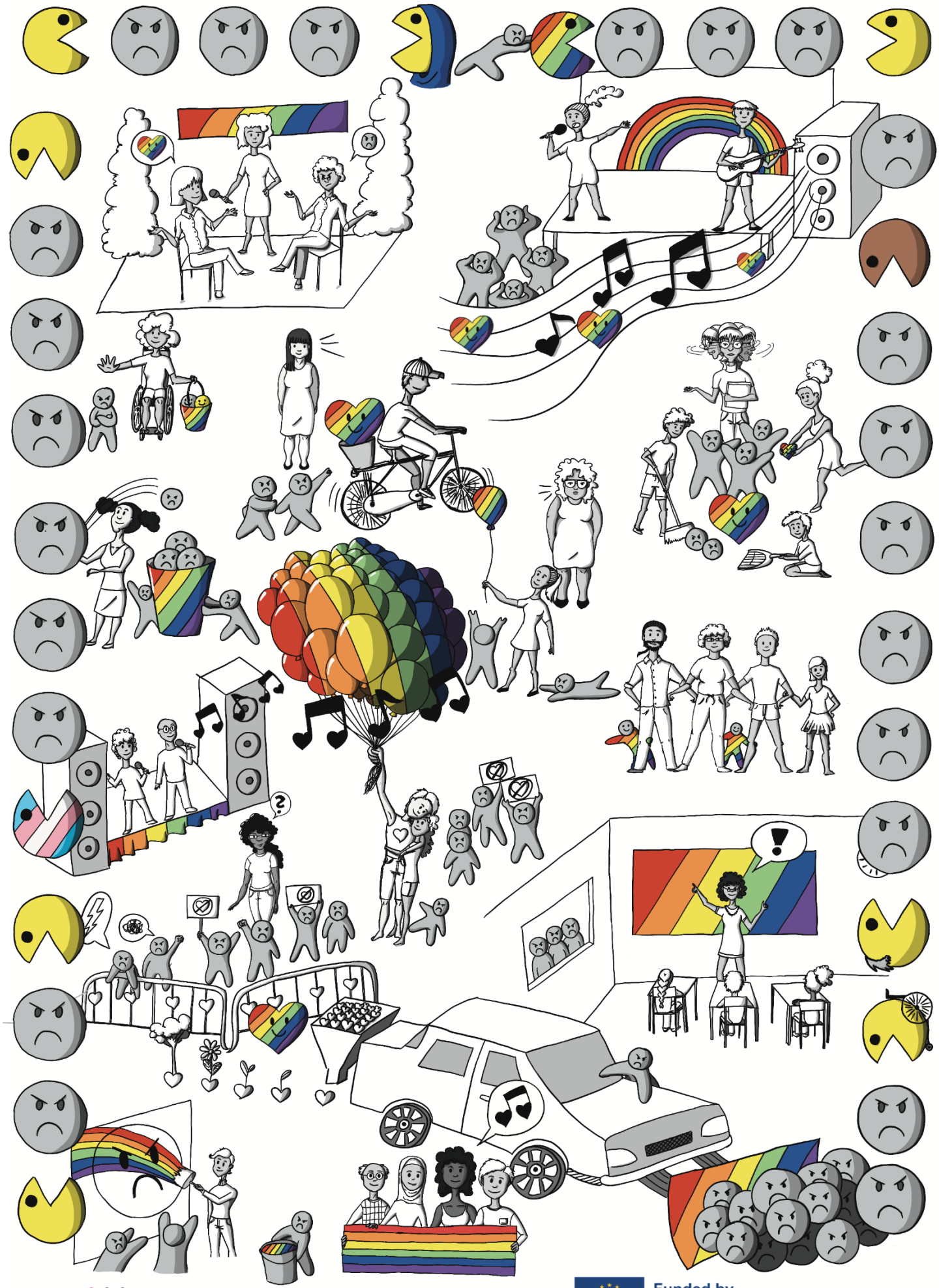
Let's Design Equality Together
The Push*Back*Lash
Cartoon Series

See Something, Say Something

PUSH*BACK*LASH

Funded by
the European Union



PUSH*BACK*LASH

Funded by
the European Union

See Something, Say Something

Are you alone in thinking that same-sex couples can be good parents?

Our research shows that in Austria, Germany, the Netherlands, Italy, Spain, Hungary, and the UK more than 50% of respondents agree or strongly agree that same-sex couples are just as likely as other parents to successfully raise children.

However, the accuracy with which people estimate what others believe varies by country. While in Germany, the Netherlands, and Spain people accurately estimate that most people in their society also share their belief, people in Austria, Hungary, and Italy, tend to think that they are in the minority in believing that same-sex couples are just as likely as other parents to successfully raise children.

Next time you see or hear a sexist or homophobic comment online, pause and think. It may be loud but it also does not represent the majority.

Should you say something?

Our research further shows that one should always respond to sexist comments—not to change the mindset of the person posting them, but to draw attention to the discrimination and to activate bystanders.

Translated into an illustration, the visual narrative depicts a “battle of emojis”: hate comments represented by angry-looking emojis versus LGBTQ-positive comments shown as rainbows or rainbow hearts.

The image portrays various scenarios in which the city, society, or online community tries to rid the scene of negative emojis or clean up the environment. The community action is a collective effort to “clean” the space together.

Both large-scale initiatives (such as snowplows, demonstrations, concerts, interviews, or classroom activities) and small, individual actions (like releasing a balloon or painting over a wall) are included. Everyone can contribute.

Framing the illustration is a playful reference to Pac-Man—the video game in which a yellow smiley navigates a maze and eats dots. In this version, diverse Pac-Man’s task is to “eat” hate emojis.

Carolin Aichhorn (she/her) studied Communication Science in Salzburg, Austria and is currently living and working in Linz, Upper Austria.

She creates illustrations for digital story maps, magazine articles, children's books, as well as teaching and learning materials, and is active in the field of science communication.

Instagram: @aichhornillustration

Funded by the European Union

© All rights reserved

PUSH*BACK*LASH

This project has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement N°101061687. Views and opinions expressed are those of the author(s) and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.