

Gender differences in **fear of social rejection** and **oral self-care**

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The aim of the study

To examine to what extent **oral self-care** was predicted differently for males and females by **fear of social rejection** as a result of one's poor oral health, including having ugly teeth and a bad breath.

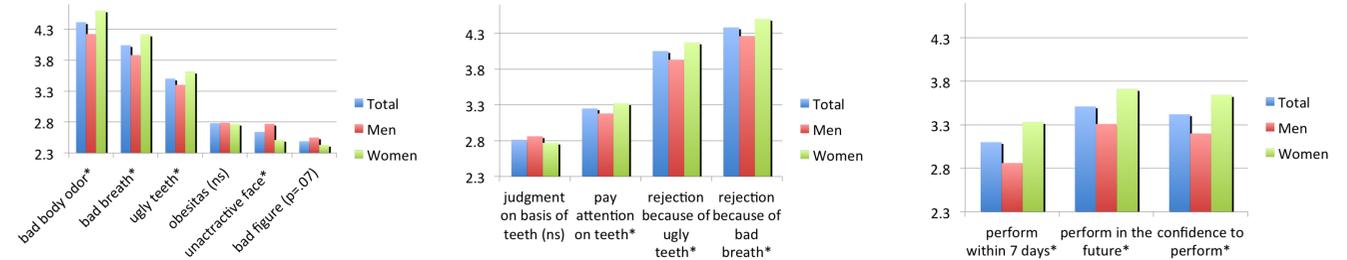
Method

An on-line questionnaire was completed: demographics; aversion to physical partner characteristics (including ugly teeth and a bad breath); intention to perform **oral self-care**; a 4-item scale ($\alpha=0.65$) **fear of social rejection**.

Dutch participants

<p>Men N=853 (51%) 13,7% full denture</p> <p>Mean age 51 years (SD = 15,9)</p> <p>Education level 28,1% low 43% middle 28,8% high</p>	<p>Total sample N=1677 (51%) 75,3% own dentition</p> <p>Mean age 50,8 years (SD = 16)</p> <p>Education level 34,4% low 41,4% middle 24,2% high</p>	<p>Women N=824 (49%) 11,4% full denture</p> <p>Mean age 50,6 years (SD = 16,1)</p> <p>Education level 40,9% low 39,7% middle 19,4% high</p>
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Results



Intention to perform described OHB# in the future

	Men	Women
Fear of Social Rejection	.243*	.142*
Ugly teeth partner	.125*	.172*
Bad breath partner	.182*	.129*

* p=.001

#Buunk-Werkhoven, Y.A.B. & Dijkstra, A. Gender Variations in Determinants of Oral Hygiene Behavior: A Secondary Analysis based on the Theory of Planned Behavior. In: Vincent L. Rush, (ED.), Planned Behavior: Theory, Applications and Perspectives, Nova Science Publisher, Inc. 2014, p 37-54.

Conclusion

These findings are illustrative; provide more insight in the way males and females experience social aspects of oral health. In addition, the findings suggest that one way to motivate males to perform better **oral self-care** is by emphasizing the negative effects a poor oral health may have on the impression they make on females.

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