Movies can increase Mental Health Awareness in India

**Title:** Effect of movies on Mental Health Awareness

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**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.

**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 $p = 0.006$

**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.

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