Using Meisenbach's Typology to Classify Stigma Management Strategies and their Effects

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Purpose
The purpose of this study is to determine if communicative strategies for managing stigma impact an individual’s perceptions of stigma and emotional state related to the stigma.

Content Analysis
2 RAs coded the videos of these interactions and searched for key behaviors and view points that indicated a specific stigma management strategy. RAS would partake in weekly meetings, with thorough discussion in the case of a disagreement regarding management strategies.

Figure 1. Model of Stigma Management Communication.

Participants and Procedures
Participants (N=82) were students at a Midwestern University. Participants were on average 20 years old and 82.9% of participants were female. 85.3% participants identified as white, 7.3% Hispanic, 4.87% Asian, and 3.65% Black.

Participants were primed to view the communication studies major as stigmatized, then engaged in a supportive interaction in a laboratory setting. Following the conversation participants assessed outcomes of the interaction.

Measures
**Affect Improvement**: 5 items (e.g., ‘After this conversation, I felt better about things’) were measured on 5-point Likert-type scales (M=3.82; SD=.83; α=.92).

**Perceptions of Stigma**: 10 items (e.g., ‘I’m embarrassed of my college major.’) were measured on 5-point Likert-type scales (M=2.24; SD=.75; α=.89).

Results
- 21 participants (25.6%) accepted stigma
- 29 participants (35.4%) avoided stigma
- 18 participants (22%) evaded/reduced stigma
- 14 participants (17%) rejected stigma

- Two one-way ANOVAS were used to determine if participant’s orientation toward their stigmatized trait is associated with outcomes
- The one-way ANOVA for affect improvement was significant, F(3, 78) = 3.24, p < .05, r^2 = 0.11. Follow-up tests with a Bonferroni correction revealed that participants who accepted their stigma during a supportive conversation reported significantly lower affect improvement compared (M = 3.49, SE = .26) to participants who avoided their stigma (M = 4.15, SE = .09, p < .05).
- The one-way ANOVA for perceptions of stigma was also significant, F(3, 78) = 11.73, p < .001, r^2 = 0.31. Follow-up tests with a Bonferroni correction revealed that participants who accepted personal and private stigma during a supportive conversation reported higher perceptions of stigma (M = 2.93, SE = .15) compared to people who avoided their stigma (M = 2.05, SE = .11, p < .001), evaded or reduced their stigma (M = 2.06, SE = .11, p < .001), and rejected their stigma (M = 1.79, SE = .15, p < .001)

Works Cited


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