

## Abstract

- Do egalitarian logos affect individual perceptions of White and Black men?
- We measured 125 participants' perceptions of White and Black models wearing egalitarian logos or no logo.
- Participants rated Black men more positively on all attributes. The presence of a logo had no effect.

## Introduction

Perceptions of people are influenced by racial stereotypes, which occur instantly and often unconsciously. Clothing plays a significant role in how a person is perceived, even more so in people of color (Gurung, et al., 2019). For example, African American males wearing formal clothes, or clothes indicating they had won an event, were perceived to be more intelligent, trustworthy, and warm.

In this study we test how the egalitarian shirt logo brand "People of Colour" affects the perception and impressions of White and Black male models donning racially egalitarian logos.

## Method

**Participants:** 125 participants aged 18-52.

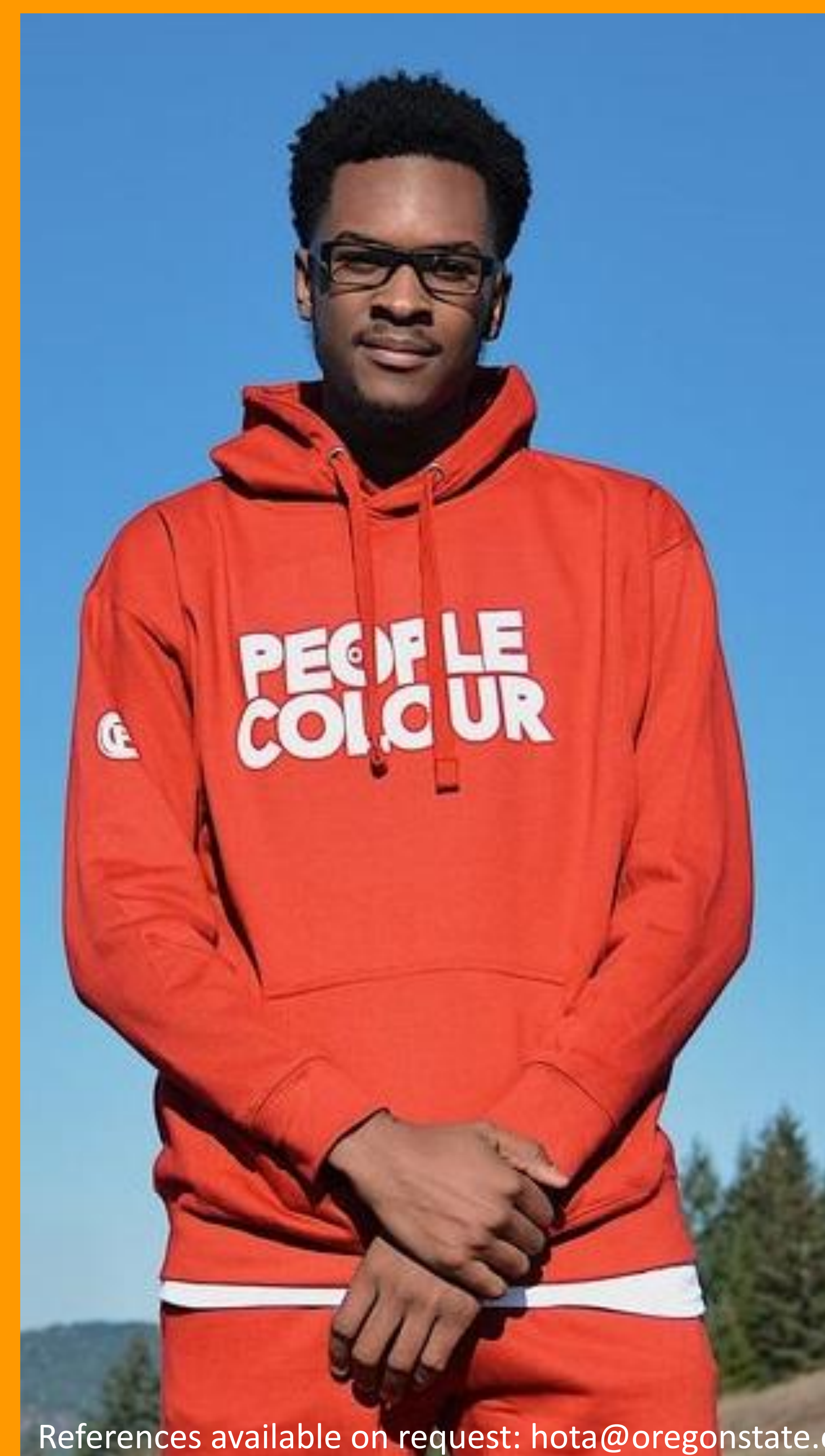
**Materials:** Eight perception categories: attractive, hardworking, intelligent, trustworthy, dangerous, warm, lazy, and athletic.

**Procedure:** Participants completed the measure online (Qualtrics survey). We used a between groups design, varying the presence of the logo (on/off) and race of model (Black/White). Participants saw one of the four conditions. Participants then rated the men on eight attributes using a Likert scale ranging from 1(Strongly disagree) to 6(Strongly agree). After they completed the survey, they were asked to fill out demographics and a small questionnaire about the study.

# Identifying with People of Colour: Implications & Consequences

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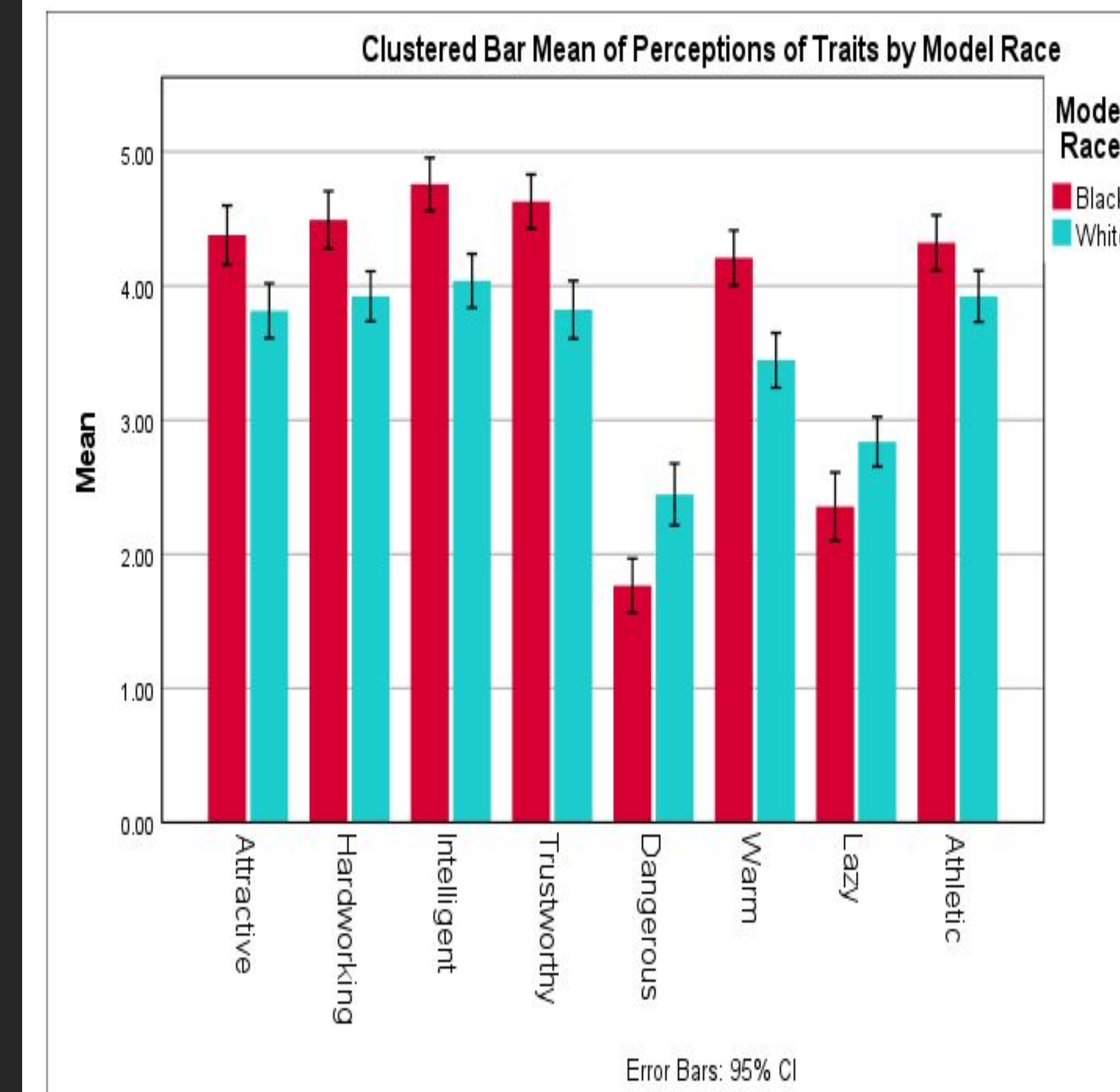
Participants rated Black men more positively in attractiveness, industriousness, intelligence, trustworthiness, dangerousness, warmth, laziness and athleticism in comparison to White men.



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## Results

- A multivariate analysis of covariance (MANCOVA) showed participants rated Black men more positively in attractiveness, industriousness, intelligence, trustworthiness, dangerousness, warmth, laziness and athleticism.
- For example, White men were rated as more dangerous.  $F(1, 123) = 4.03, p = .047, \text{power} = .513$ .
- We found no main effect for the egalitarian logo on perceptions.



## Discussion

- The results of an MANOVA showed only a multivariate main effect of race but counter to hypotheses, showing positive effects for Black men.
- Presence of the logo had no significant effect. Furthermore, we did not find a statistically significant race by logo interaction.
- We may have evidence of a Floyd effect – the reaction to the murder of George Floyd may have sensitized participants to rating Black men.