

Impact of Youtube on the Stigma of Mental Illness in India

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Abstract: *The purpose of this study is to determine whether or not YouTube has had an effect on reducing the stigma that is associated with mental health. The research will place particular attention on the nature of the content, the reach, and the reaction of different online mental health initiatives and videos. Additionally, the study takes into consideration the perspectives of both young people and experts working in the field of mental health*

Keywords: Mental Health Awareness, Stigma Reduction, YouTube Campaigns