

Hearing Loss Association of America – Research Symposium

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# Implications of Stigma for Individuals with Hearing Loss

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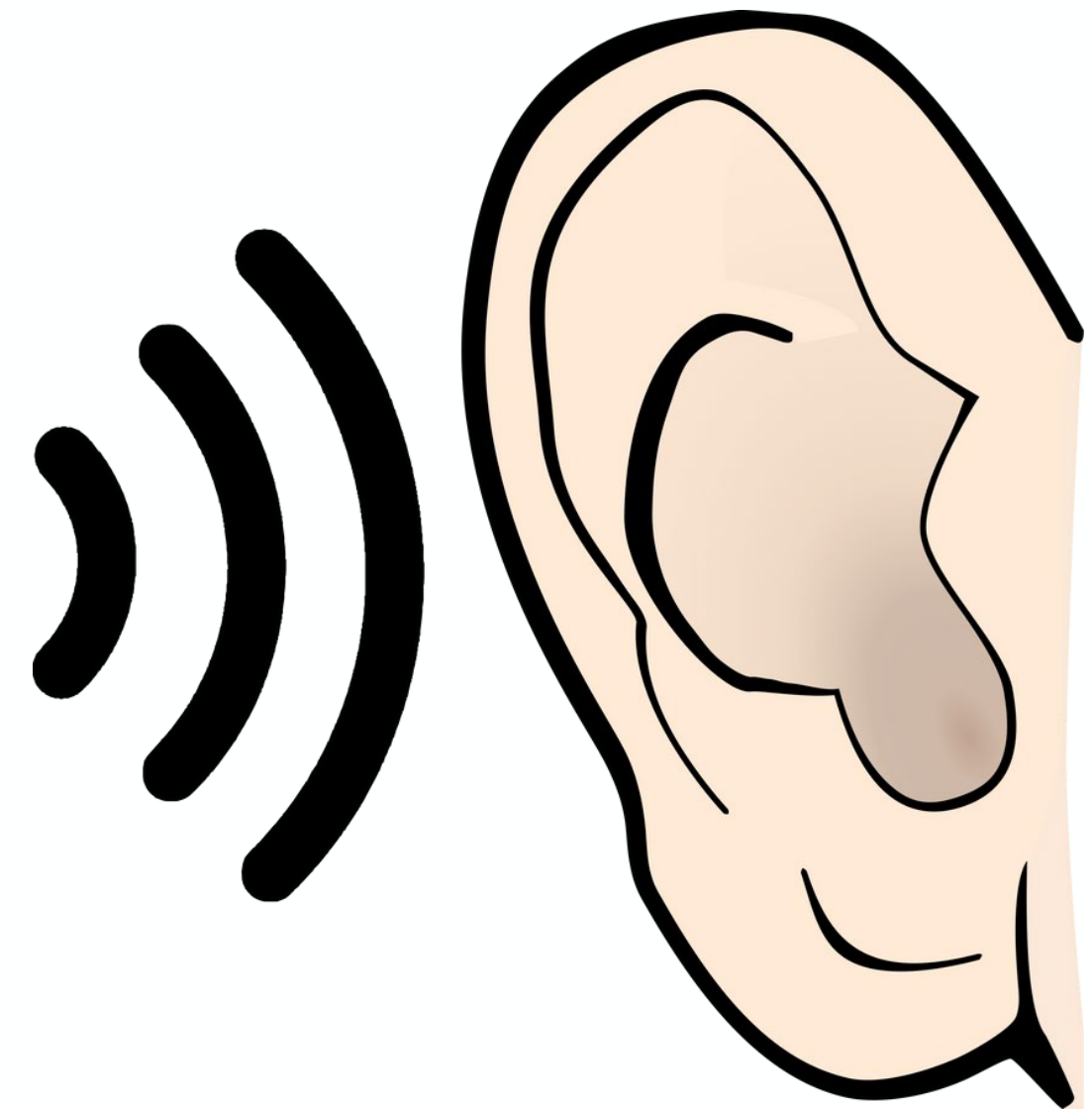
Population Research Institute





# Hearing loss stigma

the negative or unfair beliefs about hearing loss (or hearing devices) that make people view it as abnormal and undesirable.



# Hearing Loss Stigma



How do we  
measure this?





# Types of stigma

## Anticipated

Future-oriented expectations.

## Internalized

Self-directed stigma.

## Perceived

Present awareness in everyday situations.

## Experienced

Real-life events of stigmatizing behavior.

# Types of stigma

## Anticipated

Future-oriented expectations.

- I worry people will
  - be reluctant to talk or communicate with me when they see my hearing device
  - think I am older than I am when I wear my hearing device
  - think I am less attractive when I wear my hearing device
  - tease or make fun of me because of my hearing device
  - stare at me because of my hearing device



# Types of stigma

## Internalized

Self-directed stigma.

- I feel I am a burden to other
- I feel embarrassed or ashamed
- I feel helpless
- I feel insecure
- I feel like an outsider

# Types of stigma

## Perceived

Present awareness in everyday situations.

- People think persons with hearing loss are:
  - Less intelligent
  - Unfriendly or rude
- People have low expectations of persons with hearing loss
- People do not want to date persons with hearing loss
- People are uncomfortable around persons with hearing loss

# Types of stigma

## Experienced

Real-life events of stigmatizing behavior.

- How often are you:
  - Shown less respect
  - Excluded from activities
  - Teased or made fun of
- How often does someone become frustrated with you
- How often are others unwilling to communicate with you

*Did you hear me that time?*

# So what?

## Anticipated

Future-oriented expectations.

## Perceived

Present awareness in everyday situations.

## Internalized

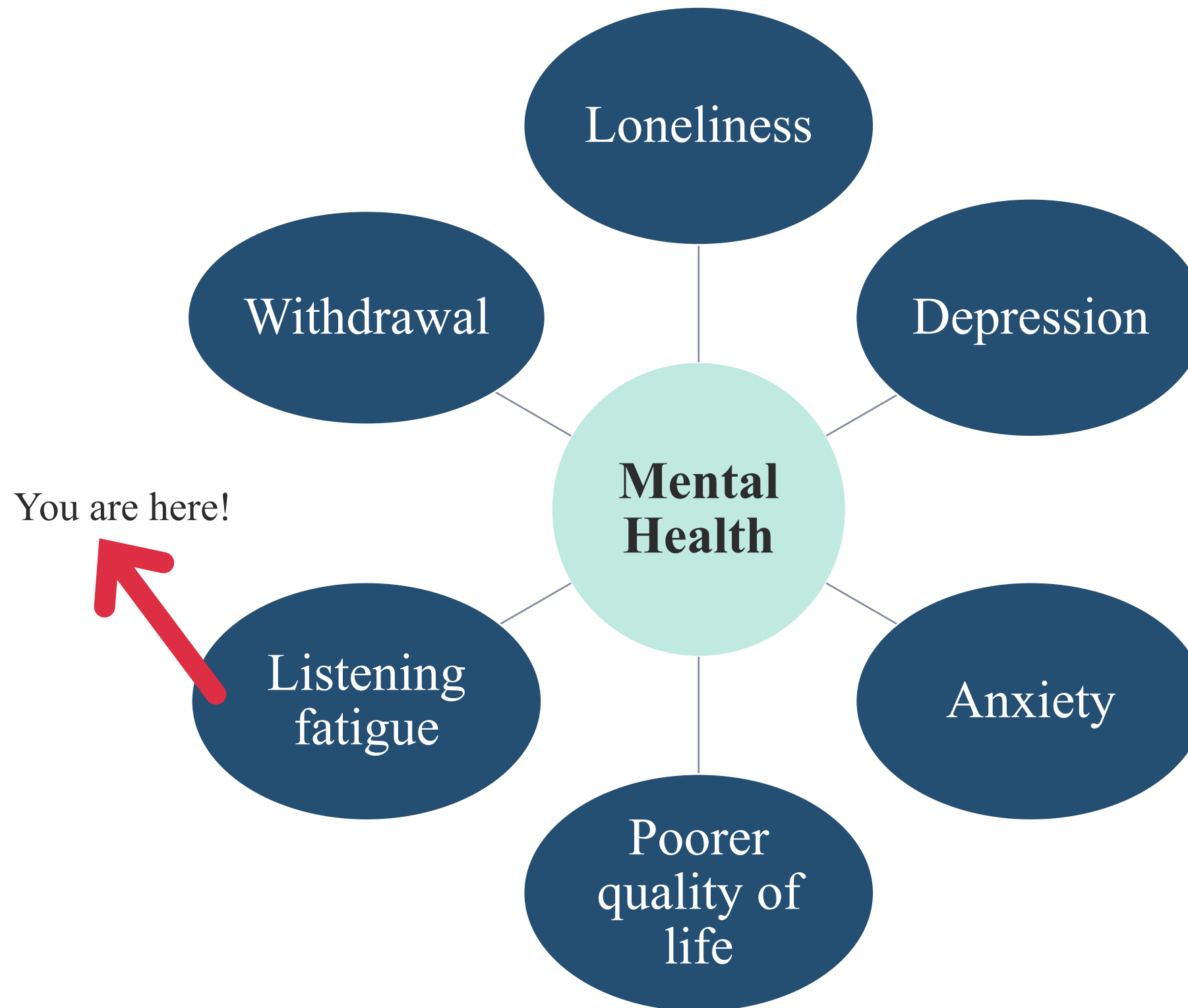
Self-directed stigma.

## Experienced

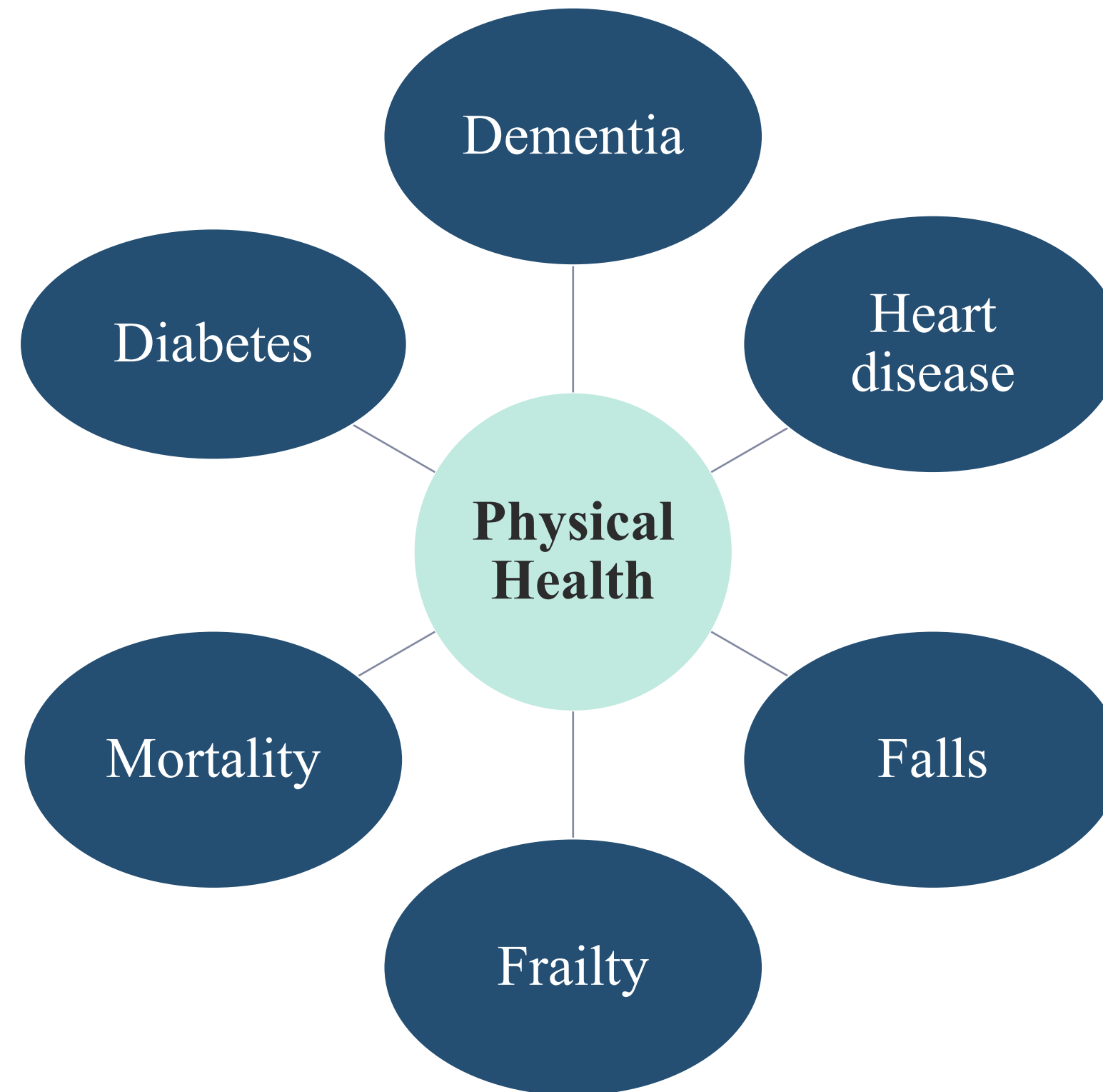
Real-life events of stigmatizing behavior.

Negative outcomes

# Psychosocial Health Outcomes

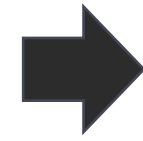


# Physical Health Outcomes

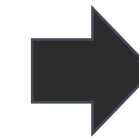


# Anticipated stigma pathway

Anticipate being viewed  
as “old” or “weak”



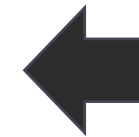
My hearing isn't “that bad.” I do not  
need hearing aids



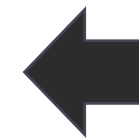
Communication becomes  
more challenging



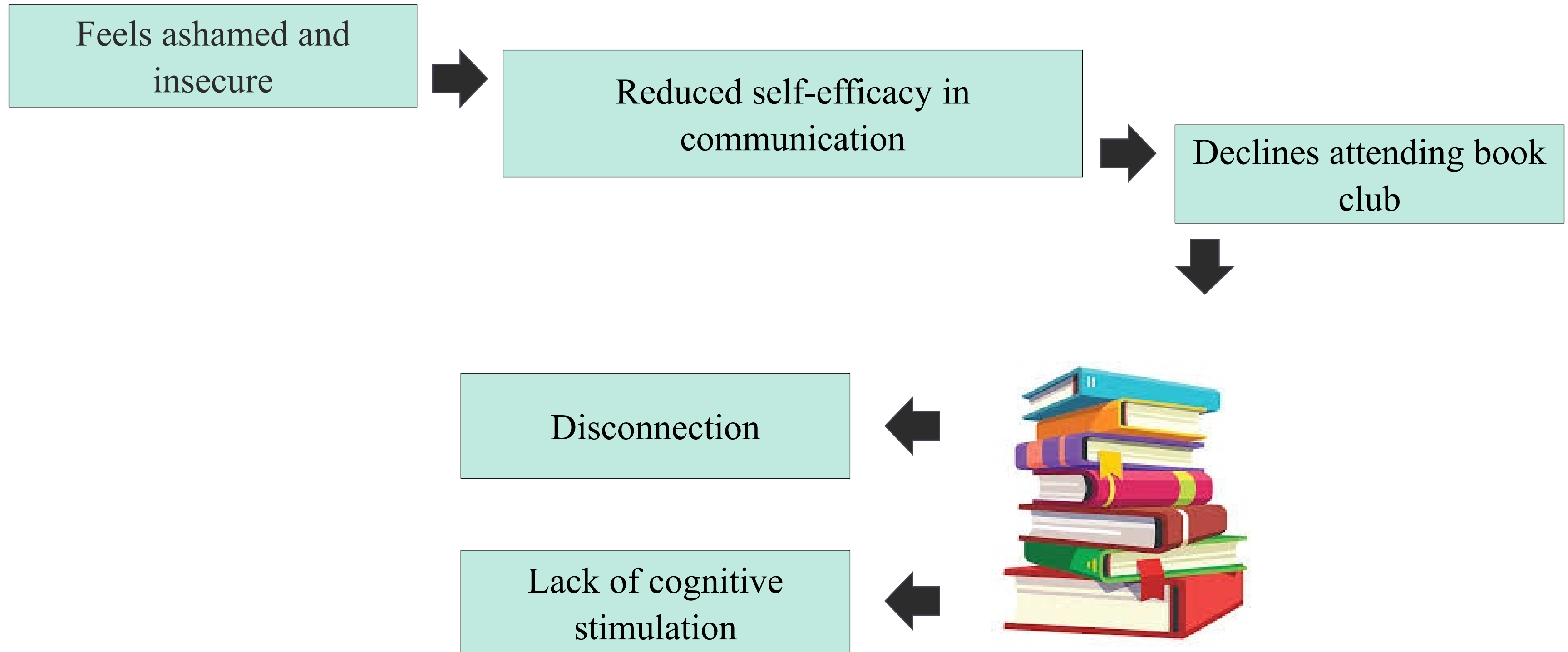
Physical decline



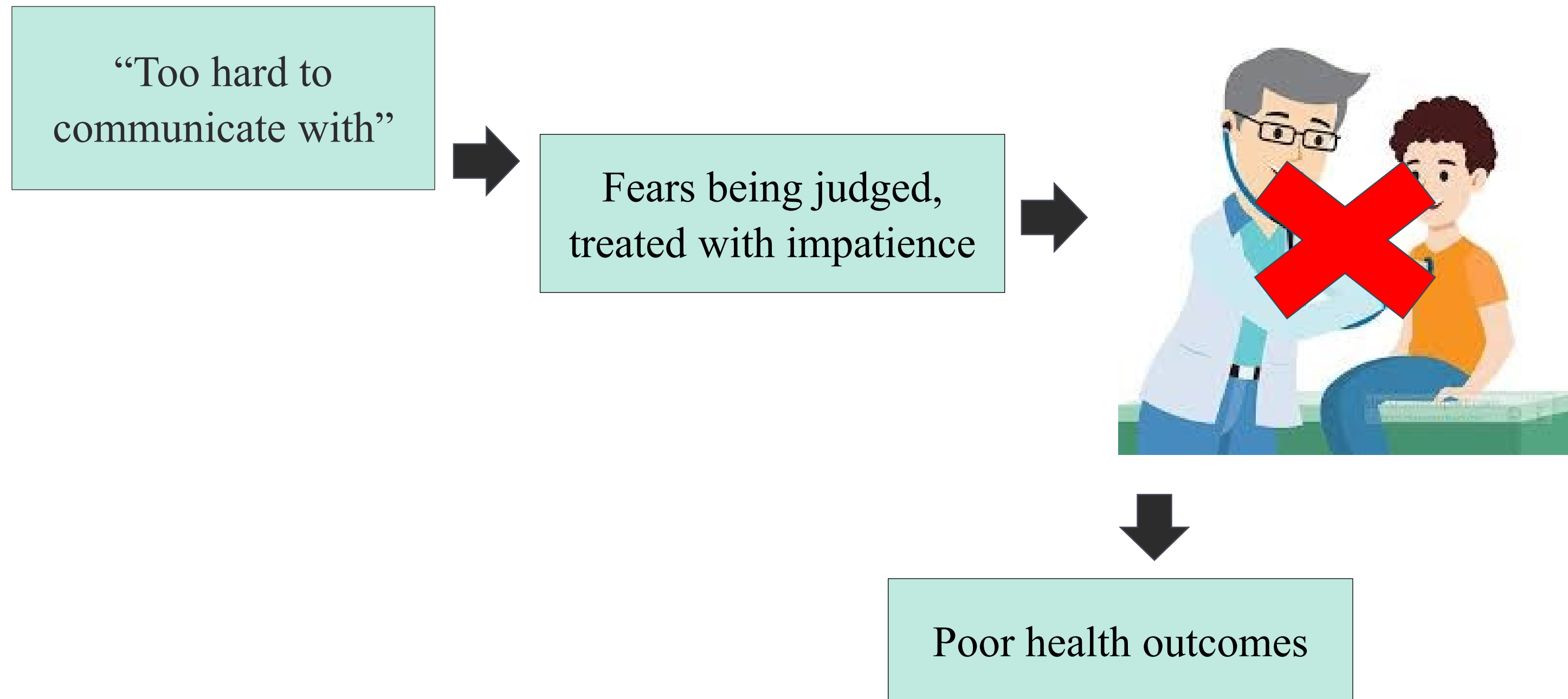
Social isolation



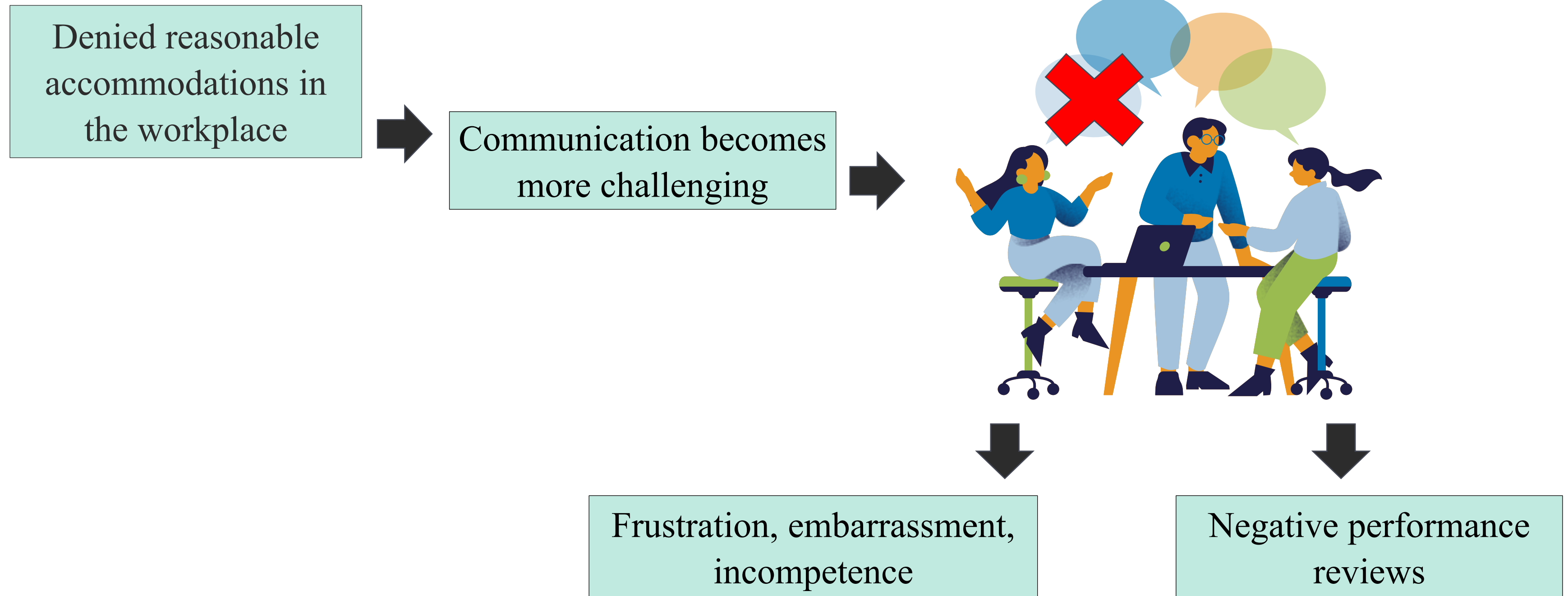
# Internalized stigma pathway



# Perceived stigma pathway



# Experienced stigma pathway



# Surveys

## Anticipated

Future-oriented expectations.

## Perceived

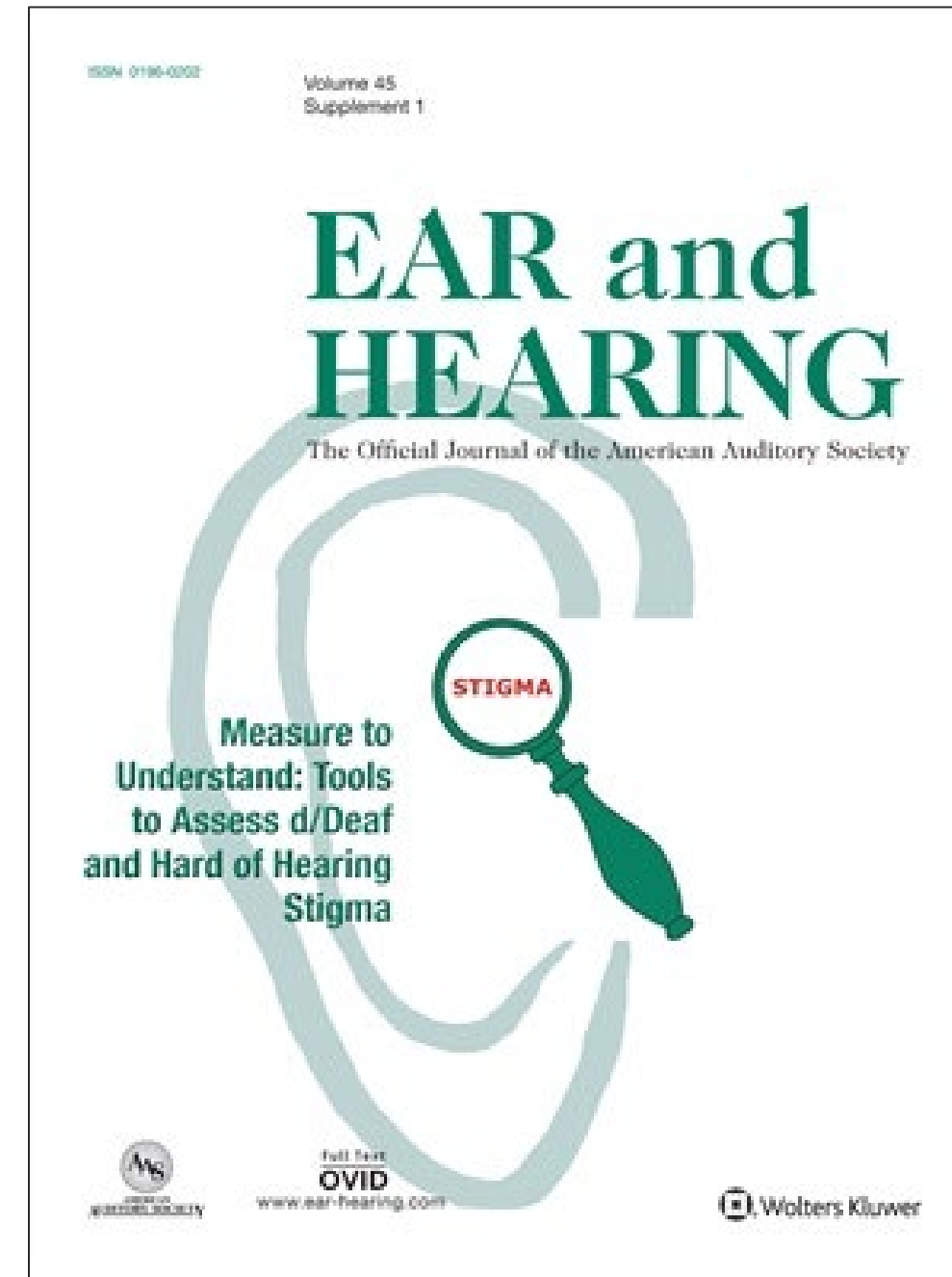
Present awareness in everyday situations.

## Internalized

Self-directed stigma.

## Experienced

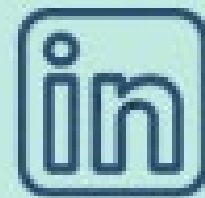
Real-life events of stigmatizing behavior.



# THANK YOU



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