

EMPLOYER ATTITUDES TOWARD INDIVIDUALS WITH DISABILITIES

Wei-Mo Tu, PhD

Assistant Professor

Department of Rehabilitation and Health Services

The University of North Texas



WHO AM I ?

- PhD in Rehab psychology, University of Wisconsin-Madison
- MS in Rehab counseling in the National Changhua University of Education (NCUE), Taiwan
 - Employment specialist
 - Vocational evaluator
- Human Resource Specialist (HR analytics)

OBJECTIVES

- Upon completion of this webinar, participants will be able to gain a basic understanding of:
 - What stigma is;
 - How negative attitudes toward disabilities may affect goal-pursuing behavior for people with disabilities;
 - How employer attitudes may vary toward different type of disabilities; and
 - How employers' cultural background may be associated with their areas of concerns on hiring people disabilities.

OUTLINES

- What details will be covered in this presentation?
 - What is an attitude?
 - What is stigma?
 - How is a stigmatizing attitudes being formed?
 - Internalized stigma (self-stigma)
 - How does perceived public stigma become self-stigma?
 - In what way stigma may adversely affect people with disabilities?
 - How do stigmatizing attitudes vary toward different type of disabilities?
 - Employers' cultural background & areas of concerns over hiring people with disabilities
 - Employers' positive experiences in hiring people with disabilities
 - Strategies for reducing stigma

WHAT IS AN ATTITUDE?

ICF: Interaction of Concepts

■ Physical environment

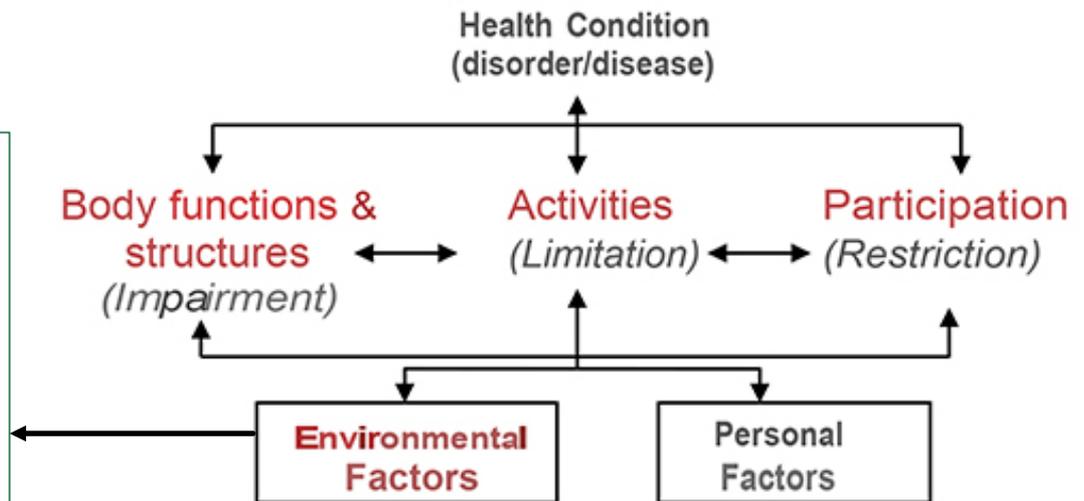
■ **Barriers**

■ **Facilitators**

■ Attitudinal environment

■ **Barriers**

■ **Facilitators**



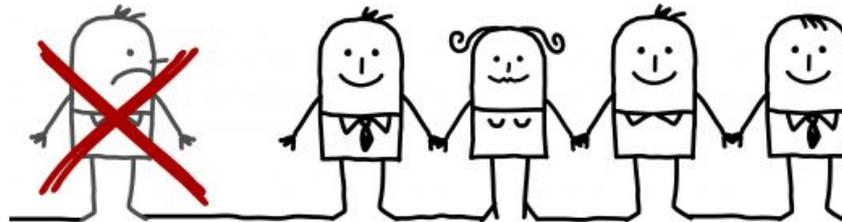
WHAT IS AN ATTITUDE?

- **Affective component**
 - Feelings: **what one feels**
- **Cognitive component**
 - Beliefs: **what one thinks**
- **Behavioral component**
 - Actual actions: **what one does**

- **Stereotype**
- **Prejudice**
- **Discrimination**

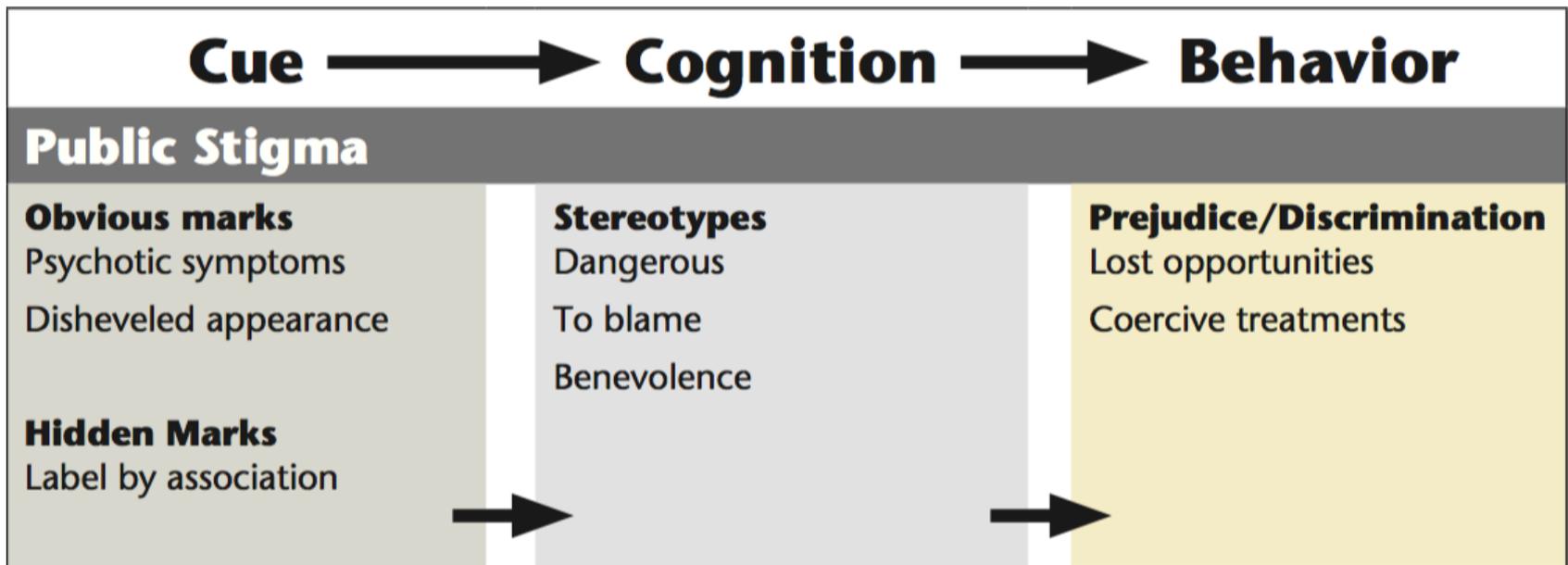
WHAT IS STIGMA?

- **Stigma** refers to problems of knowledge (ignorance / stereotype), attitude (prejudice), and behavior (discrimination).
- Public stigma represents what the public does to people who are **marked** with a disability or a chronic health condition (e.g., serious mental illness).



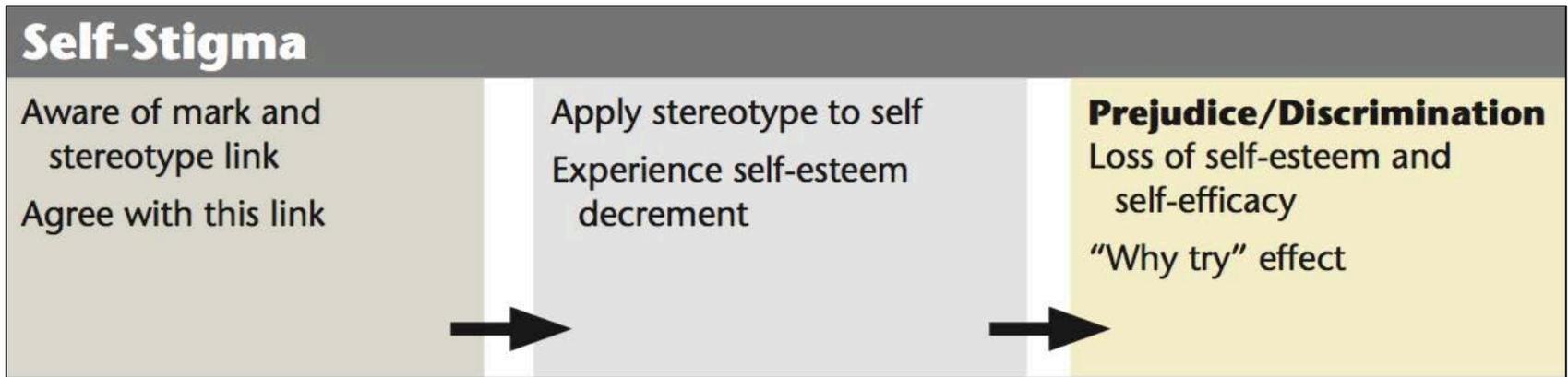
HOW IS A STIGMATIZING ATTITUDES BEING FORMED?

- Stigma is a **behavioral chain** that starts from the **stigmatizing mark**, progresses through attitude structures, which are **stereotype** and **prejudice**, and results in **discrimination** that is often harmful to individuals with disabilities.



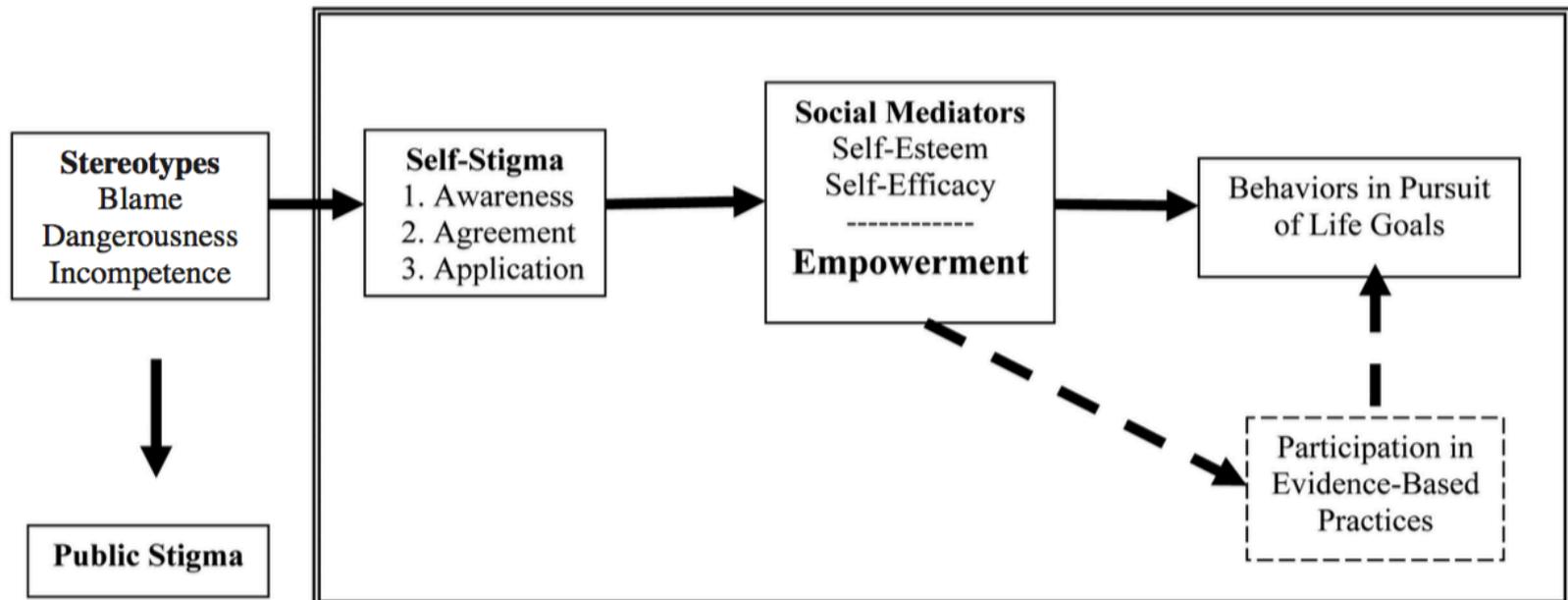
WHAT IS SELF-STIGMA?

NOT every individuals with disabilities would internalize such detrimental public stigma to become **self-stigma**



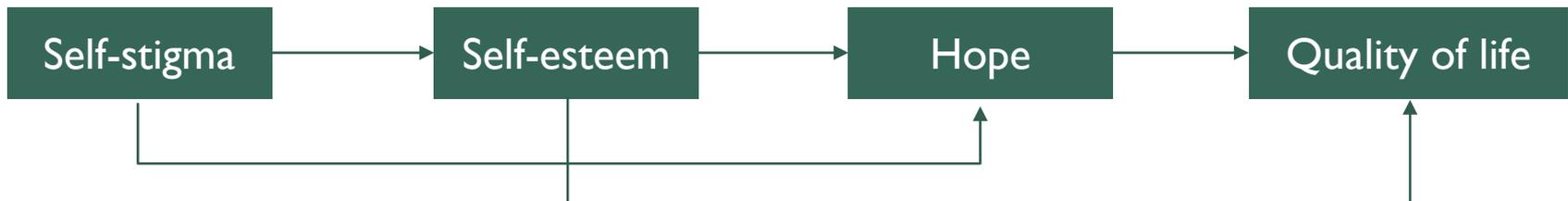
WHAT IS THE IMPACT OF STIGMA ON PEOPLE WITH DISABILITIES?

- Low self-esteem & low self-efficacy
- Goal-pursuing behaviors (e.g., looking for a job)
- Participation outcomes (e.g., treatment adherence, employment)



WHAT IS THE IMPACT OF STIGMA ON PEOPLE WITH DISABILITIES?

- A negative relationship between **quality of life, self-esteem, general functioning** and **internalized stigma** whereby lower scores were associated with higher internalized stigma. But, when all variables were taken into account together, **self-esteem** was the only variable significantly and negatively associated with internalized stigma (Picco et al., 2016).
- **Mediation role of self-esteem and hope** (Mashiach-Eizenberg, Hasson-Ohayon, Yanos, Lysaker, & Roe, 2013)
- **Psychological well-being** (Pérez-Garín, Molero, & Bos)



HOW MAY EMPLOYERS' STIGMATIZING ATTITUDES VARY TOWARD DIFFERENT TYPE OF DISABILITIES.

- **Favor physical disabilities than mental disorders**
- **Employers from Eastern work settings**
 - **HIV/AIDS:** Biological and social contagion (Rao et al., 2008)
- **Different concerns over different types of disabilities**
 - **Substance use disorders:** Productivity and communication skills (Jin et al., 2010)
 - **Cancer survivors**
 - Limited understanding of cancer and its impact on work performance
 - Limited awareness of company resources for supporting cancer survivors
 - Cancer survivors' ability to meet employment demands
 - Workplace culture may be negatively affected
 - Need extra supervision at work
 - Fear related to potential litigation

EMPLOYER ATTITUDES TOWARD HIRING PEOPLE WITH DISABILITIES (INDIVIDUAL LEVEL)

- **Employer's misperception towards people with disabilities**
 - Loss of general or specific skills
- **Common reasons for not hiring people with disabilities**
 - Lack of awareness of disability and accommodation issues
 - Concerns about costs
 - Fear of legal liability
 - Concerns about reliability and productivity of people with disabilities,
 - Negative attitudes from co-workers and supervisors
 - Lack of supply of qualified workers with disabilities



Stigmatized Group	Stereotypes about Performance <i>M (SD)</i>	Willingness to Hire <i>M (SD)</i>	Hiring Statistics %
Cluster A	4.57 (1.11)	3.08 (1.19)	21%
People with visual impairments	4.46 (1.17)	3.10 (1.67)	17%
People with spinal cord injuries	4.33 (1.13)	3.44 (1.64)	24%
People with mental health problems	4.79 (1.37)	2.45 (1.35)	14%
People with developmental disabilities	4.72 (1.24)	3.35 (1.74)	24%
Cluster B	4.10 (1.22)	2.68 (1.32)	5%
People with HIV/AIDS	3.85 (1.29)	3.03 (1.86)	2%
People with substance abuse problems	4.36 (1.43)	2.34 (1.45)	8%
Cluster C	3.82 (1.03)	4.02 (1.23)	24%
Older adults (over 60)	3.85 (1.18)	3.86 (1.61)	--
Cancer survivors	3.68 (1.21)	4.87 (1.66)	20%
People with epilepsy	4.01 (1.32)	3.15 (1.61)	12%
People with chronic pain	3.75 (1.15)	4.18 (1.72)	37%
Cluster D	3.20 (1.09)	5.18 (1.16)	--
Single parents	2.63 (1.35)	6.07 (1.28)	--
High school students	3.25 (1.28)	4.81 (1.72)	--
People who speak limited Mandarin	3.73 (1.13)	4.65 (1.61)	--

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EMPLOYER ATTITUDES TOWARD HIRING PEOPLE WITH DISABILITIES (ORGANIZATION LEVEL)

■ Organization level

■ Small company (30 – 100 employees)

- Difficulties in contacting state vocational rehabilitation agency
- Fears of losing revenue
- Fears of litigation
- Modification of physical environment at workplace (accommodations for accessibility)

■ Mid-sized company (101 – 500 employees)

- Concerns from line/team managers about accommodations
- Co-workers feel uncomfortable working with people with disabilities
- Lack of qualified candidates

■ Large company (500 + employees)

- Efficiency (effectiveness) of contact with vocational rehabilitation agency

EMPLOYERS' POSITIVE EXPERIENCE HIRING PEOPLE WITH DISABILITIES

- **Employer positive attitudes toward disabilities**
 - **Commitment/loyalty by qualified workers with disabilities**
 - **Improvements in profitability**
 - Profits, cost-effectiveness, turnover and retention, reliability and punctuality, loyalty, etc.
 - **Competitive advantage**
 - Diverse customers, customer loyalty and satisfaction,, work ethic, safety.
 - **Inclusive work culture**
 - Increased ability awareness.

STRATEGIES REDUCING STIGMA AND IMPACT OF STIGMA

■ **Changing public stigma**

- Contact
- Education
- Impression management techniques

■ **Changing self-stigma**

- Reducing self-stigma / increasing self-esteem

STRATEGIES REDUCING STIGMA AND IMPACT OF STIGMA

■ **Contact (or exposure)**

- Face-to-face, mutual interaction between a person with disability and the general public.
 - Unstructured versus structured
- Equal status
- Pursuing a common goal
- Volitional
- Not in a competition

■ **Education**

- Provision of factual information of disability and health condition

STRATEGIES REDUCING STIGMA AND IMPACT OF STIGMA

■ Impression management

- Impression management techniques refer to behaviors individuals utilize to protect and promote their self-images and to influence how they are perceived by others.
- Impression management techniques have been frequently used in job interviews to influence interviewer's evaluations by regulating and controlling information during the interaction in order to achieve desired interview outcomes, such as obtaining a job offer.

■ Two categories

- **Assertive** impression management (i.e., actively constructing an image of oneself with a cohesive set of beliefs, opinions, characteristics, or experiences).
 - **ingratiation & self-promotion**
- **Defensive** impression management (i.e., responding to a perceived or actual threat to one's image).

STRATEGIES REDUCING STIGMA AND IMPACT OF STIGMA

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- Contact
- Education
- Impression management techniques

■ **Changing self-stigma**

- Reducing self-stigma / increasing self-esteem



Conclusion





OVERCOME