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Schizophrenia: The Detrimental Effects of Stigma and How to Correct Misconceptions

“Get the Violent Crazyies Off Our Streets” was a newspaper headline in Daily News, which erroneously provokes fear of mental illness. The stigma surrounding mental illnesses has only been exacerbated as technology involving the media progresses over time. Stigmatizing terminology and stereotypes have taken more prevalence because of the media’s spread of posts and headlines involving derogatory and inaccurate terms used to describe specific mental illnesses. Schizophrenia is a mental illness that is commonly stigmatized because the media has skewed people’s perception of the reality of the illness by falsely portraying characters with schizophrenia and being violent and dangerous. Although schizophrenia is less common among the various mental illnesses that prevail in today’s society, it is important to understand that people with schizophrenia typically suffer from delusions, paranoia, visual and auditory hallucinations, and disorganized thoughts, as emphasized by Mayo Clinic (“Schizophrenia”). These debilitating symptoms should never be dismissed as a result of the debasing portrayal of schizophrenia in the media, which is presented to cynically categorize this population of mentally ill as deranged and dangerous. Despite the media’s insensitive portrayal of schizophrenia, the prominent stigma can potentially be reduced by socially and emotionally educating those who are victim to the misconceptions of schizophrenia caused by selective perception of the media, and promoting further exposure of schizophrenia support groups in order to ameliorate the isolation and humiliation that people with schizophrenia endure.

By creating sardonic stereotypes, the media has intensified the stigma surrounding schizophrenia in order to categorize this population of the mentally ill as disturbed and threatening. Most of the time, words like “crazy”, “psycho”, or “bonkers” are used to describe people who have schizophrenia. Other major stereotypes are that people with schizophrenia are incredibly dangerous, and that their illness is categorized by having imaginary friends or voices in their heads. A Twitter post from a smaller account run by someone who has schizophrenia reveals, “when I was diagnosed with paranoid schizophrenia when I was 15, I was so terrified of myself, that I’d hurt my family, because all I ever saw of people with schizophrenia was on crime shows” (Twitter). Schizophrenia is underrepresented in the media because it is not as prevalent within society, and it is erroneously presented when included on various media platforms. The stereotype of people with schizophrenia being violent not only affects the people with schizophrenia themselves, but their friends, family, and any others around them as well. This instills fear of people living with schizophrenia, which makes it difficult for them to form long-term relationships, only generating a further gap between them and other members of society. A study published in the “Care Management Journals” conducted by Melinda Berge and Molly Ranney discloses, “there was a significant, moderately strong correlation, with a higher level of perceived stigma associated with a lower level of self-esteem” (Berge et al.). People with schizophrenia recognize the way they are ostracized by society and think poorly of themselves when abundant amounts of stigmatized media are uncovered. In contrast with these demoralizing stereotypes, it is crucial to understand that symptoms of schizophrenia may actually include auditory and visual hallucinations such as the voices of others. This stereotype is not necessarily false, but when the stereotype is limited to one accurate symptom, other significant symptoms are dismissed. Other important symptoms include delusions, paranoia, thought disorder, suicidal

thoughts, depression, disorientation, and amnesia. Dr. John Carlson, Advanced Placement Psychology teacher and licensed therapist notes that it is most important to understand the complexity of schizophrenia in terms of catatonic, paranoid, disorganized or undifferentiated symptoms of psychosis, which vary between each specific person with schizophrenia. If the media can begin to promote the understanding of the complete range of symptoms of schizophrenia, stigma would be monumentally lessened.

As a result of relying on the media to understand the complexities of schizophrenia, media viewers suffer from selective perception and anchoring bias from erroneous portrayals of people with schizophrenia to create their misleading conceptualization of the illness, bolstering the spread of stigmatized ideas within society; This is because viewers want to have their perceptions aligned with those of majority of the population, or they form their conceptions on the superficial information presented. Selective perception includes individuals perceiving what they choose to in messages from the media while ignoring any information that contradicts what the media conveys. Anchoring bias is a cognitive bias where individuals rely on the first piece of information they receive about a subject in order to create their comprehension of that subject. When these two forms of acquiring false information combine, it is apparent that the spread of misconceptions is inevitable. The increased prevalence of stigma in the media is only spreading these misconceptions in the form of labels and stereotypes. Philip T. Yanos conveys that as a result of the unusual way that people with schizophrenia behave, a label forms, “which is linked to certain assumptions, then sticks and affects people’s impressions of the individuals’ behavior, even when they are not demonstrating any signs of unusual behavior” (Yanos). Social media and other media services serve as the perfect platform for labels, such as “psycho” or “nuts”, to spread. Also, Sadie F. Dingfelder asserts that fifty percent of newspaper articles on mental illness

involve violence, and thirty-four percent of those articles involve criminals (Appendix A). This contributes to the stigma surrounding schizophrenia because people who have schizophrenia are initially thought of as violent and dangerous, so the newspaper articles intensify the stigmatization of the illness. The impact of stigma is not solely limited to the perceptions of people with schizophrenia in the media. In a journal article about stigma, Gabriel Gerlinger and others divulge, “Rates of anticipated/perceived stigma ranged from 33.7% in insurance-related structural discrimination to 80% in interpersonal interactions” (Gerlinger et al.). Due to stigma, people who are living with schizophrenia often detect differences in the way they are treated by others, which they recognize within their daily social interactions. Those who fall victim to the misconceptions surrounding the illness want to be socially desirable, so they tend to follow the media’s influence rather than formulating their own opinions. Unfortunately, this negatively impacts those who battle schizophrenia because the media will do whatever it takes to sensationalize the illness.

The media’s erroneous violent depiction of schizophrenia through stereotypical symptoms exaggerates the implications of having the illness, sensationalizing the illness and provoking pervasive fear. Although social media is a major catalyst for the exacerbation of stigma, television shows and movies pervasively present the most inaccurate portrayals of schizophrenia. In an analysis of contemporary movies, Patricia R. Owen discloses that out of forty-one movies, “majority of [mentally ill] characters displayed violent behavior toward themselves or others, and nearly one-third of violent characters engaged in homicidal behavior. About one-fourth of characters committed suicide” (Owen). Since violence is the most common stereotype of schizophrenia, it is evident that almost all portrayals of characters with schizophrenia play into egregious stereotypes. These stigmatizing stereotypes are also often seen

in popular movies with actors with large fan bases, ultimately attracting a crowd that will fall victim to the misconceptions surrounding schizophrenia. In an analysis of the movie “Benny and Joon” starring infamous actor Johnny Depp, Nicole Dutton and Corey Scheer disclose, “Joon exhibits disorganized behavior when she is seen directing traffic in a busy intersection with a ping pong racket while wearing a snorkeling mask” (Dutton et al.). This movie makes an effort to demonstrate Joon’s disorganized behavior properly, but it only intensifies stigma because it portrays disorganized behavior as being extreme and life-threatening, when in reality this is very uncommon. On the other hand, crime television shows illustrate people with schizophrenia as always being criminals, which viewers associate with every person who has schizophrenia. Sian Ferguson, a woman who battles mental illness, reveals, “While I was binge-watching Criminal Minds, a scary thought occurred to me: the characters I relate to the most are the perpetrators... it represents people like me as violent, not as victims” (Ferguson). Television shows and movies’ portrayals of schizophrenia in these ways are horribly offensive to those who are constantly persevering against the challenges that schizophrenia already poses in their lives. The exacerbation of the stigma surrounding their illness only presents new unnecessary impediments.

As the stigma surrounding schizophrenia is exacerbated by unrealistic portrayals of the illness in the media, people who live with schizophrenia struggle immensely with isolation due to a diminished sense of self-esteem. The intensification of the schizophrenia’s stigma also contributed to the worsening of symptoms: In a journal excerpt titled “Why Stigma Matters”, Philip T. Yanos divulges, “In the 1960s... researchers had become adherents of “labeling theory,” which argued that most or all of the behavior that is associated with what is called mental illness is the result of the person having been so labeled” (Yanos). Labels are catalysts for the worsening of a patient’s symptoms over time because they believe that they have to fit into

the stereotypes of their illness, which is especially prevalent in today's society since ideas spread rapidly.

It is also evident that as a result self-stigmatization, patients with schizophrenia are much more likely to adhere to their treatment because they have more of a hope that their suffering can be alleviated without the negative influence of stigma. In a journal article about self-stigma and adherence to treatment, Kelvin M. T. Fung, Hector W. H. Tsang, and Patrick W. Corrigan argue, "Higher levels of self-stigma, poorer current insight on the social consequences of having mental illness, and living with others were found to be significant predictors of poor psychosocial treatment attendance", but on the other hand, "better self-esteem and current insight about the negative social consequences were significant predictors of better psychosocial treatment participation." (Corrigan et al.). This can also be proven by Eba Abdisa Golja and Shimelis Girma whose data suggests that with minimal stigma, more treatment adherence occurs, and with high stigma, less treatment adherence occurs (Appendix B). Since stigma deters patients with schizophrenia from continuing their prescribed treatment plan, it is crucial to eliminate stigma as much as possible.

By promoting the spread of accurate information involving schizophrenia within the media through informative posts and intensifying the prevalence of schizophrenia support groups in society, the stigma surrounding schizophrenia can be ameliorated in order to prompt inclusivity and instill hope in people who live with schizophrenia. It is imperative to spread accurate information so that people are no longer misinformed, and this can be done by adding mental illnesses to the curriculum of english classes in national high schools. However, eliminating stigma is not merely limited to educating others; Support groups are also effective outlets for people who face stigma every day. The Schizophrenia and Related Disorders Alliance

of America is an support program that can be accessed online for those who are affected by schizophrenia in some way, and their “vision is that every person living with a schizophrenia-related brain disorder receives respect, appropriate treatment, and an opportunity to live a meaningful and satisfying life in a compassionate community free of discrimination” (“Improving”). When those who live with schizophrenia feel supported and included, they will no longer feel overwhelmed by stigma. Also, Green Lodge in Manchester, CT is a resource for adults who can not live independently, and oftentimes the residents have schizophrenia. This provides people who have schizophrenia with a safe environment where they can live comfortably and work on themselves. However, another way to instill hope in those who are battling schizophrenia is by encouraging them that having schizophrenia does not inhibit success. Peter Green, guitarist and founder of Fleetwood Mac, and Lionel Aldridge, who was a retired football player for the National Football League both had schizophrenia but were able to overcome labels and stereotypes to become successful in their professions. Another example is Elyn Saks, a woman who earned degrees at Vanderbilt University, Yale University, and Oxford University, despite being diagnosed with chronic schizophrenia. During a TED talk, she reveals, “At best, I was expected to live in a board and care, and work at menial jobs... Instead, I’m a chaired Professor of Law, Psychology and Psychiatry at the USC Gould School of Law, I have many friends, and I have a beloved husband” (Saks). She is an inspiration to others who are living with schizophrenia because she advocates for others with schizophrenia and demonstrates that success is possible. Understanding that schizophrenia does not prevent success can instill hope in those who battle schizophrenia, improving their self-esteem and giving them an optimistic outlook on life.

Works Cited

- Berge, Melinda, and Molly Ranney. "Self-Esteem and Stigma among Persons with Schizophrenia: Implications for Mental Health." *Care Management Journals*, vol. 6, no. 3, pp. 139-44, doi:10.1891/cmaj.6.3.139.
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- Dutton, Nicole, and Corey Scheer. "Movies in the Classroom: Benny and Joon." *The CPNP Perspective*.
- Ferguson, Sian. "I'm Mentally Ill, and I Love Crime Shows like Criminal Minds — Even Though They're Dangerously Ableist." *Wear Your Voice*, 2 Nov. 2016.
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"Improving Lives Affected by Psychosis Schizophrenia and Related Disorders Alliance of America." SARDAA.

Owen, Patricia R. "Portrayals of Schizophrenia by Entertainment Media: A Content Analysis of Contemporary Movies." *Psychiatric Services*, vol. 63, no. 7, July 2012, pp. 655-59. *Psychiatry Online*, doi:10.1176/appi.ps.201100371.

Saks, Elyn. "A Tale of Mental Illness—From the inside” TED, June 2012, www.ted.com

"Schizophrenia Symptoms & Causes." Mayo Clinic.

"When I was diagnosed with paranoid schizophrenia when I was 15, I was so terrified of myself, that I'd hurt my family, because all I ever saw of people with schizophrenia was on crime shows." Twitter, 1 Dec. 2020.

Yanos, Philip T. "Why Stigma Matters." *Written off*, Dec. 2017, pp. 1-15, doi:10.1017/9781108165006.002.

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Berge, Melinda, and Molly Ranney. "Self-Esteem and Stigma among Persons with Schizophrenia: Implications for Mental Health." *Care Management Journals*, vol. 6, no. 3, pp. 139-44, doi:10.1891/cmaj.6.3.139.

Molly Ranney earned various degrees at California State University, Long Beach, and University of Southern California. She is also a professor and licensed clinical social worker who has multiple published works, including "Self-Esteem and Stigma among Persons with Schizophrenia: Implications for Mental Health", which she co-wrote with Melinda Berge who is also associated with California State University, Long Beach. With the use of primarily qualitative data, they assert, "there was a significant, moderately strong correlation, with a higher level of perceived stigma associated with a lower level of self-esteem". This demonstrates that the stigma surrounding schizophrenia causes people with the illness to have lower self-esteem. The media's portrayal of schizophrenia exacerbates the stigmatization of the illness and makes those who live with schizophrenia have a lessened sense of self.

Carlson, John. Lecture. Coventry High School, 2020, Coventry.

John Carlson attended Trinity College and then completed graduate school at Adelphi University. Today, he is a licensed therapist and teaches various social studies courses at Coventry High School in Coventry, Connecticut, including Advanced Placement Psychology. In a lecture that he delivered to an Advanced Placement Psychology class in 2020, he used primarily qualitative data through a scientific lens to note that it is most important to understand the complexity of schizophrenia in terms of catatonic, paranoid, disorganized or undifferentiated symptoms of psychosis, which vary between each

specific person with schizophrenia. This demonstrates that there are different categories for symptoms of schizophrenia that the media does not accurately portray.

Dingfelder, Sadie F. "Stigma: Alive and Well." *Monitor Staff*, vol. 40, no. 6, p. 56. American Psychological Association.

Sadie F. Dingfelder attended Smith College and earned a Bachelor's degree in psychology. Today, she is a well-known author who writes scholarly articles for the American Psychological Association. In her article "Stigma: Alive and Well", she uses primarily quantitative data to reveal that fifty percent of newspaper articles on mental illness involve violence, and thirty-four percent of those articles involve criminals (Appendix A). Through a social-cultural lens, she demonstrates that newspaper services are contributing to the stigmatization of schizophrenia by including stereotypes of the illness in their articles. The media's use of stereotypes intensifies the stigma surrounding schizophrenia because others will treat those with schizophrenia differently based on their perception of the illness.

Dutton, Nicole, and Corey Scheer. "Movies in the Classroom: Benny and Joon."

The CPNP Perspective.

Nicole Dutton is a pharmacy intern at Western New England University, and Corey Scheer, RPh, PharmD, BCPP is a clinical assistant professor at Western New England University. In their article, "Movies in the Classroom: Benny and Joon", they use primarily qualitative data to disclose, "Joon exhibits disorganized behavior when she is seen directing traffic in a busy intersection with a ping pong racket while wearing a snorkeling mask". This demonstrates an exacerbation of the stigma surrounding schizophrenia because only an extreme version of disorganized behavior is displayed.

The media's inaccurate portrayal of schizophrenia as a whole intensifies the stigma because other levels of schizophrenia are unaccounted for, causing viewers to associate Joon's schizophrenia with everyone else's schizophrenia.

Ferguson, Sian. "I'm Mentally Ill, and I Love Crime Shows like Criminal Minds

— Even Though They're Dangerously Ableist." *Wear Your Voice*, 2 Nov. 2016.

Sian Ferguson is a writer, journalist, and editor based in South Africa who advocates for various mental illnesses because she has been clinically diagnosed with a mental illness. In her article, "I'm Mentally Ill, and I Love Crime Shows like Criminal Minds — Even Though They're Dangerously Ableist", she uses primarily quantitative data to divulge, "While I was binge-watching *Criminal Minds*, a scary thought occurred to me: the characters I relate to the most are the perpetrators... it represents people like me as violent, not as victims". Through her social-cultural lens, she demonstrates that people with mental illness feel like a threat to themselves based on the media's illustration of misleading stereotypes. The media intensifies the stigmatization of schizophrenia with their use of stereotypes because they erroneously portray characters with schizophrenia, leading others to perceive the illness in terms of the stereotypes.

Fung, Kelvin M. T., et al. "Self-stigma of People with Schizophrenia as Predictor of Their Adherence to Psychosocial Treatment." *Psychiatric Rehabilitation Journal*, vol. 32, no. 2, pp. 95-104, doi:10.2975/32.2.2008.95.104.

Kelvin M. T. Fung has worked at the University of Hong Kong in the Faculty of Education, and at The Hong Kong Polytechnic University in the Department of Rehabilitation Sciences. In his article, "Self-stigma of people with schizophrenia as predictor of their adherence to psychosocial treatment", he and his co-authors use

primarily qualitative data to assert, “Higher levels of self-stigma, poorer current insight on the social consequences of having mental illness, and living with others were found to be significant predictors of poor psychosocial treatment attendance”, but on the other hand, “better self-esteem and current insight about the negative social consequences were significant predictors of better psychosocial treatment participation”. Through a scientific lens, this demonstrates that more self-stigma predicts less treatment adherence, and less self-stigma predicts more treatment adherence. The misleading portrayals of schizophrenia in the media exacerbate the stigma surrounding the illness because stigma is a catalyst for worse self-esteem and a deterrent for adherence to prescribed treatment.

Gerlinger, Gabriel, et al. "Personal Stigma in Schizophrenia Spectrum Disorders:

A Systematic Review of Prevalence Rates, Correlates, Impact and

Interventions." *World Psychiatry*, vol. 12, no. 2, June 2013, pp. 155-64,

doi:10.1002/wps.20040.

Gabriel Gerlinger is a published author who writes for the German Association for Psychiatry, Psychotherapy and Psychosomatics, which was founded in 1954. Through a social-cultural lens in "Personal Stigma in Schizophrenia Spectrum Disorders: A Systematic Review of Prevalence Rates, Correlates, Impact and Interventions", he and his co-writers use primarily quantitative data to reveal, “Rates of anticipated/perceived stigma ranged from 33.7% in insurance-related structural discrimination to 80% in interpersonal interactions”. This reveals that people with schizophrenia perceive the differences in the way they are treated by others as a result of their illness. The media’s portrayal of schizophrenia intensifies the stigma surrounding the illness because others

may fear or pity those with schizophrenia because of their perception of the illness through the media.

Golja, Eba Abdisa, and Shimelis Girma. Assessment of Self Stigma and Medication Adherence among Patients with Mental Illness Who Had Been Treated at Jimma University Specialized Hospital, South West Ethiopia: Community Based Cross Sectional Study, 2017. Cold Spring Harbor Laboratory, 6 June 2018. bioRxiv, doi:10.1101/340588.

Shimelis Girma is a lecturer in the Department of Psychiatry at Jimma University in Jimma, Ethiopia. He co-writes with Eba Abdisa Golja in the study “Assessment of Self Stigma and Medication Adherence among Patients with Mental Illness Who Had Been Treated at Jimma University Specialized Hospital, South West Ethiopia: Community Based Cross Sectional Study, 2017”. Through a scientific lens, they use primarily quantitative data to present data that suggests that with minimal stigma, more treatment adherence occurs, and with high stigma, less treatment adherence occurs (Appendix B). This conveys that more stigma causes less treatment adherence, and that less stigma causes more treatment adherence. The media’s portrayal of schizophrenia exacerbates the stigma surrounding the illness because false stereotypes and labels cause patients with the illness to diverge from their prescribed treatment plan.

"Improving Lives Affected by Psychosis Schizophrenia and Related Disorders

Alliance of America." SARDA.

The Schizophrenic and Related Disorders Alliance of America (SARDA) is a support group for those who are affected by schizophrenia on a daily basis. SARDA was formed in 2008, and is based out of Alexandria, VA. The SARDA website contains

mostly quantitative information about their goal to improve the lives of people who are affected by schizophrenia. Through an ethical lens, SARDAA asserts that their “vision is that every person living with a schizophrenia-related brain disorder receives respect, appropriate treatment, and an opportunity to live a meaningful and satisfying life in a compassionate community free of discrimination”. This provides a resolution for diminishing the effects of stigma because those who are living with schizophrenia will be less impacted by stereotypes and labels if they feel supported and cared for. This will also instill hope in those who battle schizophrenia because they will develop a further sense of belonging from the promoted inclusivity.

Owen, Patricia R. "Portrayals of Schizophrenia by Entertainment Media: A Content Analysis of Contemporary Movies." *Psychiatric Services*, vol. 63, no. 7, July 2012, pp. 655-59. *Psychiatry Online*, doi:10.1176/appi.ps.201100371.

Patricia R. Owen attended the University of North Texas and received her Ph.D. She teaches a wide variety of psychology courses at St. Mary's University, and is the former Chair of the psychology department. She has received many distinctions for her research and she is well-published. One of her research interests is the media's effect on knowledge about psychopathology, and she published "Portrayals of Schizophrenia by Entertainment Media: A Content Analysis of Contemporary Movies" in a journal titled *Psychiatric Services*. Through a social-cultural lens, this article primarily used quantitative data to prove that the inaccurate portrayal of schizophrenic characters in contemporary movies leads to the misinformation of their viewers. Owen discloses that out of forty-one movies, “majority of characters displayed violent behavior toward themselves or others, and nearly one-third of violent characters engaged in homicidal

behavior. About one-fourth of characters committed suicide”. This confirms that the media’s portrayal of people with schizophrenia exacerbates the stigma surrounding schizophrenia because common stereotypes are utilized in a platform with an immense amount of viewers, spreading false information. This has a profound effect on not only the viewers of these movies, but the people with schizophrenia who have to cope with the public’s false understanding of the illness they suffer from.

Saks, Elyn. "A Tale of Mental Illness—From the inside” TED, June 2012, www.ted.com

Although she was diagnosed with chronic schizophrenia, Elyn Saks earned various degrees at Vanderbilt University, Yale University, and Oxford University. Today, she is a chaired Professor of Law, Psychology and Psychiatry at the USC Gould School of Law. Her TED talk mainly contains qualitative data about her life and how she overcomes challenges posed by her schizophrenia. For example, she discloses, “At best, I was expected to live in a board and care, and work at menial jobs... Instead, I’m a chaired Professor of Law, Psychology and Psychiatry at the USC Gould School of Law, I have many friends, and I have a beloved husband”. Through a social-cultural lens, her words reinforce the concept that schizophrenia does not inhibit success, which instills hope in others who face obstacles similar to hers. This will help give others with schizophrenia an optimistic attitude about their illness because she is empathetic, which will allow them to see that they can be successful too.

"Schizophrenia Symptoms & Causes." Mayo Clinic.

The Mayo Clinic is a world-renowned medical center that focuses on health care, education and research. They have a website that provides information on thousands of

various medical conditions. In their article about schizophrenia that uses primarily qualitative data, they convey through a scientific lens that people with schizophrenia typically suffer from delusions, paranoia, visual and auditory hallucinations, and disorganized thoughts. This demonstrates that in order to truly understand the implications of schizophrenia and alleviate the stigma surrounding the illness, it is crucial to recognize the factual symptoms.

"When I was diagnosed with paranoid schizophrenia when I was 15, I was so terrified of myself, that I'd hurt my family, because all I ever saw of people with schizophrenia was on crime shows." Twitter, 1 Dec. 2020.

Twitter is a social media platform where users can post and reply to tweets, as well as liking them. Through a social-cultural lens, Twitter members primarily use qualitative data to express themselves. For example, a user tweeted "when I was diagnosed with paranoid schizophrenia when I was 15, I was so terrified of myself, that I'd hurt my family, because all I ever saw of people with schizophrenia was on crime shows." This demonstrates that false portrayals of schizophrenia in the media exacerbates the stigmatization of the illness.

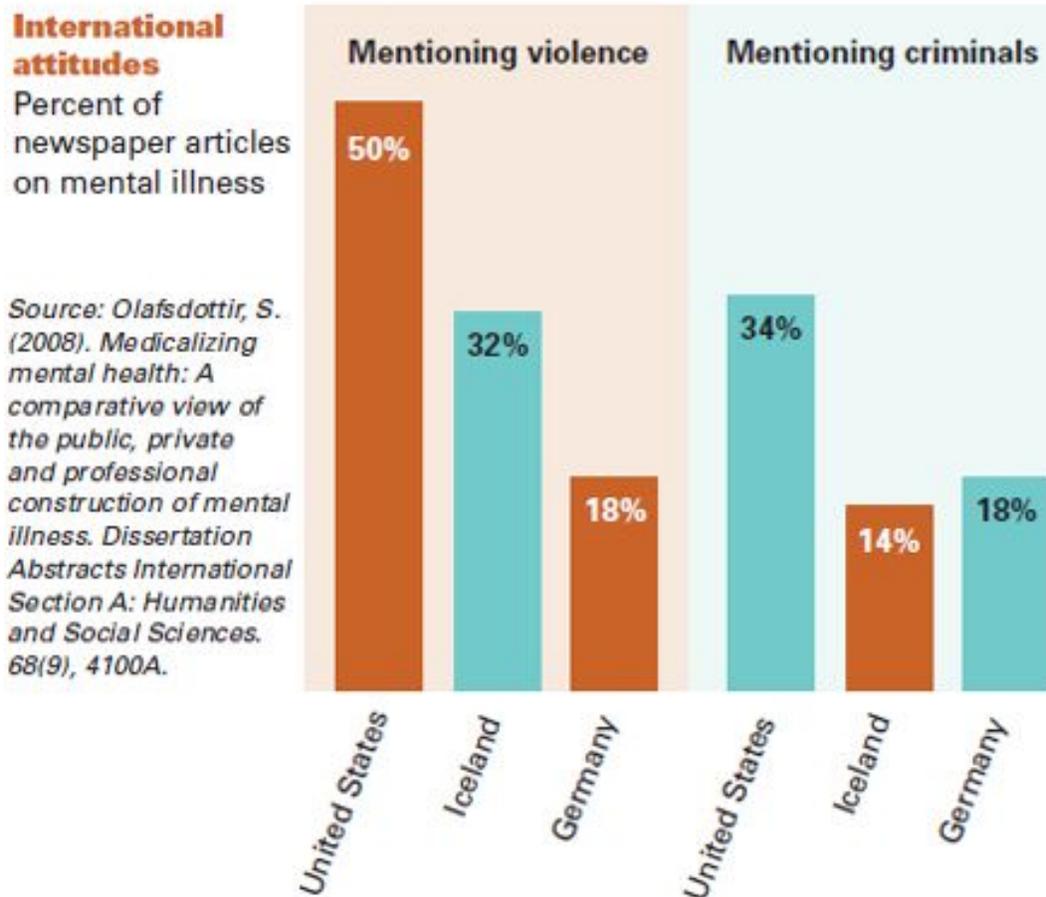
Yanos, Philip T. "Why Stigma Matters." Written off, Dec. 2017, pp. 1-15,

doi:10.1017/9781108165006.002.

Philip T. Yanos received his Bachelor's degree of psychology from Wesleyan University in 1990, and his PhD in clinical psychology from St. John's University in 1999. Today, he is a professor at John Jay College of Criminal Justice, and a well-known author of various scholarly works. In one of his works titled "Mental Health Stigma and the Loss of Human Potential", he uses primarily quantitative data to divulge, "In the 1960s...

researchers had become adherents of “labeling theory,” which argued that most or all of the behavior that is associated with what is called mental illness is the result of the person having been so labeled”. Through a scientific lens, he is able to convey that labels surrounding schizophrenia lead people with schizophrenia to present more symptoms. This demonstrates that the stigmatization of schizophrenia has negative, direct effects on those with schizophrenia because it exacerbates their symptoms since they subconsciously try to fit the stereotypes.

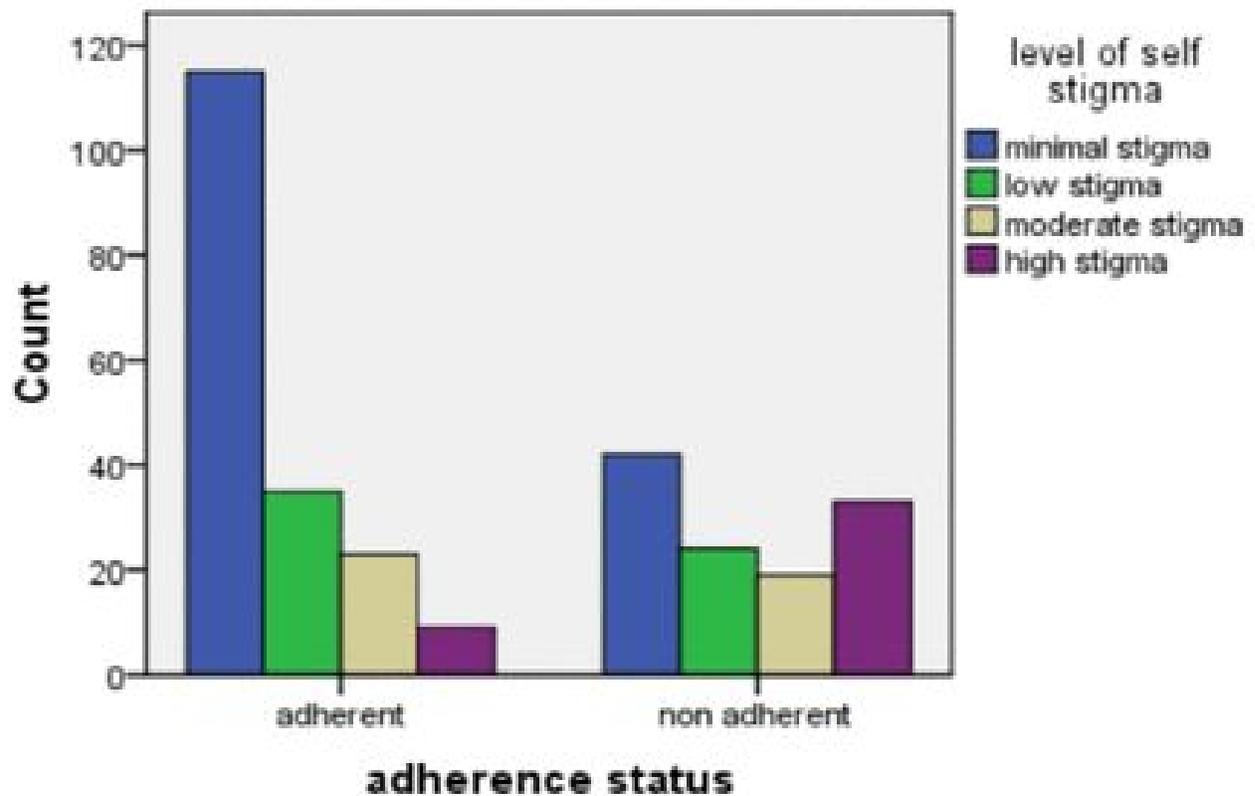
Appendix A



Dingfelder, Sadie F. "Stigma: Alive and Well." *Monitor Staff*, vol. 40, no. 6, p. 56. American Psychological Association.

By including violence and criminals in newspaper headlines about mental illness, the media provides information that catalyzes the stereotypes surrounding schizophrenia in order to exacerbate the stigma surrounding the illness. The United States has the highest rates involving the use of stereotypes in the media because of the pervasive use of various media sources in the technologically advanced country.

Appendix B



Golja, Eba Abdisa, and Shimelis Girma. Assessment of Self Stigma and Medication Adherence among Patients with Mental Illness Who Had Been Treated at Jimma University Specialized Hospital, South West Ethiopia: Community Based Cross Sectional Study, 2017. Cold Spring Harbor Laboratory, 6 June 2018. bioRxiv, doi:10.1101/340588.

By deterring patients with schizophrenia from adherence to their prescribed treatment, the media exacerbates the labels and stereotypes associated with the stigmatization of schizophrenia in order to intensify the overall stigma surrounding the illness.