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HIV Stigma Reduction: A Common Group Identity Perspective

Heather Deutsch, '07
Illinois Wesleyan University

Natalie Smoak, Faculty Advisor
Illinois Wesleyan University

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Poster Presentation P25

HIV STIGMA REDUCTION: A COMMON GROUP IDENTITY PERSPECTIVE

Heather Deutsch and Natalie Smoak*

Psychology Department, Illinois Wesleyan University

The HIV/AIDS epidemic affects many individuals worldwide. Coupled with this epidemic is stigma levied against infected individuals. HIV stigma involves feelings of repulsion, discomfort, blaming, and sanctions. We combated HIV stigma by targeting emotional, motivational, and behavioral underpinnings in an intervention video. In this video, we examined two factors; first, we manipulated whether the intervention speaker shared a group membership (IWU affiliation) with the audience. Second, we manipulated the speaker's HIV status. We hypothesized that, when the speaker was affiliated with IWU and was HIV-positive, stigma would be reduced. Seventy-one IWU students watched the intervention video, and then we assessed participants, HIV-related implicit and explicit attitudes, group affiliation, and behavioral intentions. Results suggested that both speaker status and group identity were significant predictors of overall explicit stigma, particularly for the sanction and comfort subscales. Students, affiliation to IWU was also modified by the intervention as hypothesized. Based upon these results, the Common Ingroup Identity Model is a fruitful model for fostering HIV stigma reduction.