

Hearing Loss Association of America – Research Symposium
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Implications of Stigma for Individuals with Hearing Loss

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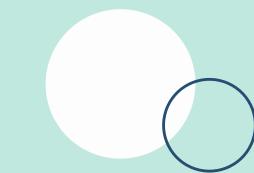
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Head and Neck Surgery & Communication Sciences

Aging Center

Population Research Institute

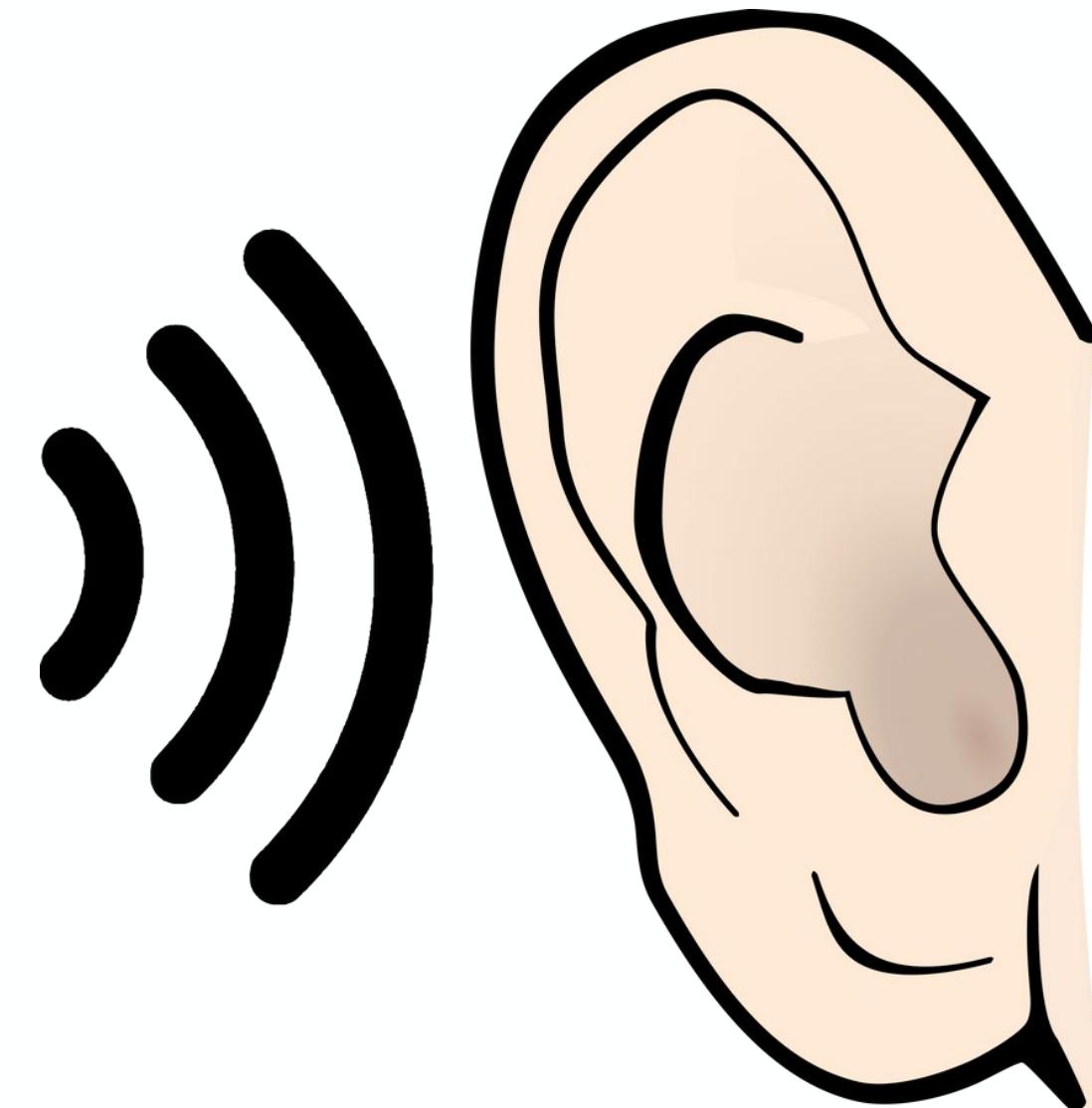




Hearing loss stigma

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 because 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

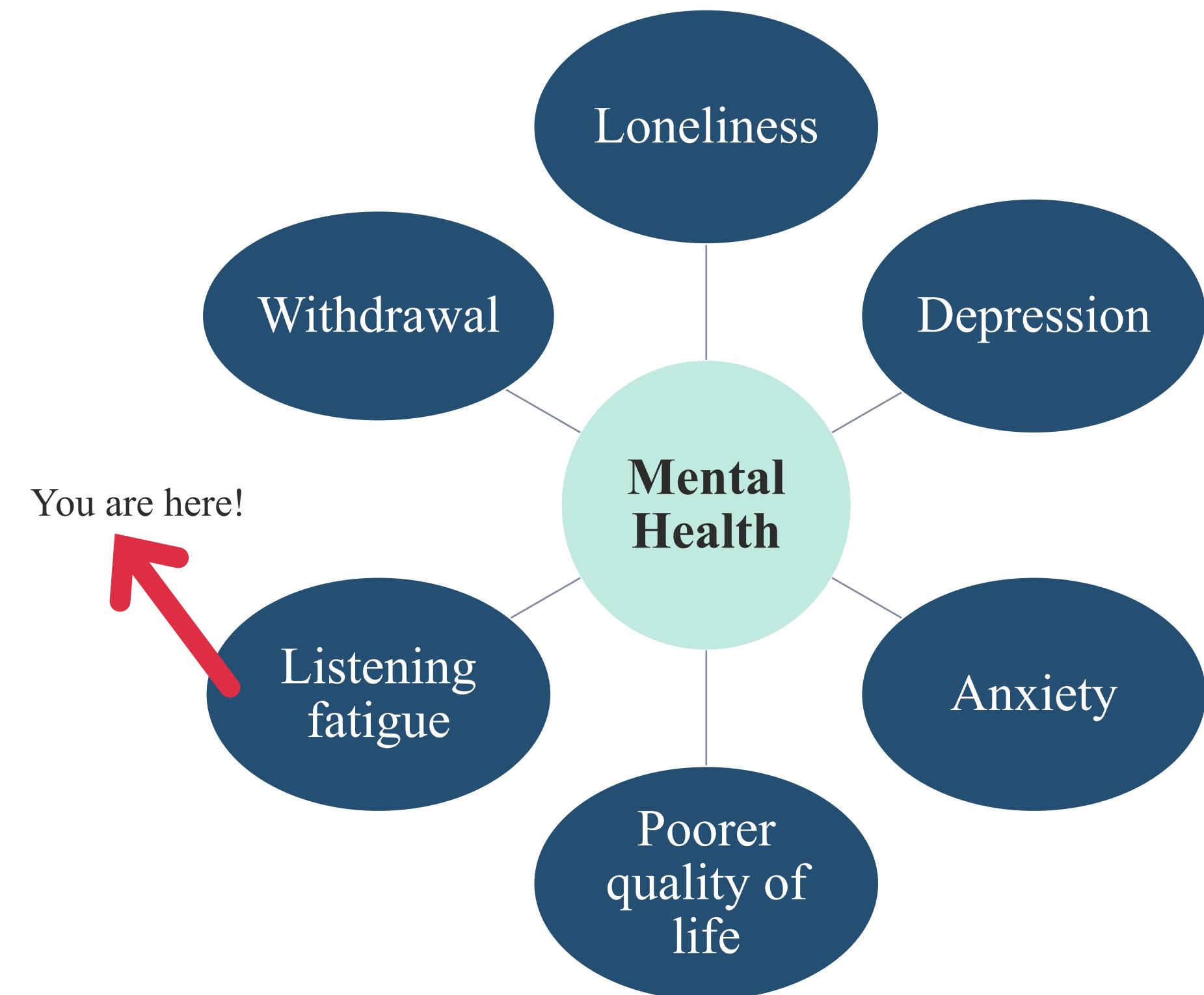
Self-directed stigma.

Experienced

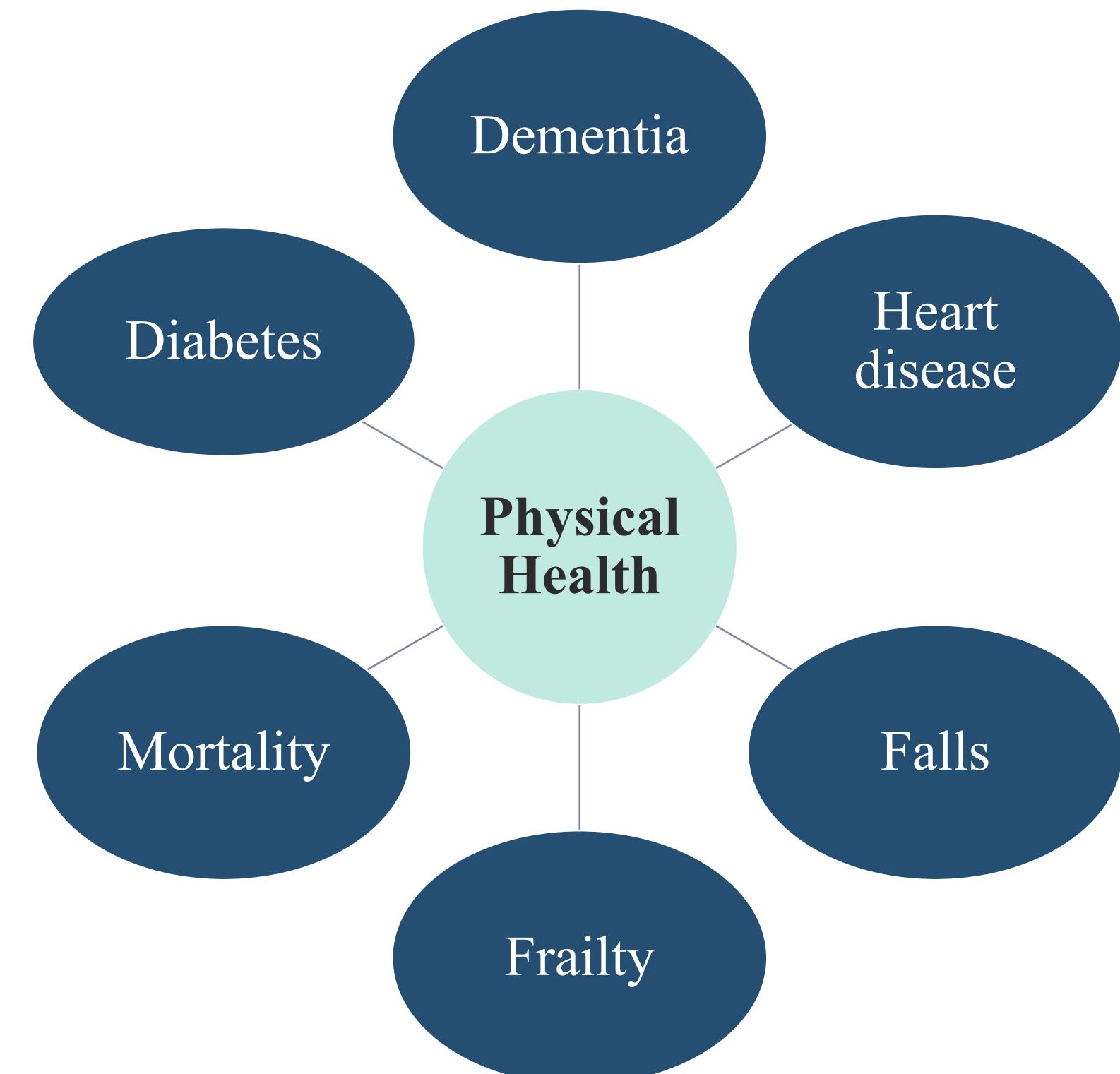
Real-life events of stigmatizing behavior.

Negative outcomes

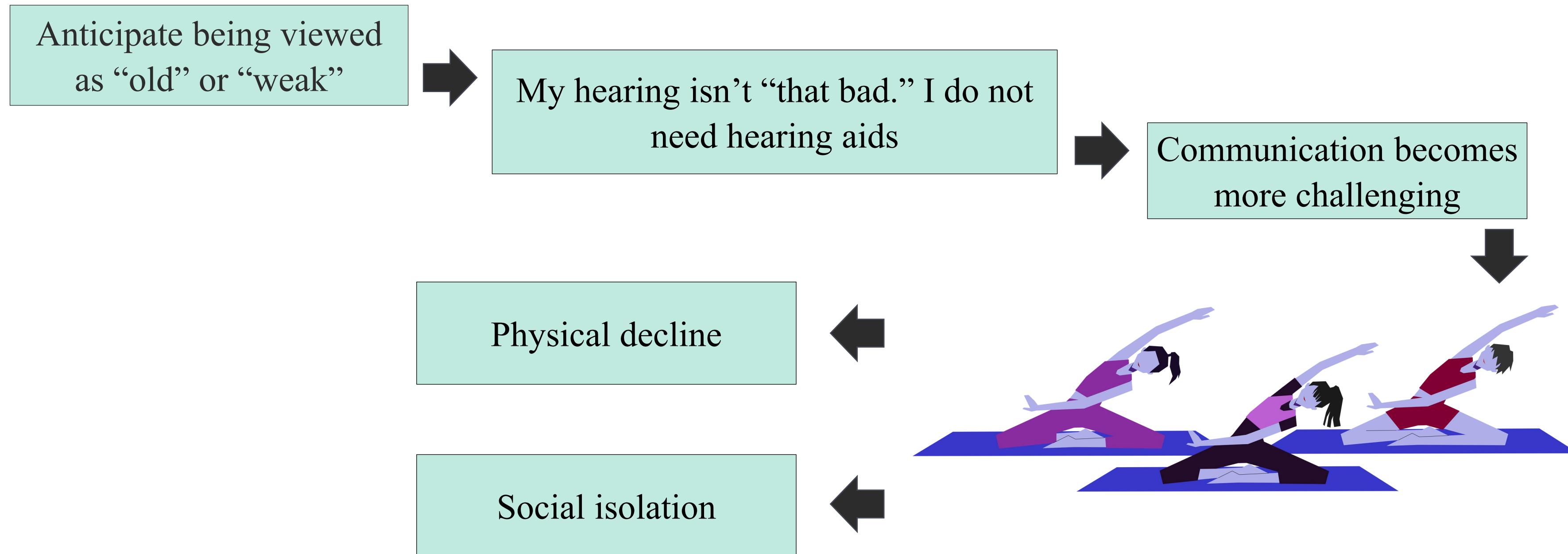
Psychosocial Health Outcomes



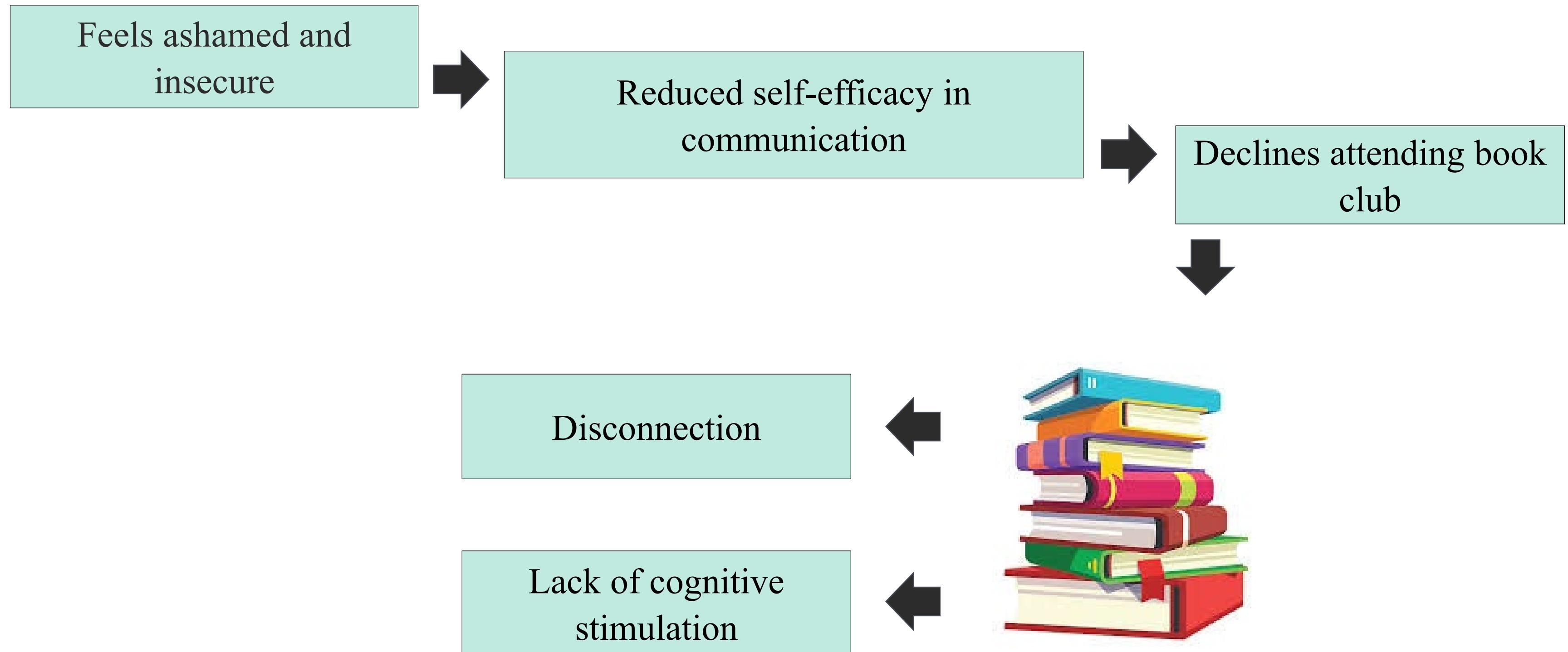
Physical Health Outcomes



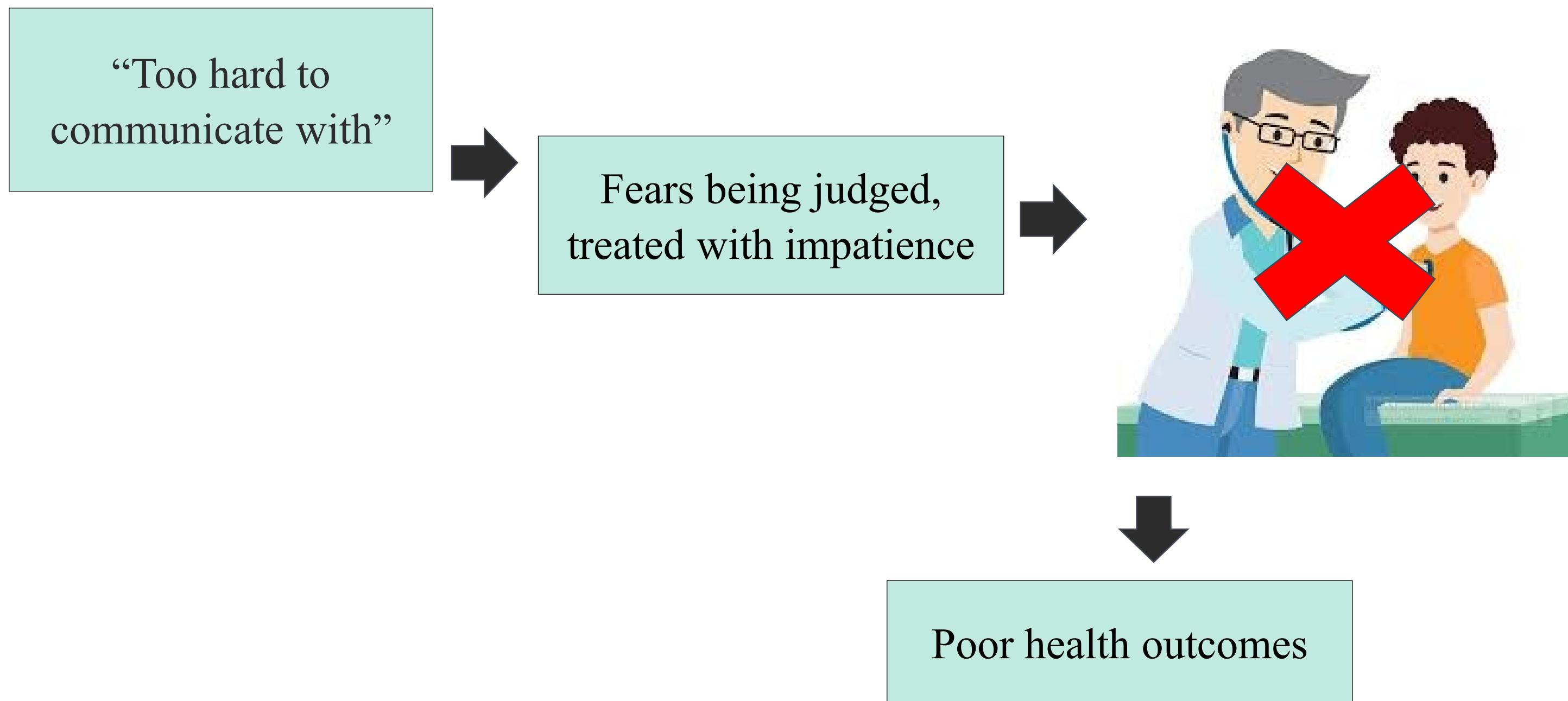
Anticipated stigma pathway



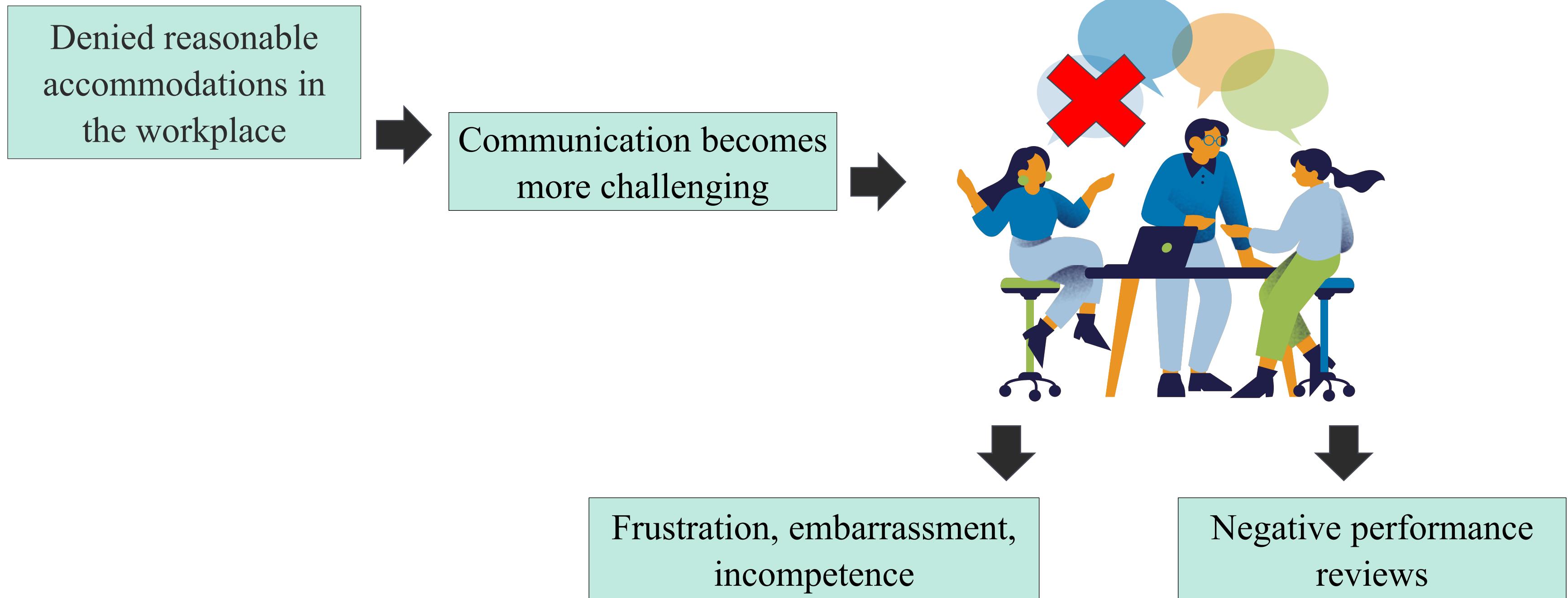
Internalized stigma pathway



Perceived stigma pathway



Experienced stigma pathway



Surveys

Anticipated

Future-oriented expectations.

Perceived

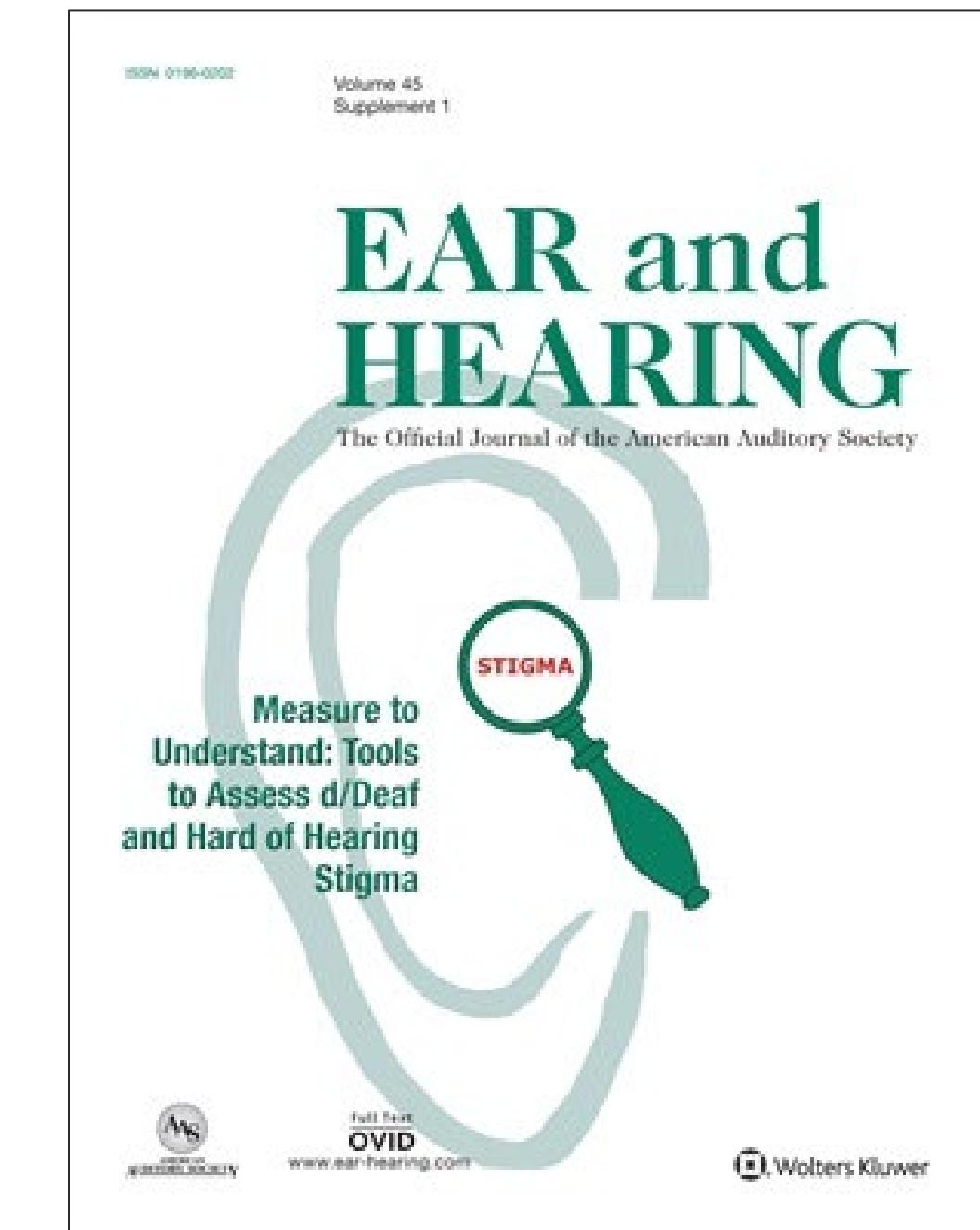
Present awareness in everyday situations.

Internalized

Self-directed stigma.

Experienced

Real-life events of stigmatizing behavior.



THANK YOU



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