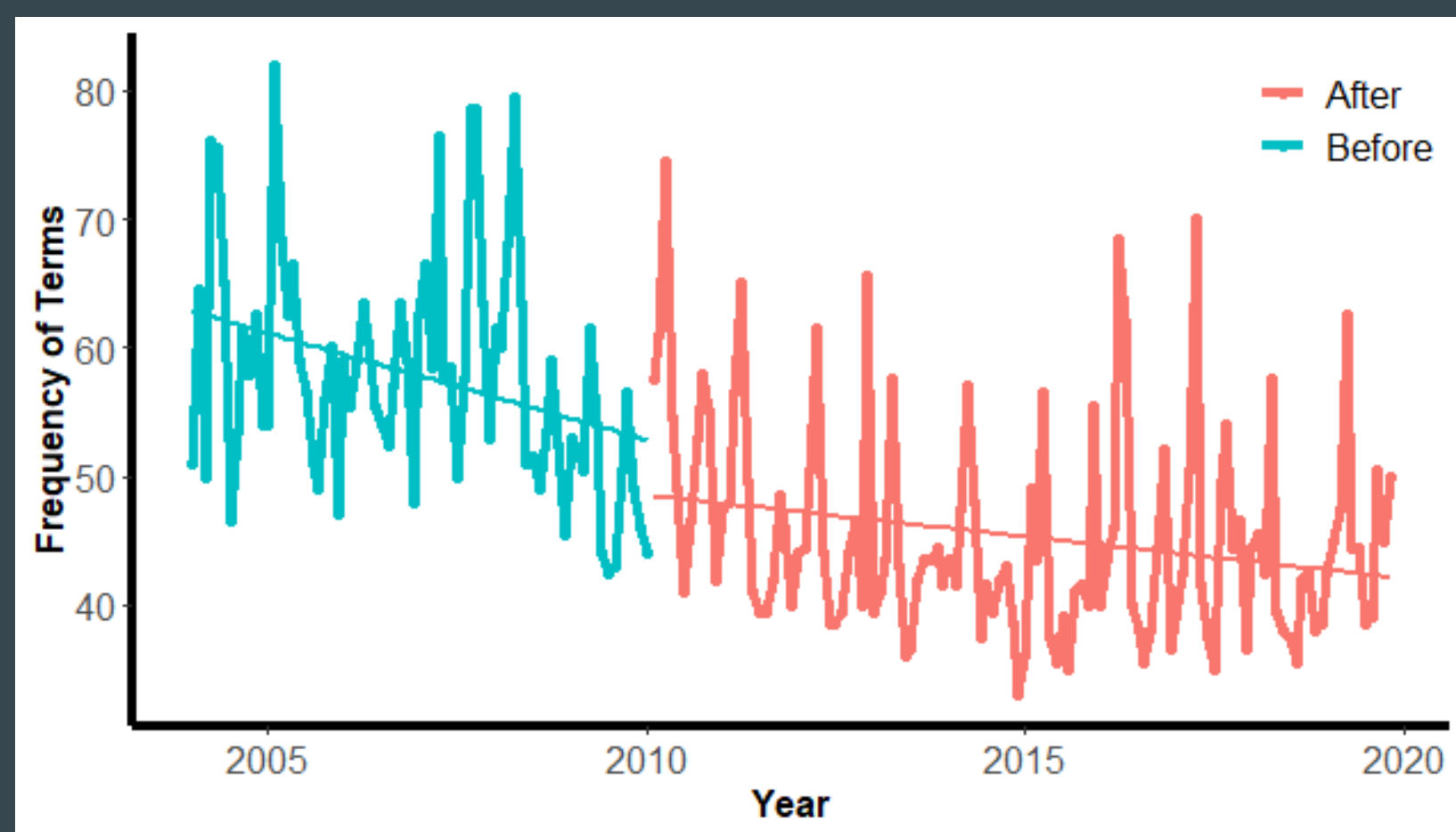


Title: Effect of movies on Mental Health Awareness

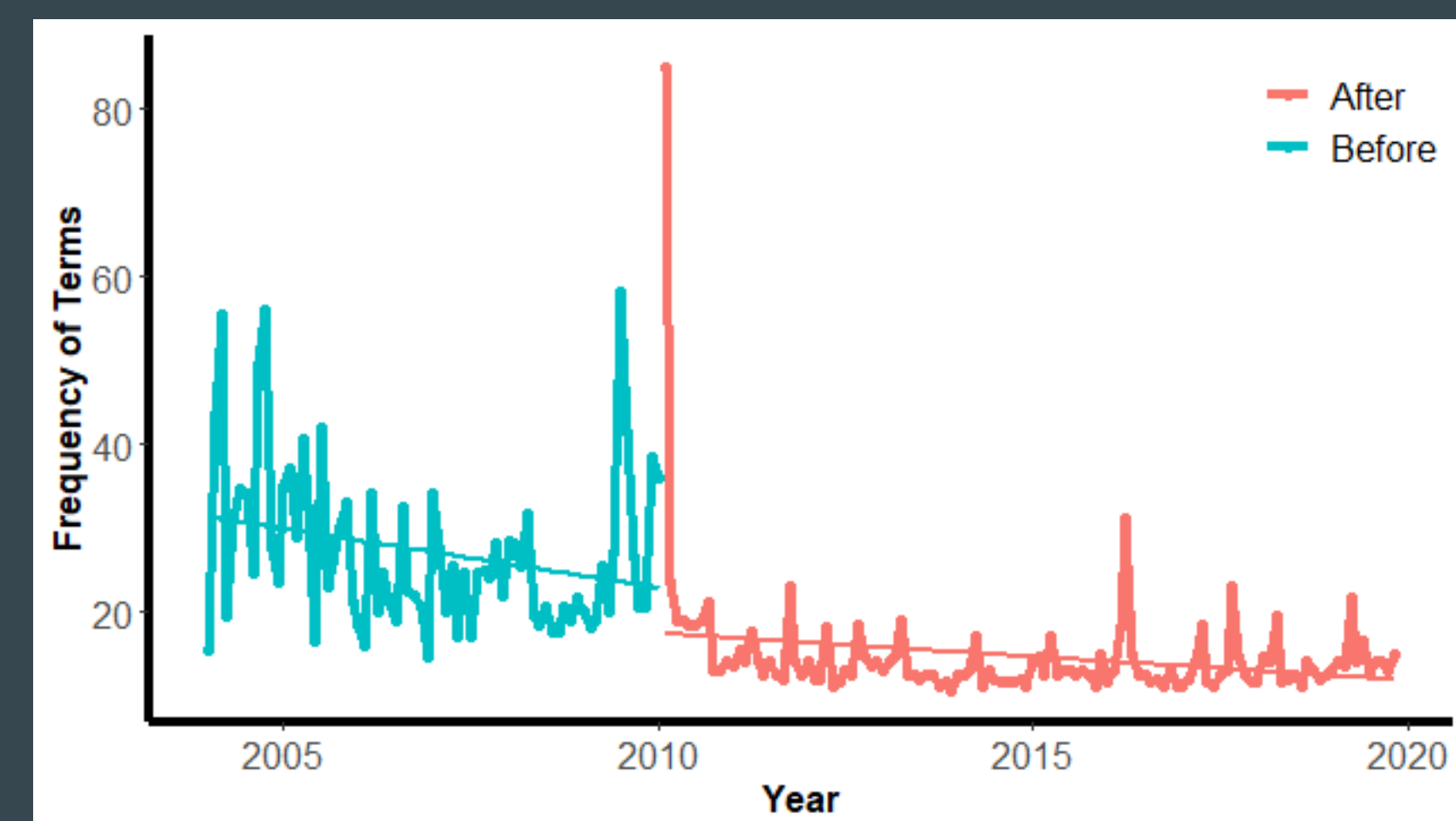
PRESENTER: Shwetal Sharma

METHODS

- Google trends data for search terms “autism” and “aspergers” in India and in US were compared.
- The trends for these search words was tested before and after the release of the movie: My Name is Khan.
- This Bollywood movie features a protagonist with Asperger’s syndrome and it was hypothesized that there would be a significant increase in these search terms in India after the release of this movie.



Trends for the search terms in the US



Trends for the search terms in India

Movies can increase Mental Health Awareness in India



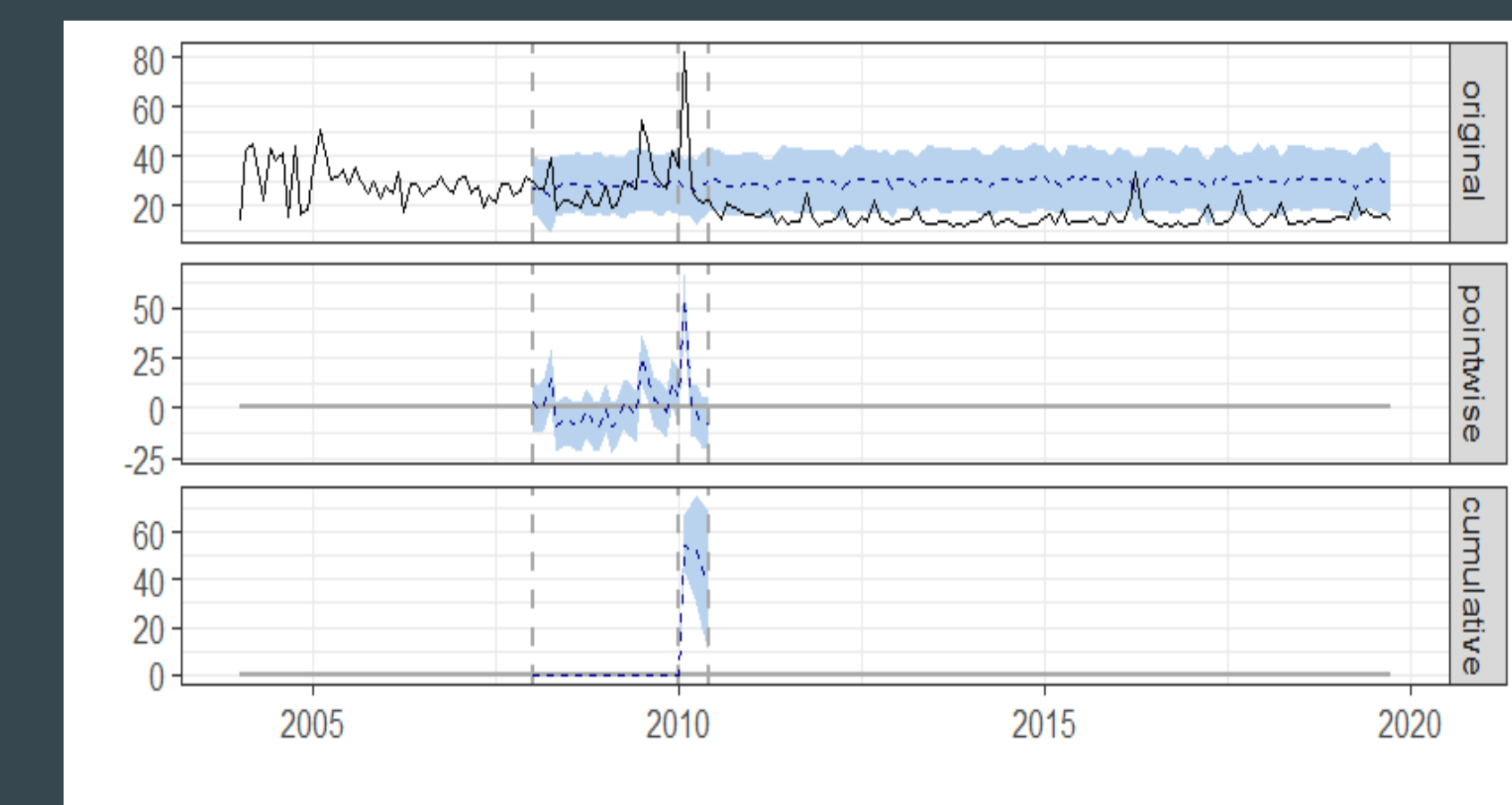
Take a picture to read the full paper

BACKGROUND

- The awareness about mental health in India is quite low, resulting in people believing false stereotypes and discriminating against people suffering from mental disorders.
- There is a lot of evidence that shows how media can be used in a negative way.
- This research wanted to examine how media’s influence can be used to spread awareness.

RESULTS

- The hypothesis was supported.
- We found a spike in the search terms right after the release of the movie in India.
- Bayesian one-sided tail-area probability $p = 0.006$



Shwetal Sharma & Daniel Hart