

Audience's Cognitive and Psychological Analysis of Publicly Expressing Mental Illness

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Abstract—The incidence of mental illness is increasing year by year, and appears on public platforms to express the status of the disease group. Some scholars have studied the public's cognition and attitude about mental illness. On the basis of these articles, the purpose is to study the public's cognition and emotional attitude towards public expression of mental illness. This article uses text analysis to extract the most popular mental illness videos on the online platform "Bilibili", and randomly selects 1,000 comments for analysis. The results show that about 86.5% of users agree with the public expression of mental illness, and 7% of users do not agree, 6.5% of users are suspicious of symptoms and want accurate information. Through the analysis of the results, the majority of the public has a positive and positive attitude towards the patients who openly express mental illness, but the current situation of the public expression is polarized by users, with one highly identifying with and deifying the disease, while the other strongly disidentifying and contaminating the disease.

Index Terms—Cognition, mental illness, attitude.

I. INTRODUCTION

In recent years, with the exposure of public figures to depression, mental illness has received more and more attention. Since the development of the media platform, the public is not only the receiver of information, but also the transmitter and creator of information, forming an information sharing pattern with mainstream media as the core and network media platform as the periphery. There has been a group of netizens who describe or display their mental illness on public platforms. Their original purpose was to share the illness, let more people understand the illness itself, and hope that everyone will treat psychology or Mental illness. This article attempts to study the audience's cognition, emotion and attitude towards the public expression of mental illness from the perspective of the audience, to determine whether the purpose of public expression of mental illness has been achieved.

This article takes the "Chinese Bilibili" video platform as an example, extracts the most popular video of mental illness public expression. When searching for videos publicly expressing mental illness on Bilibili videos, the number one broadcast is YouTube handling video, named "19-year-old multiple personality patients record personality transition moments." Multiple personality disorder (Dissociative Identity Disorder), referred to as DID, is a kind of mental illness, which is manifested by the personality characteristics of two or more different "roles" in a person [1]. These different "roles" each have their own

behavior habits, ways of thinking, their own living environment and their own perceptions, and in turn dominate one's behaviour.

The video collection records the main personality of the Korean girl Jess. According to the video, she has five main personalities, named Max, Alex, Casey, Quinn, and Jade. The patient published the case information on YouTube and was also introduced in the "China Daily Bilingual News", so it has the authenticity of suffering from mental illness [2]. Personality introduction:

Max: A 6-year-old boy, Jess split up when he was four, and has childhood memories that the owner does not remember.

Alex: 13-year-old girl, sociable and likes to dress up. Because Jess Middle School is bullied, it needs a close friend of the same age to appear. And Max are sisters.

Casey: 21 years old, laughing girl, and Quinn are twins.

Quinn: 21 years old, antisocial character, like satire, no sympathy. Good at manipulating others.

Jade: 31 years old, mother of Alex and Max. Very good at taking care of people, just like the numbness of all personality. But it is lazy and inactive, so it rarely appears [3].

II. RESEARCH METHODS

This study uses text analysis to extract a certain amount of video comments. Text analysis refers to the extraction of feature words from text for quantization to represent text information. Text generally refers to text. The comments are the subjective impressions expressed by the user on the content, which can represent the user's ideas and attitudes to the video to a certain extent. The video has 7.8 million Bullet-screens and 28,565 comments. It has a large data base and randomly selects 1,000 comments for analysis.

The mainstream user group of station Bilibili gradually expanded from the platform mainly after 90s and 00s to the generations after 80s, and even the generations after 70s gradually became the users of station B. Therefore, this study does not consider the age difference of comment users under this video. By default, it includes the user group after 70-00.

III. RESEARCH RESULTS

Data analysis results show that about 86.5% of users agree with Jess's condition, 7% of users do not agree with Jess's symptoms, and even make statements such as "pretend to act". 6.5% of users doubt the symptoms and hope to get accurate information. Among them, 86.5% of users have different reasons for identification, which can be

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mainly divided into sympathy for patients, suspicion of self-suffering from mental illness, explanation of patients' symptoms and affirmation of the authenticity of Jess, criticism of some users for judging their own diseases based on their symptoms, identification with Jess but curiosity about the disease itself, etc. Most users have a tolerant attitude towards openly expressing mental illness, and only a small number of users have doubts about this. On the one hand, the main video up selected has a certain authenticity, and the disease basis materials are all publicly expressed. On the other hand, the positive expression of most users may have some influence on the judgment of other users. The word frequency analysis of the "identity" user reviews results in:

A. Basic Information

As table1 shows that although this part of the users agree with Jess's illness, some people identify and look forward to or think that they also have related mental illnesses. This part of the population accounts for 27%, and a group of users who criticize this group also spawned. Group, accounting for 21%, most of the groups that "criticize themselves as sick" think that those who think they are sick are Adolescent Delusions (referring to the self-righteous thoughts, actions and values unique to adolescents), which are young Childish group. Although the majority of users who approve up accounted for the majority, they all agreed on different angles, including "sympathetic patients", "curious patients", "science popularization pathology", "suspicion that they also have related diseases", "criticism of other users" These categories.

Some users were selected and interviewed in the form of network chat. It was found that:

First, users' attitudes towards individuals with mental illness who openly expressed their illness were multiple and contradictory, including sympathy, approval and encouragement, as well as fear, confusion and envy. Most users have psychological problems of their own, and will substitute up's emotional expression into their own emotional status, resulting in complex psychological phenomena. When asked whether they are willing to publicly express their psychological problems, most users said that it is difficult to publicly express when it comes to privacy, and those up who are willing to publicly express are very brave.

TABLE I. USER CLASSIFICATION

User classification	Number of users	percentage/%
sympathy	140	17
Uncertain and suspect	35	4
Identify and explain the situation to people who disagree	105	12
Identify and criticize those who disagree	105	12
Identify and criticize those who think they are sick	175	21
Try to popularize knowledge to others	65	8

Identify and ask questions	55	7
Identify and associate with their own illness	65	8
Identify and look forward to get this disease	90	11

Second, users are ambiguous about their mental health status. Most users have certain psychological problems, but it is ambiguous whether they can be judged as mental illness, lacking professional doctors' judgment and medical guidance. The disease information published on the Internet becomes the basis for users to judge their own psychological problems. Such unscientific, systematic and professional judgment is likely to lead to the "fake depression" of users in reality, in which they will judge depression, anxiety and other normal psychological emotions as depression, anxiety and other psychological diseases [4].

Third, users can independently judge the authenticity of the public expression of mental illness patients. Some users imitate the symptoms of mental illness patients and intend to obtain network traffic through disease display. In the era of network traffic, obtaining more traffic means the enhancement of liquidity. Most users judge the authenticity of patients through professional answers, foreign media inquiries, self-judgment and other ways, and pass it on to other users in the form of comments and barrage. The authenticity of patients is freely judged in the free speech of users, and users have their own initiative.

B. Specific Analysis

1). Selective contact and understanding

Selective contact means that the audience is exposed to information content that matches their own opinions as much as possible[5]. In the information age, it is difficult for the public to process, absorb and store all the acquired information, judge the value of information and obtain valuable information according to the degree of closeness between the information and themselves, the degree of closeness between the information and the community, the social influence of the information and so on. According to the interview information, most users who "identify and associate with their own symptoms" actively search for and watch videos about mental illnesses, and express sympathy, identity and other emotions to patients in the videos. This group affirmed and supported the public expression of mental illness, and called on the society to reduce fear and discrimination against mental patients. On the one hand, this group of friends or relatives with psychological problems have a better understanding of the symptoms of the cases, and empathize with the emotions of the surrounding people to the users who openly express their feelings, or even popularize the knowledge of the cases. On the other hand, to a certain extent, they also have certain psychological problems, eager to get the understanding and attention of others, and transform this emotion into support for the public expression of mental illness patients.

Selective understanding means that different recipients make different interpretations, conclusions, and responses to the same information disseminated by the media. The data shows that most of the users who agree will appear in the comments to explain the illness or the specific situation of

the main user, but the users who do not agree or suspect the main user, the comment is basically within ten words, only expressing self-doubt and disagreement, lacking the theoretical basis of objectivity. Users are affected by social and cultural factors and personal factors, and their views on videos are different. Among the identified users, there are still 9 different types of identification methods.

2). Emotionally: the polarization of "deification" and "staining"

Users who deify "multiple personalities" are often accompanied by "visions". This part of users express their visions for such mental illnesses and think that people with such mental illnesses may have unusual abilities. This part has fewer users, but it still exists. Other users classify this group of users as "aged and middle-aged people." Most groups think that this is an expression of childhood. Through text analysis, it is found that "doing homework and learning" is the most frequently used word in such group comments, indicating that this group is mainly represented by minors and lacks scientific knowledge of mental illness and scientific judgment ability. This may be because China's education weakens the knowledge of mental illness partly.

Users who defile "multiple personalities" often think that this personality conversion behavior belongs to role-playing. This part of people think that since it is a mental illness, it should be treated well and put on a public platform. In these people's comments, "acting, wealth" and so on are the words that appear most frequently.

3). From "compassion" to "sympathy"

Empathy was proposed by Rogers and refers to the ability to experience the inner world of others. Most users expressed sympathy and pity for Jess.

Empathy is mainly divided into two aspects: one is the childhood experiences of empathy, this video protagonist Jess in video repeatedly expressed some childhood experiences related to parents is one of the leading causes of mental illness, the user to watch the video and through the barrage, comments expressed dissatisfaction with Jess parents as well as for his childhood emotional expression, interviews, some groups unhappy childhood experience, the irresponsible parents brought tremendous psychological distress, Jess's video can always remember his experience, and with their own experiences into the up the mood of the Lord, are more likely to have poor mental feeling or compassion; Second, disease experience empathy, some users with different levels, different types of psychological diseases, some of these symptoms, such as have the common quality disease symptom such as insomnia, anxiety, depression, Jess demonstrate linkage empathy psychological symptoms, with their disease experience generation into the video impressions, tend to produce more sympathy or fondly.

IV. DISCUSS

A. Public Expression of Mental Illness Affects People's Attitude Towards Patients

Under the "Multiple Personality" video, depression occurs very frequently. Most users are familiar with mental

illnesses, and call on everyone to treat those with depression seriously, pointing out that this is a mental illness and needs treatment. After investigation, it is found that with the increasing number of depression patients in China, the promotion of depression knowledge by online media and mainstream media in recent years has had a great impact on people's cognitive mental illness. The World Health Organization has reported that more than 54 million people in China suffer from depression, accounting for 4.2% of the total population[6]. It is one of the countries with a heavy burden of depression in the country. In the past, people thought that mental illness would be caused by mentally fragile people. Now it is easier to treat mental illness as "illness" rather than individual personality defects. In terms of comment time, comments before 19 years are about "fake, acting" and more than 19 years later.

B. Openly Expressing Mental Illness can Affect Public Discussion

So far, there have been 3,000 bullet screens and 28,739 comments. The public for such topic maintained a high degree of enthusiasm, open expression in patients with mental disorders are diseases message in the form of the first perspective, is more authenticity, timeliness of information transmission and information transmission with the emotional communication, at the same time, the first person are more likely to drive the public's emotional memory, causing the topic of public discussion. In the age of network media, the information transmission mode guided by mainstream media and interconnected by various we media not only makes the information have a sense of freshness, scene and immersion, but also ensures the authority, science and authenticity of information. Online platforms provide opportunities for multiple voices to be heard, and users can judge the correctness of information in free speech, leading to increasing public discussion.

C. Strengthening Education on Mental or Mental Illness is Essential

It has been found that groups represented by minors have little knowledge of mental illness, and even have language expressions of yearning or longing, regarding mental illness as some kind of "super ability" or "interesting thing". It is of vital importance to carry out popular science education on mental or mental diseases for minors and adults [7]. With schools as the main position and social and cultural venues as the auxiliary position, educational activities on mental or mental diseases should be carried out to popularize knowledge and create a social educational atmosphere. The public's lack of awareness and understanding of the disease may cause users to suffer from mental illness without being aware of it or suffer from mental illness without false moaning.

At present, domestic education lacks the popularization of this aspect. While constantly improving the education system, we should also pay attention to the role of media, play its important functions of information transmission and science education, make up for the deficiencies of the current education system, and promote the improvement of social education.

V. CONCLUSION

To sum up, most of the public have a positive attitude towards patients who publicly express mental illness. Positive media reports on mental illness will affect the public's perception and understanding of mental illness, so the spirit of the media is used to spread the spirit. The correct information of the disease will make people no longer deify or defile the mentally ill, let the mentally ill get a normal social life, and get more people's care. This survey only studies a video about "mental illness" on the bilibili video website. It does not take into account the user composition, ethnicity, social distance and other issues. There are many deficiencies, and it cannot fully represent the current public's public expression of mental illness[8]. Cognition and opinion are only applicable to a small group of B station user groups. I hope to have the opportunity to perfect this research in the future, and hope that more and more members of the public will be able to correctly understand mental illnesses and express positive emotions to those patients who express themselves publicly.

CONFLICT OF INTEREST STATEMENT

The authors declare no conflict of interest.

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