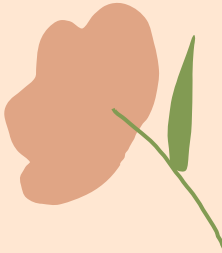




@yourstrulyusc

enhancing mental health
amongst the USC APIDA
community through the
lens of social media

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Explaining the effects the IG page had onto the USC APIDA community



The background is a light beige color with several abstract, organic shapes in shades of pink, orange, and brown. In the top left, there is a pink shape with a brown flower-like motif. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there is a brown shape with a yellow leaf-like motif. The number '01' is centered in a large, dark brown serif font, with several thin, overlapping orange lines circling it.

01

Mental Health

Mental Health: APIDA Community

- Parental pressure to succeed in academics
- Discussing mental health concerns is considered taboo in many Asian cultures and as a result Asian Americans tend to dismiss, deny or neglect their symptoms
- Pressure to live up to the "model minority" stereotype (a view that inaccurately portrays Asian Americans as successfully integrating into mainstream culture and having overcome the challenges of racial bias)
- Family obligations based on strong traditional and cultural values
- Discrimination due to racial or cultural background
- Difficulty in balancing two different cultures and developing a bicultural sense of self

Common Sources of Stress that Affected Participants' Overall Mental Health

<https://www.apa.org/pi/oema/resources/ethnicity-health/asian-american/article-mental-health>

Zooming In: USC Student Community

A random sample of 4,560 students* took part in this study in the Spring of 2018.

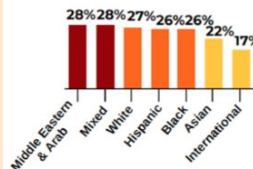
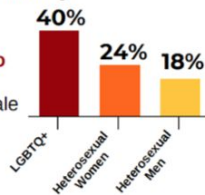
*The sample is weighted proportionally to USC student population by sex, race/ethnicity, degree program, and online or on-campus status. The respondents were 47% heterosexual female, 39% heterosexual male, and 14% LGBTQ+; 40% Bachelor's, 48% Master's and 13% PhD and Professional Doctorates; 33% White, 17% Asian, 22% International, 15% Hispanic, 3% Mixed, 6% Black/African American, 2% Middle Eastern/Arab, and 2% Other.



ANXIETY (GAD-7)¹

24% of USC students had moderate to severe anxiety

LGBTQ+ students had the highest rates of moderate to severe anxiety when compared to heterosexual male and female students.



For race/ethnicity, **Middle Eastern & Arab and mixed race** students experienced the **highest rates of anxiety** while international students had the lowest rates.

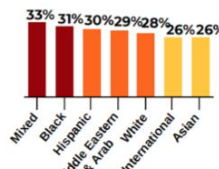
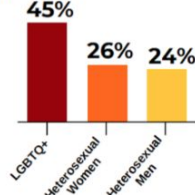
1. GAD-7 is a 7-item screening tool for measuring generalized anxiety disorder in the past two weeks (Spitzer, Krenke, Williams, & Lowe, 2006)



DEPRESSION (PHQ-9)²

28% of USC students had moderate to severe depression

LGBTQ+ students had the highest rates of moderate to severe depression while heterosexual male students experienced depression the least.



One third of **mixed race** students experienced moderate to severe depression compared to 26% of international and Asian students.

2. PHQ-9 is a 9-item instrument for screening depressive episode in the past two weeks (Spitzer, Krenke, Williams, & Lowe, 1999)

22% of Asian students experienced moderate to severe anxiety

26% of Asian students had moderate to severe depression

But how much is not reported?

Even Further: APIDA Community

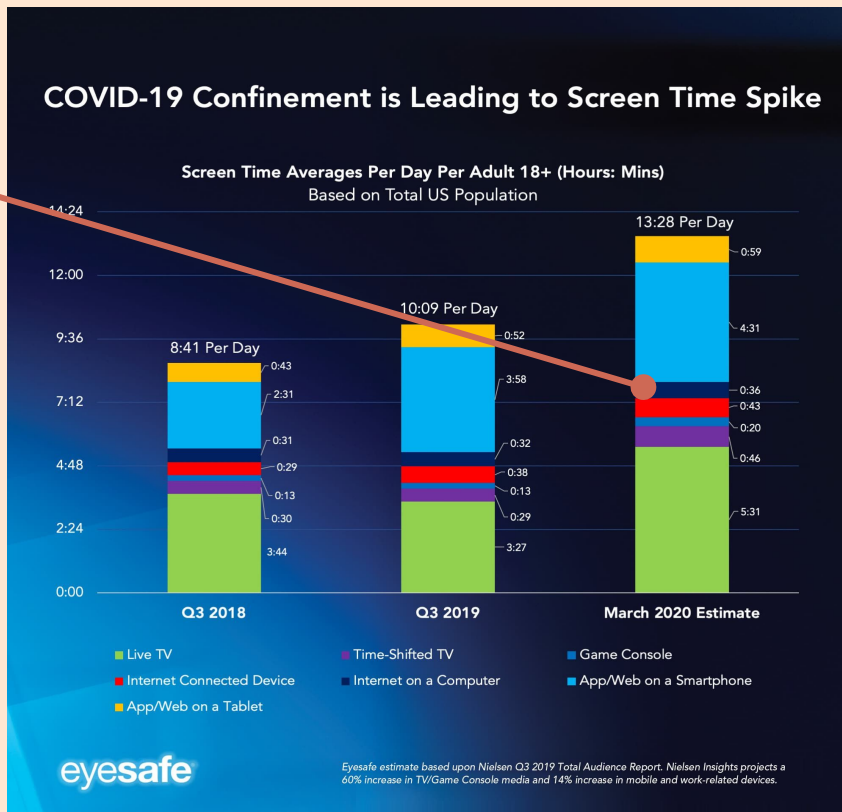
“Asian Americans are the **least likely** racial group in the U.S. to seek mental health services.

The Stigma Around Mental Health

- Cultural norms and values
- The “Model Minority” Myth
- Discussing mental health concerns is concerned taboo in many Asian cultures
- Lack of mental health education
- Religious or spiritual beliefs
- Lack of culturally appropriate resources and trouble accessing mental healthcare due to language barriers *

Implications of COVID-19 on Social Media

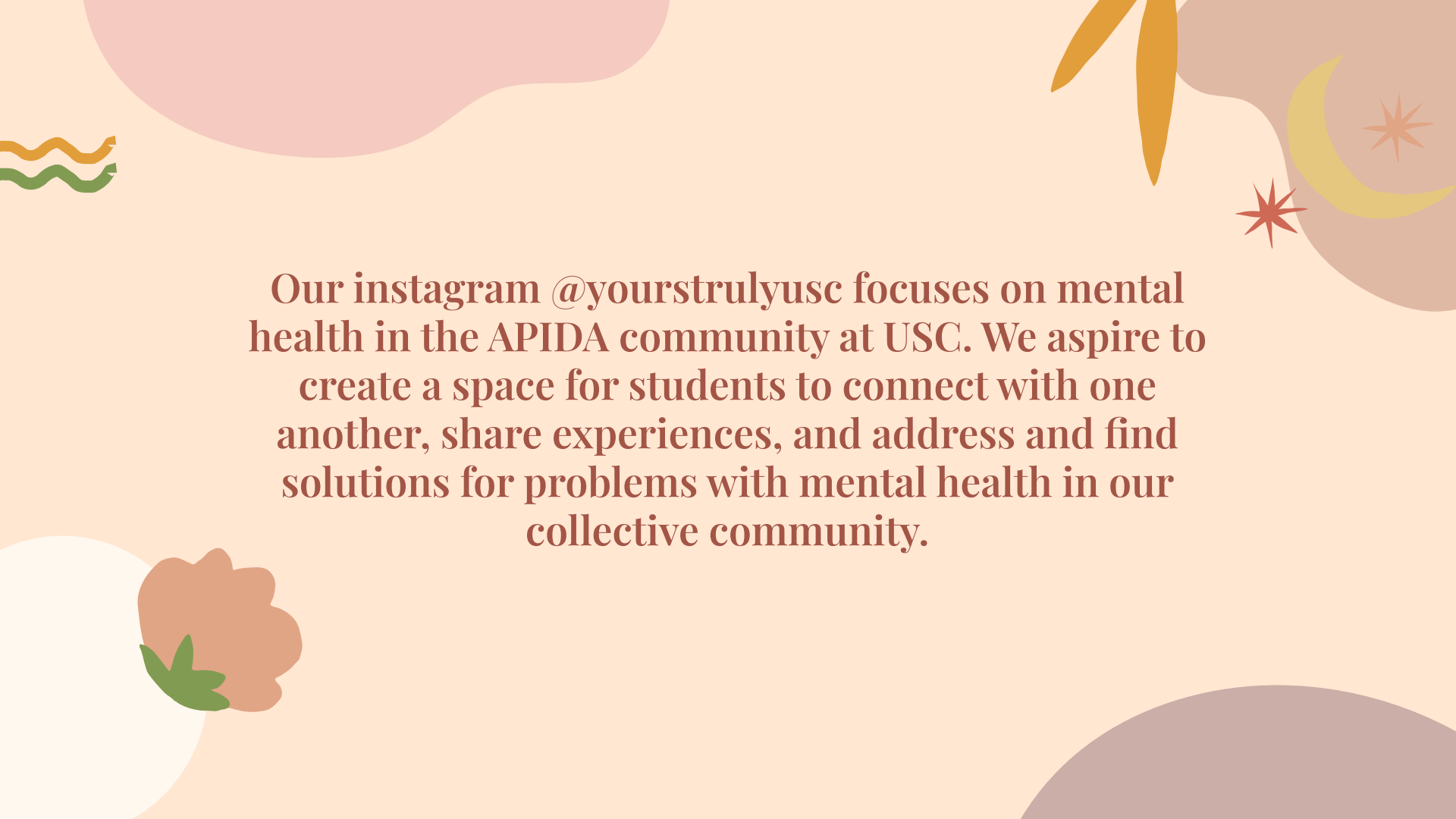
The average screen time per day per adult was **13 hours and 28 minutes** in March 2020



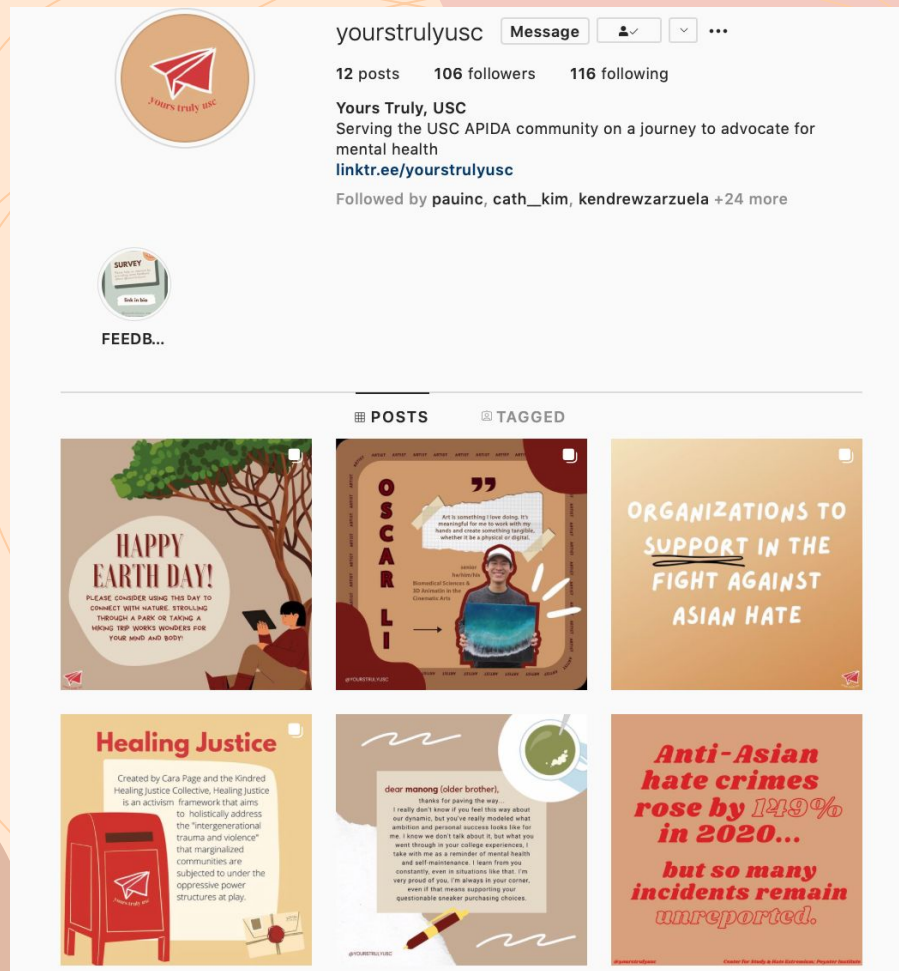
The background is a light peach color with various abstract shapes and motifs. In the top left, there's a pink shape with a brown flower-like element. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there's a yellow leaf-like shape. The central text is surrounded by faint, overlapping orange circles.

02

What is
@yourstrulyusc?

The background is a solid light orange color. It features several decorative elements: a large pinkish-red blob in the top left; a yellow crescent moon and two red starburst icons in the top right; a green and yellow wavy line in the middle left; a brown flower-like shape with green leaves in the bottom left; and a large greyish-purple blob in the bottom right.

Our instagram [@yourstrulyusc](#) focuses on mental health in the APIDA community at USC. We aspire to create a space for students to connect with one another, share experiences, and address and find solutions for problems with mental health in our collective community.



Features

- “Dear...”
- Student Spotlights
- Mental Health Resources

The background is a light peach color with several abstract shapes in shades of brown, tan, and pink. In the top left, there is a pink shape with a brown floral-like motif. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there is a yellow leaf-like shape. The central text is surrounded by a faint, hand-drawn orange oval.

03

Deeper Dive

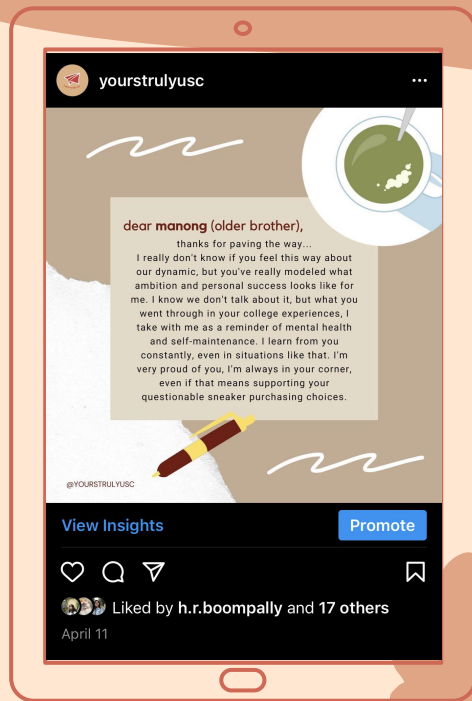
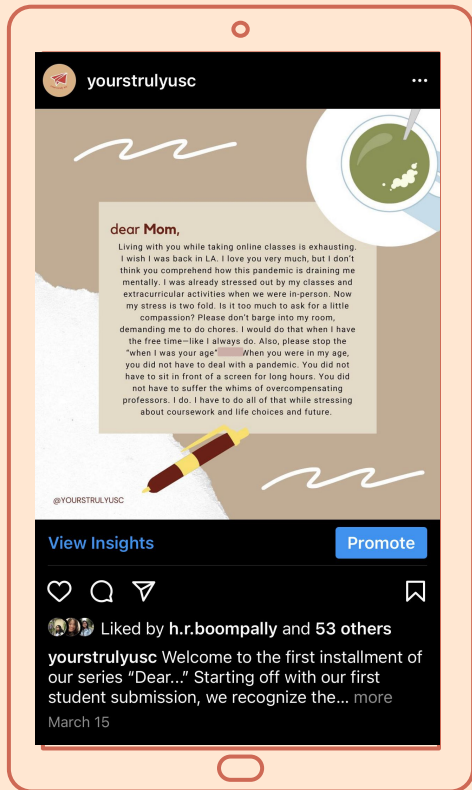


Trigger Warning

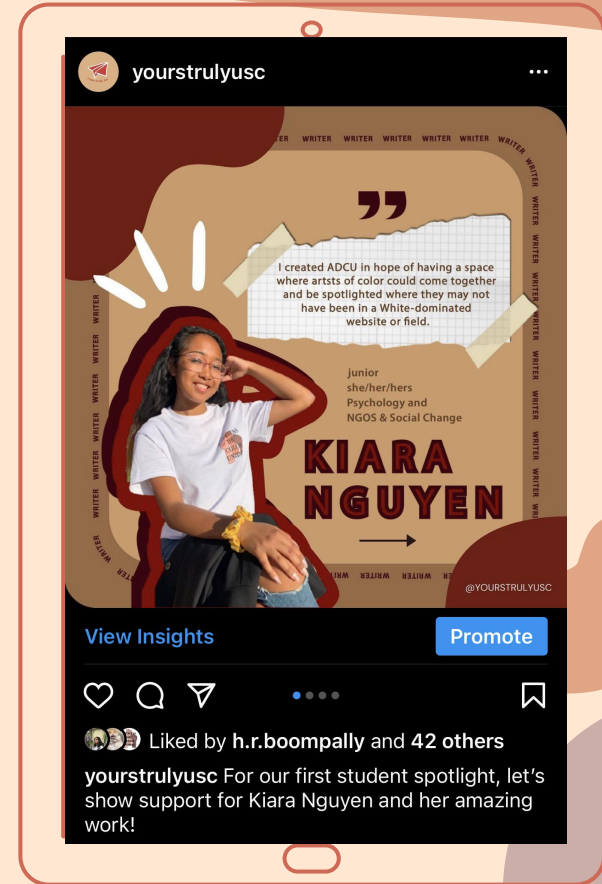
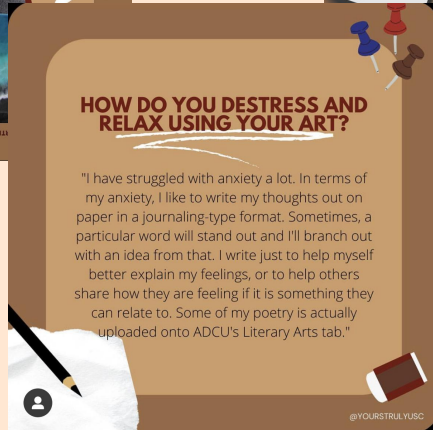
The following slides may contain **sensitive content** which some people may find disturbing or offensive.



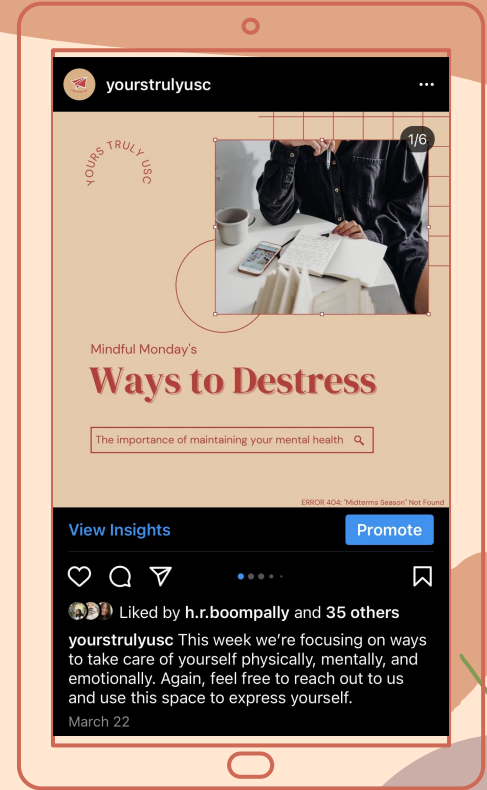
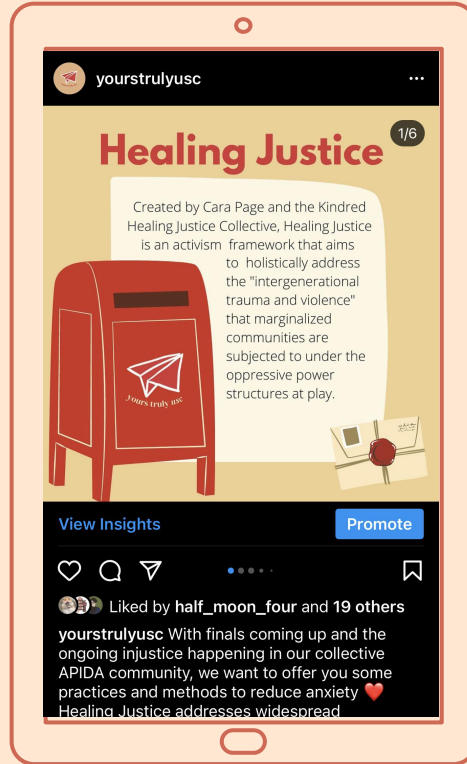
“Dear ...”




Student Spotlight



Mental Health Resources



The background is a light beige color with several abstract, organic shapes in shades of pink, orange, and brown. In the top left, there is a pink shape with a brown floral-like motif. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there is a brown shape with two yellow leaf-like motifs. The central text is in a dark brown, serif font.

04

Effects



Demographics

109 followers

in one month

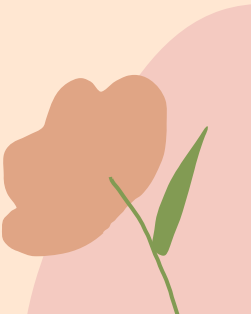

18 – 24 years old

main age demographic

73.8% Women, 26.2% Men

gender distribution

NOTE: Due to the nature of the CAPstone, our IG was launched one month ago. Therefore, the effects are not as evident in this stage of the project.



Feedback Survey



Survey

Conducted a survey to determine the effects of the page on our targeted audience (USC APIDA community)



Purpose

Understand how it has impacted the USC APIDA population and how to improve





100%

Enjoyed the content of the page

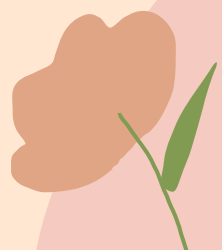

100%

Considered the the content on the page sensitive to
our viewers' needs

100%

Claimed the content was helpful or beneficial in any
way towards their mental health

NOTE: Due to the nature of the CAPstone, our IG was launched one month ago. Therefore, the effects are not as evident in this stage of the project.



FINAL TAKEAWAYS

- The audience indicated their suggestions and concerns
 - Including more stories aka “Dear...” posts
- Including more trigger warnings to ensure that we are considerate and understanding towards our posts and our members
- Having a space to explore and define mental health within the USC APIDA community has been helpful for audience
 - Communal communication and writing about one’s thoughts and experiences is beneficial
 - By shining light on these topics on social media, we hope to address the mental health stigma

The background is a light peach color with several large, organic, wavy shapes in shades of brown and tan. In the top left, there is a pinkish shape with a brown flower-like motif and a green leaf. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there are two yellow leaf-like shapes. The word "Thanks!" is centered in a dark red, serif font.

Thanks!