1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*; LaPointe & Reissetter, 2008)

1. This profile gives me a sense of community online.
2. The profile makes me feel personally connected to my online peers.
3. The profile makes me feel comfortable with my online peers.
4. The profile makes me feel that other internet users make an effort to create an online community.

**Closeness to outgroup: Self/other inclusion scale.** The same self/other inclusion format was used as in Studies 1-2, with "You" = Self and "Heterosexual people" = Other

## FACEBOOK LGBTQ PICTIVISM

**Adapted perceived cohesion scale** (1 = *Strongly disagree*, 5 = *Neutral*, 10 = *Strongly agree*; Bollen & Hoyle, 1990)

Subscales: *sense of community* (items 1-3) and *feelings of morale* (items 4-6)

1. I feel a sense of belonging to society.
2. I feel that I am a member of our society.
3. I see myself as part of our society.
4. I am enthusiastic about our society.
5. I am happy to live in our society.
6. Our society is one of the best in the world.

**Adapted online victimization scale** (items 1-4; Tynes, Rose, & Williams, 2010) and two original items (items 5-6); 1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*

1. The profile makes me worry that people will say mean or rude things to me online because of my sexual orientation.
2. The profile makes me worry that people will threaten me online because of my sexual orientation.
3. The profile makes me worry that people will share homophobic content online.
4. The profile makes me worry that people will exclude me from conversation because of my sexual orientation.
5. The profile makes me feel that I would be safe being myself online. (R)
6. The profile makes me feel like I would be respected in the type of content this person shares. (R)

**Online victimization and safety.** Given there is no extant measure of LGBTQ people's perceived online safety, we measured participants' feelings of online safety through an original six-item scale ( $\alpha = .84$ ) including four items adapted from the Individual Online Racial Discrimination subscale within the Online Victimization Scale (e.g., "The profile makes me worry that people will say mean or rude things to me online because of my sexual orientation"; Tynes, Rose, & Williams, 2010) and two reverse-scored original items (i.e., "The profile makes me feel that I would be safe being myself online" and "The profile makes me feel like I would be respected in the type of content this person shares"). As with the belonging scale, we adapted the original items to fit the purpose of this study by referring to "the profile" to more explicitly capture the profile's influence on participants' feeling of safety. Participants indicated their agreement with these statements on a 5-point scale (1 = *strongly disagree*, 5 = *strongly agree*) and an average score was computed. Greater scores reflected greater perceptions of threats to online safety (or less safety). There were no significant main effects or interaction of target sexual orientation and profile filter use on participants' feelings of online safety (all  $p$ -values > .13). Mean ratings for the online safety measure indicated that participants perceived threats to online safety as being relatively low after viewing the experimental profiles. Future research could examine whether other attributes of people's online profiles (e.g., status updates, confronting prejudicial comments) play a larger role in affecting LGBTQ viewers' feelings of safety while interacting online.

# FACEBOOK LGBTQ PICTIVISM

**Table 1**

*Study 1: Means (Standard Deviations) for all Dependent Measures*

| Outcomes                                       | Mean (SD) Ratings          |                               |                            |                               |
|--|----------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Queer Target               |                               | Heterosexual Target        |                               |
|  | Filter<br>( <i>n</i> = 57) | No Filter<br>( <i>n</i> = 41) | Filter<br>( <i>n</i> = 29) | No Filter<br>( <i>n</i> = 71) |
| State reactance: freedom threat                | 1.62 (0.71) <sub>a</sub>   | 1.43 (0.60) <sub>b</sub>      | 1.69 (0.69) <sub>a</sub>   | 1.49 (0.62) <sub>b</sub>      |
| State reactance: affect                        | 1.79 (0.98)                | 1.74 (0.72)                   | 1.66 (0.59)                | 1.52 (0.59)                   |
| State reactance: cognition                     | 3.43 (0.64) <sub>a</sub>   | 3.52 (0.51) <sub>a</sub>      | 3.62 (0.43) <sub>b</sub>   | 3.70 (0.51) <sub>b</sub>      |
| Perceived activism                             | 3.82 (0.48) <sub>ac</sub>  | 3.34 (0.53) <sub>be</sub>     | 3.52 (0.69) <sub>ac</sub>  | 3.06 (0.49) <sub>bdf</sub>    |
| Willingness to interact                        | 3.60 (0.63)                | 3.69 (0.49)                   | 3.63 (0.48)                | 3.73 (0.40)                   |
| Sexual prejudice: LGB hate                     | 1.53 (0.76) <sub>a</sub>   | 1.54 (0.75) <sub>a</sub>      | 2.03 (1.19) <sub>b</sub>   | 1.64 (0.99) <sub>b</sub>      |
| Sexual prejudice: LGB rights                   | 6.04 (1.02)                | 6.22 (1.03)                   | 5.68 (1.05)                | 6.01 (1.25)                   |
| Sexual prejudice: internalized affirmativeness | 3.01 (1.51)                | 3.25 (1.37)                   | 2.99 (1.29)                | 3.27 (1.34)                   |
| Sexual prejudice: knowledge                    | 1.77 (1.16)                | 1.75 (0.86)                   | 1.91 (0.99)                | 1.87 (1.09)                   |
| Closeness to outgroup                          | 2.26 (1.36)                | 2.10 (1.36)                   | 2.24 (1.30)                | 2.61 (1.41)                   |
| LGBTQ ally behavior                            | 11.84 (8.98)               | 13.26 (11.31)                 | 9.62 (7.89)                | 13.74 (14.41)                 |

*Note.* Item means are listed by condition. *N* = 198. Different subscripts indicate significant differences between groups at *p* < .05. On perceived activism, *a* is different from *b*, *c* is different from *d*, and *e* is different from *f*.

# FACEBOOK LGBTQ PICTIVISM

**Table 2**

*Study 2: Means (Standard Deviations) for all Dependent Measures*

| Outcomes                                       | Mean (SD) Ratings          |                               |                            |                               |
|--|----------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Queer Target               |                               | Heterosexual Target        |                               |
|  | Filter<br>( <i>n</i> = 50) | No Filter<br>( <i>n</i> = 45) | Filter<br>( <i>n</i> = 39) | No Filter<br>( <i>n</i> = 52) |
| State reactance: freedom threat                | 1.15 (0.52) <sub>a</sub>   | 1.01 (0.35) <sub>b</sub>      | 1.12 (0.41) <sub>a</sub>   | 1.00 (0.37) <sub>b</sub>      |
| State reactance: affect                        | 1.07 (0.29)                | 1.16 (0.52)                   | 1.24 (0.65)                | 1.19 (0.53)                   |
| State reactance: cognition                     | 3.74 (0.65)                | 3.66 (0.72)                   | 3.67 (0.69)                | 3.48 (0.91)                   |
| Perceived activism                             | 3.91 (0.50) <sub>a</sub>   | 3.13 (0.74) <sub>b</sub>      | 3.56 (0.65) <sub>bc</sub>  | 2.88 (0.70) <sub>bd</sub>     |
| Sexual prejudice: LGB hate                     | 1.34 (0.59) <sub>a</sub>   | 1.59 (0.93)                   | 1.63 (0.93) <sub>b</sub>   | 1.40 (0.73)                   |
| Sexual prejudice: internalized affirmativeness | 4.01 (1.55) <sub>a</sub>   | 3.48 (1.58)                   | 3.21 (1.59) <sub>b</sub>   | 3.85 (1.70)                   |
| Modern rights                                  | 5.51 (1.10)                | 5.06 (1.49)                   | 5.00 (1.33)                | 5.32 (1.27)                   |
| Positive feelings (feeling thermometer)        | 71.78 (22.22)              | 69.67 (25.36)                 | 66.33 (25.39)              | 74.35 (24.61)                 |
| Closeness to outgroup                          | 2.82 (1.64) <sub>a</sub>   | 2.33 (1.49)                   | 1.95 (1.26) <sub>b</sub>   | 2.60 (1.65)                   |
| LGBTQ ally behavior                            | 30.50 (37.08)              | 23.82 (31.39)                 | 18.82 (27.28)              | 24.40 (33.05)                 |

*Note.* Item means are listed by condition. *N* = 186. Different subscripts indicate significant differences between groups at *p* < .05. On perceived activism, *a* is different from *b* and *c* is different from *d*.



# FACEBOOK LGBTQ PICTIVISM

**Table 3**

*Study 3: Means (Standard Deviations) for all Dependent Measures*

| Outcomes                   | Mean (SD) Ratings          |                               |                            |                               |
|----------------------------|----------------------------|-------------------------------|----------------------------|-------------------------------|
|                            | Queer Target               |                               | Heterosexual Target        |                               |
|                            | Filter<br>( <i>n</i> = 76) | No Filter<br>( <i>n</i> = 70) | Filter<br>( <i>n</i> = 76) | No Filter<br>( <i>n</i> = 68) |
| Perceived activism         | 3.61 (0.71) <sub>a</sub>   | 3.23 (0.56) <sub>be</sub>     | 3.67 (0.65) <sub>c</sub>   | 2.98 (0.52) <sub>df</sub>     |
| Online belonging           | 3.92 (0.68) <sub>ac</sub>  | 3.58 (0.85) <sub>be</sub>     | 3.42 (0.84) <sub>d</sub>   | 3.22 (0.83) <sub>f</sub>      |
| Closeness to outgroup      | 4.17 (2.13)                | 4.03 (2.26)                   | 4.39 (1.99)                | 3.87 (2.24)                   |
| Societal cohesion          | 6.74 (1.92) <sub>a</sub>   | 6.16 (2.29) <sub>b</sub>      | 6.46 (1.82) <sub>a</sub>   | 5.80 (2.12) <sub>b</sub>      |
| Online safety <sup>†</sup> | 2.08 (0.74)                | 2.08 (0.89)                   | 1.98 (0.76)                | 2.26 (0.78)                   |

*Note.* Item means are listed by condition. *N* = 290. Different subscripts indicate significant differences between groups at *p* < .05. On perceived activism, *a* is different from *b*, *c* is different from *d*, and *e* is different from *f*. <sup>†</sup>Online safety is not reported in the manuscript, but its methods and results are described in the online supplemental material above.

# FACEBOOK LGBTQ PICTIVISM

**Table 4**

*Study 1: Correlations among Variables*

| Variable                 | 1      | 2       | 3       | 4       | 5       | 6     | 7    | 8       | 9       | 10 |
|--------------------------|--------|---------|---------|---------|---------|-------|------|---------|---------|----|
| 1. LGB knowledge         | 1      |         |         |         |         |       |      |         |         |    |
| 2. LGB affirm            | .51*** | 1       |         |         |         |       |      |         |         |    |
| 3. LGB rights            | .30*** | .56***  | 1       |         |         |       |      |         |         |    |
| 4. LGB hate              | -.18** | -.36*** | -.55*** | 1       |         |       |      |         |         |    |
| 5. Willing to interact   | .21**  | .38***  | .34***  | -.28*** | 1       |       |      |         |         |    |
| 6. Closeness to outgroup | .31*** | .52***  | .37***  | -.26*** | .27***  | 1     |      |         |         |    |
| 7. Activism              | .01    | -.01    | .02     | -.07    | .08     | .10   | 1    |         |         |    |
| 8. Reactance: affect     | .13    | .16*    | .00     | .03     | -.14*   | .02   | .15* | 1       |         |    |
| 9. Reactance: freedom    | -.09   | -.22**  | -.32*** | .26***  | -.38*** | -.17* | .08  | .16*    | 1       |    |
| 10. Reactance: cognition | .07    | .23**   | .20**   | -.16*   | .59***  | .24** | .07  | -.26*** | -.25*** | 1  |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

# FACEBOOK LGBTQ PICTIVISM

**Table 5**

*Study 2: Correlations among Variables*

| Variable                 | 1       | 2      | 3       | 4      | 5      | 6       | 7      | 8   | 9 |
|--------------------------|---------|--------|---------|--------|--------|---------|--------|-----|---|
| 1. Modern rights         | 1       |        |         |        |        |         |        |     |   |
| 2. LGB affirm            | .67***  | 1      |         |        |        |         |        |     |   |
| 3. LGB hate              | -.44*** | -.22** | 1       |        |        |         |        |     |   |
| 4. Closeness to outgroup | .30***  | .47*** | -.04    | 1      |        |         |        |     |   |
| 5. Reactance: freedom    | -.32*** | -.18*  | .24**   | -.05   | 1      |         |        |     |   |
| 6. Reactance: affect     | -.31*** | -.00   | .33***  | .05    | .37*** | 1       |        |     |   |
| 7. Reactance: cognition  | .23**   | .21**  | -.10    | .08    | -.16*  | -.31*** | 1      |     |   |
| 8. Activism              | .03     | .05    | -.01    | .00    | .13    | -.13    | .36*** | 1   |   |
| 9. Feeling thermometer   | .56***  | .54*** | -.42*** | .46*** | -.19** | -.32*** | .27*** | .11 | 1 |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

**Table 6***Study 3: Correlations among Variables*

| Variable                      | 1      | 2       | 3      | 4   | 5 |
|-------------------------------|--------|---------|--------|-----|---|
| 1. Societal cohesion          | 1      |         |        |     |   |
| 2. Online safety <sup>†</sup> | -.18** | 1       |        |     |   |
| 3. Online belonging           | .46*** | -.26*** | 1      |     |   |
| 4. Perceived activism         | .28*** | -.15**  | .48*** | 1   |   |
| 5. Closeness to outgroup      | .30*** | -.12*   | .18**  | .11 | 1 |

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$ . <sup>†</sup>Online safety is not reported in the manuscript, but its methods and results are described in the online supplemental material above.

# FACEBOOK LGBTQ PICTIVISM

**Table 7**

*Study 1: Means (Standard Deviations) by Participant Gender and Condition (N = 198)*

| Outcomes                | Women Participants     |                           |                        |                           | Men Participants       |                           |                        |                           |
|-------------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|
|                         | Filter, QT<br>(n = 33) | No Filter, QT<br>(n = 24) | Filter, HT<br>(n = 17) | No Filter, HT<br>(n = 40) | Filter, QT<br>(n = 24) | No Filter, QT<br>(n = 16) | Filter, HT<br>(n = 12) | No Filter, HT<br>(n = 31) |
| Freedom threat          | 1.52 (0.61)            | 1.43 (0.63)               | 1.53 (0.54)            | 1.46 (0.67)               | 1.76 (0.83)            | 1.44 (0.57)               | 1.92 (0.83)            | 1.54 (0.56)               |
| Cognition               | 3.36 (0.69)            | 3.53 (0.56)               | 3.80 (0.37)            | 3.73 (0.47)               | 3.51 (0.55)            | 3.51 (0.46)               | 3.36 (0.39)            | 3.66 (0.57)               |
| Affect                  | 2.26 (1.04)            | 2.10 (0.63)               | 1.96 (0.42)            | 1.84 (0.55)               | 1.14 (0.27)            | 1.22 (0.50)               | 1.25 (0.57)            | 1.10 (0.31)               |
| Perceived activism      | 3.89 (0.42)            | 3.32 (0.62)               | 3.56 (0.74)            | 3.06 (0.53)               | 3.73 (0.55)            | 3.36 (0.40)               | 3.47 (0.65)            | 3.07 (0.44)               |
| Willingness to interact | 3.65 (0.62)            | 3.68 (0.50)               | 3.78 (0.42)            | 3.78 (0.40)               | 3.53 (0.65)            | 3.69 (0.51)               | 3.42 (0.49)            | 3.66 (0.38)               |
| LGB hate                | 1.41 (0.55)            | 1.44 (0.76)               | 2.16 (1.44)            | 1.65 (1.20)               | 1.70 (0.97)            | 1.68 (0.73)               | 1.83 (0.73)            | 1.62 (0.65)               |
| LGB civil rights        | 6.19 (0.92)            | 6.13 (1.13)               | 5.68 (1.16)            | 6.14 (1.32)               | 5.83 (1.14)            | 6.34 (0.90)               | 5.68 (0.92)            | 5.84 (1.16)               |
| LGB affirm              | 3.62 (1.51)            | 3.53 (1.43)               | 3.08 (1.33)            | 3.64 (1.44)               | 2.16 (1.04)            | 2.87 (1.23)               | 2.87 (1.28)            | 2.79 (1.05)               |
| LGB knowledge           | 2.03 (1.25)            | 1.88 (0.91)               | 1.73 (0.95)            | 1.91 (1.10)               | 1.40 (0.93)            | 1.56 (0.78)               | 2.17 (1.02)            | 1.82 (1.09)               |
| Ally behavior           | 14.03 (8.66)           | 13.25(10.96)              | 8.46 (7.63)            | 15.50 (17.78)             | 8.83 (8.70)            | 13.26 (12.16)             | 11.25 (8.29)           | 11.29 (7.68)              |
| Closeness to outgroup   | 2.52 (1.40)            | 2.12 (1.30)               | 2.35 (1.17)            | 2.70 (1.43)               | 1.92 (1.25)            | 2.06 (1.48)               | 2.08 (1.51)            | 2.48 (1.39)               |

*Note.* QT = queer target; HT = heterosexual target. One participant did not identify their gender using the categories of “woman” or “man;” therefore, their data are not included in this table.

# FACEBOOK LGBTQ PICTIVISM

**Table 8**

*Study 2: Means (Standard Deviations) by Participant Gender and Condition (N = 186)*

| Outcomes              | Women Participants     |                           |                        |                           | Men Participants       |                           |                        |                           |
|-----------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|
|                       | Filter, QT<br>(n = 24) | No Filter, QT<br>(n = 21) | Filter, HT<br>(n = 19) | No Filter, HT<br>(n = 25) | Filter, QT<br>(n = 25) | No Filter, QT<br>(n = 24) | Filter, HT<br>(n = 20) | No Filter, HT<br>(n = 27) |
| Freedom threat        | 1.18 (0.52)            | 1.03 (0.38)               | 1.14 (0.45)            | 1.02 (0.35)               | 1.13 (0.52)            | 0.99 (0.33)               | 1.11 (0.39)            | 0.99 (0.38)               |
| Cognition             | 3.78 (0.68)            | 3.68 (0.70)               | 3.89 (0.68)            | 3.76 (0.60)               | 3.71 (0.65)            | 3.64 (0.74)               | 3.45 (0.64)            | 3.22 (1.07)               |
| Affect                | 1.11 (0.40)            | 1.20 (0.61)               | 1.14 (0.52)            | 1.15 (0.44)               | 1.03 (0.11)            | 1.12 (0.43)               | 1.34 (0.76)            | 1.23 (0.61)               |
| Perceived activism    | 3.73 (0.48)            | 3.55 (0.60)               | 3.52 (0.75)            | 3.01 (0.68)               | 4.12 (0.38)            | 2.77 (0.66)               | 3.60 (0.55)            | 2.75 (0.71)               |
| Feeling thermometer   | 69.08 (23.46)          | 73.86 (23.41)             | 69.79 (20.89)          | 78.36 (23.31)             | 75.44 (20.72)          | 66.00 (26.91)             | 63.05 (29.20)          | 70.63 (25.63)             |
| LGB hate              | 1.28 (0.47)            | 1.58 (1.06)               | 1.34 (0.48)            | 1.16 (0.55)               | 1.37 (0.69)            | 1.60 (0.83)               | 1.90 (1.16)            | 1.61 (0.82)               |
| LGB affirm            | 4.38 (1.47)            | 3.60 (1.57)               | 3.40 (1.58)            | 4.23 (1.82)               | 3.76 (1.52)            | 3.38 (1.61)               | 3.02 (1.61)            | 3.49 (1.53)               |
| LGB modern rights     | 5.46 (1.03)            | 1.47 (5.02)               | 5.43 (0.75)            | 5.19 (1.54)               | 5.57 (1.06)            | 5.27 (1.50)               | 4.59 (1.63)            | 5.45 (0.98)               |
| Closeness to outgroup | 2.96 (1.52)            | 2.57 (1.72)               | 1.68 (1.06)            | 2.44 (1.42)               | 2.76 (1.76)            | 2.13 (1.26)               | 2.20 (1.40)            | 2.74 (1.85)               |
| Ally behavior         | 37.71 (36.98)          | 30.24 (33.45)             | 14.47 (24.66)          | 25.84 (33.25)             | 24.80 (37.04)          | 18.21 (29.02)             | 22.95 (29.59)          | 23.07 (33.43)             |

*Note.* QT = queer target; HT = heterosexual target. One participant did not identify their gender using the categories of “woman” or “man;” therefore, their data are not included in this table.

# FACEBOOK LGBTQ PICTIVISM

**Table 9**

*Study 3: Means (Standard Deviations) by Participant Gender and Condition (N = 290)*

| Outcomes                   | Women Participants     |                           |                        |                           | Men Participants       |                           |                        |                           |
|----------------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|
|                            | Filter, QT<br>(n = 52) | No Filter, QT<br>(n = 44) | Filter, HT<br>(n = 48) | No Filter, HT<br>(n = 43) | Filter, QT<br>(n = 20) | No Filter, QT<br>(n = 25) | Filter, HT<br>(n = 27) | No Filter, HT<br>(n = 24) |
| Perceived activism         | 3.50 (0.68)            | 3.24 (0.51)               | 3.66 (0.63)            | 3.07 (0.38)               | 3.87 (0.68)            | 3.24 (0.65)               | 3.69 (0.70)            | 2.81 (0.70)               |
| Online belonging           | 3.90 (0.64)            | 3.65 (0.88)               | 3.53 (0.74)            | 3.25 (0.80)               | 3.93 (0.80)            | 3.54 (0.71)               | 3.33 (0.90)            | 3.20 (0.91)               |
| Closeness to outgroup      | 4.42 (2.09)            | 3.86 (2.15)               | 4.19 (2.02)            | 3.81 (2.17)               | 3.50 (2.07)            | 4.44 (2.40)               | 4.74 (1.97)            | 4.08 (2.38)               |
| Societal cohesion          | 6.57 (1.96)            | 5.65 (2.17)               | 6.25 (1.84)            | 5.37 (1.98)               | 7.33 (1.72)            | 7.22 (2.06)               | 6.80 (1.79)            | 6.64 (2.16)               |
| Online safety <sup>†</sup> | 1.95 (0.72)            | 2.03 (0.86)               | 1.90 (0.78)            | 2.37 (0.79)               | 2.35 (0.75)            | 2.17 (0.95)               | 2.09 (0.74)            | 2.09 (0.73)               |

*Note.* QC = QT = queer target; HT = heterosexual target. Seven participants did not identify their gender using the categories of “woman” or “man;” therefore, their data are not included in this table. <sup>†</sup>Online safety is not reported in the manuscript, but its methods and results are described in the online supplemental material above.

# FACEBOOK LGBTQ PICTIVISM

**Table 10**

*Study 1: Sensitivity Analysis of Gender Differences in Effect Sizes for Significant Results: Values of Partial Eta-Squared ( $\eta_p^2$ )*

| Outcomes                   | Main Effect of Filter |             | Main Effect of Target Sexual Orientation |             | Filter x Target Sexual Orientation Interaction |             |
|----------------------------|-----------------------|-------------|--|-------------|--|-------------|
|                            | Women Only            | Full Sample | Women Only                               | Full Sample | Women Only                                     | Full Sample |
| State reactance: cognition | <i>n.s.</i>           | <i>n.s.</i> | .07                                      | .03         | <i>n.s.</i>                                    | <i>n.s.</i> |
| Perceived activism         | .18                   | .15         | .06                                      | .06         | <i>n.s.</i>                                    | <i>n.s.</i> |
| Sexual prejudice: LGB hate | <i>n.s.</i>           | <i>n.s.</i> | .05                                      | .02         | <i>n.s.</i>                                    | <i>n.s.</i> |

*Note.* Full sample included 198 participants; the women only sample included 114 participants. *N.S.* indicates non-significant results.



# FACEBOOK LGBTQ PICTIVISM

**Table 11**

*Study 2: Sensitivity Analysis of Gender Differences in Effect Sizes for Significant Results: Values of Partial Eta-Squared ( $\eta_p^2$ )*

| Outcomes                                       | Main Effect of Filter |             | Main Effect of Target Sexual Orientation |             | Filter x Target Sexual Orientation Interaction |                  |
|--|-----------------------|-------------|--|-------------|--|------------------|
|  | Women Only            | Full Sample | Women Only                               | Full Sample | Women Only                                     | Full Sample      |
| State reactance: freedom threat                | <i>n.s.</i>           | .02         | <i>n.s.</i>                              | <i>n.s.</i> | <i>n.s.</i>                                    | <i>n.s.</i>      |
| Perceived activism                             | .07                   | .24         | .08                                      | .05         | <i>n.s.</i>                                    | <i>n.s.</i>      |
| Sexual prejudice: internalized affirmativeness | <i>n.s.</i>           | <i>n.s.</i> | <i>n.s.</i>                              | <i>n.s.</i> | .06  | .03              |
| Sexual prejudice: LGB hate                     | <i>n.s.</i>           | <i>n.s.</i> | <i>n.s.</i>                              | <i>n.s.</i> | <i>n.s.</i>                                    | .02 <sup>†</sup> |
| Modern rights                                  | <i>n.s.</i>           | <i>n.s.</i> | <i>n.s.</i>                              | <i>n.s.</i> | <i>n.s.</i>                                    | .02 <sup>†</sup> |
| Closeness to outgroup                          | <i>n.s.</i>           | <i>n.s.</i> | .06                                      | <i>n.s.</i> | .04  | .03              |

*Note.* Full sample included 186 participants; the women only sample included 89 participants. *N.S.* indicates non-significant results. <sup>†</sup>*p* values ranged from .044 to .048 for the interaction effects, but simple effects tests did not reveal significant differences between conditions.

## FACEBOOK LGBTQ PICTIVISM

**Table 12**

*Study 3: Sensitivity Analysis of Gender Differences in Effect Sizes for Significant Results: Values of Partial Eta-Squared ( $\eta_p^2$ )*

| Outcomes           | Main Effect of Filter |             | Main Effect of Target Sexual Orientation |             | Filter x Target Sexual Orientation Interaction |             |
|--------------------|-----------------------|-------------|--|-------------|--|-------------|
|                    | Women Only            | Full Sample | Women Only                               | Full Sample | Women Only                                     | Full Sample |
| Perceived activism | .12                   | .16         | <i>n.s.</i>                              | <i>n.s.</i> | <i>n.s.</i>                                    | .02         |
| Online belonging   | .03                   | .03         | .06                                      | .07         | <i>n.s.</i>                                    | <i>n.s.</i> |
| Societal cohesion  | .05                   | .02         | <i>n.s.</i>                              | <i>n.s.</i> | <i>n.s.</i>                                    | <i>n.s.</i> |

*Note.* Full sample included 290 participants; the women only sample included 187 participants. *N.S.* indicates non-significant results.