

# **Effectiveness of Content Creators in Creating Awareness for Obsessive Compulsive Disorder**

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## **Abstract**

This thesis explores the concept of stigma resistance by content creators for Obsessive Compulsive Disorder (OCD), which helps to promote OCD awareness and breaks the stigma around the condition in social media and the stigma created by marketers. The paper starts by highlighting the role of traditional media had developing the perception of OCD, the usage of the term OCD by social media users, OCD stigma resistance, and marketers promoting awareness of OCD. The importance of doing this research is to bring forth the seriousness of the condition and the resistance required to break this stigma. The research includes content creators creating OCD advocacy content, among which, most of them have been diagnosed with OCD themselves. The paper discusses how their content and engagement with social media users and brands can affect the mindset of social media users and thereby affect brands who are stigmatizing OCD through stigmatizing products and using the term OCD as a marketing tool. The argument is the stigmatization of OCD and the effect content creators can have on social media users and brands to halt stigma and trivialization of OCD. As research on the topic is limited, qualitative research using in-depth interviews was conducted to find the literary gap to be able to deduce the stance brands should have on the stigma and trivialization of OCD. The research was able to find evidence of stigma resistance of OCD by content creators, the data on the ways of stigma resistance against social media users and marketers and the impact of stigma resistance to be ineffective, yet with growing numbers of content creators creating content on stigma resistance it can bring changes in the perception of OCD. This study brings forth new information on awareness of mental health in social media platforms which can help businesses in evaluating their actions in an ethical perspective.