

The Daily Helmsman

Post Classifieds

[News](#) [Opinion](#) [Sports](#) [On campus](#) [More](#)
[Classifieds](#) [Housing](#) [Jobs](#) [For Sale](#) [Services](#)

U of M professor sheds light on shy bladder syndrome

By Amber Hampton On November 6, 2014 8+1 [Tweet](#) [Like](#)

Recent commercials by satellite television provider DirecTV have faced harsh criticism from one advocacy group claiming the ad depicts suffers of a serious condition in a negative way.

The ad in question features Rob Lowe and a self-described socially awkward version of himself with a variety of problems, including not being able to go to the bathroom in front of other people. Lowe tells consumers not to be a loser like his alter ego and to use DirecTV.

Members of the International Paruresis Association, an advocacy group that aims to educate and offer support to those who suffer from shy bladder syndrome, have taken issue with the ad and called on DirecTV to remove it.

"Our beef with it is that its making fun of people who have this disorder and is implying that we don't have a life and that our status in society is like that of second rate citizens," said Dr. Steven Soifer, nominal CEO and co-founder of the association and professor and chair in the department of social work at the University of Memphis.

DirecTV has responded with a statement from spokesperson Darris Gringeri, saying the ads have been well received by most viewers and they do not intend to remove them.

Lowe also responded on Twitter, calling his bladder "gregarious" and said that some people need to "lighten-up."

Soifer acknowledges that there are some funny skits that are considered classics in the paruresis community, including one from Stephen Colbert and the opening parody commercial for the 35th season of Saturday Night Live, but the DirecTV ad was not done in the same tasteful manner.


"There are some funny things out there about shy bladder," Soifer said. "What happened with this ad is that it went beyond the pale."

Paruresis is a social anxiety disorder that renders the sufferer unable to urinate when others are around. There are roughly 20 million people in the United States and approximately 220 million people with the disorder worldwide, Soifer said.


"The problem with paruresis is it has a physiological component," explained Soifer. "The bladder muscles lock up so people just really physically can't go, but it's not a physical problem per se."

<http://www.dailyhelmsman.com/news/view.php/853688/U-of-M-professor-sheds-light-on-shy-blad>


MOST POPULAR THE DAILY HELMSMAN NEWS




University student charged with rape
By Jonathan A Capriel



Fallen Tiger remains an inspiration among many
By Hannah Bailey



M Club Hall of Fame pitcher's jersey to be retired
By J.T. Mullen



Men's golf finishes seventh at conference championship
By Austin Reynolds

GET TOP STORIES DELIVERED WEEKLY

Enter email to receive news

[Subscribe](#)

FOLLOW OUR NEWSPAPER

LATEST THE DAILY HELMSMAN NEWS

Lady Tigers golf takes FIU Tournament Title, completes fall slate

\$2.6 million in parking tickets

'The Wedding Singer' moves from screen to stage at U of M

U of M professor sheds light on shy bladder syndrome

Tough Temple D stands in way of Tiger bowl berth

Soifer described paruresis as a spectrum disorder, meaning that it can vary in severity from person to person. Some suffers only have occasional issues in extremely crowded locations, like ballparks. Others have trouble urinating at home with their family there.

There is no "magic pill," but Soifer said some medications that help with anxiety can be helpful with this disorder as well.

The disorder is best treated with cognitive behavioral therapy, Soifer said, through a method called gradual exposure.

"It's a technique that's used over and over again for people who suffer phobias," he said. "You just gradually introduce the person to the feared situation."

Soifer treats individuals and he and other members of his organization hold weekend workshops across the globe to help those that suffer from paruresis. The organization's website also offers a forum where people can give support to each other and get advice.

By Staff Writer

Follow Staff Writer

Get Top Stories Delivered Weekly

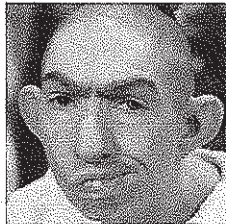
Enter email to receive news

Subscribe

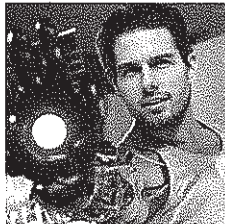
From Around the Web



All the Latest 'Batman v Superman' Images You Need To See



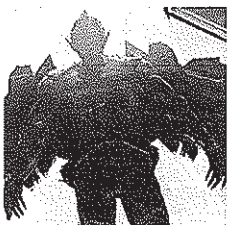
What Pepper From 'American Horror Story' Really Looks Like



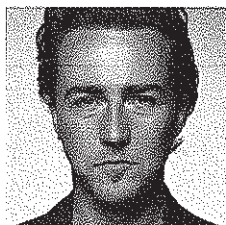
Stars Who Regret Turning Down Roles of a Lifetime



10 Great Movies Ruined By Awful Endings



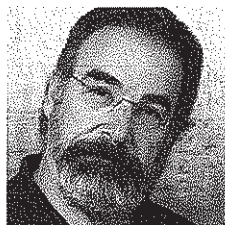
First Look At The New 'Sinister Six' Movie



Why Edward Norton Doesn't Play The Hulk Anymore



15 Secrets You Never Knew About 'Frozen'



11 Actors Everyone Hates Working With

Tiger slated to serve up in the Big Apple

Tigers tasked with tough AAC field in second season

RECENT THE DAILY HELMSMAN CLASSIFIEDS

HOUSING | JOBS | FOR SALE | TUTORS



Off Campus Dorm
Posted in Roommates



3 rm apartment
Posted in Apartments & Houses



Poplar Place Apartments - Dupree
Posted in Apartments & Houses

See all Housing listings

FROM AROUND THE WEB

What It Takes to Get One of the Most In-Demand Jobs

Where Do Pests Lurk? The Rooms in Your Home That Pests...

Skydiving Vikings to Deliver Minnesota's Game Ball

IRS Warns Taxpayers of Latest Phone Fraud Scam

Putting Your Vacation Home to Work for You

Finding Answers to Growing Concerns About Water Fluoridation

Empowering People to Regain Their Mobility

On-Site Workplace Health Clinics Emphasize Chiropractic Care

5 Important Tips for Choosing a Medicare Health Plan

Welcome Your Holiday Guests With Inviting Lighting

COLLEGE PRESS RELEASES

The Top 5 Apps for Traveling College Students this Holiday Season

College women switching to Sobrr this Halloween as the best app for fun --

More The Daily Helmsman News Articles



Fallen Tiger remains an inspiration among many



U of M grad student reminisces about unpaid internships, sleeping on couches



Art professor says U of M threatened his free speech



Program offers non-traditional students chance to turn life experience into...

and finding soul mates.

Win \$1,000 to Study Abroad in Italy. The ItaliaRail Study Abroad in Italy Scholarship for Spring 2015 is now accepting applications.

7 Tips for Scoring a Tailgating Touchdown

Renowned Engineer Ric Bradshaw Conducts Fujifilm-Sponsored Campus Tour on Tape Technology

Recent The Daily Helmsman News Articles

\$2.6 million in parking tickets

By Jonathan A Capriel

During the spring semester they march with sweat drenched shirts and farmer tan lines. In fall they don knit caps and have chapped lips....

'The Wedding Singer' moves from screen to stage at U of M

By Josh Tucker

It's 1985 all over again. "The Wedding Singer," a musical based on the 1998 romantic comedy starring Adam...

U of M professor sheds light on shy bladder syndrome

By Amber Hampton

Recent commercials by satellite television provider DirecTV have faced harsh criticism from one advocacy group claiming the ad depicts...

Discuss This Article



Add a comment...

Also post on Facebook

Posting as Steve Soifer (Change)

Comment

Facebook social plugin

Housing	Jobs	Tutors	College News	Newspaper Info	Business Services
Roommates	Internships	Study Abroad	News	About Us	Post Jobs
Sublets	Professor Ratings	Student Loans	On campus	Contact Us	Post Housing
For Sale	Scholarships	Test Prep	Sports	Advertising	College Publisher
Textbooks			Opinion		Newspaper Classifieds
					College Press Releases
					College Wire Service
					Text Links

Search

© 2014 College Media Network, a Uloop company