

MENTAL HEALTH MEDIA TRUST IN THE FIRST MILLENNIALS GENERATION AN ITALIAN REPORT

L. Starace 1-5, M. Altamura 1, A. Petito 1, D. Salvante 2, E. Altomare 4, I. Fornelli 2, E. Attolini 4, V. Piazzolla 2, A. Bellomo 1

1. University of Foggia, Foggia, Italy 2. Apulia Governmental Health Agency (A.Re.S), Bari, Italy 3. Apulia Government, Bari, Italy 4. ASL Bari, Bari, Italy 5. Stigmamente aps

Purpose

The aim of this study is to investigate how the Millennials Generation (or so called Generation Y) related to media trust when they talk about mental health.

Methods

Adolescents participants (n.1450) were twice tested: before (T0) and after (T1) a governmental prevention campaign by the semi qualitative questionnaire Stigmaquest (Bellomo, Ferretti, Starace) in its 1.4 version.

It was asked which was the most "unwanted" categories to see in several tv international programmes among Goffman's social discriminated categories (mental illness, body handicap, extra comunitary person, eccentric personality) before and after a six month institutional prevention campaign on mental health with 60 mental health professionals engaged in.

We studied millennials prejudices toward Goffman's categories questioning about 6 famous a broadcast media and their possible actor or competitor. A deep social desirability was found using cluster analysis and qualitative inquiry.



Porta a Porta (1)/ Telegiornale (2)/ L'isola dei Famosi (3)/ L'Eredità (4)/ Chi vuol essere milionario (5)/ Il Grande Fratello (6)

TV
mentally ill never deserves a ticket for the show

TYPES OF DIVERSITY DISCRIMINATION RISK

PHYSICAL HANDICAP

MENTALLY ILL

NON EU MIGRANT

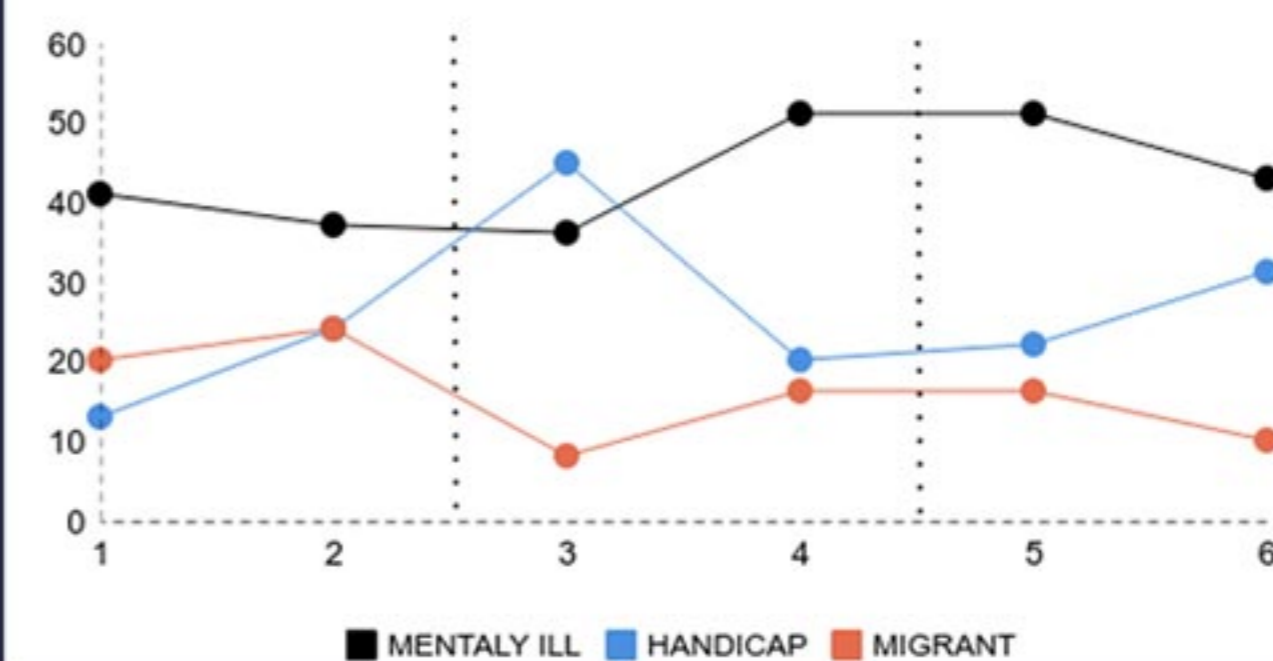


Results

According to Millennial Generation literature there is evidence in this study that they have a quite exclusive horizontal way of looking at life and society. They have no idealistic aims, mostly. Even if Millennials have deep and life-gating liaison with internet world, the trust in them about mental health information is smart and prudent.

As job, and work space in general, is seen as a place in which a leisure time is within it is difficult to understand for this generation the rehabilitation function of work for mental illness. There is evidence that a sceptic approach is due to a generation tract more than a stigmatising attitude.

Mentally ill scores highest % in 5/6 programme. Maximum scepticism referd to earn money (4,5)
Physical handicap is suitable for Talk Show (1) but unfit for manual (3) or socializing skills (6)
Non Eu Migrant is suitable only for manual competitions in exotic location (3). Unfit for Tv News (2)



MILLENNIALS MASS MEDIA SOCIAL DESIRABILITY

looking for a real mental health help

Who would you ask for a mental health help?

76% ask help to a health professional:

53% ask to a mental health professional
23% ask to an other medical doctor

17% ask help in private dimension

7% ask help in social contest

NO ONE WOULD ASK HELP ON INTERNET



psychiatrist (27.45%) psychologist (24.51%)
general practitioner doctor (15.69%) family group (13.73%)
neurologist (6.86%) social assistant (4.90%) friends (2.94%)
school professor (0.98%) priest or church (0.98%) web sites (0%)
I would not ask help (1.96%)

Conclusions

Italian adolescents studied are quite similar but non properly to English and American ones. Referring to anthropological and demoscopical studies we suppose that globalization and personality formation by global myths identification in this italian wave of millennials (born from 1990 to 1994) influenced them mostly in the personal sphere of living very similar to the nimby philosophy. This is particularly true when we talk about diversity items like mental health. Social distance items show tolerance toward any kind of diversity (Goffman's categories) but it is necessary to realize further studies since xenophobia in Europe increased from 2014. Deep trust in mass media of this first Y-gen shown will play heavily role both for social inclusion and mental health prevention local and national policy.

which is your main source of information about mental health?

- 88% School
- 70% TV / Newspapers
- 66% Internet
- 55% Mental Professionals
- 53% Family
- 36% Social workers
- 33% No Profit Associations
- 30% Friends
- 21% Scientific Journals
- 13% Church
- 8% Not interested



§ WPA guidance on how to combat stigmatization of psychiatry and psychiatrists, in World Psychiatry, v.9(3), 2010 Oct.

§ STIGMAMENTE il cinema nella prevenzione del pregiudizio verso il disagio mentale A.A.V.V.

§ <https://it.wikipedia.org/wiki/Stigmaquest>