An analysis of 800 ads, equally balanced between men and women, heterosexual and homosexual, shows that men were more concerned with physical characteristics, while women stressed psychological factors. Homosexuals were more concerned with sexuality, while heterosexuals specified a broader range of characteristics.


205. LANER, MARY R. "Media Mating II: 'Personals' Advertisements of Lesbian Women," JH, 4 (1978), 41-61. Advertisements were found to be more like those of nonlesbian women advertisers than like those of men of either orientation.

206. LANER, MARY R., and G. LEVI KAMEL. "Media Mating I: Newspaper 'Personals' Ads of Homosexual Men," JH, 3 (1977), 149-62. Homosexual ads were more frank than heterosexual ones, and more specific about goals for desired relationships, reflecting the "virilization" of the gay male subculture.


J. PUBLIC OPINION

The concept of public opinion tends to oscillate between two objects: (1) the views held by everyone who holds an opinion, the public in the broad sense; and (2) the views of "opinion-making" elites—professionals, politicians, journalists, etc. Both concepts have been employed in measuring attitudes regarding homosexual behavior. Apart from their value in supporting legal and political efforts to secure civil rights for homosexuals, public opinion surveys provide information on myths and stereotypes perpetuated by the masses.


Interviews with 321 heterosexual adults in two New Zealand cities found that the great majority did not express anti-homosexual attitudes and supported removal of negative sanctions against homosexuals.


Shows the lingering of older attitudes. See also the follow-up article, idem, "Changing Attitudes toward Homosexual Law Reform," ibid., 46 (1972), 22-29; and Hong Sung-Mooh, "Australian Attitudes towards Homosexuality: A Comparison with College Students," Journal of Psychology, 117 (1984), 89-96.

Offers some international comparisons.


Results of a survey on homosexuality by the French Institute of Public Opinion, presented with commentary by André Baudry, Marc Daniel, and others.


A majority held that homosexuals deserve equal rights in jobs, but in general the poll discloses a mixed pattern. Some minor advances are shown in the subsequent study, ibid., no. 207, 3-19.


Reports on an attitude questionnaire given to 61 undergraduates at a St. Louis university. Being female, having known homosexuals, and having parents perceived as having an accepting attitude toward them were factors associated with less social distance from homosexuals.


In a videotape test, homosexually identified targets were judged more stereotypically by subjects of their own sex than by those of the other sex.

220. HENLEY, NANCY, and FRED PINCUS. "Interrelationship of Sexist, Racist, and Antihomosexual Attitudes," Psychological Reports, 42 (1978), 83-90.

Evaluating a questionnaire administered to 211 undergraduates, sexism and antihomosexual attitudes were negatively correlated with father's and mother's education. Religious and political orientation was also important.


Reports on a CBS survey.


Two factors were identified: Social-Personal Acceptance and Perceived Normality, indicating that attitudes toward homosexuality involve multidimensional rather
than unidimensional concepts.

Evaluating data from a nationwide survey, the authors conclude that respondents who were willing to grant rights to homosexuals tended to be well educated, young, Jewish or nonreligious, from urban areas, raised in the Northeast or Pacific states, and willing to provide freedom of expression to people with nonconformist political ideas.


Correlates results of public opinion surveys conducted by the Institut Français de Recherches Economiques et Sociales. French opinion on homosexuality is changing, thanks to extensive discussion in the media. More tolerant views are held by young people and by Socialist Party voters.

Based on a sample of 30,018 Americans, presents data on feelings of distrust and repugnance, rights of homosexuals, causes and cures of homosexuality, legal controls, and homophobia.

This major study compares the findings of two surveys commissioned by the Russell Sage Foundation with others. Concludes that tolerance must be learned, and the sophisticated arguments on which it is based make it much harder to learn than intolerance. The surveys also highlight the role of the elites, who tend to hold views in advance of those of the population at large, and thereby to serve to some extent as a bulwark against the potential "tyranny of the majority." See esp. pp. 202-07.

228. MILLHAM, JIM, et al. "A Factor-Analytic Concep-
tualization of Attitudes toward Male and Female Homosexuals," JH 2 (1976), 3-10.
Evaluating a questionnaire administered to 785 male and female heterosexuals, it was found that they make greater distinctions in conceptualizing homosexuality than had been previously recognized.

229. MORIN, JEAN-PAUL, and GEORGETTE ST. ARNAUD. "Perceptions de l'homosexualité dans la société québécoise contemporaine," Service Social (Canada), 24 (July-December 1975), 47-89.
Includes comparison of opinions of homosexuals with a random sample of the public.

Study of opinion and mores in India, Indonesia, Iran, Italy, the United States, and Yugoslavia showed wide variations with regard to abortion and homosexuality, whereas murder, robbery, rape and the like were universally condemned.

Data from a 1974 survey of 1,197 persons showed that more favorable attitudes toward homosexuality were held by those who were under 30, lived in larger urban centers, and had college experience. See also Nyberg and Alston, "Homosexual Labeling by University Youths," Adolescence, 12 (1977), 541-46.

Males generally held more negative views on homosexuality than did females, though both agreed that is "unnatural." The author discusses ways in which adolescents can become more accepting of homosexuals.

Interprets answers of 353 San Francisco area residents regarding abortion, drugs, and homosexuality—with very mixed opinions expressed regarding the last.

Interprets Los Angeles Times polls of September 1983 (national) and October 1983 (California), concluding that "there are reasons to believe that sympathy for homosexuals will grow in time.... The gay rights movement, however, faces a far more difficult situation that the
comparable movements for civil rights and women's rights."
See also: Schneider, "Homosexuality Still 'Wrong,' But No Public Backlash on AIDS," Los Angeles Times, Opinion section (January 5, 1986).

235. SHERILL, KENNETH. "Homophobia: Illness or Disease?" Gai Saber, 1 (1977), 27-40.
Analyzes data on aversive attitudes to homosexuality collected by the National Opinion Research Center (University of Chicago) in 1973. Concludes that support for civil rights and liberties is linked to the trend toward the youth culture and the "new morality."

In a survey studying the public perception of deviance, homosexuality was the most frequent response to the question of what constitutes deviance.

Reports on a survey of 385 Dutch subjects of different professions, indicating that some professions were more homogeneous in their opinions than others.

Psychodynamic approach.

Saskatchewan students were more anti-homosexual than an Ontario sample. Antihomosexual attitudes tended to correlate with dislike of the slides as pornographic.

Categorization as found in public opinion inquiries.

241. WEIS, CHARLES B., and ROBERT N. DAIN. "Ego Development and Sex Attitudes in Heterosexual and Homosexual Men and Women," Archives of Sexual Behavior, 8 (1979), 341-56.
More negative attitudes toward homosexuality were correlated with higher levels of personal guilt for heterosexual and homosexual men and for heterosexual women.

Tabulation of the answers of 1,504 respondents disclosed that the less tolerant individual is older, less educated, and attends church more frequently.

Results from a required freshman course showed predominantly negative attitudes. See also: Randall G. Cuenot and Stephen S. Fugita, "Perceived Homosexuality: Measuring Heterosexual Attitudinal and Nonverbal Reactions," Personality and Social Psychology Bulletin, 8 (1982), 100-06.

K. ATTITUDES OF PROFESSIONALS

Professional opinion, especially in the helping professions, is of consequence not merely for its influence on the society as a whole, but also because of the contact of professional individuals with homosexuals, including ones who have problems exacerbated by their marginal and socially precarious lifestyles.

Strongly positive statement.

In a survey of about 200 psychiatric professionals, the majority took the view either that homosexuality is a developmental anomaly not necessarily associated with neurotic symptoms or that it is a normal variant like left-handedness. See also: Frances E. Baum, "Gay and Lesbian Lifestyles: Implications for Social Workers," Australian Social Work, 36 (March 1983), 23-29; and Peter J. Blizzard and Murray S. Smith, "Medical Students; Attitudes and Opinions about Human Sexual Behavior," Australian Journal of Social Issues, 10:4 (1975), 229-313.

Responses to a questionnaire sent to British and American behavior therapists reveal continuing strong support for aversion therapy and for changing homosexual orientation.

247. DRESSLER, JOSHUA. "Study of Law Student Attitudes

From a survey of 528 students at 12 schools concludes that law students, esp. women, are comparatively tolerant of the right of homosexual persons to serve as teachers.


Survey of 163 professional therapists in the San Francisco Bay area showed little support for mandatory treatment, near unanimity on the need for liberalization of the law, and widespread support for nonexclusionary employment practices.


Consistent with previous stands by the Association, the Report was strongly supportive.


In blind tests of a hypothetical client (presented as either heterosexual or homosexual) attributions of psychological health were found to differ as a function of sexual orientation of client and sex of therapist.


Of 908 psychiatrists responding to a questionnaire, 66% challenged the traditional belief that lesbianism equates with sickness or inadequacy.


Discomfort among social workers in dealing with homosexual clients is often owing to inexperience with them, and can be lessened through a program of learning experiences. See also: Gochros: "Teaching Social Workers to Meet the Needs of the Homosexually Oriented," Journal of Social Work and Human Sexuality, 2 (1983-84), 137-56.

253. GROSS, MARY J. "Changing Attitudes toward Homosexu-ality--or Are They?" Perspectives in Psychiatric Care, 16 (1978), 70-75.

Some change for the better is found among medical and psychiatric professionals, but old attitudes linger among many.

254. MANOS, NIKOLAS. "Sexual Life, Problems, and