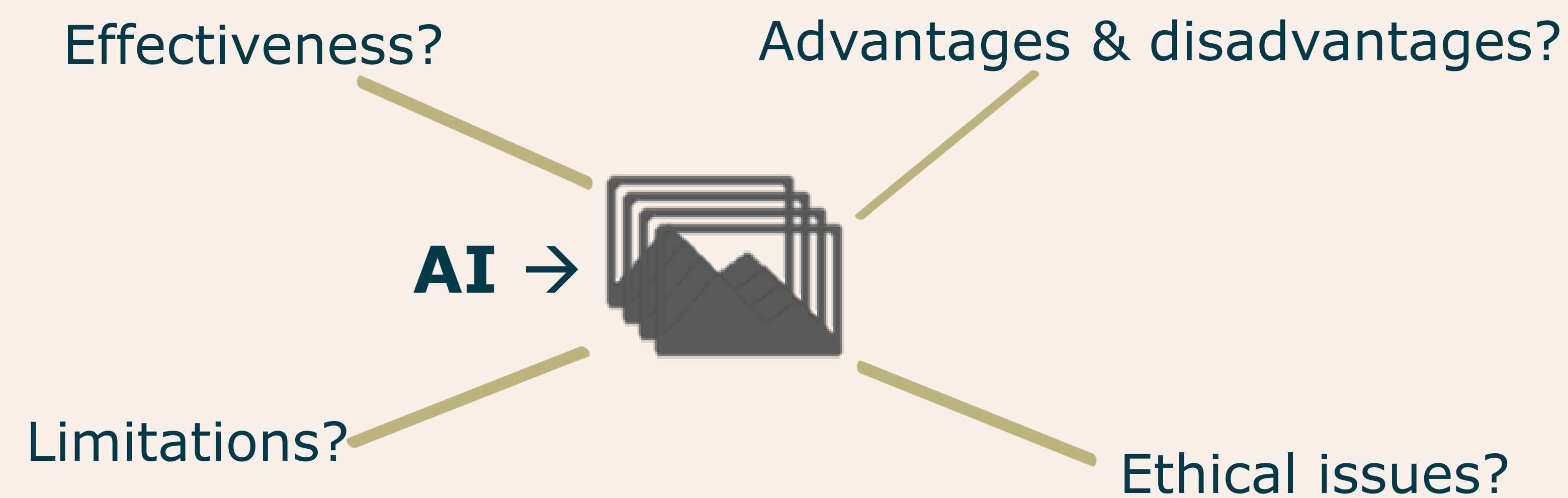


Perception of the visual representation of depression

by Renée Joosten & Núria Saladié

Introduction

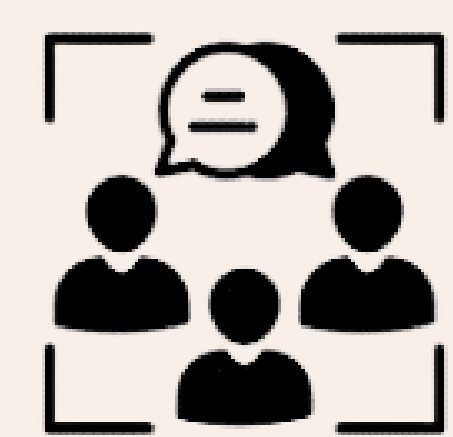


Main objective

To analyse the perception of the visual representation of depression.

Methodology

Adults with depression, science communicators and young people



Focus groups

22 participants



Online survey

858 participants

Findings

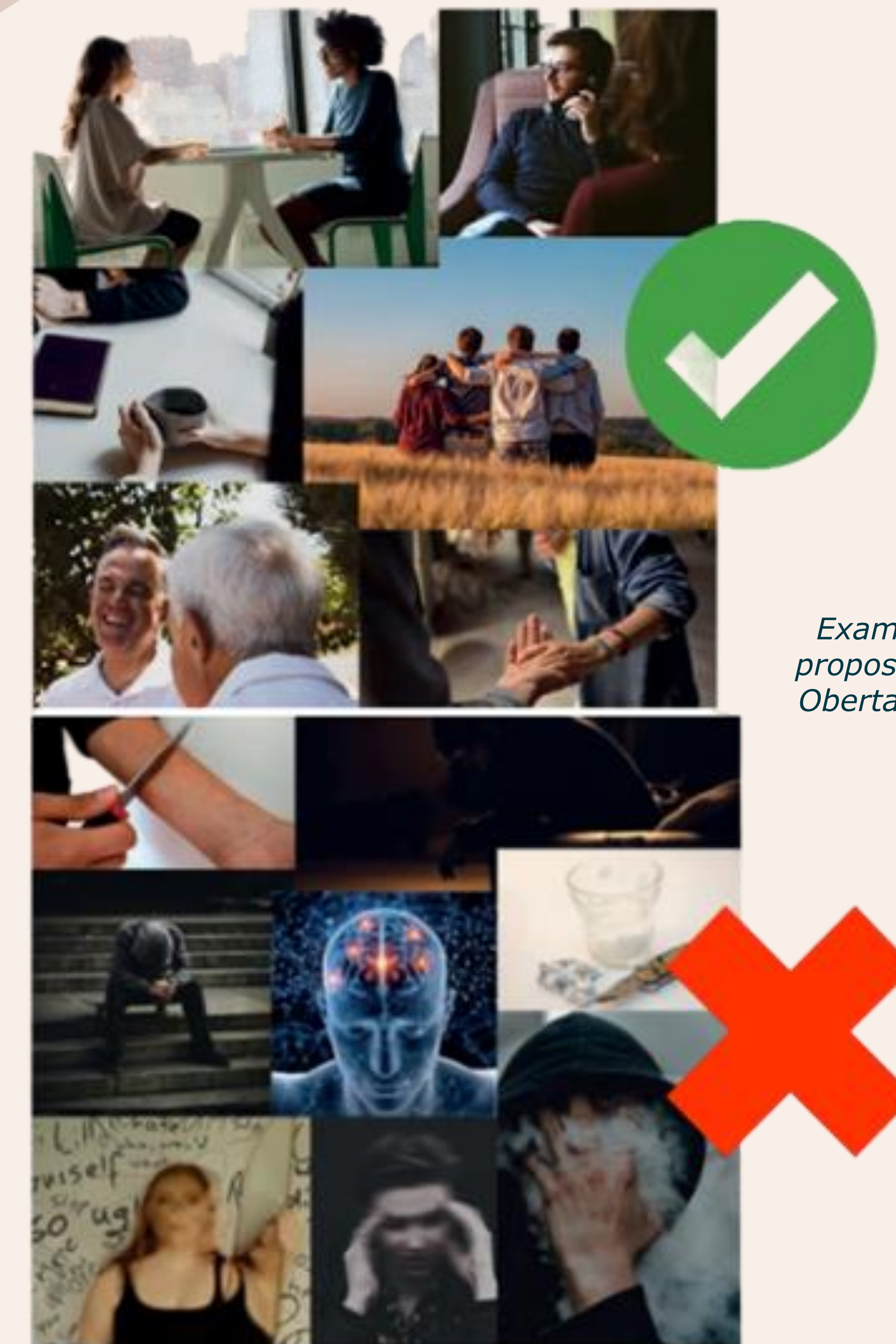
- Images used in the media and generated by AI are **stereotyped** and reproduce **stigma**
- **Images from the media** were considered more appropriate, realistic and inclusive.
- **Images generated by AI** were considered more stereotyped, stigmatising, and could affect people with depression more negatively.
- 62% of science communicators use AI tools, mostly **ChatGPT**, for summarizing and analysing texts.

Recommendations

- Consider that a **single image** cannot depict the many layers/facets of depression
- Images should show that **help is available** and that there are therapy options, support and accompaniment

Guide for science communicators

An extensive practical guide for science communicators:



Examples proposed by Obertament

upf. Universitat Pompeu Fabra Barcelona

SCS Science, Communication and Society Studies Centre



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