

# Cultural Membership, Stigma, and Help-Seeking Attitudes Among Undergraduate Students

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## Background

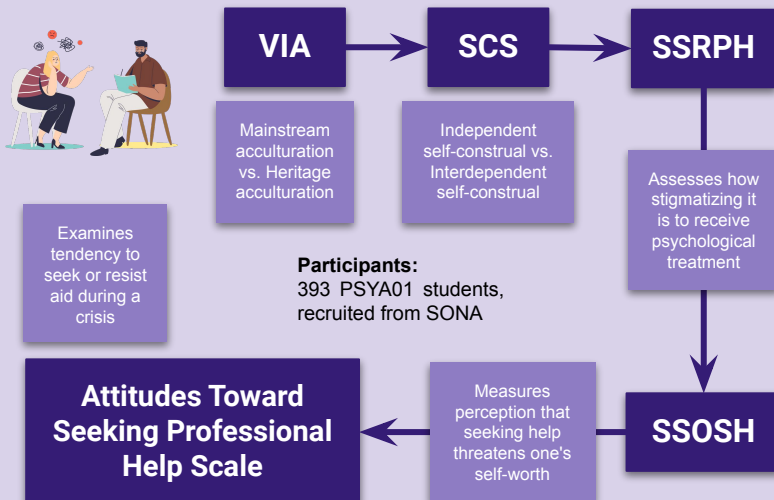
- There is a systematic difference in the frequency of help-seeking among people from varying cultural contexts<sup>4</sup>
- Acculturation<sup>1,3,5</sup> and self-construal<sup>4,5,6</sup> can be used to understand this relationship
- Stigmatizing attitudes have been found to predict negative attitudes towards seeking help<sup>2,5</sup>

**Research Question:** How do cultural memberships and stigma affect student help-seeking attitudes?

### Hypotheses:

- 1) **+ve association** between ↑ commitment to North American culture and help-seeking attitudes
- 2) ↑ independence will demonstrate ↑ attitudes towards seeking help, which will be mediated by public stigma
- 3) **-ve association** between both public and self-stigma and help-seeking attitudes
- 4) ↑ commitment to heritage culture will evoke ↑ self-stigma

## Method



## Results

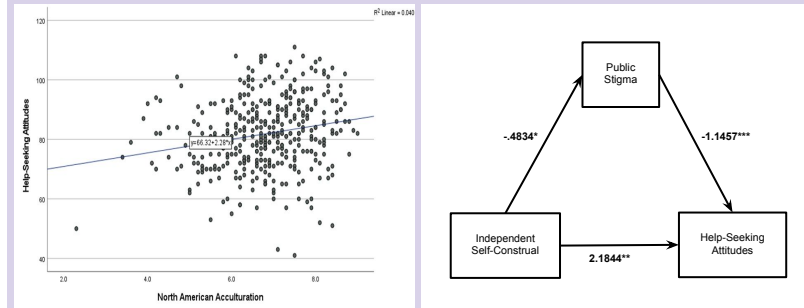


Figure 1. Higher scores on the North American acculturation dimension were positively linked with help-seeking scores,  $p < .001$

Figure 2. Higher scores on the independent self-construal dimension was positively related to seeking help, and was mediated by public stigma.

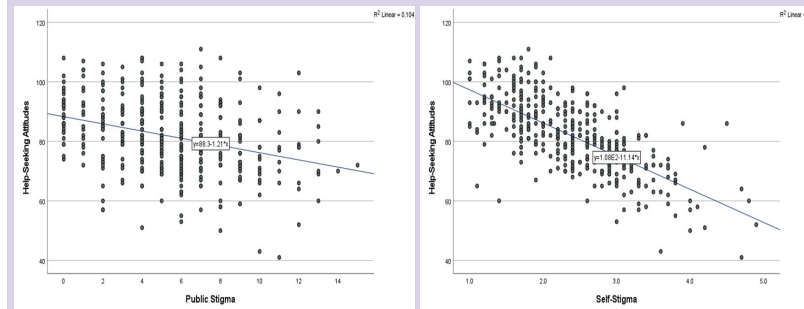


Figure 3. Greater public stigma scores were negatively associated with help-seeking scores,  $p = .002$

Figure 4. Greater self-stigma scores were negatively associated with help-seeking scores,  $p < .001$

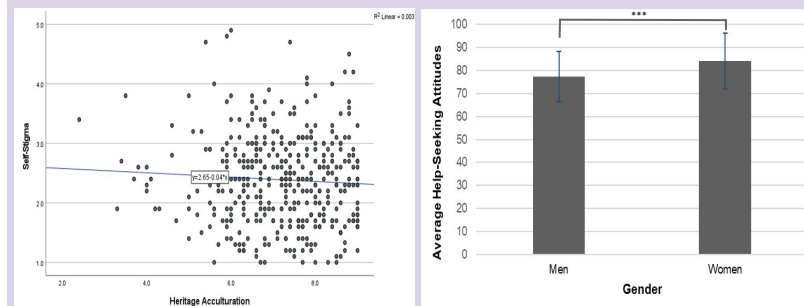


Figure 5. Higher scores on the heritage acculturation dimension were not significantly related to self-stigma scores,  $p = .243$

Note. Error bars represent standard deviations, \*\*\*  $p < .001$   
Figure 6. On average, men demonstrated less positive attitudes towards seeking help.

## Discussion

### Implications:

This research will help in understanding the cultural barriers people face to effective mental health intervention. It will provide insight on the stigma surrounding this topic and potentially work to reduce it. Ultimately, this could work towards ensuring positive well being among youth.

### Future directions:

- Further examining the role of citizenship and status in Canada on help-seeking
- Investigating how these attitudes translate into actual help-seeking behaviours

## Conclusion

- 1) Holding a strong commitment to North American culture is associated with more positive help-seeking attitudes
- 2) Higher levels of independence are related to more positive attitudes with seeking help, which is mediated by public stigma
- 3) Greater public and self-stigma is linked to less positive help-seeking attitudes
- 4) Men display less positive attitudes towards seeking help compared to women

## References

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