

Abstract

The stigma against people with mental illness severely influences the overview of mental health in different cultures. Various research studies were done to exploring different interventions, but the effect of online contact in stigma reduction is left underexplored. Hence, this study aims to examine the effects of delivery modes of recovery stories as forms of online contact to reduce stigmatization. The present study would investigate whether online personal recovery story with a main grey-scaled graphic mode of story can significantly reduce stigma, microaggression and promote prosocial behaviour in bystander situation. In total 146 participants were recruited and randomly assigned to control group and experimental group. There were eight personal recovery stories with varied topics such as public stigma, microaggression, bystander behaviours and advocacy. Online contact through personal recovery stories was found to be effect in stigma and microaggression reduction, and in improvement of desired closeness against people with mental illness. However, online recovery stories did not have a significant effect on prosocial behaviour promotion. Compassion and interconnectedness were the significant moderators for stigma reduction.

Keywords: online contact, delivery mode, personal recovery stories, stigma reduction, microaggression, prosocial behaviour, bystander, compassion, interconnectedness