

Symposium | Anxiety : [Symposium 57] Perception and stigma, trans-ethnic genetics, virtual reality treatment of anxiety disorder, and Hyperemesis Gravidarum

📅 2025年9月27日(土) 9:00 ~ 10:30 🏢 Session Room 4 (Large Hall B)

## **[Symposium 57] Perception and stigma, trans-ethnic genetics, virtual reality treatment of anxiety disorder, and Hyperemesis Gravidarum**

Moderator: Kazuo Yamada (Toyo Eiwa University)

### **[SY-57-01] Breaking the Stigma: Cultural Norms, Celebrities, and Social Media**

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キーワード : Stigma、Celebrities、Cultural Norms、Social Media

This study examines cultural differences in the prevalence and perception of anxiety disorders across Eastern and Western societies, focusing on the role of traditional stigma and the transformative influence of digital platforms and public figures. Epidemiological studies show that lifetime rates of anxiety and depression in Western countries are four to ten times higher than those in many Asian nations, despite often greater social stress in Eastern populations. One explanation lies in cultural norms that discourage open discussion of mental health in many Eastern societies, contributing to underreporting and misdiagnosis. The rise of social media has begun to challenge these norms. Online platforms allow individuals to share mental health experiences—often anonymously—thereby reducing stigma and encouraging help-seeking behaviors. Notably, public disclosures by celebrities and influencers about their mental health struggles have further helped normalize conversations and mobilize supportive communities. However, these platforms also pose new risks. The rapid spread of misinformation, symptom normalization, and online harassment can distort public understanding of anxiety disorders and compromise care-seeking decisions. Healthcare professionals must critically evaluate the digital mental health landscape and promote accurate, culturally relevant information. This work highlights the urgent need for culturally sensitive interventions that integrate awareness of evolving digital behaviors and public narratives. Building mental health systems that bridge traditional and digital contexts is essential to ensuring equitable and effective care across diverse populations.