

"Social Marketing: Addressing stigma and discrimination in context of Bipolar Disorder"

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ABSTRACT

In Health care/Medical Sciences there are diseases like Psychiatric Illnesses which many people suffer in districts of Punjab like Fatehgarh Sahib and our country BHARAT and around the globe. These illnesses are with the people of all age groups, professions, gender and all the sections of the society. All these psychiatric illnesses are associated with stigma and discrimination because the society is not aware of these. The word "Psychiatric" when people hear they imagine that the psychiatric patient is mentally ill or and she/he may not become normal one day, nation-BHARAT and world. There is a need to make society aware of these mental illnesses and how the society can help these patients become normal apart from taking drug treatment/Counselling/Electric Current Therapy. This can be done with the help of E-Marketing in which digital technologies are applied for marketing of products and services and one of its type is social media marketing. Social media marketing is the way by which the traffic on the websites can be increased with the help of social media. The paper is theoretical and is based on the qualitative research and collected data from secondary sources of information. Social Media Marketing has great potential in Health Care/Medical Sciences as the today's generation and people from all the age groups are using social media on laptops/mobiles and are sharing their views, thoughts, ideas about their interests, news, topic of their interests. Social Media Marketing in health sciences can play a major role in creating awareness about "Bipolar Disorder" and remove the stigma, discrimination and taboo and help these psychiatric patients overcome the hesitation in talking about, sharing with the help of their loved ones who get educated with aid of marketing done on social media. There are several examples of Psychiatric Illnesses and in this research paper Case Study of "Bipolar Disorder" has been done and the role social media marketing can play in removing the stigma and discrimination associated with it is heart of the study. The nature of this study is qualitative and the author recommends there are many possible directions of research in role Social Media Marketing can play other Psychiatric Illnesses told in brief in this research study as well as other illnesses.

Keywords: Social Media Marketing, Psychiatric Illnesses, Bipolar Disorder

INTRODUCTION

Health/Medical Sciences in today's scenario have come far off from their origin in treatment of various illnesses suffered by the patients worldwide. The scientists have developed various drugs (e.g. anti-biotics) injections (vaccines) counselling methods and medical advise for not only cure of the diseases but prevention of the diseases. Scientists also nowadays are come up with drugs/vaccines to cure the diseases that spread faster like viruses EBOLA as soon as possible. The ENGINEER technologists have developed medical equipments, devices and systems to help the doctors in diagnosis, treatment and follow up so that the patients get cured in record time and the scientist all over the world are working on developing Advanced System based on Artificial Intelligence like Expert System/Robots to overcome human limitations. Doctors, Engineers, Scientists (Researchers) are continuously working on these things. Management Scientists are also evolving management theories, concepts, theoretical models, strategies, ways to help doctors, ENGINEERS, Scientists create awareness about the various diseases across across the globe and make world citizens knowledgeable about the probable symptoms, drug treatments, Health Care professionals dealing with these diseases, the ways to help their loved ones to overcome these diseases as early as possible.

In medical sciences there are different categories of diseases like "Psychiatric Illnesses" Examples are "Bipolar Disorder", "Schizophrenia", "Depression", "Suicidal Tendencies", "De-Addiction", "Mania", "Anxiety", "Obsessive Compulsive Disorder (OCD)".

The Society is not aware of the various psychiatric illnesses and also when they hear the words “Psychiatrist”/ “Psychologist”/ “Psychiatric illnesses” they think that the patient is mad or mental and may not become normal achieve something anything anytime in life....

On the other side the patient suffering from Psychiatric illness hesitates to tell about his/her disease to parents, friends, relatives, family friends, neighbours, family members, social circle because they think this illness is stigma on them and their parents and they will face discrimination in the society, nation, world, universe because of this illness. They don't even tell about the “Psychiatrist”/ “Psychologist” they are visiting, the drug treatment they are taking their side effects, when they will be permanently cured, what their dreams are which normal person wants to achieve.

The study includes the different perspective from the different groups:

- i. Patients suffering from psychiatric illnesses
- ii. Doctors (“Psychiatrists”) curing Psychiatric patients.
- iii. Healthcare professionals/NGO's dealing with Psychiatric Patients.
- iv. ENGINEERS developing systems for Psychiatric patients.
- v. Researchers developing Drugs/Vaccines/Counselling Methods/Medical Advice.
- vi. Loved Ones of Psychiatric Patients.
- vii. People likely to suffer from/risk of getting Psychiatric Illnesses.

Now Management Sciences/Social Sciences like Marketing and these days the buzzword Social Media Marketing (Type of E-Marketing) can be utilized to deal with the above perspectives because the people of all age groups are online on social media on different devices for most of the time in 24 hours in a day. Social Media Marketing basically is the utilization of social media to bring traffic to the websites. Thus social media marketing can play a major role in addressing the stigma and discrimination suffered by psychiatric patients and by employing strategies/ways using innovation in Social Media Marketing.

Examples of Psychiatric Illnesses

There are types of Psychiatric Illnesses given below:

- i. **Bipolar Disorder** (*Discussed in detail later*)
- ii. *Schizophrenia*
- iii. *Depression (Suicidal Tendencies)*
- iv. *Drug-Addiction*
- v. *Epilepsy*
- vi. *Anxiety*

Schizophrenia: Schizophrenia is a mental illness which is the advanced stage of Bipolar Disorder. In this the Psychiatric Patient suffers from various symptoms such as hear voices which actually are not there, not in touch with reality, thinking is not normal, psychiatric patient does not come in social circle and also is demotivated. There can be other illnesses with these psychiatric patients such as Substance use disorders like drug addiction. The psychiatric patient takes drug treatment for this mental illness and suffers from the side-effects of these too.

Depression (Suicidal Tendencies): This mental illness is advanced stage of Schizophrenia which is advanced stage of Bipolar Disorder. In this the psychiatric patient feels loss of memory and interest, decrease in concentration, sad, demotivated, hopeless, worthless, inactive, decrease or increase in hunger, increase in number of hours of sleep, the psychiatric patient doesn't like talk to anybody, behaviour is changed like irritability, the psychiatric patient doesn't like to look handsome/pretty or doesn't like to groom himself/herself every day and maintain his/her personal hygiene. The psychiatric patients suffer from above symptoms as well as SUICIDAL tendencies whole day and various thoughts come to his mind to end his/her life, how to commit suicide/ways to commit suicide, What will be after suicide to his parents & loved ones and what will be consequences as per the religion and spirituality and also the legal. The psychiatric patient takes drug treatment for this mental illness and suffers from the side-effects of these too.

Drug-addiction: This is a Psychiatric illness in which the patient has an exposure to addictive stimulus (e.g. participate in Thrill activities example GAMING, engage in sexual activity, use of cocaine, heroine, opium and other drugs and drinking liquid like cold drinks or eating particular food.) Addictive Stimuli means that the probability that the psychiatric patient will seek repeat exposure to these substances and other such things is increased. They are apparently make the Psychiatric patient feel pleasure and desirable and actually these substances doesn't give pleasure to the human body but to the human brain also. The psychiatric patient takes drug treatment for this mental illness and suffers from the side-effects of these too.

Epilepsy: This is basically a neurological disorder in which the epilepsy patient suffers from short-term to long-term shaking and which can result in physical injuries like breaking of the bones and others. These epileptic seizures can reoccur also in the future.

Anxiety

Anxiety can be normal but but when it is experienced regularly the psychiatric patient may suffer from anxiety disorder and involves the expectation of future threat. The psychiatric patient suffering from anxiety withdraws from situations which have provoked in the past.

Objective of Study

- The First objective of the study is to throw light on Social Media Marketing and the Case Study of “*Bipolar Disorder*”.
- The Second objective of the study is to tell about the Role Social Marketing can play in removing the stigma and discrimination associated with “Bipolar Disorder” and to bring forward the ample opportunities available for the Social Media Marketing in addressing stigma and discrimination with other Psychiatric Illnesses mentioned in brief.

Methodology of study

- i. The methodology of the research work is derived from the systematic and theoretical analysis of the methods to evaluate correct specific method for application. It constitutes qualitative techniques.
- ii. This study is Qualitative in nature and is conducted based on the data collected from secondary sources of information such as published reports, journal articles, newspapers and magazines.

CASE STUDY-“BIPOLAR DISORDER”

In this type of psychiatric illness the patient in his human brain which has the neurons their hormonal balance gets disturbed which alters the normal functioning of the neural network of the human brain. Due to hormonal imbalance the neurons functioning as transmitter and others doesn't function normally. This is caused by reasons like enormous amount of stress on human brain, hereditary reasons (genetic), seasonal variations. The neural network of human brain is connected with Nervous System of human body and further with sensory system of human body which needs on the input/output with neural network of the human brain.

The Bipolar Disorder disease is associated with Racing of the thoughts, mood, concentration of mind, blockage of mind, drug treatment from Psychiatrist, Counselling from Psychologists/Healthcare professionals, parents and loved ones during the episodes and the side-effects of drugs and Negative counselling and their presence to help them recover from episodes which last from 0-6 months and help them become independent job, career and marriage and move to next phase of life.

The drug treatment used by Psychiatrist all over the world for Bipolar Disorder patients includes Medicines like “Sodium Valporate”,(Clonazepam),WakeAlert,SIZOPIN, “Lithium” Oxicarb.(Related salt and dose adjusted as per the weight and health of Bipolar Disorder patient).

The Bipolar Disorder patient behaves normally with drug treatment and counselling but there is strong possibility that he/she may suffer from episode (attack) again in future due to the reasons by which he/she has got this illness and also if the medicine one time in a day is missed by him/her and that episode will last for minimum 6 months even if controlled by drug treatment.

The society and the population can know the causes of the Bipolar Disorder and can help their loved ones that they don't suffer from Bipolar Disorder because it will cause sufferings for Bipolar Disorder patients for years/lifetime, episodes(attacks),lots of drugs, side-effects with these drugs, stigma in their mind and discrimination in the society and further the family and loved ones will also go into depression that their family member may or may not be able to completely recover from Bipolar Disorder and become Normal, achieve his/her dreams, healthy contribution to society, nation-BHARAT/HINDUSTAN/INDIA and world.

The Psychiatrist strongly recommends the prescribed drug for such patients daily basis 1-1-1. which can't be missed because then the relapse stressful condition can't be avoided. The Bipolar Disorder drugs are very strong and have side-effects like sleep more than normal till 12 hours, Reduced Sex-hormone production in body or Impotent, Loss of Hair, Weight Increased, Weakness/Fatigue after 1 hour of eating the drugs, Jerks in the Neck, Restlessness, Lethargicness, Snoring during Sleep, Farting apart from sleep, other side-effects depending upon the drug told by Psychiatrists.

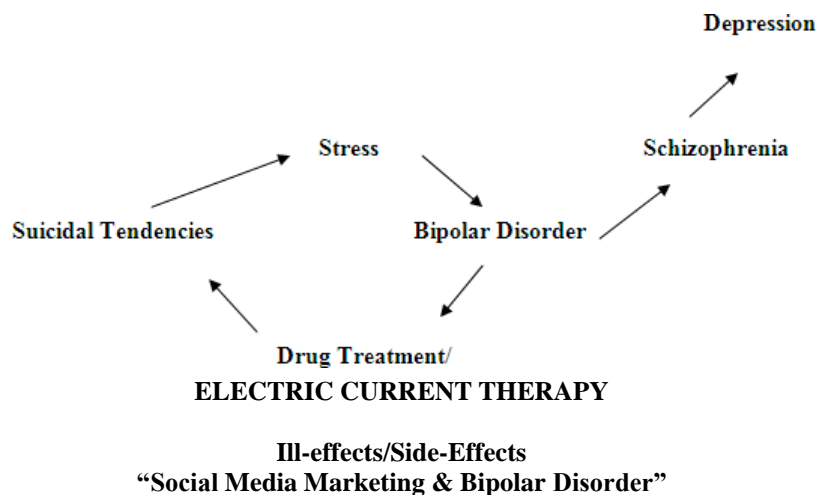
Sometime Psychiatrist prescribe the Bipolar Disorder patients who might not be able to react well to the drug treatment given to them then they might opt for technique known as ECT. “ELECTRIC CURRENT THERAPY”. In Medical Sciences there are different medical advise regarding the application of Electric Current Therapy to Bipolar Disorder Patients. Some Psychiatrists are of the view regarding the application of ECT that there can be unexpected results like loss of memory permanently, worsening of the condition of the patient in case of the patients who have the history of Fits etc. other Psychiatrists are of the opinion that “ELECTRIC CURRENT THERAPY” is perfectly safe and will definitely cure the Bipolar Disorder patient when the drug treatment fails and which is also mentioned in the Psychiatric books and have been told to them by the Professor & Doctors who were guide/internal examiner/external examiner and gave them M.D.(Doctor of Medicine) in the Government medical colleges & Private medical colleges in the BHARAT/HINDUSTAN/INDIA and all the world. Thus the final decision will be arrived by the discussion between Psychiatrists and the Health Care Professionals based upon the Psychiatric books, Clinical Experience and Patient feedback.

The Bipolar Disorder patients face apart from the Bipolar Disorder ill-effects & side-effects of drug treatment, stigma in mind and discrimination in society, BHARAT/HINDUSTAN/INDIA and world. They think that they are not normal human beings as mentioned earlier and they might not be able to live the normal life and achieve their goals dreams in the life and till their drugs will be finished forever.//

Due to these stuff in psyche they consider they won't be able to meet their career goals, expectations of family, prestigious jobs, wedding, progress to the subsequent chapter of life and turn out to be “Triumphant”. Thus these views are constantly in their brain which makes them suppose that they are failure in life, acquaintances and own flesh and blood family friends, class-mates, batch-mates, Neighbour, community surround won't adore and warmth to them.

They think that they are not independent in life, they always think of the social security, permanent source of income, they think after their parents are gone they don't have anybody in this world to take care of them. Their marriage partner might won't accept them, love them, accept for what they are not because of the financial security they carry. The bipolar disorder hesitate to share the illness & all the things related to it with their life life partner before the marriage due to stigma and discrimination associated with Bipolar Disorder.

Thus the Bipolar Disorder patient due to the above things going on in his mind and not able to share these thoughts with anyone suffers suicidal tendencies. He/She might become aloof in the social circle, think about the various ways to end his life because he/she thinks it is worthless/failure. This again puts more stress on his/her mind which will increase his illness.



Patients suffering from Psychiatric illnesses (“Bipolar Disorder”)

Patients who are suffering from these illnesses who are online and access to the Internet and have accounts on different social media websites can share their symptoms, fears, stigma in mind/discrimination they have faced with their loved ones can take their opinion/recommendation and consult Psychiatrist/Psychologist websites of NIMHANS Bangalore/NIH U.S.A. who are reliable and have a good experience in handling/curing such cases.

Psychiatrist dealing with the Psychiatric Patients(“Bipolar Disorder”)

Psychiatrist associated with Healthcare organizations can market their Skills/Clinical Experience/Education Degrees M.B.B.S M.D./Health Care organization specialization experience in this field/Expertise in the field and reach more and more patients suffering from these illnesses and also the loved ones of these Psychiatric patients (“Bipolar Disorder”) and also general population to make them aware of Symptoms/causes to prevent prospective patients early detection/prevention of psychiatric illnesses.

Healthcare professionals other than Psychiatrists dealing with the Psychiatrist Patients (“Bipolar Disorder”)

Healthcare professionals other than Psychiatrists like Psychologists, Psychotherapist, Psychiatrist Social Workers, based upon their expertise, education can reach the masses through various social media channels.

- i. They can write blogs and tweets.
- ii. They can upload videos/Audios/Presentations/on social media such as Youtube, Slideshare etc
- iii. They can share information through articles on News websites & print media, Radio, Television, SMS, MMS.
- iv. They can start online communities or forums and reach masses to join the same or they can join existing online communities and spread the word in these.
- v. They can organize various events/meetings etc to physically bring people bring on a platform for discussions, create awareness and food, cultural events make it interesting.

The basic purpose of above is to have one-to-one counselling of Psychiatric Patients (“Bipolar Disorder”) to remove their hesitation in sharing this disease, to help them overcome stigma in mind, to bring them in mainstream of society, NATION-BHARAT/HINDUSTAN/INDIA and world.

ENGINEERS developing systems for Psychiatric Patients (“Bipolar Disorder”).

Engineers developing system for medical/healthcare sciences can use various social media websites to know about the current discussions, concerns, trends going on various social media websites also which medical systems can be developed or improved for the Psychiatric illnesses like Bipolar Disorder which patients are suffering from in District Fatehgarh Sahib, Punjab, BHARAT/HINDUSTAN/India and across the globe. Engineers who have already developed systems used for diagnostic purpose of Psychiatric illnesses (“Bipolar Disorder”) can market these to Healthcare organizations around the globe and to the patients, their loved ones, Healthcare professionals, Psychiatrists, Psychiatric Patients (“Bipolar Disorder”) can read and ask their queries directly/indirectly from ENGINEERS.

Researchers developing drug treatment & tracking the Psychiatric Illnesses (“Bipolar Disorder”) Statistics in Medical Sciences/Social sciences/Pharmaceutical Sciences/ Engineering Sciences.

Researchers in above mentioned areas can use the various social media websites to know about the current trends and patterns using social media analytics and analyze the success of current drug treatment, therapies, counselling used across the globe in the current era and can directly interact with patients actually taking the drug treatment for Psychiatric illnesses (“Bipolar Disorder”). Those in social sciences can have statistics and help the governments across the globe to improve the policies, projects and healthcare programs run by them. Researchers in Medicine can help introduce advanced courses from Super Speciality for as soon as possible eradication of Psychiatric Illnesses (“Bipolar Disorder”) forever. Researchers in Engineering Sciences can help ENGINEERS develop medical systems covering all Psychiatric Illnesses by better diagnostic testing machines, fast & accurate reporting and other aspects of Psychiatric Illnesses (“Bipolar Disorder”).

Conclusions and Future Scope

This research introduces Psychiatric Illnesses and Social Media Marketing. Then it tells the types of Psychiatric illnesses and brief about all of them and then it explains the Psychiatric Illness “Bipolar Disorder” in details as CASE STUDY. The heart of this research paper is the CASE STUDY of “Bipolar Disorder” and the Role Social Media Marketing can play in removing the stigma and discrimination associated particularly with “Bipolar Disorder” in context of “Patients”, “Parents”, “Psychiatrist”, “Psychologists”/Healthcare Professionals and Researchers and ENGINEERS. This research paper is theoretical in nature and data was collected from secondary sources such as Thesis, research papers, magazines, reports etc. The research concludes that Social Media Marketing type of E-Marketing can play major role in dealing with the stigma and discrimination associated with the Psychiatric Illness (“Bipolar Disorder”) and this Social Media Marketing can be used for removing the stigma and discrimination associated with other Psychiatric Illnesses and other illnesses in medical sciences. Also apart from Social Media Marketing other types of E-Marketing like Social Media Optimization/Search Engine Optimization/E-Mail marketing/Affiliate marketing and Growth hacking. In my viewpoint I would like to state that it depends on the organization/individual how well it makes use of Social Media Marketing and other types of E-Marketing so that he/she/organization can apply to various areas other than medical sciences and take society/NATION-BHARAT/HINDUSTAN/INDIA forward and also the other nations of the world. The research approach followed in this research paper is qualitative. Further scope of research is also there where the theoretical framework can be proposed and tested by statistical tools and techniques.

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