ABSTRACT

Although there are numerous research exploring the impact of self-stigma on well-being, limited effort have been put on understanding its mechanism, especially the influence of culture on internalization of stigma. The current study investigated a cultural model of self-stigma by examining the linkage between two types of face (mianzi and lian) concern, concern over family relations as well as self-conscious moral emotions, shame and guilt, among people with drug dependence in Hong Kong. A hundred and twenty-two clients from the Society of Rehabilitation and Crime Prevention, Hong Kong, participated in this study during December 2010 to March 2011. Results of the model fit using path analysis ($\chi^2(6) = 8.61$, NNFI = .96, GFI = .98, CFI = .99 and RMSEA = .06) showed that cultural factors, concern over family relations, as measured by perceived affiliate stigma, is directly associated with the construction of self-stigma while the two types of face concern as well as moral emotions are indirectly associated with it. The model highlighted the importance to consider these cultural factors, concern over family relations, face concern, and moral emotions, in reducing self-stigma. Theoretical and practical implications of this cultural model of self-stigma were discussed.