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Social Media and Its Impact on Shame, Stigma, and Isolation

John Luo, MD
Professor of Psychiatry
UC Irvine School of Medicine
October 10, 2019

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› Disclosure of Financial Relationships

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Outline

- › Review of social media
- › Impact on isolation
- › Decreasing stigma
- › Reducing shame
- › Personal versus professional use
- › Boundary issues
- › Manage your privacy and reputation





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SOCIAL MEDIA

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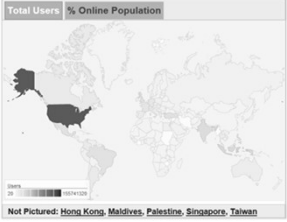
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Facebook in 2011

- #1 social networking site
- 155.7 million US users
- 768.3 million users globally



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
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








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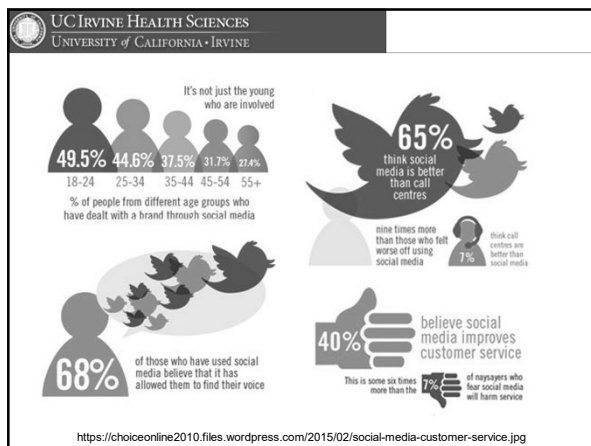


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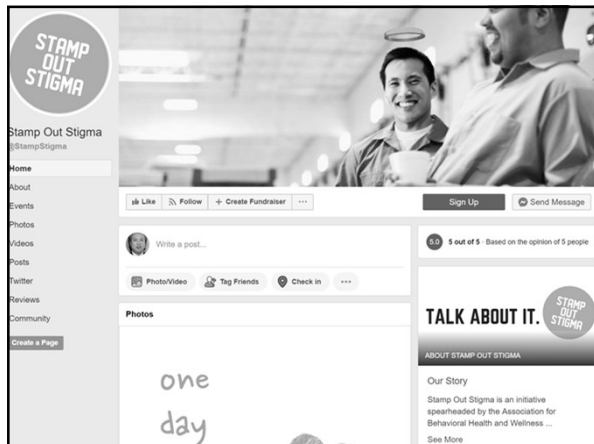
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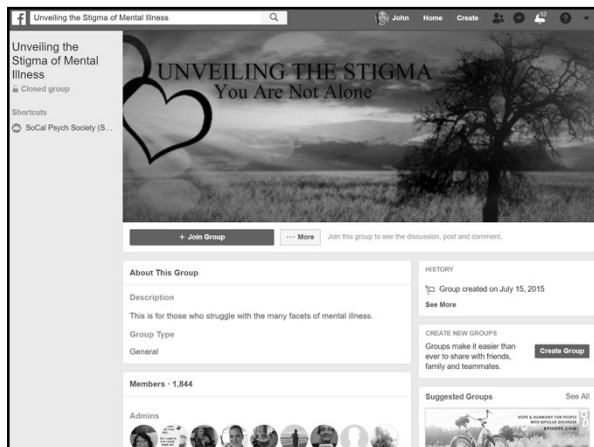
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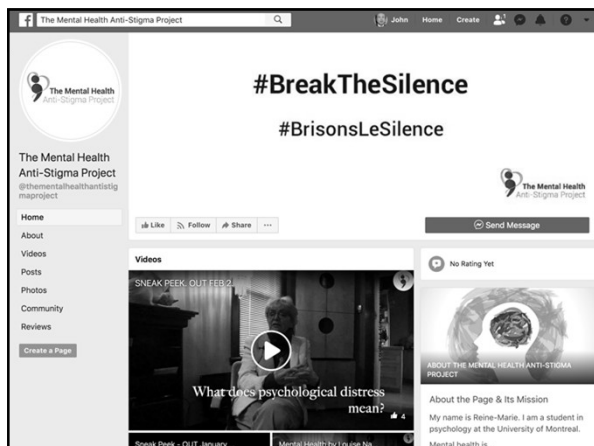
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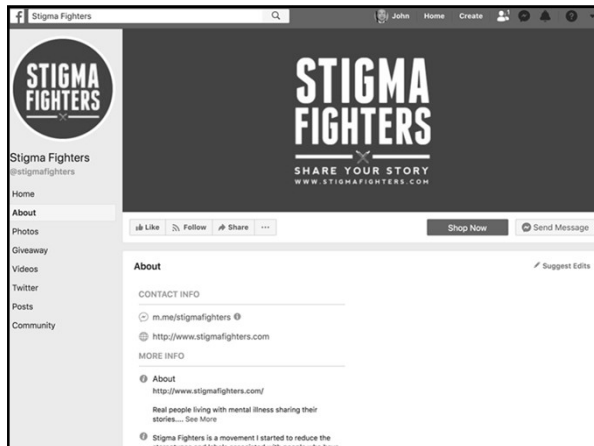
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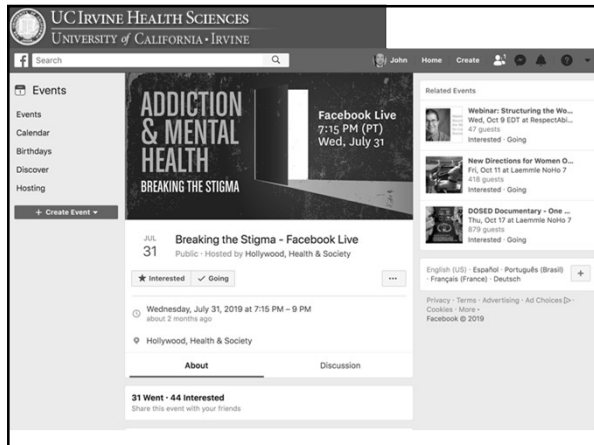
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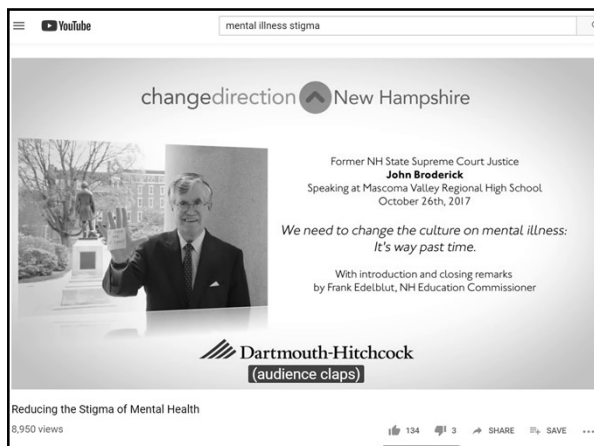




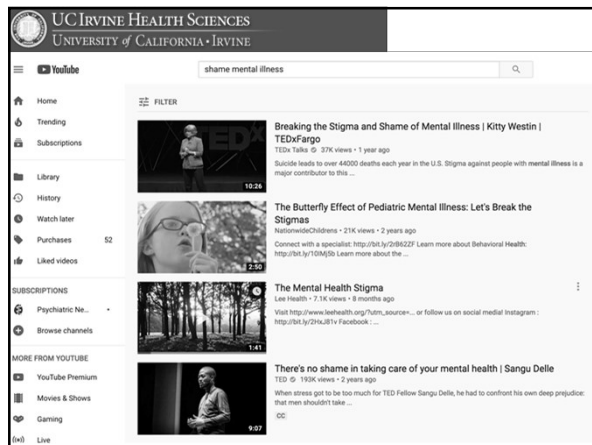


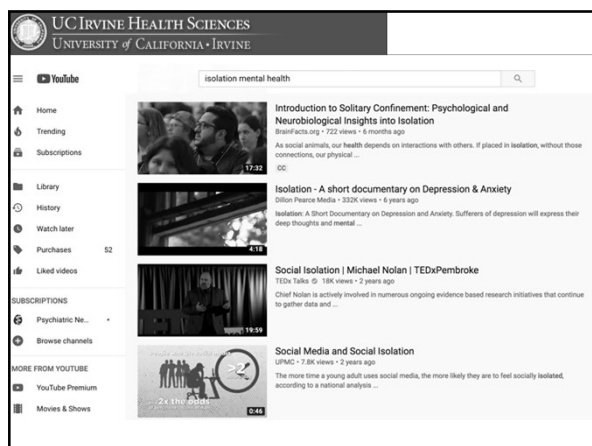












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In today's society, those with mental illnesses are still viewed as...different. But why? Tina Mai is an American-born Vietnamese...

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12.9 percent of Asian-American adults are affected by mental illness, according to EastMindMatters.org.

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Asian American / Asian Research Institute
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by Irene Chung

January 24, 2003

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Br J Psychiatry. 2015 Jun;206(6):443-4. doi: 10.1192/bjp.bp.114.152835.

The role of social media in reducing stigma and discrimination.


Bellon L¹, Borschmann R¹, Donoherty M¹, Coleman S¹, Brown M¹, Henderson G¹.

© Author information

Abstract
This editorial explores the implications of social media practices whereby people with mental health problems share their experiences in online public spaces and challenge mental health stigma. Social media enable individuals to bring personal experience into the public domain with the potential to affect public attitudes and mainstream media. We draw tentative conclusions regarding the use of social media by campaigning organisations.

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PMID: 26034178 DOI: 10.1192/bjp.bp.114.152835
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Intens Ment Health Nurs. 2005 Jul;26(6):591-609.

Combating loneliness among persons with severe mental illness: social network interventions¹ characteristics, effectiveness, and applicability.

Perseus EF¹, Wolf M.

@ Author information

Abstract

More than half of people with severe mental illness are lonely, the subjective state associated with social isolation and lack of desired relationships. Their loneliness is related to impaired ability to make and keep friends, lack of opportunities to participate in social activities, and stigma associated with mental illness that creates barriers between them and their communities. Treatment for people with severe mental illness often fails to include social network interventions that have the potential to decrease loneliness. Knowledge of social network interventions—their characteristics, effectiveness, and applicability for specific patients—can guide nurses' use of these treatment modalities.

PMID: 1602072 DOI: 10.1080/016128405900594245
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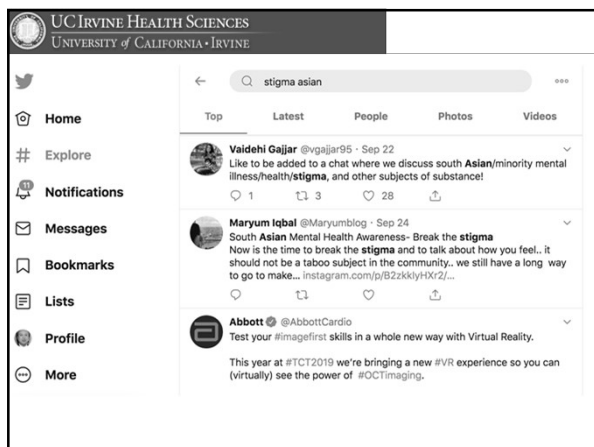
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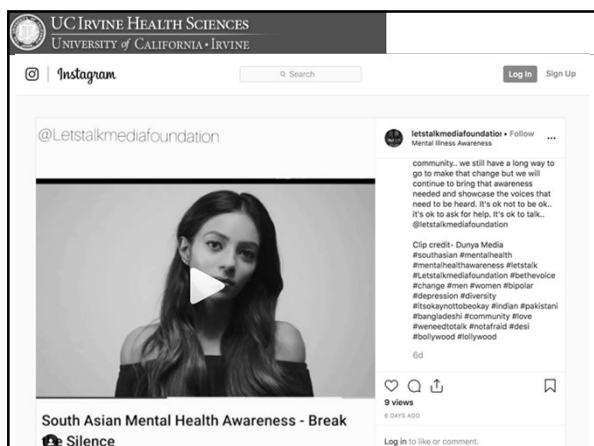
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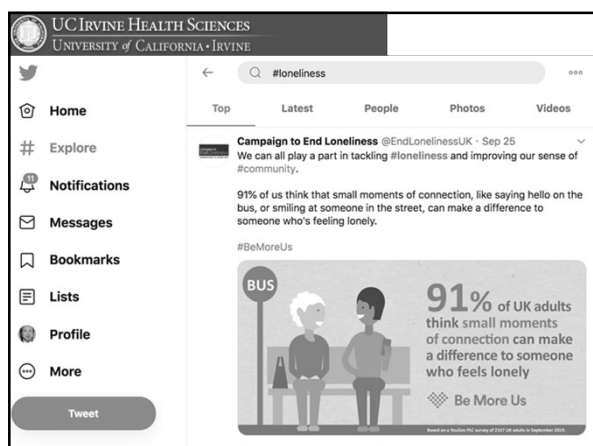
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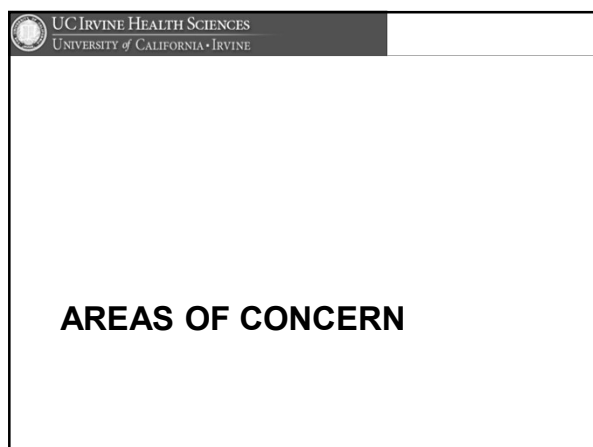
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2,890 Tweets











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E-Media: Privacy Breach

Physician post on Facebook:

- › “Stupid patient tricks...”
- › Describes what patient did to cause injury.
- › Describes injury in detail.
- › “I’d be out of job if patients weren’t so stupid...”
- › But did not include patient’s name, although he did include patient’s city.




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Social media creates familiarity

- › “Boundary issues are disruptions of the expected and accepted social, physical, and psychological boundaries that separate physicians from patients.”
- › Aravind VK, Krishnaram VD, and Thasneem Z; “Boundary Crossings and Violations in Clinical Settings”; Indian J Psychol Med. 2012 Jan-Mar; 34(1): 21–24.
- › doi: 10.4103/0253-7176.96151

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Boundary Problems

- Boundary Crossing
 - A departure from commonly accepted practices that could benefit a patient
- Boundary Violation
 - Occurs when a professional misuses his/her power, which results in harm or exploitation to a patient. A violation is a serious breach that is unethical and likely illegal

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Boundary Crossings versus Boundary Violations

➤ Boundary Crossings	➤ Boundary Violations
➤ Usually benign	➤ Usually damaging
➤ Occur in isolation	➤ Tend to be repetitive
➤ Attenuated	➤ Egregious
➤ Discussable	➤ Therapist discourages discussion

Gabbard, GO; "Patient-Therapist Boundary Issues"; Psychiatric Times, Oct. 1, 2005; accessed at <http://www.psychiatrictimes.com/schizophrenia/patient-therapist-boundary-issues>

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Examples of Blurred Boundaries

- Dual relationship
 - Cannot be both provider and friend
- Self-Disclosure
 - Self-disclosure should serve patient's goal
- Maintain Business relationship
 - Availability during regular hours
- Gifts
 - What meaning does gift convey? Special access?

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AMA Code of Medical Ethics

- Updated in 2017
 - Gifts from Patients
 - Patient-Physician Relationships
 - Soliciting Charitable Contributions from Patients
 - Romantic or Sexual Relationships with Patients
 - Conflicts of Interest in Patient Care

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PREVENTIVE STRATEGIES

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Warning Signs

<ul style="list-style-type: none"> ➤ Boundary Crossing <ul style="list-style-type: none"> ➤ May begin as a simple act of kindness or courtesy ➤ Unintentional or intentional ➤ Disclosing personal information 	<ul style="list-style-type: none"> ➤ Boundary Violation <ul style="list-style-type: none"> ➤ Doing favors you would not want others to know about ➤ Indulgence of personal privilege by the professional ➤ Personal rather than professional relationship ➤ Disclosing inappropriate personal information
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Questions to ask yourself

- › Is this behavior in my patient's best interest?
- › How would I feel telling/asking a colleague about this?
- › How would this be viewed by the patient's family?
- › Whose needs are being served?
- › Am I treating this patient differently than others?
- › Does this behavior go against the Code of Ethics for my field?

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Questions to ask yourself

- › Would you accept a 'friend request' from a patient?
- › Can anyone follow you on Twitter?
- › Can you ask patients to provide your practice with positive ratings online?
- › Would you accept expensive front seat tickets to an event such as a ballgame or play?
- › Would you accept an invitation to a wedding or birthday party?

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Plans for Action

- › Document what you did and why
- › Seek peer supervision for countertransference
- › Share with a consultant
- › Keep personal satisfaction to avoid gratification from patients

Gabbard, GO; "Patient-Therapist Boundary Issues"; Psychiatric Times, Oct. 1, 2005; accessed at <http://www.psychiatrictimes.com/schizophrenia/patient-therapist-boundary-issues>

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MANAGE YOUR PRIVACY AND ONLINE REPUTATION

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Managing your online Reputation and Privacy

- › Manage your online identity is an ACTIVE process
- › Create accounts at various sites -> informational accuracy
 - › Physician rating
 - › Social networking
- › More sites with appropriate information = more likely to be higher on search engine hits

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- › Send yourself e-mail when your name is searched
- › <http://www.google.com/alerts>
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
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
This practice has got to be the most unethical establishment I have ever encountered. I am new to the area, and was seeking out a family doctor. I had an appointment scheduled, and upon scheduling my appointment, the clerk never asked if, or what insurance I had. I arrived on time, if not my usual prompt self. I checked in and gave them my insurance card. The girl behind the desk said, I'm sorry we don't take this insurance. Needless to say, I planned the next few days around this appointment. I immediately said, oh well then, I can do anything else. I can't pay cash for this visit.... This is why we have insurance. The girl behind the counter just said I'm sorry and I walked out very upset.

LET THIS BE KNOWN, this place has harassed me by phone and mail regarding a 20 dollar no show fee. I called and explained that I had ID'd show and they didn't take my insurance. Their response was, well they could have filed that shit!!!! So what I have learned from this shocking experience is that this establishment is willing to harass and bully people for 20 dollars. On the basis that their receptionist didn't retain enough information from me. I was a patient in need of a doctor, and SHOWED up and found out I couldn't use my insurance. That part in itself is fine, so be it. However, to mark someone as a no show and attach a measly 20 bucks to their file....and constantly send bills, and calls ??? Are you serious???? Over 20 dollars????? I SHOWED UP!!!! This place is completely unethical and have lost any business sense. I am in the




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
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
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 Owner at Marlow USA Inc. MD at Marlow Corporation (since 1997)
 MD at Marlow Corporation (since 1994)
 Health Sciences Professor of Clinical Psychiatry at UCLA Gelfin School of Medicine at UCLA, Senior Physician Informaticist at UCLA Health System, Council on Communications at American Psychiatric Association, Physician Advisor at Spigitars Consulting Group, Physician Editor at Medicine on the Net, Ambulatory Care Program Associate at UCLA Semel Institute, Gores Informatics Advisory Chair at American Association for Technology in Psychiatry, Neuroscience Block Co-Chair at UCLA David Gelfin School of Medicine



EDUCATION:
 EMBA, EMBA from China Europe International Business School (CEIBS-2009-2011)
 BS, Marine-ship department from Huazhong University of Science and Technology (1982-1986)
 UC Davis department of Psychiatry
 University of California
 Los Angeles
 4 more »



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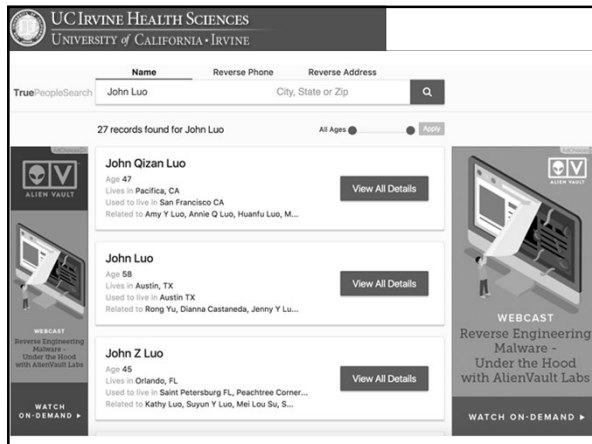
John Luo

VIEW | JOHN | LUO | California

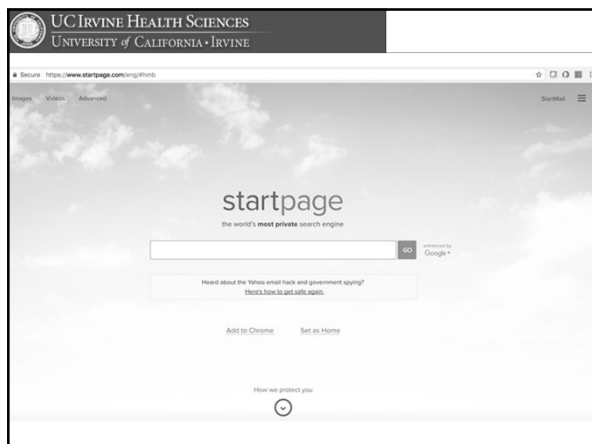
PERSON	LOCATION	RATES	INCLUDES
John S Luo, age 50 <small>per view add info</small>	Sacramento, CA Galveston, TX Los Angeles, CA Chicago, IL North Hollywood, CA	Katherine Luo Karen Luo Amy Luo	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="button" value="SEE RESULTS"/>
John K Luo, age 70 <small>per view add info</small>	San Ramon, CA San Leandro, CA Fremont, CA Berkeley, CA	Catherine Luo Theresa Luo Bernadett Luo Hilda Luo	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="button" value="SEE RESULTS"/>
Zhen L Luo, age 54 <small>per view add info</small>	Saratoga, CA San Francisco, CA Moreno Valley, CA San Jose, CA	Zhen Li Zhi Li Jiamie Li	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="button" value="SEE RESULTS"/>

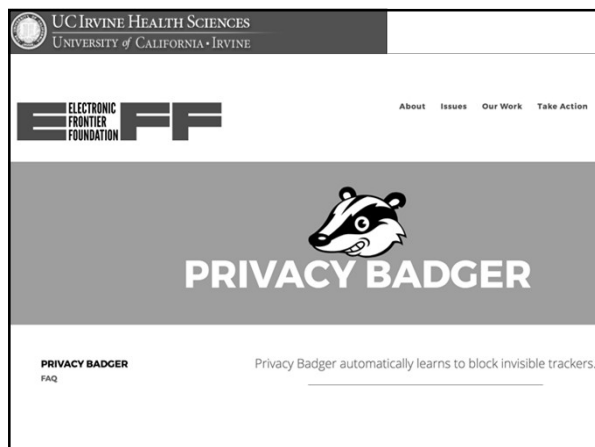
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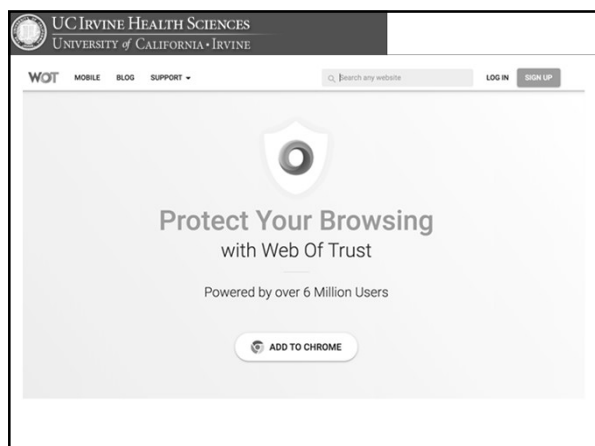
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- B. Los Angeles River... (17)
- C. Manteca, CA (1)
- D. Pismo Beach, CA (1)
- E. Sacramento, CA (1)
- F. San Diego, CA (1)

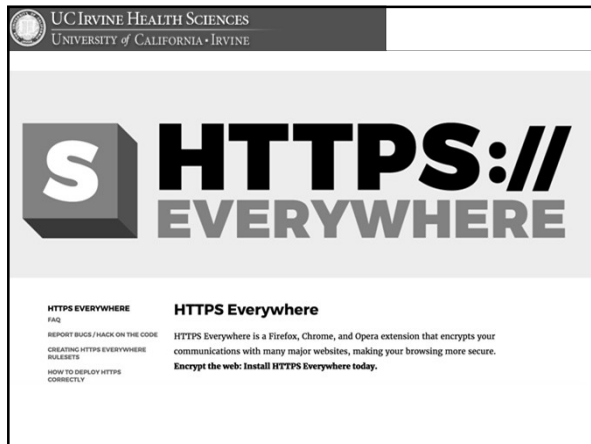


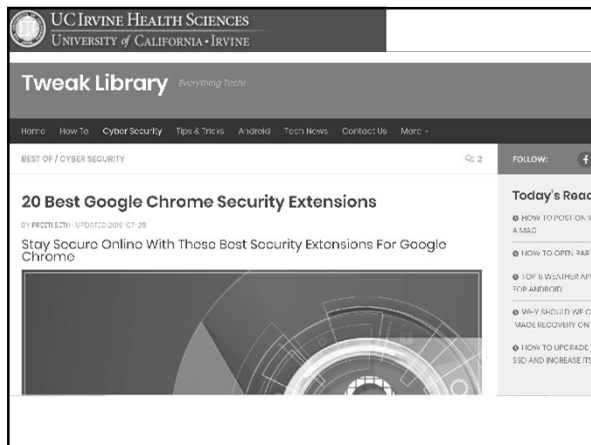


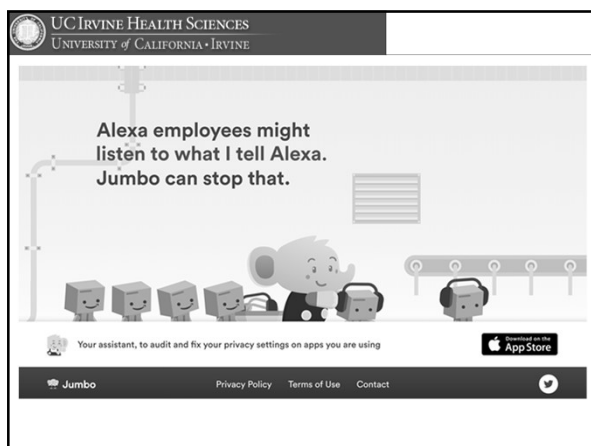






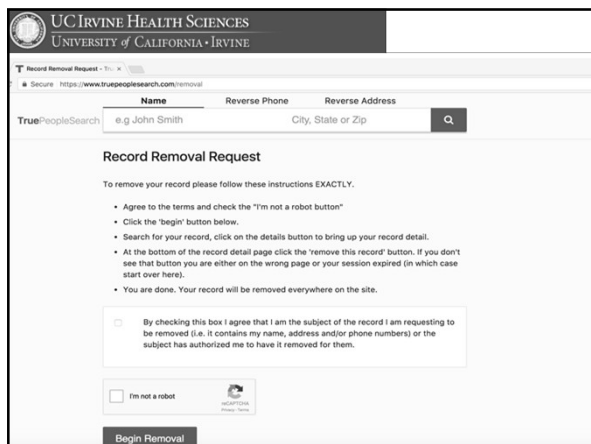


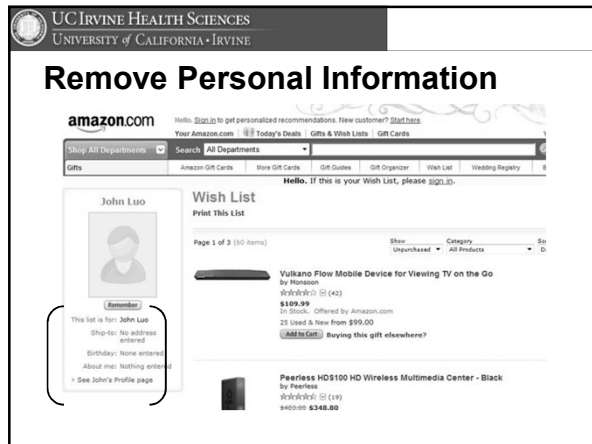
















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Menu / Social Media makeuseof

Some Things Should Remain Private: What Not To Share On Facebook

Written by Yaara Lancet
March 4, 2013

<http://www.makeuseof.com/tag/some-things-should-remain-private-what-not-to-share-on-facebook/>

- Is Facebook page private or professional?
- Don't share Anything work related (unless it is positive)
- Don't share 'I Have A Job Interview/Date/Ultrasound Tomorrow'
- Don't Make It Too Easy To Break Into Your Home
- Don't Make It Too Easy To Break Into Your Account
- Don't Share Full Birth Date & Location

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<https://www.facebook.com/safety/wellbeing>

Facebook

- ✓ Safety Center
 - Home Page
 - Policies
 - Tools
 - Resources
- 🔒 Privacy Checkup
- 🔒 Security Checkup
- 👨👩👧👦 Parents Portal
- Youth Portal
- Digital Literacy Library
- ✓ Online Well-being
 - Home Page
 - Suicide Prevention
 - Social Revolution
- Bullying Prevention Hub
- 🆘 Help Center
- Law Enforcement

Online Well-being

Facebook is a community where people come together to share the important moments in their lives with friends and family. These include celebratory and joyful moments, as well as more difficult moments.

Whether it's through groups on Facebook where people can connect with others with similar experiences, or through tools and resources for people who may be thinking of self-harm or suicide, Facebook is in a unique position to help connect a person in distress with support. These are all part of our ongoing efforts to help build a safe community both on and off Facebook.

Learn More

Suicide Prevention

If you're worried about someone or if you're struggling with thoughts of suicide yourself, we'd like to help.

[Learn More](#)

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Professional Behavior Guidelines

- ▶ American Medical Association
 - ▶ <https://mededu.jmir.org/article/downloadSuppFile/4886/28296>
- ▶ Mayo Clinic Center for Social Media
 - ▶ <http://socialmedia.mayoclinic.org/>
 - ▶ E-Book: Bringing the Social Media Revolution to Health Care
 - ▶ <https://socialmedia.mayoclinic.org/discussion/getting-your-free-mccsm-ebook/>
- ▶ Cleveland Clinic Social Media Policy
 - ▶ <http://my.clevelandclinic.org/about-cleveland-clinic/about-this-website/social-media-policy.aspx>

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