FEMININE STEREOTYPES IN MENTAL HEALTH APPS

What Is Mental Illness?

Mental illnesses can affect one's cognitive perceptions, attitudes, behaviours, feelings, and thoughts. Affecting both men and women, mental illness is one of the most prevalent conditions worldwide.

GENDER Equality

What Are Feminine Stereotypes

Evidence suggests that seeking mental health support is perceived to be more feminine. An example of a feminine stereotype is that only women are allowed to cry.
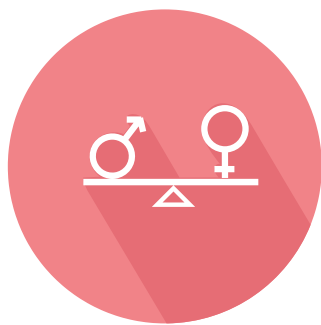
What Are Mental Health Apps?

Mental health apps provide individuals with clinical meditation and behavioural therapy techniques to help cope with their mental health disorders.

Why Mental Health Apps Are Important
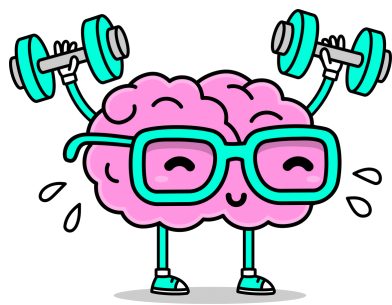
Mental health apps reduce the social pressures of seeking out professional help by providing a sense of anonymity and privacy, making it more comfortable for men to seek out help.
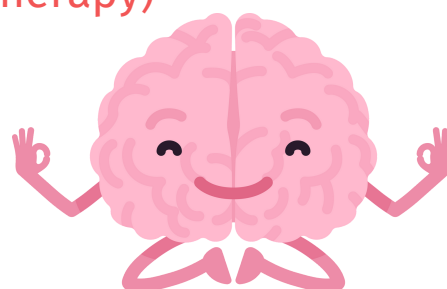
How to Reduce These Steorotypes

Changing mental health apps to be perceived as more masculine (i.e., changing the app icon to a more masculine colour) can increase men's desire to use these mental health apps.

Mental Health Apps

- Headspace (Meditation).
- Sanvello (Stress & Anxiety).
- BetterHelp (Talk Therapy)
- Calm (Sleep).

Lee, J., & Trudel, R. (2024). *Man up! The mental health-feminine stereotype and its effect on the adoption of mental health apps.* Journal of Consumer Psychology.

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