

## **A Study on Assertiveness, Stigmatization, Gender Role Beliefs and Attitudes toward Seeking Professional Psychological Help among Young Adults in South East Asian**

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**Abstract :** This study aimed to investigate the influence of self-stigma, perceived public stigma, assertiveness and gender role beliefs on attitudes toward seeking professional psychological help. Two hundred and fifty young adults from universities in Brunei were recruited through convenience sampling to complete a survey. Individuals facing higher stigmatisation (both self-stigma and public-stigma) had less positive attitude towards seeking professional psychological help. Individuals who were more assertive had more positive attitude towards seeking professional psychological help. For males, individuals with more traditional gender role belief showed less positive attitude towards seeking professional psychological help. For female, there was no relationship between gender role beliefs and attitude towards seeking professional psychological help. Results confirmed there was a significant mediating effect between public stigma and attitude toward seeking professional psychological help. This study could guide the mental-health professionals in promoting more positive help-seeking attitude and raise the awareness about mental challenges which could assist in reducing stigmatization, and therefore, gain a deeper understanding.

**Keywords :** assertiveness, attitude towards seeking professional psychological help, gender role beliefs, stigmatization

**Conference Title :** ICPP 2016 : International Conference on Psychology and Psychiatry

**Conference Location :** Osaka, Japan

**Conference Dates :** October 10-11, 2016