Persuading Depressed Individuals to Seek Help

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Symposium: INCREASING HELP SEEKING AMONG PEOPLE WITH DEPRESSION
Hypotheses

- **H1**: Depressed people exposed to a D-PSA will report *increased* self-stigma.
- **H2**: Depressed people exposed to a D-PSA will report *reduced* help-seeking intentions.
- **H3**: Self-stigma will mediate the relationship between depressive symptoms and help-seeking intentions such that exposure to a D-PSA will *decrease* help-seeking as a result of stigma being made salient.
The Current Study

- Control variable: Gender
- Moderation Analysis
  - IV: Depressive symptomatology
  - Moderator: Ad Type
  - DVs
    - Self-Stigma of Seeking Help
    - Professional Help-Seeking Intentions
- Mediation Analysis
  - Split by Ad Type
  - IV: Depressive symptomatology
  - Mediator: Self-stigma of seeking help for depression
  - DV: Professional Help-seeking intentions
- Participants ($n = 271$ college students)
  - 63.1% female, Age ($M = 22.51$, $SD = 4.71$)
  - 37.3% White; 31.9% Hispanic; 12.9% Asian
Depression

You are not to blame for the cause of your depression. Depression is treatable if you are willing to seek help.

Seek help if you have:
- persistent sad mood
- feelings of hopelessness
- decreased energy
- suicidal ideation
- problems sleeping

Information:
http://www.nimh.nih.gov/health/topics/depression/index.html
National Institute of Mental Health

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USDA NRCS
U.S. Department of Agriculture
Natural Resources Conservation Service
Measures

- **Beck Depression Inventory-II** *(Beck, Steer, & Brown, 1996)*
  - 21-items, total score from 0-63
  - Sadness:
    - “I do not feel sad” (score 0)
    - “I feel sad much of the time” (scored 1)
    - “I feel sad all the time” (scored 2)
    - “I am so sad or unhappy that I can’t stand it.” (scored 3)
  - $\alpha = .92$, $M = 11.39$, $SD = 9.50$, Skew = 1.61, Kurtosis = 3.34

- **Self-Stigma of Seeking Help Scale** *(Vogel, Wade, & Haake, 2008)*
  - 10-items, 5-pt Likert-type scale
  - “I would feel inadequate if I went to a therapist for psychological help.”
  - $\alpha = .71$, $M = 2.44$, $SD = .63$, Skew = .43, Kurtosis = -.04

- **Professional Help-Seeking Intentions** *(GHSQ; Wilson, Deane, Ciarrochi, & Rickwood, 2005)*
  - 7-pt Likert-type scale, 3-items
  - Psychiatrist, medical doctor, counselor
  - $\alpha = .84$, $M = 4.89$, $SD = 1.61$, Skew = -.50, Kurtosis = -.55
Procedure

- Recruited through university classes
- Randomly assigned to ad type
- Filled out paper and pencil questionnaire
- Debriefing script
- 1 of 5 $20 Visa gift cards
H1: Self-Stigma of Seeking Help

\[ \Delta F(1, 266) = 5.88, \ p = .02, \ \Delta R^2 = .02 \]

BDIxAdType: \( b = .02, \ t(266) = 2.43, \ p = .02 \)
H2: Professional Help-Seeking Intentions

\[ \Delta F(1, 265) = .00, p = .96, \Delta R^2 = .00 \]

BDIxAdType: \( b = .00, t(265) = .05, p = .96 \)
H3: Bootstrap Mediation Analysis for D-PSA
(Preacher & Hayes, 2008)

BDI to PHSI through SS: \( IE = -0.0162, SE = 0.0086, 95\% \text{ CIs: } BCa_{LL} = -0.0355, BCa_{UL} = -0.0016 \)
Sobel test: \( IE = -0.0162, SE = 0.0075, z = -2.17, p = .03 \)
Conclusion

Summary of results
- D-PSA caused greater self-stigma of seeking help for depression
  - Supports Klimes-Dougan and Lee’s (2010) findings of a boomerang effect
- D-PSA did not increase help-seeking intentions
- Self-stigma was a significant mediator for D-PSA only
  - Supports Vogel and colleagues (2007) mediation results

Potential to backfire

Limitations
- no evidence of the efficacy of past or current D-PSAs
- limited to college students
- single exposure of a single ad
References


