

Casey, E. (2010). Strategies for engaging men as anti-violence allies: Implications for ally movements. *Advances in Social Work, 11*(2), 267-282.

Male allies are vital in sexual assault prevention, yet many college programs struggle to recruit and retain them. Barriers include perceived gender norms, discomfort with the topic, and the belief that women resist men discussing sexual assault. To overcome these issues, strategies such as partnering male peer educators with male RAs and fraternity presidents to create comfortable environments for male-only group presentations are suggested. Recruitment should focus on men's unique contributions and include topics of interest like sports and fitness. Active recruitment methods, such as hosting events, making targeted announcements, and reaching out to men in health-related majors, are also recommended. Participants identified five additional strategies for engaging men, but many felt these broader approaches, like media campaigns or large public events, are less effective without personalized opportunities for discussion. For instance, 52% of participants, mostly college-based allies, were actively involved in educational presentations, while others engaged in organizing community events or staging pledge campaigns. However, general strategies such as flyers and mass emails often failed to attract men's attention, as many view sexual violence as a "women's issue" and are not motivated by generalized messages. Furthermore, 55% of respondents cited male social privilege as a barrier, with some men minimizing or perpetuating the problem due to stereotypes of masculinity. Effective engagement might involve exposing men to survivor stories, hosting workshops, and emphasizing their role as critical in ending violence against women. By presenting men as integral to the solution rather than the problem, recruitment efforts may resonate more, encouraging longer-term involvement and addressing the barriers identified.

Dalana, A. R., Walsh, S., Hendon, W., Butler, M., Meschke, L. L., & McNeely, C. A. (2022).

Barriers to recruitment and retention of undergraduate men as college sexual assault prevention peer educators. *Journal of American College Health*, 72(4), 1200–1207.

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Male allies are crucial in sexual assault prevention, yet many college programs face challenges in recruiting and retaining male peer educators. This study explores the barriers hindering these efforts, identifying issues such as perceived gender norms and discomfort with the topic of sexual assault as major obstacles to recruitment. For retention, male peer educators often feel that women in the program are resistant to men discussing sexual assault. To address these challenges, it was suggested that male peer educators partner with male RAs and fraternity presidents to create more comfortable environments for presentations to male-only groups. Tailoring recruitment strategies to appeal specifically to men, such as by highlighting men's unique contributions and addressing topics of interest like sports and fitness, was also recommended. Active recruitment strategies, including hosting events, making announcements after presentations, personally inviting candidates, and targeting men in health-related majors and organizations, were proposed to boost interest. The importance of male peer educators was underscored, as they help audiences feel more relatable and comfortable when discussing sensitive topics. However, experiences of resistance from a small group of women within the program—who dismissed or expressed hostility toward male contributions—were noted as contributing to the early resignation of several male peer educators.

Law, C. (2019). Men on the margins? Reflections on recruiting and engaging men in reproduction research. *Methodological Innovations*, 12(1), N.PAG.

<https://doi.org/10.1177/2059799119829425>

In the recruitment materials for one research study, the article explicitly addressed the underrepresentation of men in studies related to reproductive timing and similar topics. The study website, leaflets, emails, and social media conveyed that research often focuses on women and that men's perspectives are underexplored. This approach was designed to appeal to men's sense of helpfulness and to address a perceived gap in the research, positioning their participation as both valuable and necessary. Many participants indicated that their motivation for joining the study stemmed from this perceived marginalization of men, which opened up discussions about gender roles, relations, and equality. However, this approach may have led to a biased sample, with an over-representation of men who felt strongly about this issue. It's possible that the recruitment text prompted men to consider this marginalization more deeply, potentially skewing their reasons for participating. While this strategy effectively engages some participants, it's important to carefully weigh the benefits against potential drawbacks. Recruitment materials should balance the need to address gaps in research with the risk of creating a sample that may not fully represent the broader population.

Nagai, S. (2024). Does male gender role conflict inhibit help-seeking? *Japanese Psychological Research*, 66(3), 359–368. <https://doi.org/10.1111/jpr.12413>

Several studies have demonstrated a negative relationship between help-seeking behaviors and male gender role conflict (GRC). This study explored the relationship between GRC and three dimensions of help-seeking—intentions, attitudes, and styles—focusing on two specific GRC

components: restrictive emotionality and success/power/competition. Additionally, it compared the effects of these components when derived from the male gender role versus when they were not solely tied to it. A survey of 500 men revealed that restrictive emotionality linked to traditional male gender roles was negatively associated with help-seeking attitudes, aligning with prior research, but had no effect on help-seeking intentions. Interestingly, restrictive emotionality not tied to the male gender role showed a stronger negative relationship with various help-seeking measures. This suggests that while GRC influences help-seeking attitudes, its overall effect on help-seeking behavior is limited. These findings help explain the reasoning behind lack of male participation in programs like DG#D for diabetes prevention, where men may resist seeking help due to social norms of being "tough" and self-reliant, ultimately hindering their engagement in preventive healthcare.

Noordien, I., Nursing, M., Hoffman, J., & Julie, H. (2020). Male students' motivations to choose nursing as a career. *African Journal of Health Professions Education*, 12(4), 220–223.  
<https://doi.org/10.7196/AJHPE.2020.v12i4.1371>

The decision for men to pursue a career in nursing is driven by a combination of intrinsic and extrinsic motivations. Many men are attracted to nursing due to a deep-seated desire to make a positive difference in society and to help others, which provides a profound sense of personal fulfillment. The nursing profession offers job security, competitive salaries, and opportunities for career advancement, which are particularly appealing to men seeking stable and reliable career options. For men with dependents, financial stability and career mobility become even more crucial, making the promise of a stable income and professional growth a key factor in their decision. To enhance male recruitment, targeted messaging that emphasizes both the intrinsic rewards and extrinsic benefits of nursing is essential. Developing marketing campaigns that

showcase real-life success stories of male nurses, offering role models and mentorship programs, and providing tailored support such as career counseling and financial aid can help address specific needs and concerns of male candidates. Additionally, reframing the perception of nursing as a gender-neutral profession and highlighting its diverse opportunities can help attract a broader range of candidates. By aligning recruitment strategies with these motivations, it is possible to attract more men to other traditionally female-dominated fields, addressing workforce shortages and promoting greater gender diversity.

Pederson, E. L., & Vogel, D. L. (2007). Male gender role conflict and willingness to seek counseling: Testing a mediation model on college-aged men. *Journal of Counseling Psychology*, 54(4), 373–384. <https://doi.org/10.1037/0022-0167.54.4.373>

Men who experience negative consequences from their socially reinforced gender roles are less likely to have positive attitudes toward seeking counseling and show lower willingness to seek help. In a study involving 575 undergraduate men, structural equation modeling was used to examine three mediators: self-stigma about seeking counseling, the tendency to disclose distressing information, and overall attitudes toward counseling. The results showed that gender role conflict partially influenced help-seeking behaviors through these mediators. Men with higher gender role conflict tended to self-stigmatize and were less likely to disclose personal struggles. This stigma and reluctance to disclose distress led to more negative attitudes toward counseling and, ultimately, reduced willingness to seek help. Further, males in their upcomings are not programmed to be social science thinkers. That being, we are not programmed by nature in our masculine figures and roles to caretake to the needs of others. Rather, be competent results-driven. These findings suggest that male reluctance to participate in programs like diabetes prevention can be explained by this same dynamic: men, adhering to rigid masculine

ideals of self-reliance and toughness, may avoid seeking preventive care or support, reinforcing the trend of low male engagement in such programs.

Quiniones, C., & Oster, C. (2019). Embracing or resisting masculinity: Male participation in the proeating disorders (proana) online community. *Psychology of Men & Masculinities*, 20(3), 368–378. <https://doi.org/10.1037/men0000169>

The pro-eating disorder (ED) community, known as "proana," controversially promotes EDs as a lifestyle, and while commonly seen as a female issue, growing evidence highlights an increase in ED behaviors among men, though their experiences are underrepresented in research. This study examined how men are portrayed and self-present within a major proana forum through a qualitative thematic analysis of 217 posts across 16 threads. Men's participation was found to revolve around their relationship to masculinity, with some adhering to norms of power, control, and success, while others resisted traditional masculine ideals, challenging body stereotypes and stigma. Four stages of engagement emerged: acceptance, ambivalence, disillusionment, and support, with stigma and inadequate services driving male participation in these communities, ultimately perpetuating harmful cycles and limiting their recovery. This emphasizes the need for greater focus on male ED experiences, as their invisibility in research and support services fosters deeper involvement in these damaging online spaces. This relates to DG3D because it alludes to the causation for lack of male participation in public studies. Males embed themselves in more traditional and virtuous values of what it means to be a man, such as norms of powers. Where men stubbornly resist asking for help as they teach themselves to endure hardships as it is believed one will evolve into a higher, more respectable form of self. These traditional philosophies may be the root cause for the absence of more males in projects like DG3D.