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This study explored the relationship between conformity to masculine norms, coping strategies, and help-seeking behaviour in men. A convenience sample of 88 males aged between 18 to 70 years completed measures of coping strategies, conformity to masculine norms inventory, and help-seeking behaviour. The hypothesis was that masculinity conformity was negatively correlated with help-seeking behaviour, and that these three factors would negatively correlate with conformity to masculine norms, were supported. The hypothesis that the relationship between conformity to masculine norms and help-seeking behaviour would be moderated by coping strategies was also supported. It was concluded that there is a clear link between conformity to masculine norms, coping, and help-seeking behaviours. Therefore, challenges lie in the importance of the effect of evidence-based promotion and prevention of a range of health services for men.

A large body of research suggests that men are less likely than women to seek help for a diverse range of health issues (Gladis & Coyle Smith, 2000). The reasons for this could be associated with present health beliefs for men since compared to women (Adams & Mahalik, 2003; Furlong, 2000). However, the aim of the present study was to explore how conformity to masculine norms is negatively correlated with help-seeking behaviour in men (Mahalik et al., 2003). The hypothesis was that masculinity conformity was negatively correlated with help-seeking behaviour, and that these three factors would negatively correlate with conformity to masculine norms, were supported. The hypothesis that the relationship between conformity to masculine norms and help-seeking behaviour would be moderated by coping strategies was also supported. It was concluded that there is a clear link between conformity to masculine norms, coping, and help-seeking behaviours. Therefore, challenges lie in the importance of the effect of evidence-based promotion and prevention of a range of health services for men.

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### Table 1

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### Results

Off the 159 participants, 78 were excluded from analysis due to missing data. The main analysis involved 81 participants: Measured, control and treatment groups. The data were then analysed by hierarchical, stepwise multiple regression, using as predictors conformity to masculine norms, coping style, anticipated help-seeking and help-seeking behaviour. The data were then analysed by hierarchical, stepwise multiple regression, using as predictors conformity to masculine norms, coping style, anticipated help-seeking and help-seeking behaviour. The data were then analysed by hierarchical, stepwise multiple regression, using as predictors conformity to masculine norms, coping style, anticipated help-seeking and help-seeking behaviour. The data were then analysed by hierarchical, stepwise multiple regression, using as predictors conformity to masculine norms, coping style, anticipated help-seeking and help-seeking behaviour. The data were then analysed by hierarchical, stepwise multiple regression, using as predictors conformity to masculine norms, coping style, anticipated help-seeking and help-seeking behaviour.

### Discussion

The results of the present study were in line with previous findings (Adams & Mahalik, 2003; Lane & Addis, 2005; and support current theory that men are less likely to seek help for psychological problems. The hypothesis that masculinity conformity was negatively correlated with help-seeking behaviour and that these three factors would negatively correlate with conformity to masculine norms, were supported. The hypothesis that the relationship between conformity to masculine norms and help-seeking behaviour would be moderated by coping strategies was also supported. The hypothesis that masculinity conformity was negatively correlated with help-seeking behaviour, and that these three factors would negatively correlate with conformity to masculine norms, were supported. The hypothesis that the relationship between conformity to masculine norms and help-seeking behaviour would be moderated by coping strategies was also supported. It was concluded that there is a clear link between conformity to masculine norms, coping, and help-seeking behaviours. Therefore, challenges lie in the importance of the effect of evidence-based promotion and prevention of a range of health services for men.

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