

Dr. Maren Stropahl

Sonova AG

To tell or not to tell: New learnings about stigma experiences of adults with hearing loss and their families

This talk will present findings from a two-phase research program investigating the stigma experiences of adults with acquired hearing impairment, their family members, and hearing care professionals.

In Phase 1, stigma experiences for adults and families have been captured by 1) surveying participants in real time in their everyday environments using Ecological Momentary Assessment delivered via smartphone; 2) video recording social interactions of adults with hearing impairment in the real world; and 3) interviewing adults with hearing-impairment, their families and clinicians about their stigma experiences and perspectives.

In Phase 2, over 300 adults with hearing impairment and 300 family members in Australia, the UK and the USA completed a range of surveys exploring their stigma experiences related to hearing impairment and hearing aids.

The study found revealing insights into the stigma associated with hearing loss and hearing aids, leading to the crucial question: How can stigma be reduced?

This presentation will present easy-to-implement steps to address stigma and help clients in their hearing care journey.