Media Matters

June 22, 2015 By Jennifer Morton

Pop culture can educate audiences and dispel myths about HIV/AIDS, so it's refreshing to see the inclusion of several HIV-related storylines recently on prime-time television (Looking, How to Get Away With Murder, Veep). POZ asked for your thoughts about how HIV/AIDS is portrayed in pop culture and by mainstream media. Here are your responses:

How important do you think it is to have people living with HIV/AIDS portrayed in pop culture?
81% Very important
16% Somewhat important
13% Not important

Do you feel that your concerns about HIV/AIDS are adequately portrayed in pop culture?
15% No
85% Yes

53% of you saw Dallas Buyers Club
37% of you saw The Normal Heart
31% of you saw How to Survive a Plague
19% of you saw United in Anger: A History of ACT UP

How accurately do you think mainstream media covers the stories of people living with HIV/AIDS?
6% Very accurately
52% Somewhat accurately
42% Not accurately

In general, how would you rate mainstream media's recent coverage of HIV/AIDS?
18% Mostly positive
39% Mostly negative
43% Equally positive and negative

How important is it to have celebrities involved in HIV/AIDS awareness efforts?
81% Very important
15% Somewhat important
4% Not important

Source: September 2014 POZ

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