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 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-screenss 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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Chengyun Fu is with the Department of Humanities and Social Sciences, University of Science and Technology of China, He Fei, AnHui, China (e-mail: fcyun@mail.ustc.edu.cn).
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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 table 1 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.

| User classification                      | Number of users | Percentage/% |
|------------------------------------------|-----------------|--------------|
| sympathy                                 | 140             | 17           |
| Uncertain and suspect                    | 95              | 8            |
| 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    | 165             | 8            |

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

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 current education system, and promote the improvement of education standards, make up for the deficiencies of the current education system, and promote the improvement of 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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Chengyun Fu was born on March 17, in 1997 and lives in Hefei, Anhui, China. She is a graduate student in the Department of Science and Technology Communication and Science and Technology Policy, School of Humanities and Social Sciences, University of Science and Technology of China. Her research field is science communication. During the postgraduate period, she followed her supervisor to participate in a number of provincial and national projects, and had more social practical experience, which laid the foundation for thesis topic selection and research.