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The Relationship between Conformity to Masculine Norms, Coping Strategies and Male Help-seeking Behaviour: Achieving Better Health Outcomes for Men

Abstract:

This study explored the relationship between conformity to masculine norms, coping strategies, and help-seeking behaviour in men. A convenience sample of 88 males aged between 18 to 70 were asked to complete measures of coping strategies used, conformity to masculine norms, and anticipated professional and personal help-seeking.

The hypotheses that the use of self-help coping would be positively correlated to help-seeking behaviour, and that both of these factors would be negatively correlated with conformity to masculine norms, were supported. The hypothesis that the relationship between conformity to masculine norms and help-seeking behaviour would be mediated by coping strategy was also supported.

It was concluded that there is a clear link between conformity to masculine norms, coping, and help-seeking behaviour. These findings have clear implications for the effective evidence-based promotion and practice of a range of healthcare services for males.