

CENTRE FOR MENTAL HEALTH

PhD Confirmation Seminar

The University of Melbourne



MELBOURNE SCHOOL OF
POPULATION
& GLOBAL
HEALTH

Harnessing public mental illness disclosure on social media to combat stigmatising attitudes and behaviour towards people with mental illness

Presenter: Zhongjie Zhang

Supervisors: Prof Nicola Reavley, Dr Amy Morgan, A/Prof Greg Armstrong

Advisory Chair: Prof. Richard Chenhall

Wednesday 31 May 2023

2.00pm - 3.00pm

Seminar Room 410, Level 4, 207 Bouverie Street, Carlton

Via Zoom

**[https://unimelb.zoom.us/j/2608721397?](https://unimelb.zoom.us/j/2608721397?pwd=NWdWUGViUUQ1ajJ6aGFSRzFhZGFSSdz09)
[pwd=NWdWUGViUUQ1ajJ6aGFSRzFhZGFSSdz09](https://unimelb.zoom.us/j/2608721397?pwd=NWdWUGViUUQ1ajJ6aGFSRzFhZGFSSdz09)**

Meeting ID: 2608721397

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Zhongjie is a China-trained social work graduate, holding a Bachelor's and Master's degree in social work.

His research interest lies in mental health at the societal level.

He has been curious about everything related to mental health and wellbeing.

Previous literature has indicated that social contact is the most effective strategy to mitigate mental ill-health stigma, which has been identified as a major public health concern worldwide. In practice, social contact can take various forms. One novel type of contact is exposure to public mental illness disclosure on social media, as more and more 'traditional' celebrities, 'ordinary' people and 'emerging' social media influencers publicly disclose their mental illness diagnoses and lived experiences via social media.

The overarching aim of this PhD project is to explore how public mental illness disclosure on social media could impact on stigmatising attitudes and behaviour towards people with mental illness in members of the public. This PhD has three objectives: (1) to systematically review current evidence regarding the impact of and potential mechanisms behind disclosure of mental health problems on social media; (2) to conduct a survey on the associations between varying aspects of the disclosure messaging and the perceived anti-stigma effects on the general public; (3) to conduct an experimental study to explore how manipulation of message components affects stigmatising attitudes.

These seminars are free. Visitors are welcome to attend.
For more information contact the Centre for Mental Health +61 3 8344 0908