6 Stigma. Characteristics that has led to a person becoming reduced or tainted in other peoples views. If there is a difference between the expected identity and the reality then stigma occurs. 7 Why are some conditions stigmatising? Conditions that set their possessors apart from normal people that mark them as socially unacceptable. Erving Goffman’s “Stigma: Notes on the Management of Spoiled Identity” is a hallmark of sociology, offering valuable insights into everyday life. No response is needed to snubs or insults, and the stigmatized should either ignore or patiently refute the offense and views behind it. The stigmatized should try to help reduce the tension by breaking the ice and using humor or even self-mockery. The stigmatized should treat â€œnormalsâ€ as if they are honorary wise. The stigmatized should follow disclosure etiquette by using disability as a topic for serious conversation, for example.