

Conclusion

“The structural and institutional biases that label homoromantic affection as inherently erotic and mature makes this representation difficult to achieve.”¹⁴⁷

Queerbaiting is recognised as a damaging media practice performed at the macro levels. It exists as a socio-economic agent which profits by heterosexual creators manipulating the LGBTQI+ audience. The media’s role in perpetuating institutional homophobia has magnified social differentiation and falsely portrayed the queer community. Queer relationships are not addressed in order to maintain and continued a heteronormative narrative. This worldview of discrimination and prejudices still exists reflecting the presence of inequality in contemporary media and its existence in the future.

An investigation into the hypothesis *“The damaging heteronormative cultural narratives enculturated by the media, ironically promotes queerbaiting which demobilises LGBTQI+ agency”* and has primarily been proven valid, as the unethical nature of queerbaiting is exacerbated and established by the continuity of systematic heteronormative media. The hypothesis was proven to be correct, as unfulfilled canonical representations are commercialised by the macro media institutions. These institutions are infatuated by the intrinsic queer content by exploiting and displaying homophobic reactions towards the LGBTQI+ community. The denigrating scope of queerbaiting may not be completely transformed or implemented within society. It is evident that the media is a primary agent of socialisation which nurtures the consequences of queerbaiting and therefore reveals inaccurate perceptions in the macro spheres.

The triangulation of quantitative and qualitative primary research methodologies consisting of content and multiple visual content analysis, as well as an interview and a questionnaire, has effectively refined a diverse framework of social and cultural research. Through an investigation that aids understanding of the damaging effect of queerbaiting, it has revealed the homophobic attitude towards the LGBTQI+ community. Results of my content analysis¹⁴⁸ unravelled the increasing prevalence of noncanonical queer representation in response to

¹⁴⁷ Brennan, J., n.d. *Queerbaiting and fandom*. 1st ed. 51

¹⁴⁸ See Appendix B: Visual content analysis

increasing heteronormative discussions of LGBTQI+ issues as this synthesised information heavily relied on personal interpretation. Further investigation of my

hypothesis is supported by multiple visual content analysis¹⁴⁹ to render extensive knowledge, specifying the administrative nature of queerbaiting advertisements. This methodology delivered an unprejudiced perspective on a highly detailed analysis of the heteronormative nature of media, however, it specifically targeted limited case studies as it did not codify a broader perspective. The results of the interview¹⁵⁰, conducted with Dr Clare Southern, postdoctoral researcher of social policy with focus on digital technologies at the University of New South Wales, was very beneficial however the limitation extends using email, proved useful in gaining qualitative knowledge from professional background with expertise on the subject. The interview must be evaluated, as bias may rise by different viewpoints and worldview of the responder and myself. Furthermore, an online questionnaire was conducted, validating a diverse outlook on the topic. It provided and reached a range of demographics, allowing for a highly detailed response and resulting in quantitative and qualitative data gathered, offering complex and relevant development of the discussion.

The completion of this PIP has enriched aspects of social and cultural literacy, stemming from an analytical approach lens. It provided an appreciated understanding of intricacies and knowledge of focus held by the power of institutions, such as the media. Reflecting a massive impact of social inclusion to establish human rights of culturally diverse groups. I have gained deep knowledge on ethical, effective, and efficient research methods, particularly being able to critically discern the motives of the media. Furthermore, I have learnt the necessity and importance of appropriately synthesising paragraphs. The evaluation of continuity and change through the institution of commercialising queerbaiting and its damaging impact, can hopefully increase discussion around the insidious influence of the media.

“Queerbaiting is a useful concept. It has created a means for advocating for greater representation that has brought more attention to the issue.”¹⁵¹

¹⁴⁹ See Appendix C: Content analysis of Supergirl

¹⁵⁰ See Appendix D: Interview

¹⁵¹ Brennan, J., n.d. *Queerbaiting and fandom*. 1st ed. 52