THE STIGMA INDEX

Enosh the Israeli Mental Health Association 2021

ENOSH
The Israeli Mental Health Association

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Methodology

Research purpose:
To examine the use of expressions from the content world of mental health in the traditional media and social media

Research Metodology:
A representative sample from the Israeli media: printed, digital and broadcasted, and social media

Method of analysis:
Qualitative content analysis, which reliably reflects how the average Israeli perceives the coverage

Number of media reports: 2,680
Number of social media chats: 62,385

indicators:

Number of
posts / chats

Number of
appearances / reports

Analysis structure:
Expressions: insane, psychopath, mentally ill, schizophrenic, split personality

Usage classification: correct usage, incorrect usage, incorrect and offensive usage

Who used the expression: the media, politicians, celebrities, etc.

Terms & Findings

◆ As part of the research, we have analyzed reports and posts to examine in what context five selected expressions from the content world of mental health are used.

◆ We have classified the expression usage into 3 groups:

1. **Correct usage:** To speak about a diagnosed mental condition. A very small part of the total usage

> "The debtor has no earning capacity; he is a **mentally ill** individual, who hasn't been working for 28 years." (News1 website)
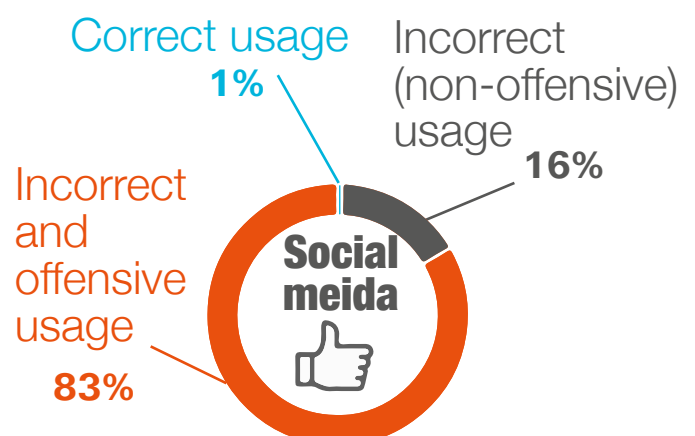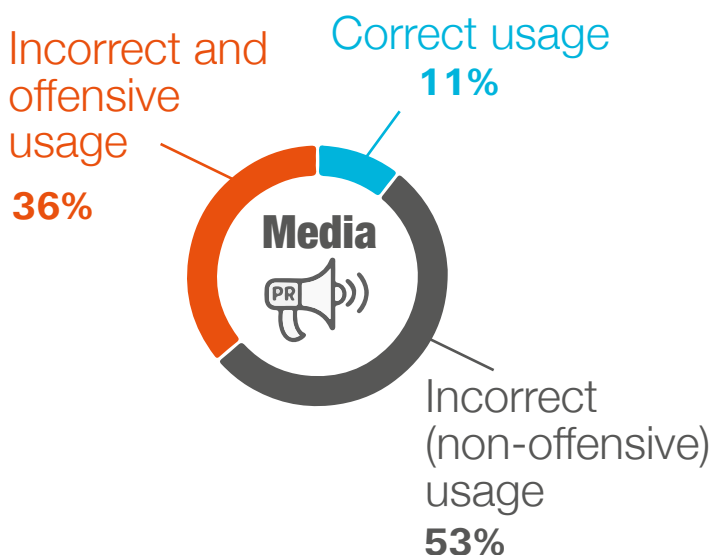
2. **Incorrect usage:** As adjectives that are common in language. Half of the expressions used in the media are used in this way.

> I can see how competition over hi-tec workers has reached an insane level, and not only in terms of money (TheMarker Magazine)

3. **Incorrect and offensive:** When the expression is a way to say something negative. The absolute majority of the expressions used on the Internet.

> "The man is mentally ill. He put the syringe he was vaccinated with in a frame!!!" (tweet)

....

The absolute majority of the incorrect usage of expressions in the social media is offensive | Correct, incorrect and offensive usage of expressions in the media and on the Internet

Incorrect and offensive usage
36%

Correct usage
11%

Media

Incorrect (non-offensive) usage
53%

Correct usage
1%

Incorrect (non-offensive) usage
16%

Incorrect and offensive usage
83%

Social meida

Examples by types of usage

Correct usage

An article by a criminologist

How to identify
psychopaths and how
dangerous are they?

Psychologists.com
A psychopath has an image of a cold, heartless,
inhuman creature. But do all psychopaths show a total
lack of normal emotional capacity and empathy?

Incorrect usage

Omer Yankelevich (politician):

I had an insane impact on the Orthodox society.

A comment on Facebook – on Demi Lovato, who
asked to be addressed as "they":

"I didn't get the concept, what's behind this definition?
Does she have split personality? Why in plural?

Incorrect and offensive usage

Natan Zahavi on 103fm (radio):

"Has anyone checked that Maouda isn't a mentally ill psychopath?"

Knesset Member Simha Rotman: Yamina Party is a split personality

Originally posted by **Hbvoll**
What does Disney's Aladdin have to do with
it you **schizophrenic** take your pills dude

Rami Ashqar
@ramiashqar1

Replying to @FalahSaab

What they have in common is their sick insane brain

Incorrect usage of expressions

◆ In the media – the word "insane" is the most popular, in particular to describe big or extreme phenomena.

◆ On the social media – "mentally ill" has the highest usage and is only used in a derogatory sense.

◆ On the social media, too, the word insane is used to describe extreme phenomena and is the only word that is used non-offensively.

◆ Both in the media and on the social media, the words "mentally ill" and "psychopath" are used as derogatory terms.

◆ "Psychopath" is often used specifically to describe criminals – in reality and in popular culture.
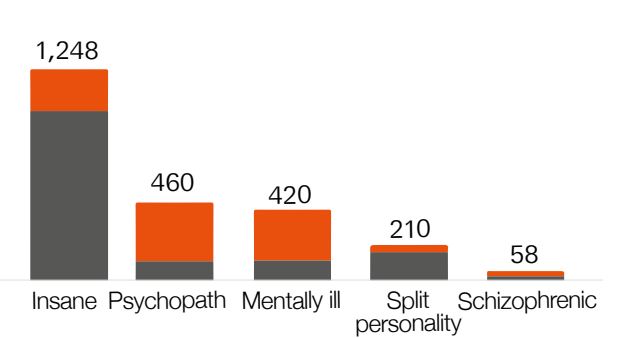
Insane is a common adjective, also in a positive sense

About the Kardashians: "The **insane** holiday home is completely new" Ynet mews

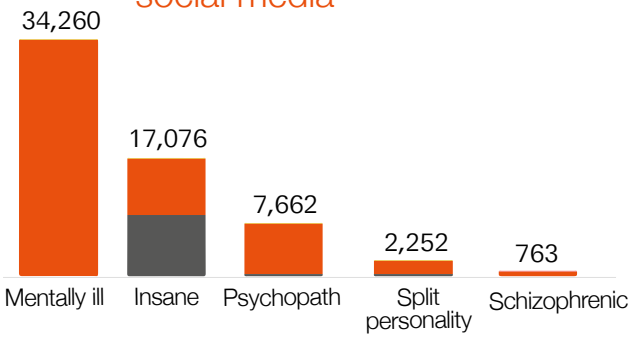About Stef Kari: "His **insane** shooting ability" Yediot Aharonot News paper

About the school year: "an **insane** COVID year" Keshet 12 News chanell

In the media – frequent use of the adjective "insane" | nature and scope of expression use in the media

1,248
460
420
210
58

Insane | Psychopath | Mentally ill | Split personality | Schizophrenic

On the social media- frequent use of "mentally ill" in a derogatory sense | nature and scope of expression use on the social media

34,260
17,076
7,662
2,252
763

Mentally ill | Insane | Psychopath | Split personality | Schizophrenic

■ Incorrect and offensive usage   ■ Incorrect, but non-offensive usage

Expression usage - Examples

Mentally ill

"Rabbi Berland is a gift that keeps on giving. A crazy, **mentally ill** madman. Let him stay in a small cell." (Red Sea Radio)

Yossef Haim Malka two months ago
Yishai Potroh is in reference to "Main register",
he is **mentally ill** both in the series and there

Psychopath

158. You psychopath. Very far from being an educator.
Lowest morals blog | 05.06.21

Michal Selah's sister, Lili Ben Ami: "Eliran Malul is a psychopath, who has to be driven away from human society"

Reference to criminals

A psychopath father. Weak, treacherous children. Piles of money that have suffocated everyone's souls. And the best series on television today. **(Ynet news)**

The expression used in culture

Split personality

Norway's split personality: takes care not to pollute at home – but exports large quantities of oil

Yinon Sharabi
@ynon0000

Replying to @mossi_raz
You have a split personality, you should get a diagnosis and some treatment

Insane

B.M.W. Motorcycles: Insane super sport, and futuristic electricity

Corey Vaxxler
@MarlonBrandoeye

Replying to @LiorHecht
Listen you insane person, get away from our children

Schizophrenic

A schizophrenic quarter: the pandemic sharply increased Strauss' profits in Israel – the profits in the U.S. crashed

Utz Li Gutz Li
@LPRta8Ob6#uNKD

Replying to @YanaiShaul @NoamGolany and @Riklin10
How many times must you be told not to tweet before you take your [pills]??? Are you sure that you are Dr. @YanaiShaul? Maybe a schizophrenic. A doctor in everyday life, an empty-minded, hollow moron with an engineered consciousness – on Twitter.

In the media – who used the expressions?

◆ The media (reporters, hosts, columns) is responsible for almost half of the incorrect usage of expressions. In most cases, the usage is non-offensive.

◆ Interestingly, the use of expressions is characteristic mainly of the printed media, often in opinion columns.

◆ Politicians use these expressions less, but when they do, it is usually in an offensive way.

◆ Examples that stand out in particular: Ulmert, who called Netanyahu mentally ill in an interview, and Aiman Odeh (KM), who called Itamar Ben Gvir (KM) mentally ill in a debate between the two.

◆ In general, discourse related to polarization and divisiveness serves as a catalyst to using these expressions – not only among politicians.

Politicians – use the expressions in an offensive way

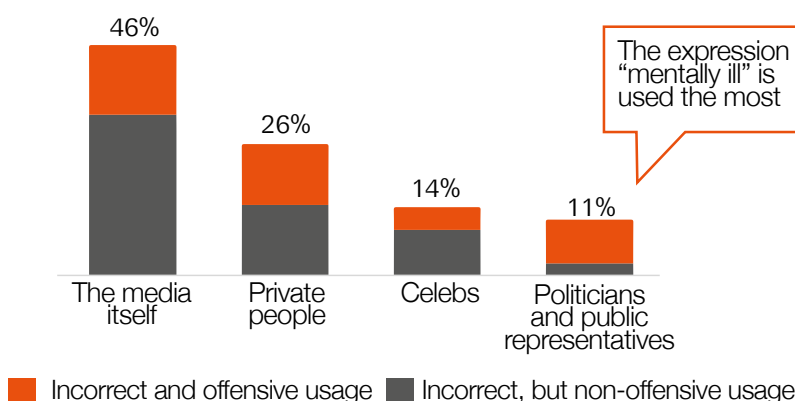A debate between Itamar Ben Gvir and Odeh, head of the Joint List: "Terrorist, mentally ill"

Dr. Michael Ben Ari snapped at the shocked host: "Tell me, are you insane?"

The Prime Minister's family sued Ulmert: "He called us mentally ill"

The printed media leads the use of expressions, politicians make offensive use | distribution by who used the expression

The medium	Reports, where the medium used the expression
HaAretz	130
Walla	80
Yediot	65
	48
Israel Hayom	38
Keshet 12	25

The expression "mentally ill" is used the most

- 46% The media itself
- 26% Private people
- 14% Celebs
- 11% Politicians and public representatives

■ Incorrect and offensive usage   ■ Incorrect, but non-offensive usage

In the media – who used the expressions

Media

Rabbi Binyamin Lau:

Inner Conversation | **"What are you? Insane? Is this what we established the State for?"**

Albert Shvut (journalist) in the local newspaper "Carmel"

The grandiose plan of splitting the nation's personality

A bombshell in "Big Brother" – Josy Zira about Rami Vered: "a mentally ill radical leftist"

Ofer Kasif (KM) to CNN: "Netanyahu is a pyromaniac and psychopath, he lit the fire in Gaza to remain in power"

Razi Barkai on "Galei Zahal radio"

Our insane people are more dangerous than theirs. The police is in no hurry to arrest extremist Jews, such as Lehava members

Social media

Victor Lazlo
@Vanity72973951
Replying to @N12News and @DaphnaLiel

First let's announce that Bennett is a schizophrenic

gerifogi
@gerifogi
Replying to @gildi1214 and @IlanShiloah

Let him go to Gaza.
The entire left are mostly mentally ill.

Regina hanukayev
@RHanukayev
Replying to @BarashiKinneret

The man doesn't hear what comes out of his mouth..
"We will talk about Ms. Shaked in a minute" a second later
"I didn't want to say anything about Minister Shaked"

A severe case of split personality

Distribution by social media

◆ Most of the references are on Twitter, where the discourse is more jargon-like and focused on politics and COVID 19.

◆ This is an interesting finding, since in general, Twitter produces less chats than Facebook.

◆ offensive use of the expressions that were examined is related to divisive discourse, which is more pronounced in tweets.

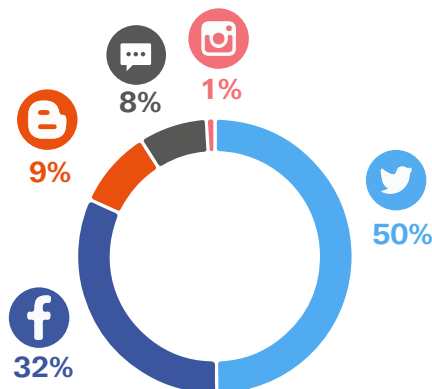◆ Most chats on the social media are offensive and Comments are the most offensive.

👍 Offensive examples from Twitter

Nilya 168 Yarkon
Replying to @akibigman
Clearly, part of Netanyahu's severe narcissistic personality disorder is a type of split personality.
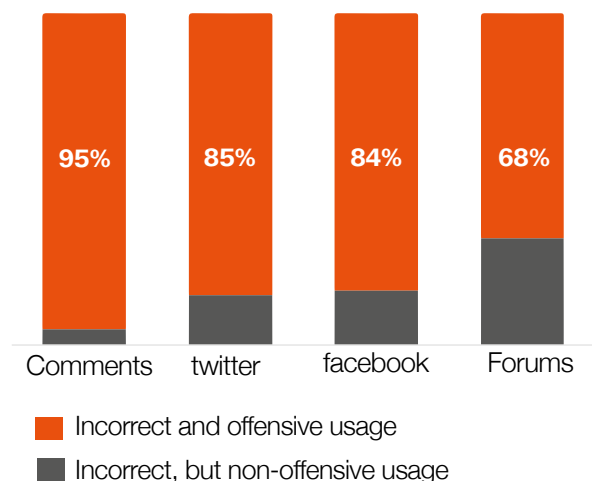
Maoz Tsur
Replying to @barak_ehud and @alonbd
You are mentally ill... There is no other way to understand your obsession... jealousy is making you blind... it disrupts you

The Foreigner
We always knew that he was a psychopath, but this is a different level

Use of expressions distributed by social media

💬 8%
📷 1%
🅱 9%
🐦 50%
f 32%

Comments are the most offensive

Comments	twitter	facebook	Forums
95%	85%	84%	68%

🟧 Incorrect and offensive usage
⬛ Incorrect, but non-offensive usage

Changing the narrative

◆ The expressions come up as part of discussion about the correctness of their usage

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◆ Note that sometimes in the media, too, a discussion takes place about the way these expressions are used (6% of all references in the social media).

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◆ The subject comes up in particular after use is made of one of these expressions in an offensive way – and in response, criticism or legal actions take place.

Criticism of offensive use of an expression - politician

Ulmert demands a psychiatric examination for the Netanyahu family and defends himself: "mentally ill is not a derogatory term"

Knesset members – learn how to speak, hospitalization is not a curse word

Saar remarked sarcastically: "political schizophrenia", the Knesset member attacked: "It's a disease, not a derogatory term"

Legal actions as a result of expression use

Called her husband "psychopath" and will pay him 68 thousand Shekels compensation

…also sued the mayor and his close associates recently, for calling him "mentally ill" on several occasions.

Use of an expression towards LGBT community

Avoid expressing negative attitudes towards homosexuals at any age. Children can hear your remarks, such as **"mentally ill"** and the like.

When a student hears his friends use the word "homo" as a curse, when they say that **"they should be hospitalized in a hospital for the mentally ill"**, think what this does to a student, who has this experience in his life.

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