

Dimensions of Disease Stigma in Taiwan: A Multidimensional Scaling Analysis

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A pilot study and a main study were conducted to investigate what diseases were stigmatized in Taiwan society, and which dimensions people use to represent them. We first conducted a pilot study to find the 10 highly stigmatized diseases routinely seen in Taiwan, including SARS, AIDS, poliomyelitis, sexual disease, depression, drug addiction, psychosis, cleft lip and palate, shenkui (“kidney deficiency,” 腎虧), and pulmonary tuberculosis. In the main study, 44 undergraduates were asked to complete the similarity judgment task and the rating task. In the similarity judgment task, participants compared pairs of diseases and judged the similarity between the one disease and the other for each pair. In the rating task, participants described the 10 diseases on six bi-polar adjectives: uncontrollable-controllable, perilous-safe, concealable-conspicuous, temporary-permanent, noncontagious-contagious, and distant-

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台灣社會疾病污名的向度：一項多元尺度法的分析

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摘要

本研究的目的是了解台灣社會對哪些疾病有污名化的現象，以及是用哪些向度來看這些污名疾病。作者先以前驅研究找出台灣社會中污名化程度較高的疾病，結果得到SARS、愛滋病、皮膚病、小兒麻痺、性病、憂鬱症、藥物成癮、精神病、兔唇(唇顎裂)、性功能障礙(腎虧)十種疾病。正式研究包含相似性判斷與形容詞評量兩個作業，以44位大學生為研究對象。相似性判斷作業是針對十項高度污名疾病判斷兩兩疾病相似的程度。形容詞評量作業的每個題項包含一種疾病與一對雙極形容詞，受訪者評量該形容詞適合用來形容該疾病的程度。雙極形容詞共有六組：不可控制的—可控制的、危險的—安全的、隱藏的—明顯可見的、暫時的—永久的、不會傳染的—會傳染的、保持距離的—可以接近的。以多元尺度法分析問卷資料，結果得到傳染性與隱藏性兩個向度。作者並進一步討論傳染性與可見性如何影響一般人看待罹患污名疾病者，以及污名向度的文化普同性與文化特殊性。

關鍵字：疾病污名、多元尺度法、傳染性、隱藏性