Multi-Generational Analysis of Perception and Acceptance of Mental Illnesses: Current Indian Context

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Abstract : This paper explores the attitudes and awareness of multiple generations ranging from Boomers I to GenZ (i.e. from 1954 to 2012) towards mental health issues. A convenient sample of 191 people was gathered in India aged 11-77. 20 people each were considered from 5 generational cohorts, namely- Boomers I, Boomers II, Gen X, Millennials, and Gen Z. The study tool comprised a survey that included demographic questions and the Community Attitude towards Mental Illness (CAMI) scale by Taylor & Dear (1981). Descriptive statistics, ANOVA, and Bonferonni's post-hoc analysis have been used to perform the analysis. The findings reveal that the level of kindness towards those who struggle with mental health varies through certain age groups. An overall sense of exclusion of those struggling with mental health is prevalent among all age groups. GenZ's awareness of mental health issues is primarily via social media, as against the rest of the generations seeking it from close relatives and friends. The study's findings suggest a need to investigate further the quality of mental health knowledge content and its consumption pattern. Understanding the dynamics of information sharing and the potential for biases requires further discovery.

Keywords : attitude, behaviour, mental illness, Gen Z, millennials, Gen Y, multi-generations, generational differences
Conference Title : ICAPN 2023 : International Conference on Ageing, Psychology and Neuroscience
Conference Location : Istanbul, Türkiye
Conference Dates : December 18-19, 2023