

Depression Awareness Campaign in Jordan: An Evaluative Impact Study

حملة توعوية عن الاكتئاب في الاردن: دراسة أثر تقييمي

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Depression Awareness Campaign in Jordan: An Evaluative Impact Study

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I would like to dedicate this research for all of those who are suffering from depression or other mental health disorders. You are strong but the world could be hard but eventually nothing last for too long even rainy days are always followed by sunny ones.

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I would like to dedicate this research paper for all those who suffered from severe mental disorders and depression in particular. It's not only your fault for that! Its societal responsibility. We all one, and we are all together.

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Depression awareness campaign in Jordan: An Evaluative Impact Study Prepared by: Muhammad A. Al Hmoud Supervised by: Prof. Wael Al Azhari Abstract

The Jordanian market is focused on commercial advertising whereas implying an awareness campaign is limited to specific aspects and this type of campaigns is highly required to enhance societies in numerous characteristics. Breast cancer has become comprehended for the Jordanian society after the various awareness campaigns that were executed across the kingdom through different media channels. On the other hand, mental health has never been an issue to be discussed in a campaign, therefore, the researcher focused on depression after finding that it's a major contributor to overall burden of diseases as well as the increase rate of suicide in Jordan.

The researcher used an evaluative questionnaire as to examine the knowledge and importance of depression in the Jordanian society as to help enhance the concept of the campaign. Furthermore, the researcher used different design software to create the campaign as to evaluate it by expert university professors, lecturers, and specialized designers. The questionnaire indicated that lack of knowledge know what depression is that indicated the lack of knowledge of the topic of depression and the help that is required to be provided was not clear to the specified group. Therefore, the researcher focused on helping those by encouraging them to speak up and share their experiences with any depressive situation.

Keywords: Depression Awareness Campaign, Awareness, Graphic Design, Depression

حملة توعوية عن الاكتئاب في الاردن: دراسة أثر تقييمي إعداد: محمد عبدالله الحمود إشراف: الأستاذ الدكتور وائل الأزهري الملخص

يركز سوق الإعلانات الأردني على الإعلانات التجارية، بشكل أكبر من تعامله مع حملات التوعية التي غالبا ما تقتصر على جوانب محددة، على الرغم من أن هذا النوع من الحملات مطلوب بشدة لتعزيز المجتمعات ذات الخصائص المتتوعة. على الجانب الآخر نجحت حملات التوعية المختلفة التي تم تنفيذها في جميع أنحاء المملكة من خلال القنوات الإعلامية المختلفة في جعل سرطان الثدي مفهومًا للمجتمع الأردني. فيما لاتزال الصحة العقلية تشكل واحدة من القضايا التي ينبغي التصدي لمناقشتها في حملة توعية خاصة بهذا الشأن، في هذا السياق قام الباحث بالتركيز على قضية الاكتئاب بعد أن وجد أنها تساهم بشكل رئيسي في العبء الكلى للأمراض المعروفة في الأردن، بالإضافة إلى الزيادة في معدل الانتحار.

استخدم الباحث استبانة تقييمية لدراسة مدى المعرفة بمسألة الاكتئاب وأهميتها في المجتمع الأردني بهدف المساعدة في تعزيز مفهوم الحملة. بالإضافة إلى ذلك، استخدم الباحث برامج تصميم مختلفة لإنشاء الحملة وتقييمها من قبل أساتذة جامعات خبراء في المجال، ومحاضرين، ومصممين مختصين. أشار الاستبيان إلى أن هناك معرفة متواضعة في ماهية الاكتئاب، وعدم وضوح الرؤية فيما يتعلق بطبيعة المساعدة المطلوب تقديمها بالنسبة للمجموعة المستطلعة آراؤها. يهدف الباحث في هذه الدراسة إلى مساعدة هذه الفئات وتشجيعهم على التحدث وتبادل الخبرات مع أي من المواقف التي تندرج تحت مسمى الاكتئاب.

CHAPTER 1 INTRODUCTION

1.1 Introduction

The topic of Mental-Illness is often stigmatized in the Middle-East region generally and in Jordan specifically. Those who show psychological weaknesses tend to hide it in front of their families, co-workers, friends, and other social communities. Depression is one of the Mental-Illnesses that is defined as a mood disorder that affect one's mental health that involves; delusions, perceptional disturbance or disordered thinking. (Hasan, Abd Musleh, and Mahmoud, 2017).

Accordingly, The World Health Organization (WHO) claimed that there are more than 300 million people of all ages suffer from depression globally. Moreover, its considered to be a leading cause of disability that leads to suicide at it worst (WHO, 2018). Psychiatrists measure depression level based on three different categories; Mild, Moderate, and Severe. The symptoms may vary based on the diagnosis and usually these are the main symptoms: Depressed Mood, Loss of Interest, Reduced Energy, and Lack of Concentration (Ganti, Kaufman and Blitzstein, 2019).

The single cause behind depression is not known yet it is resulted through amalgamations of psychological, genetic, environmental, and biochemical factors. Furthermore, depressive episode may occur due to trauma history, loosing a companion or a loved one, a difficult relationship, and any other stress related situations that affect the person emotionally that overwhelm the ability to cope the reason (Psychology Today Magazine of Mental Health, 2018). The suicide cases in Jordan in 2017 that has increased to 130 cases. The Criminal Information Department (CID) attributed them to "Personal Disputes" and "Psychological Diseases" (CID in Jordan according to crime type, 2017). On the other hand, a study claimed that mental health is undervalued in the Jordanian society especially when it comes to finding a treatment due to

collectivistic family culture. Moreover, the study resulted that this family collectivism affects the social culture that results to increase the burden on the family negatively to decrease the interest of receiving or even searching for a treatment (Hasan and Musleh, 2017). Likewise, it varies how people view depression, anxiety, and schizophrenia in cultural perspective in Jordan, some people view these mental illnesses as type of feebleness and as a chastise towards disrespecting parents and ancestors. On the other hand, some other people view mental disorders as a form of evil spirits, bad health, punishment of god, and person's weak faith. (Hasan and Musleh, 2017). However, a study showed that health education campaigns can reach wider audiences by the usage various types of media and distinctive types of communication materials. These type of campaigns use images in particular as it's easier to draw people's attention. Another study suggests that the simple use of images does not necessarily guarantee the effectiveness of the campaign as the evaluation of the visual with the context as to avoid misapprehension that is shown by complications of the visual message (Borba, Waechter, & Borba, 2015).

1.2 Problem Statement

The stigma of mental health has affected the awareness campaigns in Jordan to deliberate the topic of various mental health disorders including depression. There are various ways to reflect the awareness campaign in terms of depression to outreach the desired audience as to help them increase the understanding toward the topic and helping them seeking treatment. The main goal of this research paper is how to encourage the society of Jordan to share their different experiences with depression as well as to give understanding to those who might be suffering with depression.

1.3 Study Purpose and objectives

Mental-illness in general and depression in particular considered as an important field of study that helps enhancing lives of individuals. Depression is a significant topic as it derives its importance from:

Theoretical importance: The study investigates the effect of depression towards the individual life's as well as brain chemicals, and how depression affect our immune system that might lead to various other health implications. Moreover, this study will shed light on various topics that contribute to the overall of depression, and how the awareness happens to be helping those who suffer from it in other countries.

The practical importance: This study will suggest a designed campaign that showcases depression as an awareness topic that will be applied on various design elements e.g. posters, billboards, and booth designs. These elements will be a great reference for any related topic.

1.4 Significance of Research

This research is to help increasing the awareness of depression in Jordan as well as decreasing the overall stigma of mental health that increase the prevention of being diagnosed or receive treatment. Moreover, this research is significantly important for any governmental or non-governmental organization as to review the prototype of the awareness campaign where the design elements reflect the importance of depression. Hence there is lack of any previous depression awareness campaign campaign or mental health related campaigns in Jordan this research prototyped the first depression awareness campaign as to be applied in the Hashemite Kingdom of Jordan.

1.5 Research Questions

This research will be deliberating depression awareness campaign and its prominence as the following:

- The importance of depression.
- Efficacy of depression awareness campaign in Jordan.

1.6 Study Limitations

Location Limits:

The study was applied to private and governmental university students as well as local and international advertising agencies.

Time Limits:

The researcher prepared this study during the academic year 2018/2019.

1.7 Theoretical Framework

The researcher has included the general public along with an expert group in the conceptualization of the research prior the design process. Then, the awareness campaign has been designed by the researcher and followed by an evaluation questionnaire by the experts specifically as shown in *Figure 1.1* as to apply any requirement or amendment as to help finalizing it.

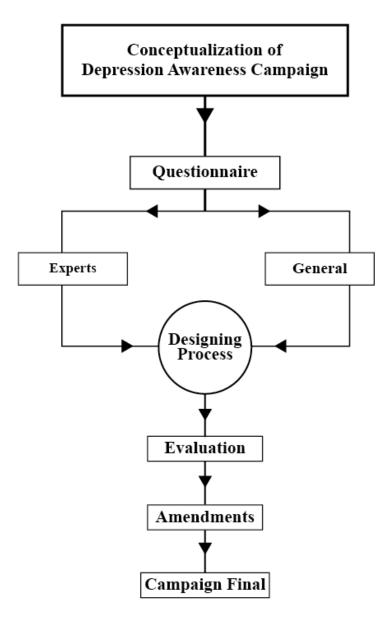


Figure 1.1: Theoretical Framework Source: The Researcher

1.8 Definition of Terms

Major Depressive Disorder (MDD)	is a mood disorder that causes a persistent feeling of sadness and loss of interest, also called major depressive disorder or clinical depression, it affects how you feel, think and behave and can lead to a variety of emotional and physical problems. You may have trouble doing normal day-to-day activities, and sometimes you may feel as if life isn't worth living (Shelton, 2019).
Immunopsychiatry or Psychoneuroimmunology	The study of the connections between the mind and the neural, immune and endocrine (hormonal) systems. The basic concept of psychoneuroimmunology is the concept that the mind and body are inseparable. It follows that stress affects the body's ability to resist disease (Sheil, 2018).
Sociology	a social science that analyze human civilizations, their communications, and the processes that helps changing them (Form & Faris, 2019).

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

This chapter summarizes the importance of depression, and how it affects the health overall. Moreover, the researcher has reviewed sociological background, and how other countries applied various awareness campaigns to help those who suffer form depression.

2.2 Why Depression

Depression is claimed to be one of the most frequent form of mental disorder in the general population. The sentimental of feeling or as known as 'mood' issue is considered as a contribution of group of different related conditions including the depressive disorders, mania,

and hypomania. Anxiety disorder can not be separated from the depressive disorders into a distinct diagnostic groups. Hence, anxiety and depressive wide-ranging syndrome show intersection (comorbidity) in community, prime and subordinate care institutions shown in (Fig.1)as (Baldwin & Birtwistle, 2002). Depression has a lifetime frequency as high as 15%, is related with generous bleakness and mortality, and executes a

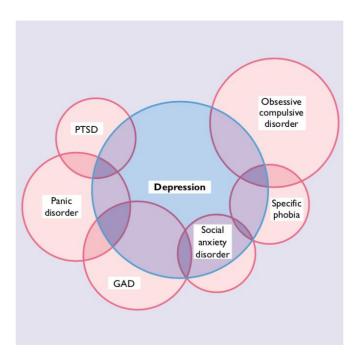


Fig.2.1: Depression comorbidity. Source: (Baldwin & Birtwistle, 2002).

fundamental burden in both developed and developing countries. Moreover, its considered a communal disorder with serious individual, interactive, and public significances affecting about

17% of the overall populace and accounting for almost 10% of sessions in primary care. Women are prone to suffer from MDD (Major Depression Disorder) and symptoms may increase with age. However, a study claimed that increasing prevalence of depression in younger age groups, particularly in younger men that might be relatively linked to the rising of suicide rates. Depression symptoms are more frequent upon those who are considered socially eliminated, and those who are economically underprivileged, depressive episode can affect people from all segments of society. Furthermore, at a personal level depression causes significant psychological distress, reduces the overall quality of life and increases the morality from cardiovascular disease, accidents, and at worse it increases the rate of suicide. On family level it can increase the family issues leading to breakdown, and depressed moms might delay developing her children. Stigma and discrimination against those who suffer or might be suffering from depression be more reluctant to seek for help or treatment, and that results a lack level of recognizing depression by health professionals or psychiatrists. However, if these factors are taken into consideration, depression can clearly establish a major public health matter as seen in Fig 2.2 and figure 2.3. Nevertheless, depression can be caused by (Baldwin & Birtwistle, 2002):

- Genetic factors.
- Neurotransmitter disturbances.
- Psychosocial factors:
 - Adverse experiences in childhood.
 - Chronic major difficulties.
 - Undesirable life events.
 - Limited social network.
 - Low self-esteem.

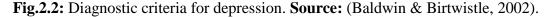
Based on the 9-item depression module from the MINI participants are classified in the following way:

- · Major depressive episode: 5 or more symptoms, including one of the key symptoms
- Sub-threshold depressive symptoms: 2-4 symptoms, may or may not include a key symptom
- Non-depressed: 0-1 symptoms

Symptoms:

- 1. Depressed mood*
- 2. Loss of interest*
- 3. Significant weight loss or gain or decrease or increase in appetite
- 4. Insomnia or hypersomnia
- 5. Psychomotor agitation or retardation
- 6. Fatigue or loss of energy
- 7. Feelings of worthlessness or excessive or inappropriate guilt
- 8. Diminished ability to think or concentrate, or indecisiveness
- 9. Recurrent thoughts of death, recurrent suicidal ideation without a specific plan, or
- suicide attempt or a specific plan

*key symptom



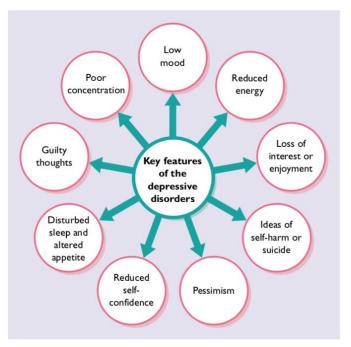


Fig.2.3: key features of the depressive disorders. Source: (Baldwin & Birtwistle, 2002).

The World Health Organization (WHO) claimed that depression is a significant reason to the known diseases world-wide. Moreover, the suicide rate is increasing internationally that is reaching around 800,000 suicide every year, moreover, it's a second leading cause of death in 15-29 years old in both males and females (WHO, 2018).

The results of the study by Bembnowska and Jośko-Ochojska (2015) confirm that there are different factors that contribute to adolescent depression. Additionally, this manifestation of depression is equal to both sexes but some important differences can be seen with maturation. Symptoms begin to show in girls between 13 - 15 years of age, peaking at the age of 15 - 18 years. The source of depression in adolescence is multifactorial that means there are range of factors that contributes to the disorder; genetics, hormonal, biological, and the impact of environment, household, cultural and socio-cultural factors (Bembnowska & Jośko-Ochojska, 2015).

Moreover, a research conducted in Jordan claimed that youths with mental health conditions in the middle east are reluctant to search for a mental health treatment or a therapy because of being afraid of brining shame to the family or as they being perceived as weak, and unwilling to cope with life situations. The average age of the research focus group was 33.4 years and most of them were male (63%) while (52%) were married with an average of 2 children who took this specific analyses while understanding that depression is an enervative condition that can be improved with treatment. Likewise, the adolescent males with depression are accepted in child's school than females with depression, and these participants indicated that females with depression are less likely to be hired while receiving treatment compared with either males or females who are untreated. The social values and beliefs related to gender identity in Arab culture have been frequently recognized as a barrier to seek a treatment for any mental-health related disorder (Gearing, et al., 2014).

Furthermore, The World Health Organization Assessment Instrument for Mental Health Systems (WHO-AIMS) has collected information on the Jordanian mental health systems, and showed a significant lack of an obvious Mental Health Policy in Jordan. Moreover, they claimed that public education and awareness campaigns are rare in the topic of mental-health due to the lack of collaboration between the mental health and other health related sectors (WHO, AIMS., 2011).

2.2.1 Sociological issues and their affect on mental health

Sociology and psychiatry share a long-lasting affiliation more than 100 years ago, and is considered one of the main factors that helped enhancing the mental-health via applying sociological research methods for transforming the mental health care centers after the WWII (World War II) by deinstitutionalization and creating a less isolated community services for those who are diagnosed with any mental related disorder. Moreover, those who suffer from mental health related disorder are rejected from every social domain, on the other hand, these people – on average - are considered to be poorer than those who are not. The higher rate of unemployment can increase the rate of mental health especially in times of economic recessions. Furthermore, these persons with mental – health issues are less politically engaged, and they suffer from more physical health issues than the mentally healthy citizens. Nevertheless, the Western societies became more individualized and differentiated after the post war. The social change was in fast pace that caused many people with mental health disorders unable to cope with these challenges of the modern life, as a result, the post war treatment care units became

more contributing to the social exclusion that helped creating living conditions that were not well-matched with circumstances of the 'real' world (Richter & Katschnig, 2015).

Furthermore, sociocultural variations linked to race, nativity, ethnicity, and cultural influences that are often associated with mental health. Race is defined as the identity or the attachment to a specified racial group and it often based on shared experiences. Nativity on the other hand, is defined according to those who are born in or outside of a specific country, and mental health status has been investigated by social scientists that give us a great example towards the limitations for any cross-sectional survey across specific racial and ethnic groups. Ethnicity as well is defined as the shared geographical birthplace and the heritage that we are born with nationally. Moreover, most researchers could agree that humans don't born without ethnicity, in contrast, it is a socialized and voluntarily achieved status. On the other hand, cultural influences are hard to be defined but its considered the base layer for race, nativity, and ethnicity, hence, culture represents multi-level exchange between groups and individuals that is considered a form of cultural communal. Cultural influences are important because it's the dynamic and interaction of societies with different traditions, beliefs, and values for meeting psychosocial needs. Consequently, mental health status can be affected by race, nativity, ethnicity, and cultural influences in three main points defined as:

a) Evaluation; (sampling and measurement, etc.) that help collecting a valid data on mental health.

b) Race and ethnicity reveal individual to stressful circumstances hence they are satisfying their social standings that conflict their specific cultural image that can impact their psychological health.

c) Established relationships can be affected to the mental health status based on the affect of nativity, ethnicity, race, and cultural influences.

Accordingly, by diagnosing mental health and sociological variation it is recommended to take ethnicity, race, and cultural influences as valued information. That helps specifying the chosen group. Thus, the correlation of mental health is often linked to sociocultural variation such as: Age, Discrimination, Gender, Seeking-help, and Socio-Economic status that can affect how researchers of mental health comprehend the racial and ethnic minorities within the society that help understanding mental health from a wider perspective (Aneshensel, Phelan, & Bierman, 2014).

2.2.2 Human Development

The development of humanity is considered as transformation that developed through time, often is considered as the sequence of the psychological and physical effects that occur to people as they age. Human development has been a significant interest towards the scholars all over the world. Accordingly, they were focusing on different elements upon the study with concern to cognitive capacity and skills, maturation, moralities, social relationships, perceptual capacities, and physical growth. Thus, the development of the brain is a key element toward human development as in both structurally and functionally. Moreover, how an infant change and the advancement from crawling to walking, how children acquisition of memory strategies and social emotions such as guilt. Additionally, other scholars claim that nature or nurture is the most responsible for the outcomes of development but there are another contemporary factors that help interact between endogenous forces such as the genetic establishment. However, these influential factors continue to vary within their interaction that is inspired in embryology and the early psychology. Jean Piaget's a theorist claimed that cognitive development; explains the increasing of complexity and integration between organizations of children's thinking are often reminiscent of the biological explanations, because change is the essence of development. On the other hand, research designs either upon time (longitudinal design) or by comparing individuals of different ages (cross-sectional designs), these research designs are combined to afford comprehensive development examination (Salkind, 2006).

Similarly, an early scientific theory towards the human development that was devised by Sigmund Freud (1856 – 1939) that describe the development by the experiences that the the person goes through in their childhood that is often considered as a trauma event that is buried within the child unconscious mind or even it can be repressed. Freud experiences as a psychoanalyst made him to be the foundation of the psychosexual theory. The theory considers the sexual desire is the main force behind human development. Freud have created five psychosexual stages as shown in *Fig.4 Freud Psychosexual Stages*. This trauma continues to reshape the child's personality and their mental functionality. Thereafter, Freud developed one of the first methods of psychotherapy that is named *Psychoanalysis*. The main purpose of this method is to bring the trauma history from the patients' memories or the unconscious into the consciousness, through having them discuss their experiences and dreams while they are guided by the psychoanalyst. According to Freud bringing the suppressed memories into consciousness is enough to heal the patient (Arnett, Chapin, Brownlow, & Arnett, 2019).

Freud have showed that grown-ups in the environment teach the child to develop a superego or integrity that confines the gratification of needs that affect the child by making him/her feel guilty for not obeying. Moreover, within the same time as the superego is developed, an *ego* also

develop that serve as a mediator between the id and superego. The ego allows the child to seek gratification within the compels imposed by the conscience (IBID).

Freud's Psychosexual Stages		
Age period	Psychosexual stage	Main features
Infancy	Oral	Sexual sensations centered on the mouth; pleasure derived from sucking, chewing, biting
Toddlerhood	Anal	Sexual sensations centered on the anus; high interest in feces; pleasure derived from elimination
Early childhood	Phallic	Sexual sensations move to genitals; sexual desire for other-sex parent and fear of same-sex parent
Middle childhood	Latency	Sexual desires repressed; focus on developing social and cognitive skills
Adolescence	Genital	Reemergence of sexual desire, now directed outside the family

Fig. 2.4 Freud Psychosexual Stages. Source: (Arnett, Chapin, Brownlow, & Arnett, 2019).

On the other hand, another psychologist Erik Erikson (1902-1994) that proposed another staged theory for human development that is not based on sexual drive for all the developments. Moreover, Erikson focused on the psychosocial theory that is within social and other cultural environments. Furthermore, Erikson focused as well to the development of the person throughout the life span not only focusing on early childhood just as what Freud's claimed in the psychosexual theory (IBID).

Erikson has developed an order of eight stages of development as seen in (Fig.5 Erikson's Eight Stages of Psychosocial Development). Each stage is defined by a characteristic developmental challenge that a person should determine or solve. When a person solves each stage successfully it prepares him or her to the next stage. However, whether the person experienced any difficulty with any stage challenge it makes him or her to proceed to the next stage with a risk of being weak to succeed in the next one as well (IBID).

Erikson's Eight Stages of Psychosocial Development			
Age period	Psychosocial stage	Main developmental challenge	
Infancy	Trust vs. mistrust	Establish bond with trusted caregiver	
Toddlerhood	Autonomy vs. shame and doubt	Develop a healthy sense of self as distinct from others	
Early childhood	Initiative vs. guilt	Initiate activities in a purposeful way	
Middle childhood	Industry vs. inferiority	Begin to learn knowledge and skills of culture	
Adolescence	Identity vs. identity confusion	Develop a secure and coherent identity	
Early adulthood	Intimacy vs. isolation	Establish a committed, long-term love relationship	
Middle adulthood	Generativity vs. stagnation	Care for others and contribute to well-being of the young	
Late adulthood	Ego integrity vs. dispair	Evaluate lifetime, accept it as it is	
(Fig2.5: Erikson Eight Stages of Psychosocial Development. Source: (Arnett, Chapin,			

Brownlow, & Arnett, 2019).

Another psychologist Bronfenbrenner (1980; 1998; 2000; 2005) claimed that human development is not focused on stages and he introduced the Ecological Theory. This theory is concentrated on the mother-child relationship while emphasizing on the developmental psychology in the instantaneous environment. Accordingly, he introduced the five key levels or systems that play a part in human development as seen in (Fig.3 Bronfenbrenner levels of development) (IBID).

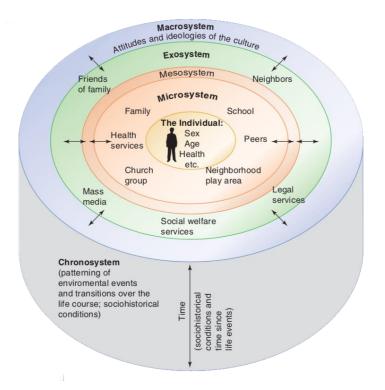


Fig.2.6: Bronfenbrenner levels of development.

Source: (Arnett, Chapin, Brownlow, & Arnett, 2019).

The microsystem level is considered as the instant environment of the individual where they experience their daily life. Moreover, this system includes the relationship between the person with each parent, sibling, family, distant relatives, teachers, coaches, and other adults. Furthermore, Bronfenbrenner claimed that the child is considered an active mediator in this system. The Mesosystem is considered the interconnection between different microsystems as shown in (Fig.6). However, the other level Exosystem refers to the societal establishments that have indirect but important impact on human development. In his theory he considers these establishments include schools, religious conventions. The Macrosystem as shown in (Fig.3) is considered the wide-ranging system of the beliefs that is related to culture and ethics, and the economic and governmental systems that are considered the foundations of these beliefs and

values. Thus, the final level of (Fig.3) Chronosystem refers to the changes that happen in the developing conditions over time with respecting and understanding the individual development and to the historical changes (IBID).

2.2.3 Psychoneuroimmunology or Immunopsychiatry

A study claims that the discipline of understanding the relation between the brain and the immune system is generally acknowledged as *psychoneuroimmunology (PNI)*. Psychiatry and neurosciences research is known to re-introduce a new term to define the filed of the relation between these two fields as *Immunopsychiatry* (Pariante,2015).

Furthermore, a study showed that inflammation is considered to elevate consistently from stress and depression, and often are experienced instantaneously that characterized by those who are in troubled relationships. Moreover, those people who are stressed or depressed are considered to be experiencing higher risk factors of developing health problems compared to those are less distressed equivalents. As a result, inflammations that occur due to the depression episode help increasing the rate of age-related diseases including cardiovascular diseases, Type II diabetes, and metabolism syndrome. Accordingly, the study showed that major depression disorder and chronic stress impairs the immune system response, and often contributes to the development and progression of some types of cancer. On the other hand, studying the behavioral strategies, psychological, and Psycho-Pharmacotherapeutic interventions that can enhance the coping of the person of mental-illness, and help reducing depression or chronic stress has shown advantageous affects in cancer patients (Jaremka, Lindgren, & Kiecolt-Glaser, 2013).

Another research showed that molecular apparatuses in the brain are expected to cause the symptoms and severity of neuropsychiatric disorders. This study is carried to show the intangible nature of association between the rigorousness of depressive disorders and neuro molecule

processes examined by Positron Emanation Tomography (PET) scan for the brain as shown in **Fig 2.7**. This research studied different brain receptors e.g. serotonin, and dopamine as to study the effect of depression on brain function. As a result, the study claimed that the search within PET radioactive substance that is used prior the scanning named *fluorodeoxyglucose (FDG)* will continue to reveal more connection between binding properties of the central neuro-molecular processes in the brain, and the clinical conditions of those who suffer from depressive disorders (Smith & Jakobsen, 2013).

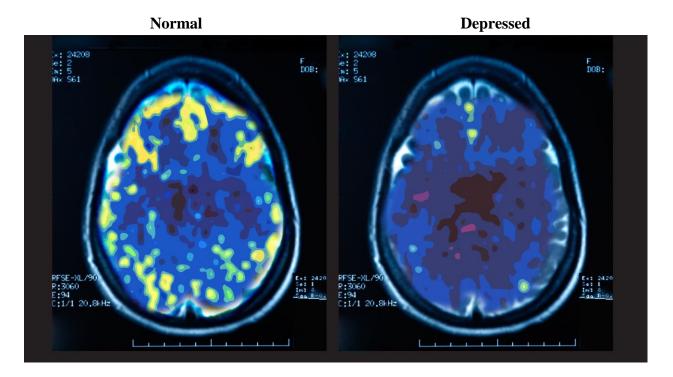


Fig 2.7 Depressed Vs. Undepressed Brain PET scan. **Source:** White, D. (2016, December 27). Success story: Rethinking solutions to depression. Retrieved from https://www.tallahassee.com/story/life/wellness/2016/12/27/success-story-rethinking-solutions-depression/95790408/

2.2.4 The Stigma of Mental Health

The commencement of stigma, denoting relations of disgrace, shame and nonconformities from what is considered 'normal', has a long history within the field of mental

health. Every culture around the world has some notion towards emotional or psychological difference, not all the cultures identify these differences the same exact way, nor they even make use of the same identical terminologies defining it. Likewise, when people act differently that others have difficulty reading or understanding them they often run the risk of being dismissed and labeled as 'crazy' or 'mental'. Moreover, Stereotyping is considered the ignorance of individual variability within other social groups, and the overlap of characteristics across them. Additionally, its not always a negative social typing but its narrow, and often considered a misleading form of a public judgment (Rogers & Pilgrim, 2014).

However, a study in Jordan claimed that negative public attitudes towards depression result the person with mental illness to be isolated, socially distant, and rejected as well. On the other hand, those who are actively seeking out and engaging in treatment can bring further attention to the individual's depression, resulting in greater stigmatization. Thus, there are several interpretations towards those who suffer from depression as they lack faith in, devotion to, or approval from the almighty God, which can serve as a constraint to treatment seeking for individuals with mood disorder. Also, the participants of the study reported that adolescent males with depression are more welcomed in schools than females with depressive disorder. Likewise, the contributors of the study showed lack of interest towards hiring females who are receiving treatment than males or females who are untreated, indicating that females who suffer from depression can be stigmatized by receiving a treatment. Additionally, the study asserted that over a third of treatment obstructions are often identified in studies related to the local and cultural environment involved with stigma.

2.3 Globalization and Mental Health

When we discuss globalization by itself it is neither good nor bad. It has the power to do massive good. But in much of the world it has not brought comparable benefits. For many, it seems a sheer disaster (Stiglitz, 2002). Globally, the burden of mental health illnesses is often associated with poverty, abuse of human rights and the stigma of mental health, and the needs of those with severe mental illness are often neglected (WHO, 2003).

The increasing of globalization has become interrelated with the increasing of global violence. However, deaths through war in the 20th century are appraised at around 190 million; estimates of military deaths per million rising from 10M in the 19th century to 180 million in the 20th century, and civilian deaths from around 10% of all deaths at the beginning of the century to 60% or even more at the end. (Garfield and Neugut, 1997; Meddings, 2001). Thus, there is no ratio well known for mental health disorders yet for each death there must be a concomitant mental impact on observers or relatives, and for each suffering victim and dangers of disability (Piachaud, 2008).

However, globalization has affected psychiatric clinical practice in some varied ways that has unfortunately does not include a worldwide provision or access to mental health care services by the diversity of ethnicity and culture that led to wider range of attitude and understanding in relation to mental illness. Moreover, in developing countries the rates of inward migration have increased that led to widen the range of approaches and beliefs in relation to mental health care units. Furthermore, the increase of the use of technology and its development has lead to increase the information on range of health care services that resulted as to increase the demand on these mental health units particularly. However, in fact globalization is implemented to this very day that is highlighted many varied conducts like: A) **Leadership disaster:** where wealth is allowed to be only available or rigorous or on specific group of people these few people happen to be world's three richest persons that have resources and assets that exceeds the gross of domestic product of the 48 other countries.

B) **Democratic disaster:** that led 1.3 billion people to live on wages or incomes of less than 1\$/day.

C) **Economic disaster:** were nearly 1.5 billion people have no access to clean water, and 1 billion live in a wretchedly unaccepFigure housing.

D) A Religious Disaster: where a lot of people happen to see God in the form of bread or money.

E) **Moral Disaster:** Where around 40,000 children die from malnutrition and diseases every day (Okasha, 2005).

The factor of unemployment and the experience of job insecurity as well as poor working conditions often determine to increase the rate of mental-ill persons. Furthermore, different frameworks of globalization and health related centers are often questionable the unsatisfactory impact of globalization and the international trading agreement on access of costs of treatments and medicines. Nevertheless, these higher costs increase the possibility of using older medications by the poorer countries, and often by stronger or more difficult to treat side effects. On the other hand, the researchers found that there are no conceptual frameworks to link globalization to mental health. Nevertheless, globalization – health frameworks in different ways (Economic Liberalization & Development, Social Policies, and the Distribution of Medications), and incorporating with other aspects that we do consider to be differentiated in comparison with other aspects like Mental Health (Social Context, Formation of Identity, The

Experience of Adversity, Societal Attitudes to ill health, a relative role for ethnographic approach) (Bhavsar, Zhang, and Bhugra, 2019).

2.4 The Importance of Situation Awareness

An article claimed that situation awareness is the state where a human is being aware of what is happening around as well as understanding how this can affect their life in the future. The article suggested that the awareness can be defined in terms of knowledge that is considered important for a specific objective or goal. Moreover, the main idea is to have an operational situation as it must be used for a precise reason. Therefore, situation awareness can be defined as "the perception of the elements in the environment within volume of time and space, the comprehension of their meaning, and the projection of their status in the near future" (Endsley, 1988). The situation awareness originates from the world of military aviator as they were achieving high levels of what was found to be both critical and challenging early in the history of aviation. However, situation awareness can be applied to wide ranging fields e.g.: education, driving, conservation, and generating power plants. Furthermore, its considered to be a significant element in decision making and performance that spreads beyond work related fields to extracurricular activities, including entertaining and professional sport teams, self defense, and acting. Its considered as well to be the real-world changing knowledge that is critical for effective pronouncement, decision making, and taking actions (ENDSLEY & Jones, 2017).

2.4.1 History of Health Awareness Campaigns

An article by Philip Rhodes and John Bryant (2018) claimed that many movements arisen concurrently to improve sanitation in several European countries. These sanitations have been built upon fundamentals laid in the period between 1750 to 1830. During the period after 1750 the European population were increasing rapidly, and accordingly an awareness of large number

of infant deaths of the unpleasant environments whether it was a prison or a mental establishment. During the same period hospitals also began to grow rapidly. The development of the industrial revolution; the health, and welfare of those who were working different sectors in these industries has worsened. Accordingly, in England, where the Industrial Revolution and its unfavorable impacts on wellbeing were first experienced, there emerged in the nineteenth century a development toward clean change that at last prompted the foundation of general wellbeing organizations. The death rate per thousand has increased in Birmingham from 14.6 to

27.2. These figures were the consequence of an expansion in the urban populace that far surpassed accessible lodging and of the resulting advancement of conditions that prompted broad sickness and weakness. Moreover, the improvements of natural sanitation during the twentieth century were significant in helping few health issues among the poor societies. In the allies of England and the United States, hunger, venereal illness, liquor abuse, and different infections were far reaching. The increase production of goods during the nineteenth century that was held by the economic liberalism brought an end to insufficiency, deficiency, and misery. However, by the turn of the century, it appeared to be certain that intentional and positive mediation by change

disapproved of gatherings, including the state, additionally would be important. Therefore, numerous doctors, ministers, social laborers, open energetic natives, and government authorities advanced social activity. Sorted out endeavors were attempted to counteract tuberculosis, reduce word related dangers, and improve kids' wellbeing. (Rhodes & Bryant, 2018).



Fig. 2.8: Milk Campaign Notice. Source: Encyclopedia Britannica, retrieved from https://www.britannica.com/topic/public-health/National-developments-in-the-18th-and-19th-centuries/media/482384/187439

The history of health related campaigns began in the 1950s (WHO, 2009) when the Salk Polio vaccine were invented that it made a significant impact on the ravaging epidemics at that time. In the year of 1966 the WHO and other centers for Disease Control began smallpox abolition campaign in Africa. The objective of the campaign is to increase the dismal of 5% of children in developing countries as to out reach their communities by different immunization services for other diseases. In 1974 the WHO expanded a program as to provide vaccines for different diseases "Bacillus Calmette-Guerin (BCG), diphtheria-tetanus-pertussis (DTP), oral poliovirus vaccine, and measles vaccine.". The WHO have used posters as to increase the understanding and the approach towards integrating immunization for children and pregnant women with the

routine main health care aids that is offered by massive trained staff, and communication efforts. Moreover, the posters from that period are much more informative compared with earlier ones by giving the families more information and details of the expected immunization program and encouraging the use of vaccination cards. The posters that were used in the 1950 (WHO, 2009) played on making people fear by showing the devastating effects of the diseases with images of

damaged children and families. However, in the late 1970s (WHO, 2009) a military style

pictures have been implemented as to inspire those who are holding and embracing. Consequently, the use of images has been changed as to present those vaccinated adolescents as healthy and smiling. Another illustrations shows parental responsibility towards vaccination as to associating them with a parent with someone who have completed the schedule and enable their

adolescent to prosper (WHO, 2009).

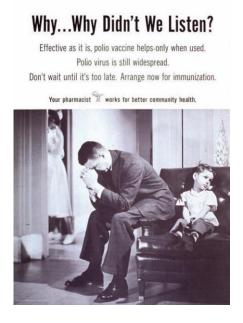


Fig. 2.9: Why didn't we listen? Source: WHO,2009.



Fig. 2.10: Tetanus: A threat to all. Source: WHO, 2009.



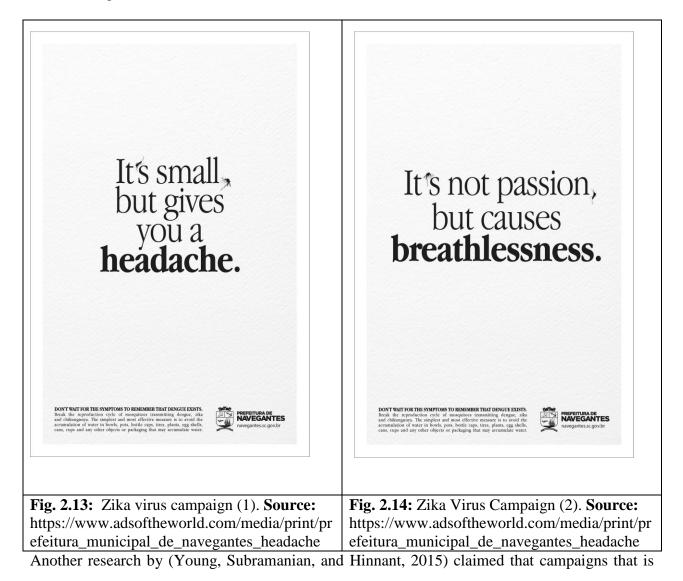
Fig.2.11: Smallpox Point of no return. Source: WHO, 2009.

Fig. 2.12: Immunizing our children. Source: WHO, 2009.

2.4.2 Graphic Design as awareness

A study showed how graphic to the design lead to an effective communication health campaign by claiming that government and other agencies use different types of communication modalities to meet communicative requirements with focusing on health care. Moreover, the study showed that the informal approach to be used to reach a wider audience, and therefore reaching a greater success. Furthermore, health edification campaigns are mostly considered as non-formal education or as an initiative envisioned to interconnect vigorous information through using various media like Newspapers, Magazines, Radio, TV, and internet. Additionally, these health campaigns are often use an educational method or language material with the requirement to reach a specific population depending on what they are required to be directed to. On the other hand, the study showed that mass communication that shows what the planners of these campaigns make use of images to support their educational messages that can enhance their campaign and make it more efficient hence its naturally easier to grab the audience attention. However, the simplicity of using an image or inserting it within the campaign does not necessarily guarantee the efficiency of a health campaign. As a result, the use of images must be evaluated in the context where this visual message is used within the other graphic elements as to avoid problems of misunderstanding or misinterpreting the main message because of the complexities of the visual message. On the other hand, disease prevention campaigns use a visual language that is considered a key element of the message for controlling the disease. However, these prevention campaigns use the visual language as a key element as to create this official communication between the audience and the initiative. Additionally, disease prevention campaign has been used in Brazil to educate and inform their communities with the importance to help controlling and combatting the Dengue Fever, and Zika virus. (Borba, Waechter, & Borba, 2015). Furthermore, in the post modern societies ways of using communication can be perceived in different ways often the image is used to facilitate an understanding and interpret the intended message. Accordingly, the image is highly significant as a continuing form of communication, because its visual that makes it more visible to the audiences that help the initiatives to organize different objectives that are always considered to be increasing and changing by depending on different experiences in each society. Additionally, the researchers claimed that the image is a one of the distinguished ways to symbolize realities. Accordingly, the illustrator or the designer must be aware of the cultural differences by understanding the meaning of the used images regarding how these images reflect ideas and how they would interact with these visual element that will make the designer aware of the demographic differences between the societies and understanding their historical context. However, the research concluded that developing a health campaign is a complex design through mass communication hence its

targeting a diverse audience, moreover, public health campaigns frequently present uncertainties and complications in understanding the concept of it. Additionally, the use of images in any printed materials is considered as an effective way to communicate with diverse audiences. Consequently, in any health campaign defining the target audience is important in order to develop visual message especially for understanding their culture, and customs as well as finding a professional who is capable enough to synthesize imagery appropriately that matches out to the intended target audience (Borba, Waechter, & Borba, 2015).



focused on public health in the topic of obesity that weight is often negatively stigmatized and

has always been stereotyped that those who are obese tend to be lazy or having no determination. Moreover, the researcher maintained that those who frequently view or watch an anti-obesity advertisement show an increase rate of calorie consumption. However, self-esteem is affected either by individuals or those who are over weight. Additionally, the study claimed that the use of imagery is an important feature for persuading concepts and messages. Nevertheless, the study focused on specific target audience by creating a sample of 188 adults and their eligibility for the inclusion of age that is over 18 and must be residents of the United States. However, the target group has been introduced to four different advertisements that contain images that often used in news related to obesity that feature a close-up of overweight or obese adults either eating or their head is not within the required frame. Furthermore, the study has used a non-stigmatized imagery that is focused on social determinations that is related to fast food chains as a suggestion of communal societal cause of obesity and often considered the most noticeable to the community. Finally, the study resulted that stigmatizing individuals may be an unintended significance of health visual communication campaigns. On the other hand, smoking or soda drinks consumption can be stigmatized behavior and might be an intended consequence. The study examined the effects of images that stigmatized overweight individuals, and text that stigmatized individual behavior compare with images and text that emphasized social determinants of obesity, such as fast food industry marketing. However, the study showed that anti-obesity messages effects behavioral meanings moderately especially by weight status. Consequently, the study asserted that health messages that uses fear as to encourage the change behavior of the chosen individuals of the study (Young, Subramanian, & Hinnant, 2015).

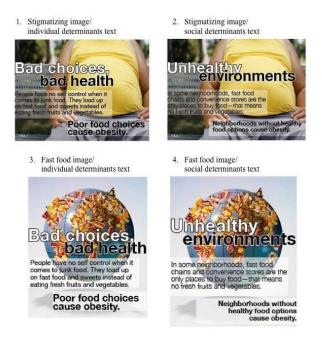


Fig. 2.14: Anti obesity campaign study. **Source:** Young, Subramanian, & Hinnant, 2015.

Another research claimed that graphic design is not limited to print or layout or packaging either

food or beverages, and claimed that it can help in giving a true impact on communities.



Fig2.16: No Way Campaign. Source: Shannon, 2018.

Moreover, the study claimed that design in *Fig.16 No Way Campaign* in general could be a powerhouse of persuasion as to encourage people with good ideas. Furthermore, the study focused on the topic of plastic consumption as to decrease the use of plastic bags specifically for generation Z. Additionally, the study has created a campaign that were curried in different schools across the state of Kentucky. Likewise, the researcher has tried limiting the gap between the designer and the target audience by involving the students with enriching the study by contributing insights about plastics or further cooperation between them. Consequently, the study highlighted that the empowering these generations by using design as a key tool can help providing them to be part of change firstly in themselves, and secondly in their community (Shannon, 2018).

An Australian national initiative founded by Gavin Larkin in 2009 that is focused on suicide prevention by helping decreasing suicide rates, and protecting these individuals from suicide.

Moreover, the initiative created an encouragement question 'Are You Ok?' as to ask their familiar and non familiar audiences whether they are feeling good or not. However, the initiative is a brainchild after the suicide death of the founder father (Barry Larkin) as he were suffering silently from severe clinical depression. The core of the initiative is to increase the importance of becoming more open, truthful, and honest in communicating by answering the question of how you are feeling. Furthermore, the enterprise created a national day to support those vulnerable individuals towards suicide death by the campaign question "R U OK?". Also, the initiative prioritizes to upsurge a strategic main goals as a main support to their target audience. These goals are "Knowledge, Intent, Impact, Viability". Each of these goals considered a main element

as to increase the confidence of their audience to communicate their life vicissitudes. Or to encourage and help supporting others who might be supporting others in need. Moreover, one of

the most key goals is to increase the strength of belonging by being aware that there are people who are willing to support them. The initiative has been delivering variety of campaigns since (2009) mainly in Australia. However, in 2016 they have launched a campaign under different main messages as to increase the awareness, and in the theme of reconnecting with their audiences. These messages vary from show how stronger are these individuals when they are together as to consider making time to recombine. The campaign resulted 71% national awareness compare to another campaign back to 2015. Facebook followers has increased by 18,167 (6.13%) to 325,251 back in 2015. Total cumulative audience of 44,426,934 (Connaghan, "R U OK? 2016-2017 Annual Report ", 2017). The R U Ok initiative published two different campaigns with different messages as shown the Fig.17, fig.18, fig19 and fig.20 that deliberate different audiences by either asking a question of "Would you say something?" that is inspired from awkward life moments that we encounter. These moments have been used to be considered a form to remind ourselves that we have all the courage to start a conversation with someone we are worried about. The other campaign is a statement that shows those who struggle with mental health are not always obvious with the statement "Seeing who's struggling isn't always obvious"

(IBID).



Fig 2.17: R U OK? Say Something (1). Source: https://www.ruok.org.au/new-r-u-ok-atwork-resources ,2016.



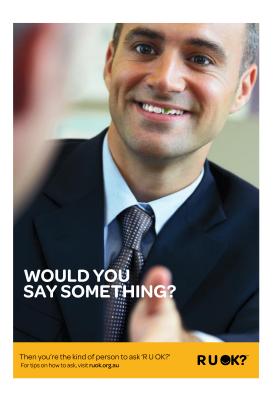


Fig 2.18: R U OK? Say Something (2). **Source:** https://www.ruok.org.au/new-r-u-ok-at-work-resources ,2016.



Fig 2.19: R U OK? Isn't Obvious (1). **Source:** https://www.ruok.org.au/dont-wait-to-ask-fifoworkmates-urged ,2016.

Fig 2.20: R U OK? Isn't Obvious (2). **Source:** https://www.ruok.org.au/dont-wait-to-ask-fifoworkmates-urged ,2016.

An article at a Fashion Magazine by Chung that discussed the (Here For You) awareness Campaign on Instagram "#hereforyou" claimed that mental health doesn't only occur if we realized it or not as it affects many people everywhere. The writer claimed that two-thirds of who suffers with mental-illness do not look forward to ask for treatment or even help because of the disgrace and shame that surrounds it as shown in *Fig 2.21 and Fig 2.22*. Moreover, the Instagram as one of the most world leading social media platform launched a campaign. The campaign encouraged the users to use specific hashtags during the month of mental awareness as to increase the importance of the mental-health such as "#hereforyou", "#MentalHealthMatters", "#RecoveryIsPossible" and "#EndTheStigma". Furthermore, the hashtags have been created as to create an innocuous society and to keep the ideas and topics discussed continuously. However,

the purpose of the campaign is to increase the awareness of mental illness by praising those who

share their experiences openly about their daily suffering

(Chung, 2017).



Left: Fig. 2.21: Here for You campaign (1). Source: (Chung, 2017).

Right: Fig. 2.22: Here for You campaign (2). **Source:** (Chung, 2017).



The only awareness campaign that carried across the Kingdom of Jordan in the topic of Breast Cancer awareness campaign. This campaign was publicized in 2018 by Jordan Breast Cancer Program (JBCP) that was founded in 2007. Each advertisement contained a breast cancer survivor as shown below in *Fig 2.23*.



Fig 2.23: Breast Cancer Awareness Advertisement. Source: http://www.jbcp.jo, 2019.

2.4.4 Elements of Awareness Campaigns

Awareness campaign are defined as "a comprehensive effort that includes multiple components (messaging, grassroots outreach, media relations, government affairs, budget, etc.) to help reach a specific goal". Usually, a campaign strives to raise awareness about a key issue and induce a desired positive behavioral change. Awareness Campaigns span a wide range of topics and the

scale and scope of campaigns are usually determined by the desired behavior change. Awareness-raising can be a vital piece of creating network support for changes in the informal judicial division; it has been appeared to change attitude and thinking about violence against women. Campaigns should concentrate on substantial and delicate issues that are most applicable to the lives of community members, and should support women to better comprehend their rights or a move that they can make to guarantee their rights. Messaging campaigns ought to be clear and basic, assisted with a campaign logo, continued after some time, and should form part of a

bigger facilitated strategy (Meyer, 2008).

Planning is very much significant in driving a campaign forward. Campaigns, when planned appropriately and executed correctly, their value is indispuFigure. Developers need to dedicate time and resources to substantial planning. A comprehensive plan assists organizations and agencies in understanding all aspects of an awareness campaign. Keep in mind that your plan must be tailored toward the specific needs of your organization, community, and budget. Your plan might require additional or fewer components. One important aspect that planners must identify is the type of awareness campaign to be implemented. Individual behavior change campaigns strive to encourage people to modify a specific behavior, whereas public campaigns will mobilize people to engage in processes that change broader organizations or systems.

Awareness campaigns utilize many forms of media to promote their specific messages. Traditional modalities include TV, radio, magazines, newspapers, brochures, billboards, and posters. Campaign organizers often use multiple modalities in attempting to reach as many people as possible. Beyond these traditional modalities, Campaigns are becoming more sophisticated and adding social media, such as Facebook and Twitter, as well as Internet sources

such as pop-up ads and YouTube channels to their campaign efforts (Bouder, 2013). Messaging in campaigns is defined as "a series of words and phrases that are most persuasive to key audiences, based on specific research. Messaging is not utilizing words or phrases that sound good or that we think have been persuasive in the past. Messaging presents facts about the key issue as a means of educating the individual, community, or society. Different types of knowledge and the way and order in which the information is presented can impact the success of an awareness campaigns. Awareness campaigns usually convey one or more types of

messages or knowledge including impact, procedural and normative knowledge IBID.

First, impact knowledge includes general information, facts, and figures about the topic to simply make people aware of the issue. Second, in procedural knowledge, by enhancing the message with a way to take action, the messaging is actively engaging the audience. Third, normative

knowledge focuses on the norms of groups rather than individuals.

Components of Awareness Campaigns:

Although every public awareness campaign is unique, each campaign includes some general components. These core components include the following (Leible, 2017):

Target Audience(s):

It is important for campaign organizers to consider their target audience(s) from the onset of development. An enhanced understanding of the audience helps organizers tailor the campaign to appeal to their views, needs, and opinions. The audience determines the types of media used and the message delivery approach. Organizers should try to find more and more about their target

audience.

Messaging:

Once organizers carefully define their target audience, it is important to utilize principles of commercial advertising to craft their message. In today's world where consumers are bombarded by advertising, Awareness Campaigns are competing for limited space with other ads; they are also trying to capture an audience that has a smaller attention span than in the past. For these

interesting.

People intend to remember messages more which contain following principles:

1. Simplicity

2. Concreteness

3. Credibility

4. Emotions

5. Unexpectedness

6. Stories

Simple, clear messages involving a basic slogan or idea tend to have more impact. Similarly, pairing new information (or old information delivered in an unexpected way) with concrete messages from credible sources can increase a message's stickiness.

Planning:

As described before, Awareness Campaigns organizers generally develop an overall design plan to guide the campaign. This plan includes information relevant to the message, but also allows organizers to consider how to scaffold media types (e.g., radio, TV, twitter, Facebook) for lasting impact. Also, organizers need to consider the duration of the campaign with respect to achieving the desired outcome.

Developing Network/Partnership:

During the development and implementation phases, organizers may wish to examine whether their awareness campaign relates to other active initiatives at the local, regional, state, or national

level; organizers may strive to complement and collaborate with those initiatives. This may include partnering with other agencies that have related campaigns or initiatives to collectively reach a broader audience. Such partnerships may also to maximize resources for campaigns with smaller budgets or fewer resources.

Collateral Material:

In addition to above things mentioned, organizers also create some complementary material too.

Some examples include:

- Talking points.
- Fact Sheets.
- Brochures.
- Training Materials.

Sometimes a well-developed campaign will attract unexpected attention (e.g., from the mass

media) and become larger than originally intended, which can have positive outcomes.

Therefore. organizers want to be prepared with these materials if their campaign attracts interest

from larger networks.

Media Relations Strategies:

Coordinated media strategies with multiple media outlets will help push forward every campaign

component. Most common media strategies nowadays are:

- Social (Facebook, Twitter, blogs, etc.).
- Earned (articles placed in news outlets at no cost).
 - Paid (ads and information you pay for).

Specific media strategies should always fit the goals, target audiences, and resources available to

your campaign. Media should support the other components, not vice versa.

Grass Roots Organizing/ Outreach:

Grassroots organizing proactive social occasion of help at the low level for the respective issue. The outcome is a system of supporters that follow up for the benefit of the issue. This system is generally unpaid, and inspired by a craving for change. Social occasion the help of network pioneers, known as "grass tops," is normally incorporated into this effort, in spite of the fact that their job can contrast from grassroots supporters. Examples include:

- Grassroots.
 - Parents.
- Parents Organizations.
 - Teachers.
 - Grass tops.
 - Superintendents.
 - Business Leaders.
 - Funders.
 - Policy makers.
- Fundraising and Budgeting:

Fundraising and Budgeting is a vital and critical part of any awareness campaign and requires it owns planning and strategy. Organizers should know about their expenses and budget and how it

can affect their whole campaign. Proper strategies and planning can avoid such struggle in

future.

Online Platform:

Any awareness campaign must have a unique and interactive platform online which will help

target audience to completely interact with the organizers of the campaign and can share their

thoughts point of views and thoughts about the campaign.

Such step will surely engage them and not only retain but also enhance their level of interest in the campaign which was the basic goal.

Evaluation:

Campaign Organizers design and implement an evaluation plan. Evaluation should be broad, complex, and multifaceted. Administrative evaluation includes tasks such as ensuring compliance with the original plan and timeline, managing the budget and staffing, and dealing with problems that arise. Campaign evaluation consists of a set of measures or metrics to determine if the campaign is meeting its desired outcomes. This information is important for understanding its impact. Barriers to Successful Campaigns:

Implementing effective PACs is difficult, and many do not succeed. Organizers can fail to meet their goals, outcomes, or objectives for a variety of reasons. Some of them are as follows

(Feldmann, 2017):

Time:

During both the planning and implementation stages of an awareness Campaign, time can be a constraining factor. The planning stage consists of many time-intensive activities. using focus groups to fine-tune messaging, identifying partners, and scaffolding media advertisements. Regarding campaign implementation, failing to allow adequate time, encountering unanticipated delays, and experiencing technical challenges with message dissemination can create problems.

Finances:

Inadequate financial resources can be a barrier to campaign implementation. If organizers do not have sufficient funds to purchase ad spaces or make commercials, the effectiveness of the

awareness campaign may be diminished. Regular review of budgets and fiscal resources is important throughout the process so as to avoid this implementation challenge.

Cultural Sensitivity:

Campaign messages that are not culturally-tailored to the target audience may be misinterpreted or seen as offensive by viewers, impeding successful campaign implementation. Campaign messaging and branding need to be sensitive to relevant cultural attitudes and viewpoints. By providing culturally relevant information that is illustrated with culturally appropriate messages, a meaningful connection is established with the target audience, increasing the likelihood of effective communication.

Saturation:

Another major barrier to effective Awareness campaigns is the sheer popularity of the strategy Numerous campaigns are simultaneously communicated to consumers on a wide variety of topics and issues. The sheer popularity of Campaigns means that each campaign has to work harder to be recognized amongst its competitors. In other words, the marketplace can reach saturation quickly, so standing out in the crowd can be difficult.

Stickiness:

As summarized above, messages that are not memorable are unlikely to be successful. Delivering the message in an effective manner is a vital component to successful awareness campaigns. Therefore, messages should contain sheer level of attractiveness to attract the target audience.

2.4.5 Depression Awareness Campaigns

A campaign that was globally adapted by (WHO, 2017) under the message of "Depression, Let's Talk" to celebrate the world health day on 7th April 2017. The campaign as you can see in *Fig 2.24*, *Fig 2.25*, *Fig 2.26*, *Fig2.27* this campaign were targeting everyone without depending on age, sex, or social status. However, the WHO focused on three important groups: adolecents, young adults, women after childbirth, and the third age (60 and above).

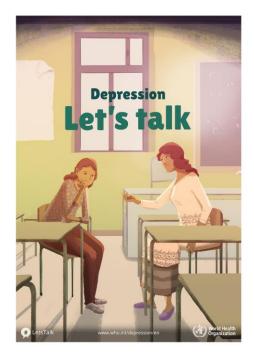


Fig 2.24: Let's Talk (1). Source: WHO,2017.

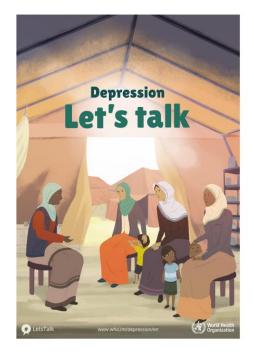


Fig 2.25: Let's Talk (2). Source: WHO,2017.

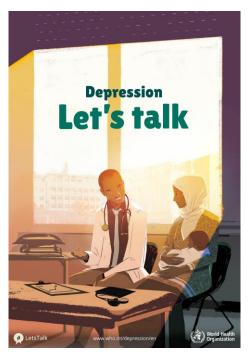


Fig 2.26: Let's Talk (3) Source: WHO, 2017.

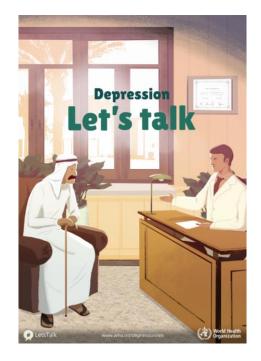


Fig. 2.27 Let's Talk (4). Source: WHO,2017.

Another campaign in Canada under the title of "Defeat Depression" became a successful yearly event that increase the awareness towards defeating depression as the founders (Audrey O'Brien, Tamara Parker) claimed that depression costs the Canadian economy almost around \$32.3 billion dollar a year. Moreover, they stated that depression is having a great impact on their seniors; nearly every Canadian family is affected. This campaign is focused on increasing the mental awareness and fundraising. Moreover, it connects physical activity with maintaining wellness by having volunteers, mental health organizations, schools, and employers to join a walk, runs, bake sale and other fun activities to reduce mental health stigma and to raise money to support their

local services.



Fig 2.28: Defeat Depression (1). **Source:** Audrey O'Brien, 2018, Retrieved from: https://www.defeatdepression.ca/about

Fig 2.29: Defeat Depression (2). **Source:** Audrey O'Brien, 2019. Retrieved from: https://www.defeatdepression.ca/about

A graphic designer Joey Wright have created a campaign concept in the topic of depression as to help those who suffer from depression to seek for help in case if they are hiding their symptoms. He claimed that this campaign will increase the level of awareness to those who are reluctant to share their depression that many of those who suffer from this depression struggle with similar issues, and that there is always hope. The campaign message is *"I'm not fine: social awareness outdoor series"* as shown in *Fig 2.30* and *Fig 2.31* (Wright, 2017).

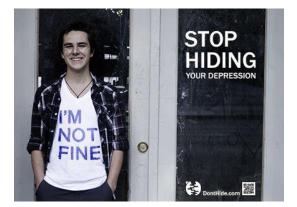




Fig 2.30: I'm not fine, stop hiding (1). **Source:**https://joeywright.myportfolio.com/de pression-awareness-campaign, 2019.

Fig 2.31: I'm Not fine, stop hiding. Source: **Source:**https://joeywright.myportfolio.com/de pression-awareness-campaign, 2019.

2.5 Review on Color and Meanings

A book that light is considered the main source of all color and our consciousness of sight functions only when light reaches the eye. To perceive color natural or artificial light must be

light is the messenger and the color is the message. When color reflects from objects it reaches our pupils reaching the Retina as to trigger nerve pulses that is connected to the brain, where the visual image is created and shaped. Eyes contain two different type of light sensitive cells that analyze colors. The cells are divided based on their function of analyzing the light they are known as Cone and Rod cells. Rod cells get affected for dimmed light, while the Cone cells on the other hand responds

presented and its often considered that

only to bright daylight as well as it

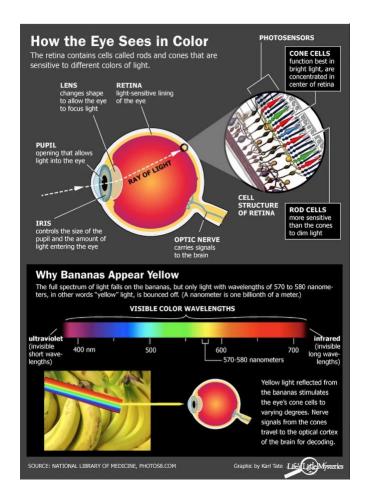


Fig 2.32: How the eye see color. **Source:** National library of medicine, photos8.com

The perceptible light is formed by various electro magnetic energy known as rays. These rays are a form of energy that differ as they travel at different wavelengths. Moreover, the amount of this electromagnetic energy regulates the luminance or as known as the light intensity. However, a particular wave of these energies are referred to as the "Visible Spectrum" and every type of a

contains various pigments that are sensitive to different wavelengths.

hue has its own specific wavelength that determines its place within the spectral order as shown in *Fig 2.32*. However, colors are perceived as well by temperature either hot warm, cool cold, and sometimes in between. The color temperature is considered a fundamental component to deliver any message. Red, Orange, and Yellow are often considered as warm colors, and often associated with sunrays, heat of fire, and dessert sand. On the other hand, the cool cold colors e.g. blue, green, and purple are often linked to the sky, iceberg, ocean, water, and outer-space. As a result, using warm color combinations can send an energetic, dynamic, and a living sensation, while cold colors recede make the objects more distant, restricted, and calm. Nevertheless, the

human eye differentiates warm colors more immediate than cool ones (Eiseman, 2017). An article claimed that colors convey feelings that interact with human feelings or reactions as well as affecting the brain mood. This affect that is created by different colors contains a meaning that we characteristically can be sensed by associating it with certain events or by conditions that can enable us to recognize the messages that is ought to be delivered and their meanings as well. Therefore, natural phenomena are often associated with our color reactions. If

we took the sun as an example we tend to relate it with the yellow color that often reflects joyfulness, continuity and warmth. The blue color as well is most often attached to the color of the Sky, Sea, and Water. The red color as a hue, it considered as an appetite stimulant and it can increase our pulse rate. The book claimed that human brain reacts much faster and powerful to the red color. Moreover, the red color shares many contrasts and contradictions that most often its interpreted as the color of love, revolution, and courage. There are different variations of red especially when the color is a mixed with other colors. The blue-red mixture of colors makes it difficult for us to comprehend and interpret the red color as cold/cool color. This mixture can lead into another variations of red color. Burgundy, Maroon are different shades of red that oftenconsidered as an under tonality of red as they can be perceived as giving more "depth, gravity, poise, and elegance" (IBID).

The blue color is often interpreted as the color of the sky as its gives the sense of vast spaces, perceiving beyond the obvious, enhancing our perspectives, increasing our communication. Blue hues often evoke the sense of serenity, misperception, tumult and nervousness or anxiety. The Green is claimed to be linked with nature but as a color its often marked with renewal, revival, longevity, and organic. However, the book claimed that the famous poet Shakespeare said that jealousy is often lined with the green color by his saying "green-eyed monsters" as well as green also signify venomous creatures. The book claimed that the green color is considered as less portentous in comparison with the nineteenth century interpretation. The black color on the other hand is considered the color of sensibility and power but it reflects a character that is known to be superior, knowledgeable, and poised. However, the black color can be perceived as a heavy color when it comes to weight. On the other hand, the color orange is considered as a mixture between a dynamic red and radiant yellow. This color claimed to encourage social interaction in physical and mental aspects as it stimulates communication. Nevertheless, it's even considered

an inspiring, positive, and active, as brighter tones as well reflects sense of humor and playfulness. Furthermore, the gray color often considered as the color in between black and white. The various shades of gray are often understood as a thoughtful, non-combative solution, and giving a middle ground. However, in terms of psychology this color can often be perceived as a color of the gloomy sky before a winter day, shades and shadows as it forms the shape of the

objects. (IBID)

2.5.1Ribbon Culture

A widely known icons e.g. HRH. Princess Diana, Former President Bill Clinton, and a character in the hit sit-com *Seinfeld* wore an awareness ribbon that emerged in 1991.

They claimed that it achieved the kind of cultural significance that is differentiated from religious symbols and brand logos. The ribbon culture was first introduced in the United States, as the range of causes that make people want to express their emotions with these causes as to "Show Awareness" is astounding. Individuals happen to wear the ribbon to show that they stand for e.g. Oklahoma hurricane,

Fig 2.32: A non-exhaustive, non-definitive guide to awareness ribbons & their history. Source: https://visual.ly/community/infographic/other/awarenessribbons-and-their-meanings , 2015.

Male Violence, Restriction and suppression, Intimidation, Epilepsy, childhood disability, and

Breast Cancer. However, ribbons are being worn as a bracelet, brooch, and pin. These ribbons

are represented by color as the following as shown in *Fig 2.32*:

- o Blue Ribbon: Represents the internet censorship or mouth cancer.
 - o Green Ribbon: Represent Organ and Tissue Donors.
 - o Purple Ribbon: Represents those who suffer from Alzheimer's
 - Red Ribbon: Represents those who suffer from AIDS.

Wearing the ribbon express compassion that depend on that cause that the individual belongs for.

At most such behavior behind this act of kindheartedness shows the demonstration of being

concerned toward those sufferers. Moreover, this act is a form of a way to lighten the individual fault or guilt while the notion of doing something compassionate is what the individual ought to

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Methodology/Research Design

The current study aims to help reduce the stigma against the Depression and to design an awareness campaign that would be the first valid reference in the Kingdom of Jordan. The main objective of the study was to provide a systematic evaluation and design suggestion in the Kingdom of Jordan as to create an effective awareness campaign about depression by using graphic design elements (Photography, Typography, and Colour) with applying graphic design principles. The methodology chapter explains in detail the research design, method used for the collection of data, the most appropriate analysis technique used to draw the results and conclusions as per the aims and objectives of the study. A detailed description of research participants, research assumptions, sample population, data gathering tools, and the justification for analysis technique has been presented below.

Definition of Research Methodology

The research methodology of any research can be the most crucial part of any study as it includes the set of techniques a researcher intends to use or gather, interpret and analyze the data to reach a conclusion for the predefined research questions or hypothesis of the study. This practice is essential for the authenticity of the research (Grey, 2014). According to Bell (Bell, 2005), the research methodology can be defined as systematic approach towards any type of real world problem which can be applied in the ever changing context of environmental diversifications.

Development of research methodology is an essential process for the provision of careful considerations to research study and for the choice of an appropriate approach for its conduction

(Pathirage et al, 2005).

Research Approach

The research approach refers to the logic of research, role of existing body of knowledge, and the way in which the researcher collects the data. It also involves the extent to which the researcher is clear on the theory of research and is able to manage the best suiFigure approach to the research project. The research approach can be classified into three main domains as per the literature i.e. deduction, induction and abduction.

A deductive approach involves testing a theory and hypothesis to establish a generalization (Hyde, 2000). This approach normally relates to the positivism philosophical assumption to conduct experiments or confirm the hypothesis. Therefore, a large sample might be more appropriate in deductive approach as compared to the small sample size (Saunder et al., 2009). On the other hand, the inductive approach involves collection of data in order to develop a theory based on the data analysis (Thomas, 2006). The inductive approach uses theory building to establish the generalization concerning the topic under the examination (Hyde, 2000). Researchers using the inductive approach are more likely to be concerned with contexts in which events take place. The third research approach for the theoretical development is the abduction approach. A combination of deductive and inductive approach can be termed as a abduction approach (Suddaby, 2006). According to the Saunders (Saunder et al., 2016), the abduction stems from a surprising finding rather than basic assumptions, thus if a researcher wants to explore a phenomenon, identify themes, modify or generate an existing theory; then abduction approach is most suiFigure (Saunders et al, 2016).

This research had an evaluative impact study in which inductive theoretical approach is adopted by the researcher to examine and evaluate the effects of Depression awareness campaign which helped in reducing the stigma of depression. Evaluation carried out in the context of mental health issues faced because of the variation in the economic standards of population in the

Kingdom of Jordan.

Research Design: Mixed Method

In order to understand the views of researcher as well as participants, a plan or course of actions was identified to solve the problem in the real life scenario which can be termed as a research design (Kothari, 2004). It can be said that there is no right or only one procedure for the conduction of research because the approach depends upon the number of important and influential factors such as topic of the study, audience, participants, time, availability as well as the maximum utilization of resources (Greener, 2008). Everyone is engaged in a research process through the search for a solution to a problem. Therefore, research has a relationship with everyday life and activities. The current study adopted the mixed method research design in which the quantitative as well as the qualitative methods are utilized to collect and analyse the data and to reach an answer of the research questions. This type of research is termed as a mixed method research design. The quantitative research can be termed as the one which deals with the hard data in the form of figures or numbers (Amaratunga et al., 2002), whereas; the questions concerning about "why and how" of human behaviours and perceived realities are intended to be

answered in the qualitative research (Rajasekar et al., 2006).

3.2 Justification for Selecting Quantitative Research Design

Present study used the mixed method research design to examine the views and perspectives of the selected participants for the evaluation of the depression awareness campaign in Kingdom of Jordan. The first question a researcher must ask is; what' can the best approach for the research question (Dooley, 2002). Historically, researchers are forced to choose between a quantitative approach and a qualitative approach. However, now, there is a third approach which is mixed

methods research (Leech & Onwuegbuzie, 2009). The overall research adopted mixed method research design by employing both qualitative as well as quantitative data collection methods and techniques.

Creswell et al. (2003) reported that several authors have recognized the advantages of using mixed methods within a single study and numerous mixed methods studies have been reported for social scientists. Generally, a mixed method begins by investigating and understanding social world to collect evidences for the study. Social inquiry is targeted toward the many sources that influence a problem, such as policies, organizations and individuals (Creswell et al., 2011). Mixed methods research involves a mixture of concepts from both qualitative and quantitative research (Johnson et al., 2007). The integration of both quantitative and qualitative data increases the strengths and decreases the weaknesses of each data type (Creswell et al., 2011). As a result,

the mixed methods approach has several benefits, because it uses more than one method, researchers can collect more information on different aspects of the topic being researched

(Giddings & Grant, 2006).

Using the mixed methods may provide a greater diversity, and it could lead to better confidence in the research conclusion (Saunders et al., 2016). Gray (2014) stated that qualitative and quantitative methods can be conducted separately, without any particular order; thus, a researcher may carry out the qualitative and quantitative portions either sequentially or concurrently (Creswell, 2003, Giddings & Grant, 2006).

Research Strategy

The research strategy is specifically chosen for any research situation or problem. Some specific methods are identified for the collection of data and its analysis and there can be specific pros and cons for each method (Yin, 2014). It is important to select the most useful research strategy

to achieve the goals and objectives of research because some strategies inclusively relate to the deductive approach whereas, some may relate to the inductive research approach. For instance, in a pure qualitative research approach, the research strategies such as ethnographies, case studies, action research, grounded theory, phenomenology and archival is more suiFigure (Saunders et al., 2009; Gray, 2014). While at the same time, there are some specific strategies which can be linked with the quantitative research approach such as experimental and survey (Creswell, 2003). Current evaluative study adopted the case study strategy where three private universities from the Kingdom of Jordon were selected as the case studies to examine and evaluate the effectiveness of depression awareness campaign among the socially/economically middle class student's population of the country.

3.3 Case Study Strategy and Its Justification

This section provides an overview of the case study strategy design, including its benefits and drawbacks. Finally, it justified the choice of this strategy for use in this research. A real life problem is investigated with the support of multiple sources of evidences to answer a specific questions or a phenomenon by adopting a case study strategy (Robson, 2002). A specific phenomenon is being explored by the researcher with the intentions to understand the details in a more exploratory and elaborative manner through a strategic and systematic method in a case study (Dooley, 2002). Case study can explore many subjects in more specific detail by focusing on an individual, an organization, a role, a nation or a context. Furthermore, it can be used to explore a wide range of issues, such as program and/or project implementation, a group, a team or a person; or a policy, a process or a system (Dooley, 2002, Petty et al., 2012, Gray, 2014).

Yin (2014) also pointed out that there are also three types of case study research, exploratory case study, descriptive case study, and explanatory case study. Firstly, if the research questions focus on 'What' or 'How', which are forms of 'how many' and 'how much', this is exploratory research (Yin, 2014). According to Saunders et al. (2016), an exploratory study is useful when a researcher needs to gain an understanding of a problem or issue. A number of exploratory

methods are available, such as searching the literature or interviewing experts in the subject.

The second category is descriptive research which depends on events, persons or situations. Thus, they are likely to manifest as 'Who', 'What', 'Where', or 'How' questions (Saunders et al., 2016). The third category is explanatory/evaluates research focus on establishing relationships between variables on a situation or a problem has been studied. Mainly, explanatory studies seek to answer 'How' or 'Why' questions and are more likely to favour the use of a case study (Gray, 2014). Furthermore, explanatory studies seek to find out the best way for something to work. These types of studies are most likely to answer 'How' or 'To what extent' questions, also questions that seek an evaluative understanding will be likely to include 'What', 'How' and 'Why'. Evaluative research attempts to assess the effectiveness of a strategy, organisational

policy or program (Saunders et al., 2016).

The present research was an evaluative case study which has used the qualitative data collection and analysis techniques as well as the quantitative data collection and analysis techniques to assess the effectiveness of a program (i.e., depression awareness campaign), factors affecting its effectiveness and their relationships in a certain situation for the achievement of targets and

goals.

Research Society

Population can be referred as the, whole set of units which is intended to be observed through systematic and scientific methods in a research study (Lee, 2003). Within a research study, a sample is selected from the whole population which is the selection of few units or few individuals as the representative of the whole population (Kumar, 2009). Sample can also be said as the sub group of a population which is being observed and investigated by the researcher during a research study so that the predictions can be made for the whole set of population. The population for the present study was the individuals belonging to the middle class social status of the country studying in the private universities for a degree higher than the bachelors' level in the kingdom of Jordan. These individuals belonging to the middle class social status of the society are considered as the most important segment which plays a great part in the development of a country. It is also assumed that the socio economical standards can play a great part in mental health of an individual and hence study is focused that whether the increase in social economical standards can lead towards the better mental health of the individuals.

3.4 Focus Group

From the overall population in the kingdom of Jordan, only three universities were selected as the sample case studies which are the fully privately operated universities of Jordan. Sample universities were selected through the technique of purposive sampling. In this technique, the sample universities are selected according to the needs and requirements of the research objectives and criteria of recruitment. Sample universities are, Ahliyya Amman University, Petra University, and Middle East University. Students of the bachelor degree were selected through the sampling technique of convenient sampling where the current knowledge of depression as a disorder was evaluated and it was also assessed that how can an awareness campaign increase the understanding of depression among the population under study.

3.4 Validity and Study Tools

There are number of sources of evidence which are used in a research and can be classified into two main types i.e. qualitative and quantitative. Semi structured interview and observation are used for the collection of qualitative data; whereas, the quantitative data is collected through the

questionnaire.

3.6 Questionnaire for Quantitative Data

Questionnaires are important data collection tools in which participants are asked to respond to an identical set of questions (Gray, 2014). Questionnaires are vital data collection methods that enable a researcher to identify the variability of a given phenomenon. Questionnaires are one of the most popular data collection methods in the worlds of business and education. Many people

have experience using questionnaires as data collection techniques (Gray, 2014). For this research it was beneficial to collect the relevant quantitative data through the questionnaire from

all the selected participants of the study from three selected case universities. The review of the literature identified the important and crucial areas and the questionnaire was developed by the researcher in accordance with the research objective of the study. According to

Gray (2014), the use of questionnaires has many advantages. First, questionnaires save both money and time, since they can be sent to a large number of respondents at a low cost. Secondly, respondents' feedback and replies are returned within a short amount of time. Thirdly, coding the questions is often a very simple and quick process. Lastly, the respondents can complete

questionnaires at times and places that are subfigures for them.

3.7 Study Variables

The questionnaire had following variables which helped in addressing the research objectives of the study:

- Evaluation of depression.
 - Awareness campaign.

One of the most important sources for the collection of data and evidences is interview and observation which is more concerned about the views, opinions, and perceptions of the human beings. An interview is considered as the most significant tool to gather in-depth information regarding the attitudes, behaviors, perceptions, knowledge, and opinions of the individuals who are the social actors in any contemporary situation (Gray, 2014). Interview is of three categories

i.e. structured, semi-structured, and unstructured (Saunders at al., 2009; Gray, 2014). Out of these three categories, semi structured in-depth interviews are considered as the most useful and effective tool for the collection of qualitative data which normally have open ended questions so the participants can express their experiences and behaviors in a more detailed and in-depth manner (Turner III, 2010; Eaterby-Smith et al., 2015). Semi structured interviews are considered as the best option for the exploration and understanding of the human behaviors because they allow the responders to express their thoughts in detail (Gray, 2014). Semi structured interviews provides an opportunity to understand the context in an exploratory manner to make the links between the social situations and attitudes of the social actors (Saunders et al., 2009). In a research study where some specific participants are involved, it is important that the participants agree for the observation so the researcher can get the relevant information about their experiences (Saunders et al., 2016). A number of additional themes and relevant information can also be explored with the help of observations (Teddlie and Tashakkori, 2009).

Statistical Design

All data that was collected in this evaluative study was analyzed using the thematic content analysis for the qualitative evidences and descriptive statistics was applied using survey monkey for the quantitative evidences. The analysis of the data includes the examination, organization, categorization, and interpretation of the data with the support of qualitative and quantitative

evidences to reach out for the analytical findings (Yin, 2014).

Quantitative methods are typically considered to be synonymous with graphs, statistics or the use of numerical data (Saunders et al., 2009). Quantitative research has a strong relationship with academic tradition, which places trust in numbers representing opinions (Amaratunga et al., 2002). Therefore, quantitative analysis roughly refers to 'quantities', determining whether something does or does not happen in terms of number, frequency and/or amount (Jonker &

Pennink, 2010).

3.8 Study Procedures

According to the Saunders et al, (2009) qualitative data has not standardized method or technique of analysis. Hence, the best and most useful analytical technique is needed to be selected by the researcher as per the objectives of the study. The term qualitative is often used as a synonym for the term interview. It refers to the use of non-numerical data; hence, qualitative data typically refers to informational forms other than words, such as pictures or video clips

(Saunders et al., 2016). The basic purpose of a qualitative research is the examination and identification of the research topic according to the views and opinions of sample participants so that it can be understood that; why and how the participants have developed and are maintaining the specific point of view for a certain type of situation or a problem in a certain context (Cassell

& Symon, 2004).

Ethical Considerations

Ideology of the behaviors that provide the roadmap for the interaction, and behaviors of the people in forming the relations is known as "Ethical Approval". Factors of honesty and integrity are the most fundamental elements for performing any research activity. Due to this reason, a line needs to be drawn as a stop point to safeguard the rights of both parties (Gray, 2014). Gratton and Jones (2010) proposed that the measures for good ethical principals should be methodical and regardless of the research design and other elements of the research, ethical norms should be followed strictly. (Gratton & Jones, 2010). For the purpose of research, Cooper and Schindler (2006) argued that the purpose of research should be clear in respect of the collection of the data and the analysis of data. For the current study, the researcher ensures that all the aspects in relation to the confidentiality and personal space of the participants will be dealt with care. Furthermore, the researcher abided by the following ethical considerations as

established by Gray (2014)

• Societal benchmarks will be dealt with care and the researcher will behave in a responsible

manner

- Participants will not be forced to take part in any activity of the research and they will be free to disengage from the research any time.
- Participants of the research will be free to raise any queries and the researcher will ensure that a sufficient and satisfactory answer is provided to the participants.
 - Ethical code of conduct will be duly cared for

CHAPTER 4

RESEARCH FINDINGS: ANALYSIS AND DISCUSSION

4.1 Experiment Results

The researcher has created a campaign that according to the conceptual framework contained the

following:

- Posters indoor/outdoor.
 - Booth design.
- Billboard indoor/outdoor.
 - Outdoor flag.
- Newspaper advertising.
 - Website Interface.

The campaign has been evaluated by expert *university lecturers, professors, experienced designers* focus group that all the campaign elements were attached within the evaluation questionnaire as they evaluated all the elements in terms of typography, photography, message,

hashtags, and colors.













Figure 4.1.6 Indoor billboard Source: The researcher artwork







Figure 4.1.9 Newspaper Advertisement Source: The researcher artwork



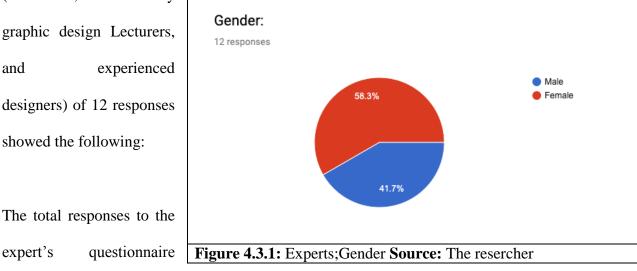
4.2 Statistical Analysis

The researcher has carried a two systematic evaluative questionnaires before the design phase. The market was segmented in two different segments as experienced designers as (University Professors, MSc lecturers in graphic design, and experienced designers) the second segment is the general segment that is focused on design and non-design Jordanian universities students. The first and the second segment shared interrelated questions about the campaign e.g. The importance of depression, Knowledge about depression, Preferable ways of communication with the campaign as to either choose traditional ways or non-traditional, creating a booth as to in increase the awareness level, the campaign coverage, and the use of trending hashtags to increase the sharing of experiences.

The difference between the first and the second segments were that the first segment has been more focused on specific design related questions e.g. which typeface is the most preferred to be used Slab, Serif, or Sans-Serif, the images or pictures used with the campaign should show depressed people, the target audience of the campaign is it for adolescents or university students, and clarity of the message used within the campaign. The analysis of the first segment

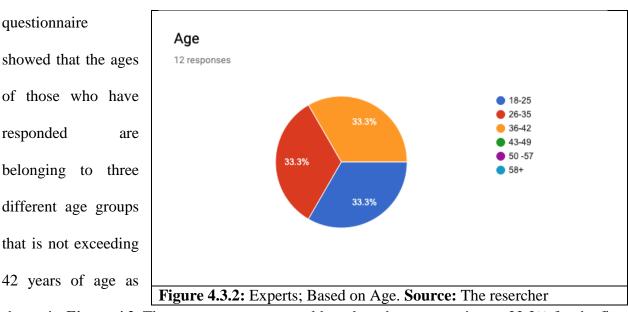
(Professors, University graphic design Lecturers, experienced and designers) of 12 responses showed the following:

expert's

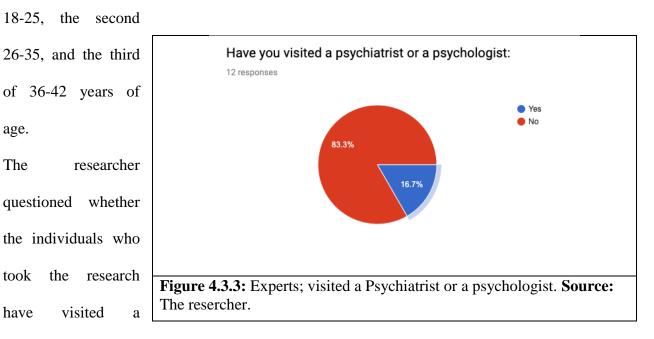


based on Gender/Sex as shown in *Figure 4.1* that presented 58.3% were females compared with 41.7% males. Therefore, females are considered to be exceeding males with 16.6%.

The age group were segmented based on the phases that depression affects the individual. As a result, the

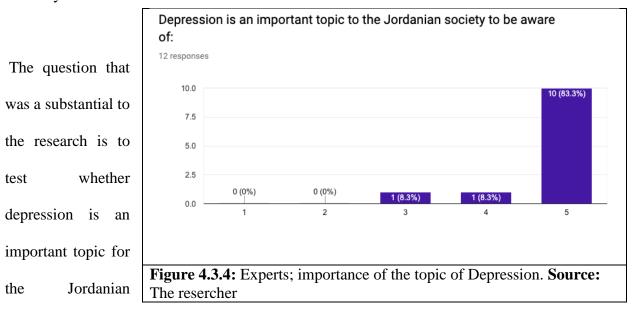


shown in *Figure 4.2*. The group ages were equal based on the age question as 33.3% for the first

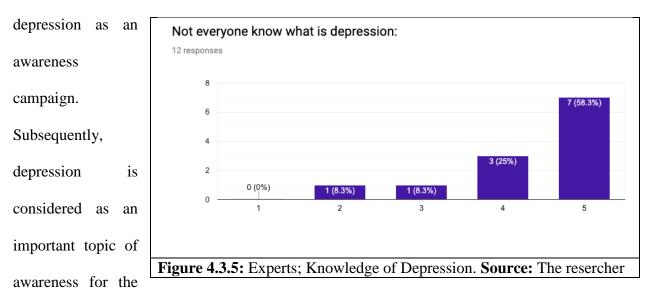


psychiatrist or a psychologist as shown in Figure 4.3. As it showed that 83.3% of the total

respondents of 12 haven't visited a psychiatrist or a psychologist. On the other hand, 16.7% showed that they have visited a psychiatrist or a psychologist. Consequently, visiting a psychiatrist or a psychologist is significantly less than those who have not visited as it showed that only 16.7%.

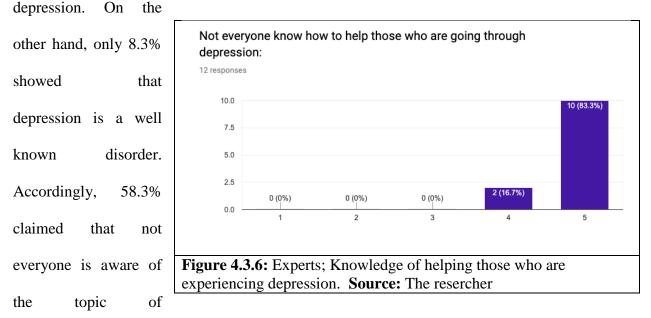


society as to be aware of. The questionnaire resulted that 83.3% as shown on *Figure 4.4*. totally agree that depression an important topic as an awareness for the Jordanian society. On the other hand, 8.3% agree while another showed that 8.3% is neutral towards the importance of



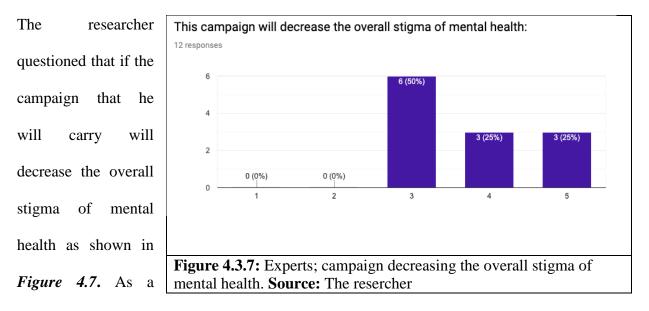
Jordanian society.

The *Figure 4.5* discuss that not everyone know what is depression that resulted 58.3% totally agree that not a lot of people are aware of the topic of depression. However, 25% agree that people have a background of what is depression while 8.3% were neutral to the topic of



depression, therefore, depression is important to increase the awareness by carrying on a campaign that is focused on increasing the knowledge of this disorder.

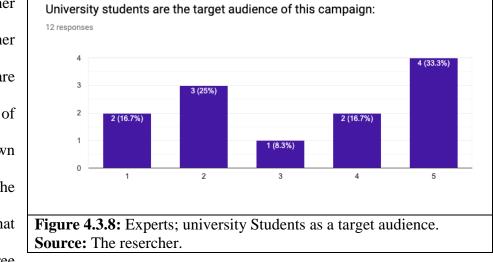
The researcher questioned that not everyone knows how to help those who are suffering or going through depression. The question resulted as shown in *Figure 4.6* that 83.3% totally agreed that not everyone how to help those who are experiencing depression. On the other hand, only 16.7% showed that they agree less of knowing how to deal with depression. Consequently, there is a significant lack of knowledge in helping those who suffer from depression, and that increase the importance of creating an awareness campaign.



result, only 25% totally agree that the campaign will help decreasing the overall stigma while 25% agree that it might decrease stigma of mental

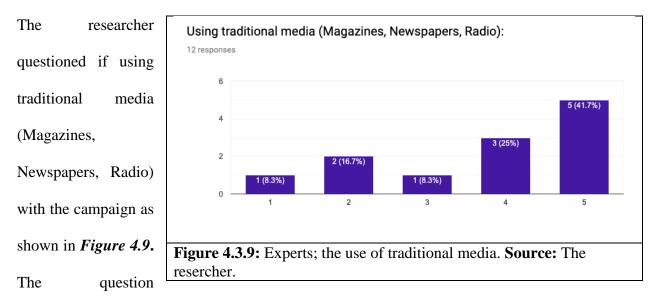
health. On the other hand, 50% were neutral that this campaign will decrease the overall stigma. Hence, the campaign might affect the stigma of mental health but decreasing the stigma is possible but not impossible as 50% were neutral and no one totally disagreed.

The researcher questioned whether university students are the target audience of the campaign as shown in *Figure 4.8.* The question resulted that 33.3% totally agree



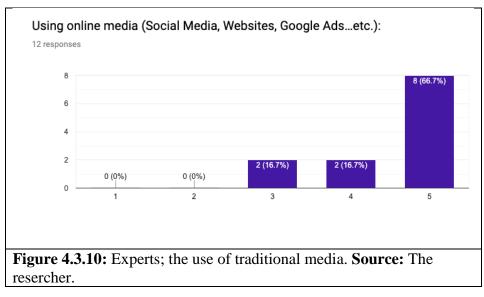
that university students are the target audience of the campaign while 16.7% agree with that as well. On the other hand, 8.3% are neutrally agree while 25% disagree that university students are

not the main target audience of this campaign, and 16.7% showed that they are totally disagree with the question. Subsequently, 50% agree that university students are main target audience while 41.7% disagree, and only 8.3% are neutral.

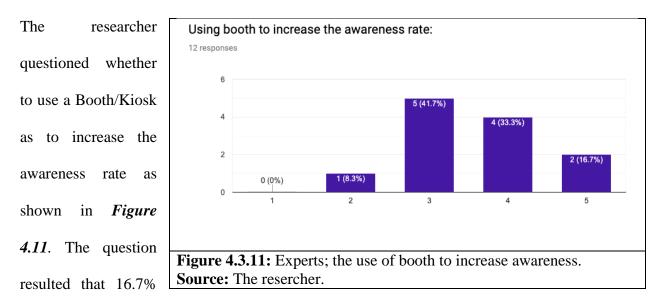


resulted that 41.7% totally agree with using traditional media while 25% agree with that as well. On the other hand, 8.3% are neutral of using traditional media. However, 8.3% totally disagree with using traditional media and 16.7% disagree as with that as well. Therefore, 66.7% agree with using traditional

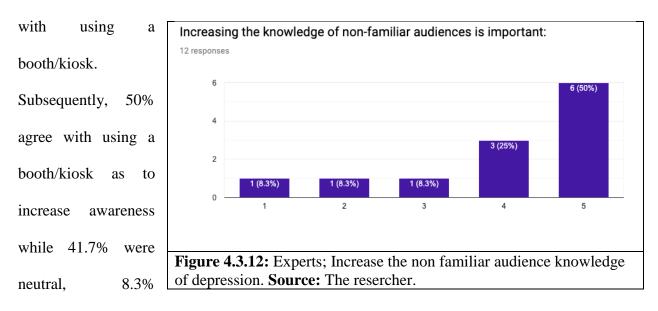
media in comparison with 25% who disagree with using it while only 8.3% are neutral with that. The researcher has questioned whether the audience might

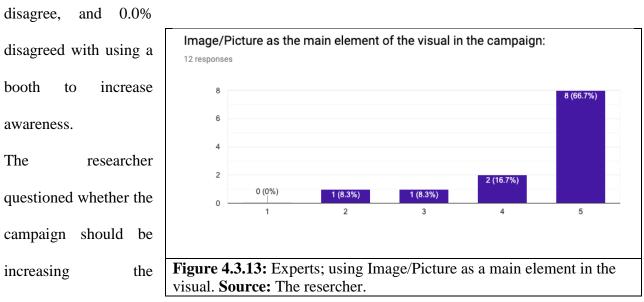


agree with using online media (Social Media, Website, Google ads) as shown in *Figure 4.10* that resulted around 66.7% totally agree with using online media and 16.7% agree with that as well. On the other hand, only 16.7% who are neutral to using online media as part of the campaign. So, total of 83.4% agree with using online media while none disagreed with using online media but 16.7% are neutral.



totally agree with using a booth, and 33.3% agree with that as well. On the other hand, 41.7% are neutral of using a booth/kiosk to increase the awareness, and 8.3% showed that they disagree





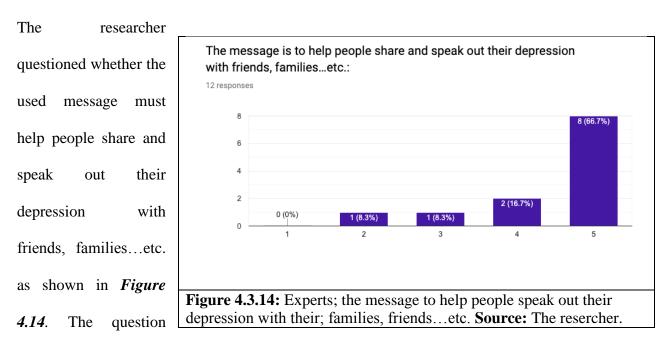
knowledge of non-familiar audiences is important for the carried campaign as shown in Figure

4.12. The answers

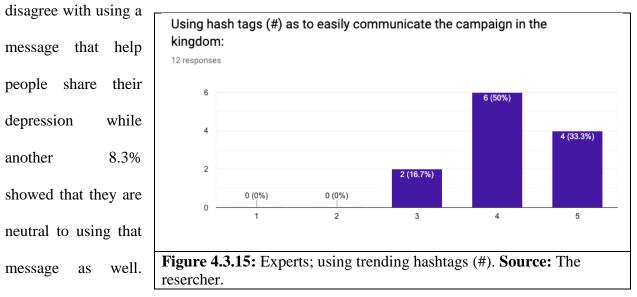
varied between 50% totally agreed with this campaign must increase the knowledge of non familiar audiences while 25% agreed as well. On the other hand, 8.3% were neutral whether to increase the knowledge. Nevertheless, 8.3% totally disagreed with increasing the knowledge of non-familiar audiences, and 8.3% disagreed as with that as well. Therefore, 75% agreed with increasing non familiar audience's knowledge

in the topic of depression, 16.6% disagreed with that, and only 8.3% are neutral.

The researcher questioned the audience whether the image/picture is considered the main element of the campaign as shown in *Figure 4.13*. The question resulted that 66.7% totally agreed of using an image as main element of the campaign while 16.7% agreed with that as well. Instead, 8.3% disagreed with using an Image/Picture, and 8.3% were neutral. Therefore, 83.4% agreed with using an image/picture as a main element whereas 8.3% were neutral, 0.0% totally disagreed, and 8.3% disagreed.



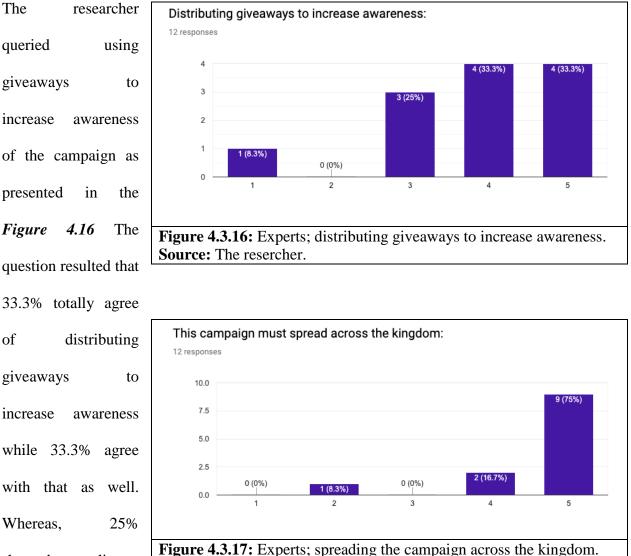
resulted that 66.7% totally agree that the used message to be helping people to share and speak out their depression while 16.7% agree with that as well. Conversely, 8.3%



Therefore, 83.4% agree with using a message that help sharing and speaking out their depression with their friends, families...etc. while only 8.3%

showed that they disagree with that, and 8.3% are neutral. The researcher questioned the use of Hashtags (#) as to easily communicate the campaign in the Kingdom as shown in *Figure 4.15*

The question resulted that 33.3% totally agreed with using trending hashtags, and 50% agreed as well. Yet, 16.7% were neutral, and 0.0% disagree or totally disagreed with that. Therefore, using hashtags considered to be possible within the campaign as 83.3% agrees, 16.7% neutral, and 0.0% totally disagree or disagreeing with using these trending hashtags as a way of communication.



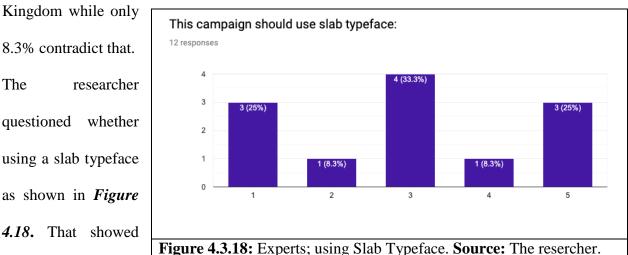
Source: The resercher.

showed neutrality to

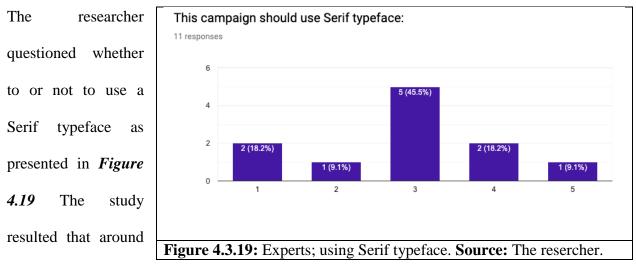
distributing giveaways, and only 8.3% totally disagreed with the idea. Therefore, in the total of 66.6% who agreed of distributing giveaways as to increase awareness while 25% were neutral, and 8.3% totally disagree.

The researcher questioned whether this carried campaign must spread across the Kingdom as presented in the *Figure 4.17* That showed around 75% totally agree of spreading the campaign across the Kingdom, and 16.7% agree with that as well. But, 8.3% disagree with spreading the campaign across the Kingdom. Hence, 91.7% agree with spreading the campaign across the

The

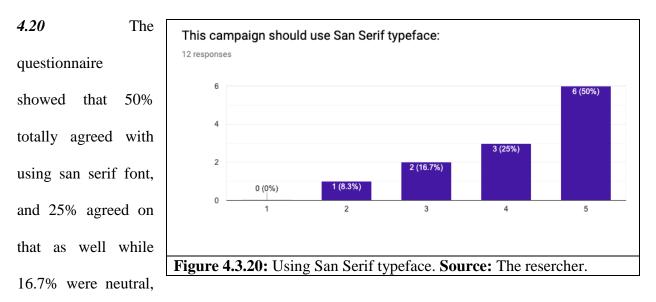


around 25% totally agreed with using a slab typeface while 8.3% agreed as well. However, 33.3% were neutral to using a slab typeface, 25% totally disagree, and 8.3% disagreed with using a slab typeface for the campaign. Therefore, 33.3% agreed using a slab typeface while 33.3% disagreed, and 33.3% were neutral to using a slab typeface.



9.1% totally agreed with using a serif typeface while 18.2% agreed with that as well. Conversely, 45.5% were neutral, 9.1% disagree, and 18.2% totally disagree using a serif typeface. As a result, 27.3% agree with using serif as a typeface within the campaign while 45.5% were neutral of that, and 27.3% disagreed with that.

The researcher asked whether the campaign should use San Serif typeface as shown in Figure

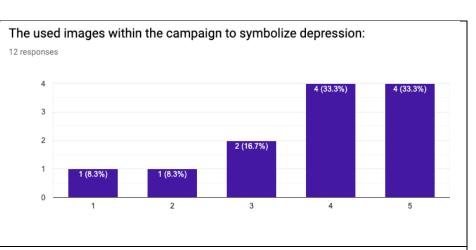


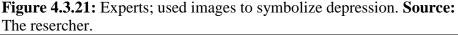
8.3% disagreed with that, and 0.0% totally disagree with that. So, 75% agree with using a San Serif typeface with the campaign while 16.7 were neutral, and the total of 8.3% disagree that.

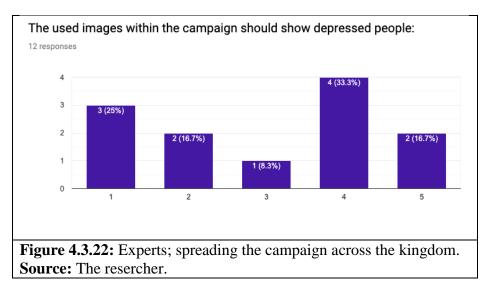
The researcher questioned whether the used images within the campaign to symbolize depression as shown in *Figure 4.21* The question showed that 33.3% totally agreed that the used images should symbolize depression, and 33.3% agree that as well while 16.7% were neutral. However,

8.3% totally disagreed using images that symbolize depression, and 8.3% disagreed too.

Therefore, a total of 66.6% agree of using images that symbolize depression within the campaign while 16.7% were neutral, and 16.6% disagree with that. The researcher elaborated with another question regarding the used images within the campaign whether the used images should



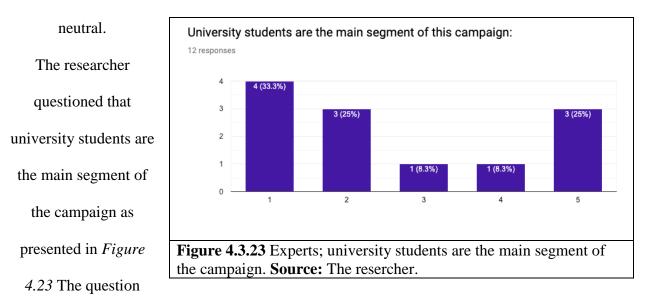




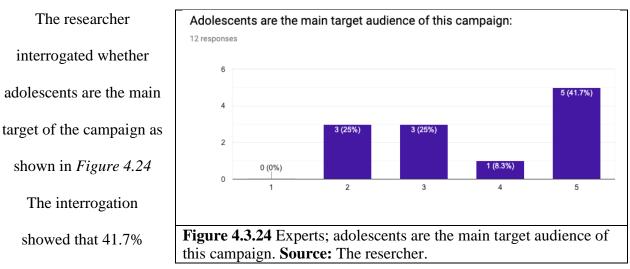
show depressed people as shown in *Figure 4.22* The question presented that 16.7% totally agreed with showing images of depressed people in the campaign while 33.3% agreed on that as well, and 8.3%. Nevertheless, 25% totally disagree, and 16.7% disagreed that as well. Thus, 50%

agreed on using images of depressed people within the campaign while 41.7% disagree that, and

only 8.3% were



showed that 25% totally agree with that, and 8.3% agree while 33.3% totally disagree, 25% disagree, and 8.3% were neutral. Accordingly, 33.3% agreed on university students as the main segment of the campaign, and 58.3% disagreed that, and 8.3% were neutral.



totally agree that adolescents are the main target audience, and 8.3% agreed that as well whereas 25% were neutral. But, 25% disagree with that. Consequently, the total of 50% agree that

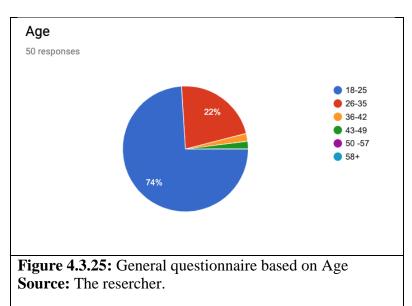
adolescents are the main target audience of the campaign while 25% disagree with that, and 25%

were neutral.

Part Two: The student questionnaire

The researcher carried another questionnaire specialized for general individual with little or no-design background. Around 50 individuals responded to the questionnaire in total of 21 questions and the results as the following:

The questionnaire divided the age groups based on how depression can



affect one's life, therefore, there was 6 different age groups as shown in *Figure 4.26*. The researcher found that around 37 individuals as 74% were from the target audience between 18-25yrs whereas 11 individuals in the percentage of 22% from those who responded where from

the second age group 26-Gender 50 responses 35yrs. Moreover, only 1 individual responded Male -29 (53%) from the third age group -21 (47%) Female 36-42yrs in the percentage of only 2%, 5 10 15 20 0 25 furthermore, 1 Figure 4.3.26: General questionnaire based on Gender Source: The individual responded to resercher.

the fourth age group between 43-49yrs. One the other hand, there was no responses for the ages between 50-57yrs or 58+yers. Consequently, the total responses for this questionnaire was in the

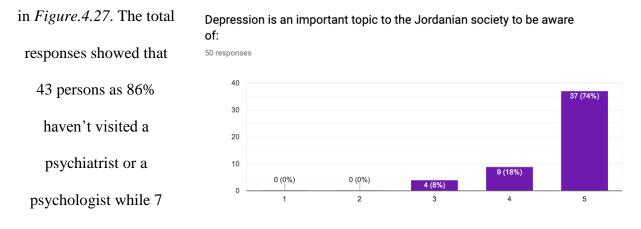
first age group between 18-25yrs.

Moreover, the researcher found that 29 individuals in the total of 53% were males while 21 in the percentage of 47% were females as shown in *Figure 4.27*. As a result, in the difference of 6% males

her Have you visited a psychiatrist or a psychologist: 50 responses $Y_{\text{res}} = -7 (14\%)$ $V_{\text{res}} = -7 (14\%)$ $V_{\text{res}} = -7 ($

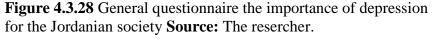
significantly were higher than females.

The researcher questioned whether these individuals have ever visited a psychiatrist or a psychologist as shown



persons in the

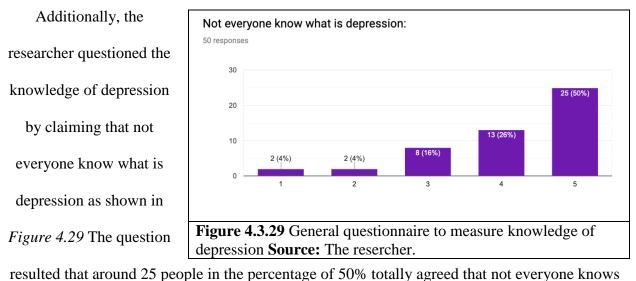
percentage of 14% said



that they have visited. Therefore, 72% have not visited a psychiatrist or a psychologist. Furthermore, the researcher questioned whether depression is an important topic to the Jordanian society to be aware of as shown in *Figure 4.28*. The question resulted that 37 persons in the

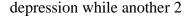
percentage of 74% totally agreed that depression is an important topic to be aware of while only9 persons in the percentage of 18% agree with that as well. However, only 4 persons in thepercentage of 8% showed that they are neutral to the importance of depression towards theJordanian society as an awareness. Hence, 92% agree that depression is an important topic to theJordanian society to be aware off while only 8% showed that they are neutral to its importance,

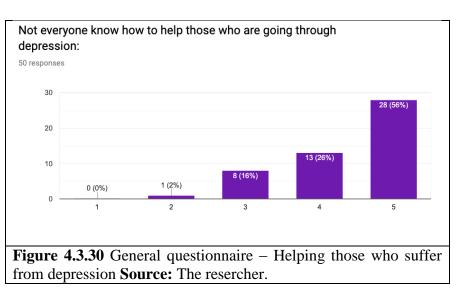
and the percentage of who disagreed were only 0.0%.



what is depression while 12 persons as 26% agree with that as well. However, around 2 individuals in the percentage of 4% totally disagreed claiming that everyone knows what is

individuals in the percentage
of 4% disagree with that as
well. And around 8
individuals in the percentage
of 16% were neutral.
Consequently, 76% agree
that not everyone knows
what is depression while

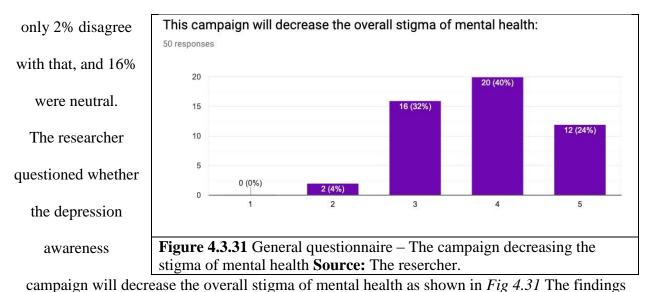




only 8% disagreed with that whereas around 16% were neutral. Also, the researcher questioned that not everyone knows how to help those who are going through depression as to find if people

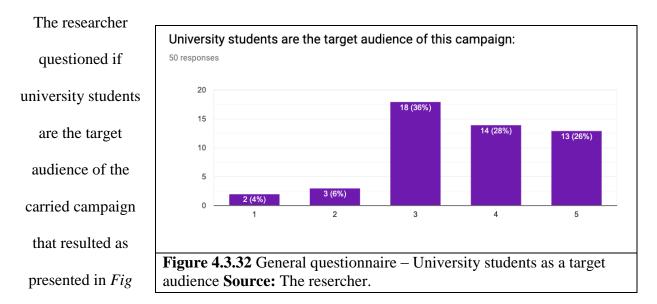
are aware of the way to help those who are

suffering from depression as shown in *Fig. 4.30* as a result, 28 people in the percentage of 56% totally agreed that not everyone knows how to help those who are suffering from depression while another 13 persons as 26% agreed with that as well. However, only 1 individual in the percentage of 2% disagreed with that, and 8 persons in the percentage of 16% were completely neutral to that. So, 82% agree that not everyone know how to help those who are going through depression whereas



were significantly various as 12 individuals in the percentage of 24% totally agreed that the campaign will decrease the overall stigma of mental health while 20 other individuals in the percentage of 40% agreed with that as well. On the other hand, 16 individuals in the percentage of 32% were neutral whether the campaign will decrease the overall stigma of mental health as well as only 2 individuals in the percentage of 4% disagreed with that. Therefore, 64% agreed that the campaign will decrease the over all stigma of mental health while only 4% disagree with

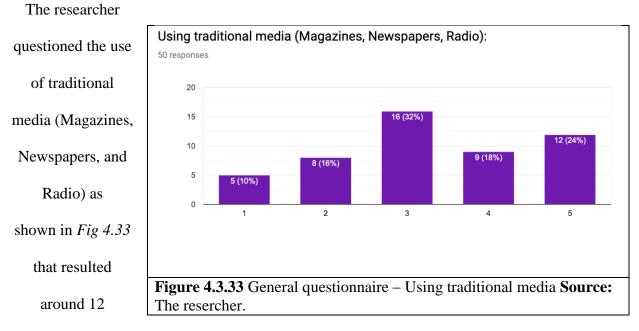
that, and 32% were neutral.



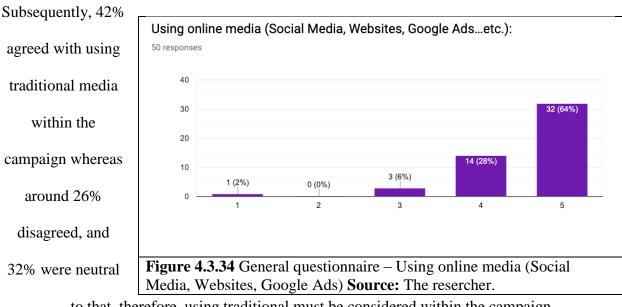
4.32 the findings showed that 13 individuals as 26% totally agreed that university students are the target audience for the campaign whereas 14 persons in the percentage of 28% agreed with that as well. However, 18 individuals in the percentage of 36% were neutral whether university students are main target audience of the campaign or not, and another 2 individuals in the percentage of 4% totally disagreed with university students being the main target audience of the campaign, additionally, 3 other individuals in the percentage of 6% disagreed with that too.

Therefore, 54% agreed with university students being the target audience of the campaign

whereas 36% were neutral, and only 10% disagreed with that.



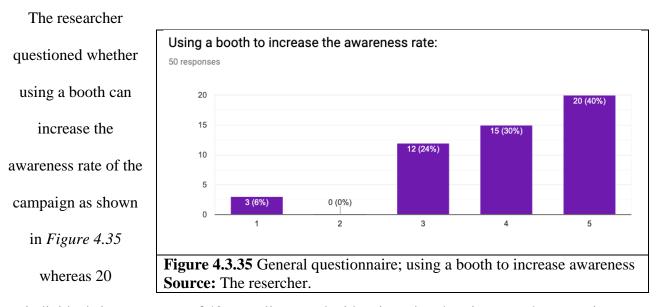
individuals in the percentage of 24% totally agreed with using traditional media while another 9 individuals as 18% agreed with that too. Conversely, 5 individuals as 10% totally disagreed with using traditional media, and another 8 persons in the percentage of 16% disagreed with that as well. Moreover, 16 persons in percentage of 32% were neutral to the usage of traditional media.



to that, therefore, using traditional must be considered within the campaign.

The researcher questioned the importance of using online media as presented in *Fig. 4.34* that showed around 32 individuals as 64% totally agreed with using online media, and 14 individuals as 28% agreed with that as well. Nevertheless, only 1 person as 2% of the questionnaire totally disagreed with that, and only 3 persons in the percentage of 6% were neutral to the study. Hence,

92% agreed with using online media whereas 2% totally disagreed with that, and 6% were



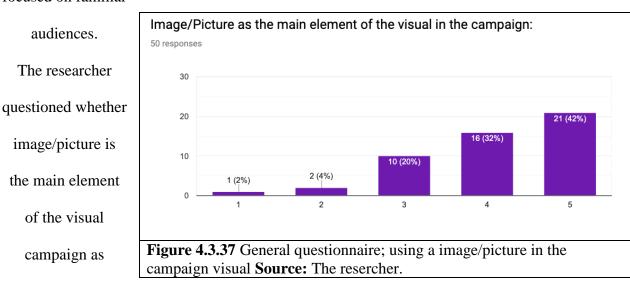


individuals in percentage of 40% totally agreed with using a booth to increase the campaign awareness whereas 15 persons in total of 30% agreed on that as well. But, 3 individuals in percentage of 6% totally disagree with using a booth, and 12 individuals in percentage of 24% were neutral with that. So, 70% agreed on using a booth as to increase the level of awareness

whereas only 6% disagreed with that, and 24% were neutral.

The researcher Increasing the knowledge of non-familiar audiences is important: 50 responses questioned whether 30 the campaign should 20 target only the 4 (28%) 10 familiar audiences 0 (0%) 0 (0%) 0 only as shown in 4 5 3 Figure 4.36 that Figure 4.3.36 General questionnaire; increase the knowledge of nonfamiliar audiences **Source:** The resercher. showed 2 individuals

in percentage of 4% totally agreed that the campaign must be focused on familiar audiences where 9 individuals in percentage of 18% agreed with that as well. However, 8 persons in percentage of 16% totally disagreed with that, and another 13 persons in percentage of 26% disagreed with that as well. Moreover, 18 persons in percentage of 36% were neutral to targeting familiar audiences only. Therefore, 22% agreed on targeting familiar audiences only while 42% disagreed with that, and 36% were neutral. That indicates the target audience must not only be focused on familiar



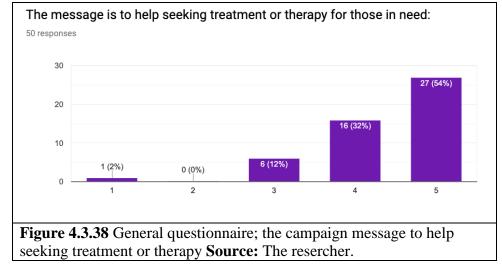
shown in *Figure 4.37* the questionnaire resulted that 21 persons in the percentage of 42% totally

agreed that picture is the main element to be used in the visual of the campaign, and 16 individuals in percentage of 32% confirmed that as well. However, 1 individual in percentage of 2% totally disagreed using the picture as the main element of the visual in the campaign, and 2 persons in the percentage of 4% disagreed that as well. Likewise, 10 persons in percentage of 20% were neutral. Therefore, 74% agreed on using an image as a main element of the visual of the campaign while only 6% disagreed that, and only 20% were neutral. As a result, the

researcher will use an image as the main element of the visual campaign.

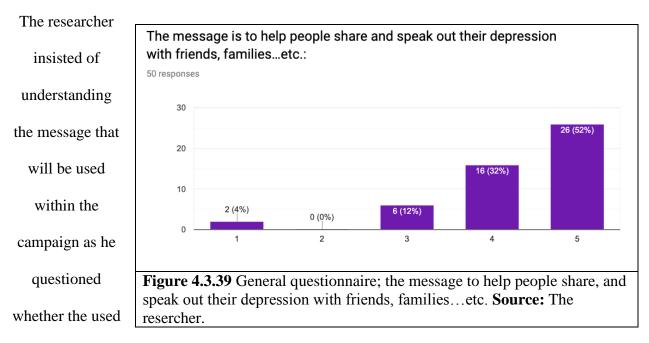
The researcher questioned whether the message used within the campaign should help seeking

treatment or therapy for those in need as shown in *Figure 4.38* The question resulted that 27 individuals in the percentage of 54% totally



agree with using a message that help seeking treatment or therapy for those in need whereas 16 individuals in percentage of 32% agreed that as well. On the other hand, 1 individual in percentage of 2% totally disagreed with that, and 6 individuals in the percentage of 12% were neutral. Subsequently, 86% agree on using a message that help seeking treatment or therapy for

those who are in need while only 2% disagree with that, and 12% were neutral.



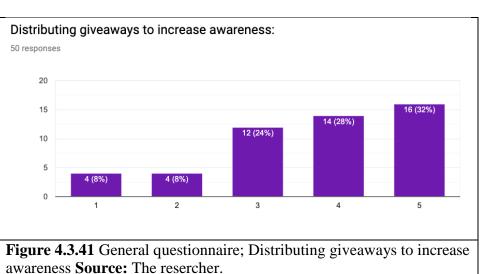
message will help people share, and speak out their depression with friends, families...etc. as shown in *Figure 4.39* as it showed that around 26 people in percentage of 52% totally agreed with using a message that help people share and speak out their depression, and another 16 individuals in percentage of 32% agreed with that as well. Nevertheless, 2 persons in percentage of 4% totally disagreed that, and 6 individuals in percentage of 12% were neutral of using this type of message. So, 84% agreed of using a message to help people share and speak out their

depression while 4% disagreed with that, and 12% were neutral.

The researcher questioned the possibility of using hashtags as to easily communicate the campaign in the kingdom as shown in *Figure 4.40* The questionnaire showed that 24 people around 48% totally agreed with using the trending hashtags along with the campaign, and 17 individuals in the percentage of 34% agreed with that as well. Nevertheless, 1 individual in percentage of 2% totally disagreed with using trending hashtags, and 2 other individuals in percentage of 4% disagreed with that as well. Besides, 6 other people and 12% were neutral to using the trending hashtags. Therefore, 82% agreed on using hash tags as to easily communicate

the campaign in the kingdom while 6% disagreed with that, and 12% were neutral of using trending hashtags. The researcher wanted to identify whether distributing giveaways will increase awareness of the campaign as shown in the Figure 4.41 The questionnaire

resulted that 16

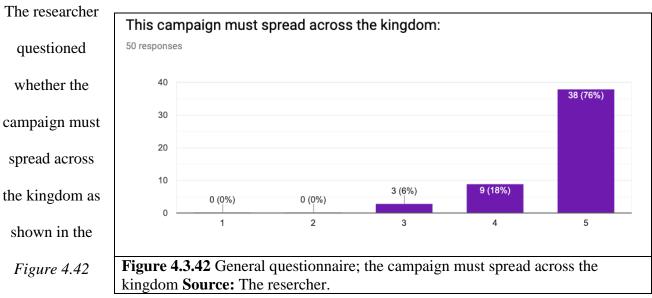


people around 32% totally agreed that distributing giveaways to increase awareness, and 14
individuals in percentage of 28% agreed on that as well. But, 4 people in the percentage of 8%
totally disagreed with distributing giveaways, and another 8% disagreed with that as well.
Moreover, 12 individuals in the percentage of 24% were neutral to distributing giveaways to

increase awareness. Hence, 60%

agreed with distributing giveaways to increase awareness while 16% disagree with that, and 24%

were neutral.



The questioned showed that 38 individuals in the percentage of 76% totally agree with spreading the campaign across the kingdom, and 9 other people in the percentage of 18% agreed on that as well. However, 3 people in the percentage of 6% were neutral. Consequently, 94% agreed on spreading the campaign across the country, therefore, the campaign will spread through out the

kingdom.

Part Three: Campaign Evaluation by Experts

The researcher has created a campaign that consisted of 5 posters, 1 indoor banner, 1 Booth, 1 Flag, 1 Newspaper Ad, and a Website interface design. Accordingly, a questionnaire has been carried out as to evaluate the designed campaign after the general questionnaire that was carried

prior the campaign itself as to evaluate different campaign factors. Therefore, the expert designers, artists, university lecturers, and Professors, hence, they focus group overviewed the

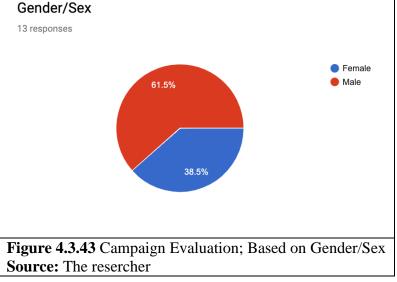
campaign by attaching it along with the questionnaire that resulted the following:

The carried questionnaire in

Figure 4.43 showed that around

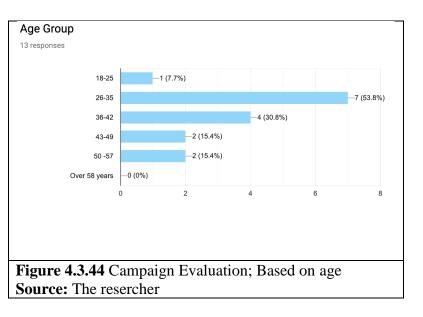
61.5% of the total of 13 responses were males while

38.5% were females. As a



result, males were significantly higher than females that were around 38.5%.

The researcher divided the age group based on the effect of depression, therefore, the 13th responded differently as presented in *Figure 4.44* According to the responses to that showed 1 individual in percentage of 7.7% was



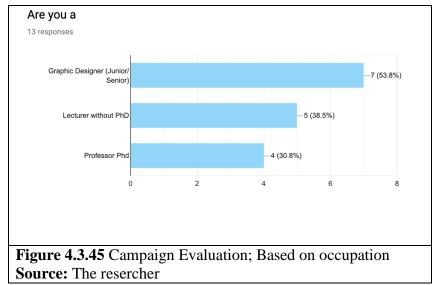
between 18-25yrs, another 7 individuals were between 26-35yrs in percentage of 53.8%, another 4 persons in percentage of 30.8%, another 2 persons were between 43-49yrs in percentage of

15.4%, around 2 other individuals were around 50-57 in percentage of 15.4%, and 0.0% responded to the above 58yrs age group. Consequently, the age group between 26-35 were the highest in percentage of 53.4% among the rest while the second age group that is significantly

high is between 36-42yrs old. The age groups 34-49 and 50-57 were equal in percentage of

15.4% whereas the age group between 18-

The researcher inquired about the occupation of the respondents that were limited to three levels (Graphic Designer Junior/Senior, Lecturer non PhD holder, Professor holding PhD) as presented

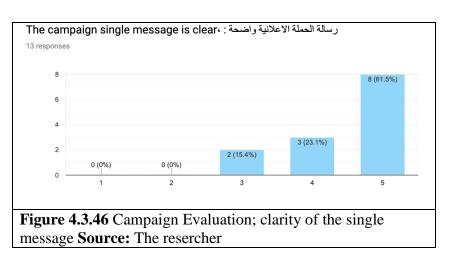


25 were the lowest in percentage of 7.7%.

in the *Figure 4.45* that shows 7 people in percentage of 53.8% are Graphic Designers (Junior/Seniors), 5 individuals in percentage of 38.5% are lecturers but not holding a PhD certificate, and around 5 other individuals in percentage of 30.8% were university professors with PhD. Subsequently, the highest respondents were graphic designers in the percentage of 53.8% while the lecturers without PhD were less than the designers in percentage of 15.3%, however, the professors with PhD were the least compared to the overall in percentage of 61.5%.

The researcher evaluated the campaign via using the Likert scale from 1-5 as 1 is the totally disagree and 5 totally agree.

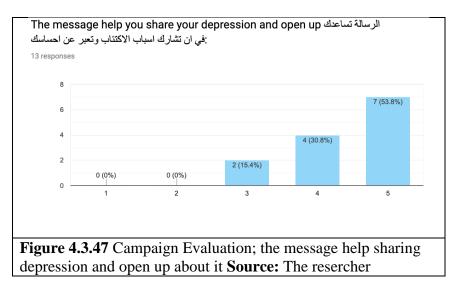
As a result, the researcher questioned the clarity of the



campaign message as shown in *Figure 4.46* that shows around 8 individuals in percentage of 61.5% totally agreed on the campaign's message while 3 other in percentage of 23.1% agreed on that as well. However, only 2 individuals in percentage of 15.4% were neutral while 0.0% either disagreed or totally disagreed with the clarity of the message. Consequently, 84.6% agreed on

the clarity of the campaigns single message while only 15.4% were neutral.

The researcher questioned whether the campaign's single message as presented in *Figure 4.47* that resulted around 7 persons in percentage of 53.8% totally agreed that the message is helpful toward sharing one's



depression and opening up about it whereas around 4 individuals in percentage of 30.8% agreed with that as well. Nevertheless, 2 individuals in percentage of 15.4% were neutral whether the

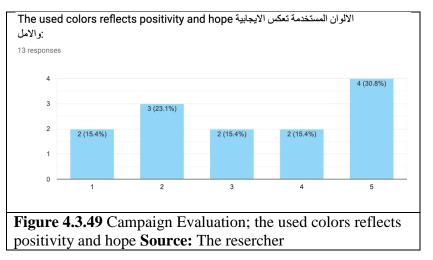
message help sharing your الحملة الاعلانية The message is focused on those who have depression مقتصرة فقط على الذين يعناون من الإكتئاب 13 responses depression and open up. 6 (46.2%) The researcher interpreted whether the message is 3 (23.1%) 3 (23.1%) focused on those who 1 (7.7%) 0 (0%) suffer from depression Figure 4.3.48 Campaign Evaluation; the message is focused on only as presented in those who have depression Source: The resercher

Figure.4.48 as a result, 6 persons in percentage of 46.2% totally agreed that the message is focused on those who have depression whereas 3 individuals in percentage of 23.1% agreed that too. Conversely, 3 other persons in percentage of 23.1% were neutral while only 1 individual in percentage of 7.7% disagreed that the message is focused on those who have depression. So, 69.3% agree on the message being focused on those who have depression while 7.7% disagreed

that, and 23.1% were neutral to that.

The researcher questioned whether the used colors reflects positivity and hope as presented in *Figure 4.49*

that resulted around 4 individuals in percentage of 30.8% totally agreed that the



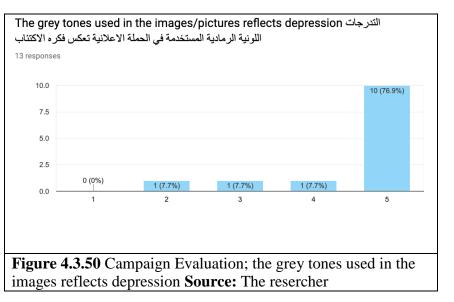
used colors reflects positivity and hope whereas only 2 individuals in percentage of 15.4% agree with that as well. However, 2 individuals in percentage of 15.4% were neutral to the used colors. Moreover, 3 other persons in percentage of 23.1% disagreed that, and 2 individuals in percentage

of 15.4% totally disagreed as well. Therefore, 46.2% agreed on the used colors as reflecting positivity and hope while

38.5% disagree with difference of 7.7%, and 15.4% were neutral. The researcher interrogated the grey tones used in the image/pictures

reflects depression as

shown in *Figure 4.50* as

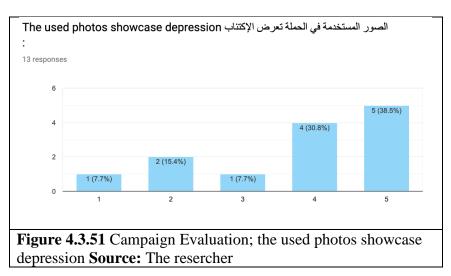


resulted that around 10 individuals in percentage of 76.9% totally agreed that the grey tones used within the campaign reflects depression, and 1 individual in percentage of 7.7% agreed with that as well. Still, 1 individual in the percentage of 7.7% disagreed with the usage of the grey tones in

the images to reflect depression, and 1 individual in percentage of 7.7% was neutral.

Consequently, 84.6% agreed with using grey tones in the images to reflect depression whereas

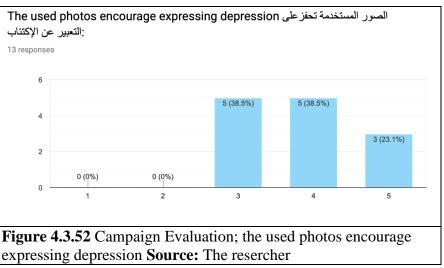
only 7.7% disagreed with that as it indicate a difference of 76.9%, and another 7.7% were neutral. The researcher examined whether the used photos showcase depression as



presented in Figure 4.51 that showed 5 individuals around 38.5% totally agreed with the used

photos showcasing depression whereas around 4 individuals in percentage of 30.8% agree with that as well. But, 2 other persons in the percentage of 15.4% disagreed with the used pictures showcasing depression,

and 1 individual in percentage of 7.7% totally disagreed that. Moreover, 1 individual in percentage of 7.7% were neutral towards the used pictures showcasing depression.



Accordingly, 69.3% agreed on the used photos whereas 23.1% disagreed with that in

difference of 46.2%, and only 7.7% were neutral.

The researcher interrogated whether the used photos encourage expressing depression as shown in *Figure 4.52* that present around 3 individuals in percentage of 23.1% totally agreed that the used photos express depression, and another 5 persons in percentage of 38.5% agree with that as well. Yet, 0.0% totally disagree or disagreed with that, but 5 individuals in percentage of 38.5% were neutral to that. Consequently, 61.6% agreed on the used photo to encourage expressing depression whereas 38.5% were neutral to that. As a result, 23.1% is the difference between those who agree and those who are neutral, therefore, the used photos encourage expressing

depression.

The researcher The used photos show that university students are the target audience questioned whether الصور المستخدمة توضح إن طلاب الجامعات هم الفئة المستهدفة من هذه الحملة الاعلانية 13 responses the used photos 6 show that university 4 4 (30.8%) students are the 2 2 (15.4%) 2 (15.4%) target audience as 0 (0%) 0 2 3 4 1 shown in *Figure* Figure 4.3.53 Campaign Evaluation; the used photos show that 4.53 as resulted 5 university students are the main target audience Source: The resercher people in percentage

of 38.5% totally agreed on the used photos showing that university students are the target

audience as well as 4 other individuals in percentage of 30.8% agreed with that as well.

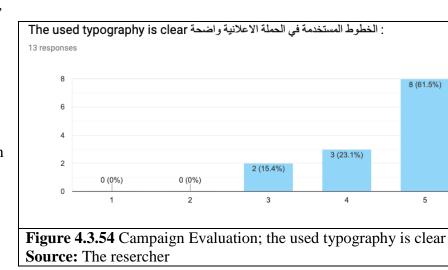
However, 2 people in percentage of 15.4% totally disagreed with that whereas 2 other people in percentage of 15.4% were neutral. So, 69.3% agreed with the used photos to show that university students are the target audience whereas only 15.4% totally disagreed with that, and only 15.4% being neutral, therefore,

the difference is 53.9% 13 responses which indicates that 8 those who agree are significantly higher than 0 (0%) those who does not. 0 2 The researcher

used typography within the campaign is clear as presented in *Figure 4.54* that showed 8 people

5 (38.5%)

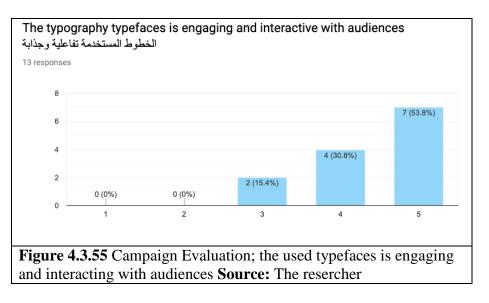
5



in percentage of 61.5% totally agreed that the used typography is clear whereas 3 people in the percentage of 23.1% agreed with that as well. However, 2 people in percentage of 15.4% were neutral to that. Therefore, 84.6% agreed on the used typography is clear in difference of 69.2%

The researcher questioned whether the used typography typefaces is engaging and interacting with audiences as results presented *Figure 4.55* where you can see that

difference with neutral.



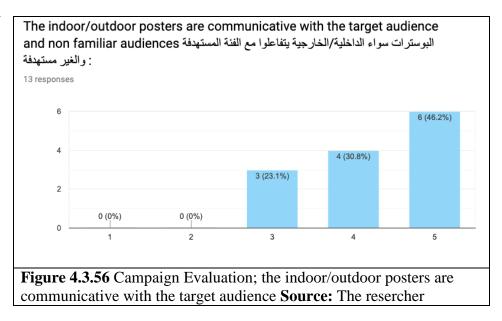
around 7 people in percentage of 53.8% totally agreed with the engagement of the used typeface

with the audience as well as 4 individuals in percentage of 30.8% agree on that as well.

Nonetheless, 2 other individuals in percentage of 15.4% were neutral to that. Consequently,

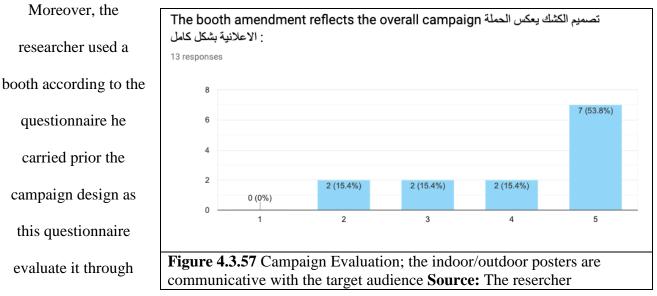
84.6% agreed that the used
typefaces are engaging
and interacting with the
audiences while only
15.4% were neutral.
The researcher

interrogated whether the indoor/outdoor posters are communicative with the



target audience and non familiar audiences as presented in *Figure 4.56* that resulted around 6 individuals in percentage of 46.2% agreed that the posters are communicative with the target audience and non familiar audiences where another 4 individuals in percentage of 30.8% agreed as well. Nevertheless, 3 persons in percentage of 23.1% were neutral. Consequently, in total of 77% agreed on the campaign being communicative with to the familiar and non-familiar

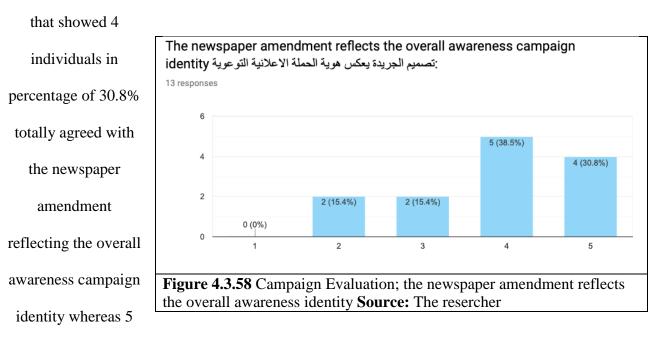
audiences while only 23.1% were neutral.



questioning whether the booth amendment reflects the overall campaign as shown in *Figure 4.56* that resulted around 7 individuals in percentage of 53.6% totally agreed that the booth reflects the overall campaign as well as 2 other individuals in percentage of 15.4% agreed with that as well. Conversely, 2 people in percentage of 15.4% disagreed, and 2 other in percentage of 15.4% were neutral. Then, the booth amendment is significantly reflecting the overall campaign by 69.2% agree on that while only 15.4% disagreed that shows a difference of 53.8%, and 15.4%

were neutral.

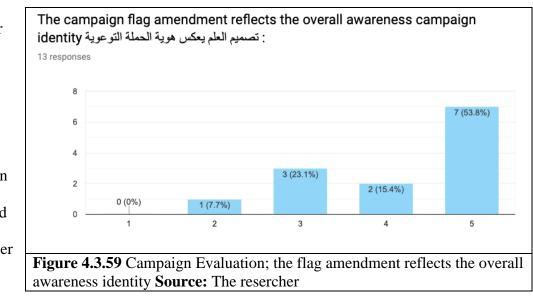
The researcher used a newspaper amendment that reflects the overall awareness campaign identity as to increase the awareness through using traditional media as shown in *Figure 4.58*



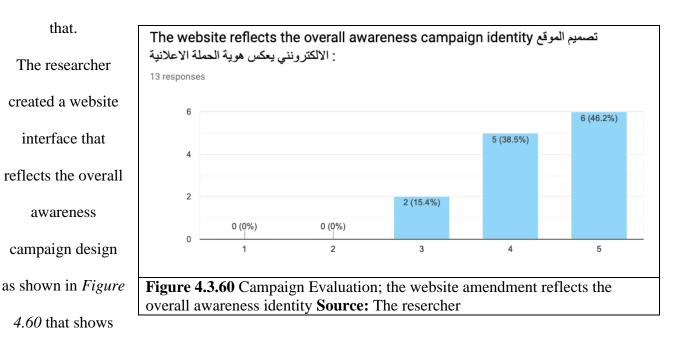
persons in percentage of 38.5% agreed with that. However, 2 other individual in percentage of 15.4% disagreed with that, and 2 people in percentage of 15.4% were neutral. So, the total of people who agree on the newspaper amendment reflecting the overall awareness campaign identity is significantly the highest as 69.3% while only 15.4% disagreed, and that difference is

53.9% agreed

whereas another 15.4% were neutral. The researcher used a flag within the campaign and questioned whether



it reflects the overall awareness identity as its presented in *Figure 4.59* that shows around 7 people in percentage of 53.8% totally agreed with the flag reflecting the overall awareness identity, and 2 other in percentage of 15.4% agreed with that as well. Nonetheless, only 1 individual in percentage of 7.7% disagreed with that while 3 other individuals in percentage of 23.1% were neutral with that. Hence, the total of those who agreed on the flag amendment is 69.2% whereas only 7.7% disagreed, and that shows 61.5% difference which indicate that the amendment is reflecting the identity of the awareness campaign, however, 23.1% were neutral to



around 6 people in percentage of 46.2% totally agreed that the website interface reflects the overall awareness campaign identity, and another 5 persons in percentage of 38.5% agree with that as well. But, 2 other people in the percentage of 15.4% were neutral to that. Henceforward, the total of the people who agreed that –the website reflects the overall awareness campaign identity- is 84.8% while only 15.4% were neutral, and that shows that the overall campaign identity is significantly reflected within the website interface.

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The researcher concludes that there is no local awareness campaign in terms of depression or mental health carried in Jordan before as to aware the society of the severity of the mental disorders as its often to be stigmatized. The only campaigns that were created previously as an awareness were the breast cancer awareness campaign as it became well known to the Jordanian society as the campaign spread across the country through different media communications. However, depression is a disorder that require an awareness campaign for as its becoming a world leading cause of disability as well as to help decreasing the stigma of mental health, hence it's a multifactorial disorder that can contribute to complex mental health disorders like psychosis that often leads to risk one's life. Therefore, the researcher highlighted the importance of creating a depression awareness campaign by studying the effects of depression on the individual whether its physically or mentally, and the importance of sharing the depressive factors that can lead to save one's life, hence often those who do not find someone to listen to them might risk their lives.

The researcher created an awareness campaign after reaching a proper message style as to encourage people to speak and share their depression and let other people hear them whether its their family, friends or even to seek for help from a psychiatrist or a psychologist. He carried out two questionnaires as to study the market as to develop the conceptual framework of the campaign either by studying experts either in academic field or design that indicated that the knowledge of depression as a disorder were 50% of the total responses ensures that not everyone knows what depression is, and 83.3% of the individuals do not know how to help those who suffer from depression according to the questionnaire that was given to both experts (Designers,

Lecturers) and general (Non-Designers).

Moreover, the campaign showed various elements e.g. photography, typography, and colored shapes. The campaign presents different university students as the researcher confirmed that the risk age of developing depression is between 18-25. The students were asked to show various type of acts that help encouraging those with depression by expressing the message using body language, and they were asked as well to show acts of depression and anxiety as its often hard to be differentiated. Furthermore, the campaign been applied using Arabic language to reach the

upmost of the Jordanian society as Arabic is the official language of Jordan.

The campaign was created to enhance the society perspective and appreciation of the importance of one's life especially within the society as depression or mental illness does not mean the person is no longer capable to be part or burden in the community hence psychiatrists or psychologists offer a great help in giving a specialized treatment for these patients based on their diagnosis.

5.2 Further Recommendations

After studying the topic of depression and its importance Hence there is no prior local depression or a mental health awareness campaign the researcher recommends implying the depression awareness campaign across Jordan. measuring the effect of this campaign on the Jordanian society could improve any further research as a theoretical background.

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Appendix

1. Conceptual Questionnaire: General (Non-Design background)

جــامـعــة الــشـرق الأوسـط MIDDLE EAST UNIVERSITY								
Questionnaire								
My name is, and I am preparing a dissertation on "Depression Awareness Campaign" as part of my MSc in Graphic Design (Masters of Graphic Design) degree at Middle East University, Amman Jordan. The purpose of this questionnaire is to obtain information about your views on the impact of depression awareness campaign. The information that you provide will be used to compile relevant analysis, but ensures complete anonymity.								
Thank you very much for your time, I appreciate your assistance!								
Part One: General Information, please tick at the box that applies to you:								
1. Gender:		male	female					
2. Age?								
2. Age.	18-25	26-35 years	36-42 years					
43-	49 years	50 -57 years	Over 58 years					
3. Have you vis	3. Have you visited a psychiatrist or a psychologist:							
Yes No								

Part Two: Constructive questions prior the creation of the depression awareness campaign, note that 1 is totally disagree and 5 is totally agree:							
4. Depression is an important topic to the Jordanian society to be aware of:							
Totally disagree						Totally Agree	
	1	2	3	4	5		
5. Not everyone know what	is depr	ession:					
Totally disagree						Totally Agree	
	1	2	3	4	5		
6. Not everyone knows how to help those who are going through depression:							
Totally disagree						Totally Agree	
	1	2	3	4	5		
7. This campaign will decrease the overall stigma of mental health:							
Totally disagree Totally Agree						Totally Agree	
	1	2	3	4	5		
8. University students are the target audience of this campaign:							
Totally disagree						Totally Agree	
	1	2	3	4	5		
9. Using traditional media (Magazines, Newspapers, Radio):							
Totally disagree						Totally Agree	
	1	2	3	4	5		

Totally disagr	ee					Totally Agree	
	1	2	3	4	5		
11. Using booth to increa	se the av	vareness	rate				
Totally disagr	ee					Totally Agree	
	1	2	3	4	5		
12-a. The campaign will	target fai	miliar au	diences	only:			
Totally agree	_			-	Т	otally disagree	
	1	2	3	4	5		
12-b. Increasing the knowledge of non-familiar audiences is important:							
Totally disagr					-	Totally Agree	
	1	2	3	4	5		
13. Image/Picture as the main element of the visual in the campaign:							
Totally disagr	ee					Totally Agree	
	1	2	3	4	5		
14-a. The message is to help seeking treatment or therapy for those in need:							
					Т	otally Agree	
Totally disagree							
Totally disagree	1	2	3	4	5		

Г

Totally disagree					Totally Agree
	1	2	3	4	5
5. Using hash tags (#) as	to easily	or commu	nicate th	e campa	aign in the kingdom:
Totally disagree					Totally Agree
	1	2	3	4	5
. Distributing giveaway	s to incr	ease awa	reness:		
Totally disagree					Totally Agree
	1	2	3	4	5
. This campaign must s	pread ac	cross the	kingdon	n:	
Totally disagree					Totally Agree
	1	2	3	4	5
. Do you have any othe mpaign?	er comm	ents or o	pinions a	about th	e questionnaire or the

2. Conceptual Questionnaire: Experts (Professors, and o	designers).
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جـامـعــة الــشـرق الأوسـط MIDDLE EAST UNIVERSITY								
Questionnaire My name is, and I am preparing a dissertation on "Depression Awareness Campaign" as part of my MSc in Graphic Design (Masters of Graphic Design) degree at Middle East University, Amman Jordan. The purpose of this questionnaire is to obtain information about your views on the impact of depression awareness campaign. The information that you provide will be used to compile relevant analysis, but ensures complete anonymity.								
Thank you very much for your time, I appreciate your assistance!								
Part One: General Information, please tick at the box that applies to you:								
1. Gender:	[male	female					
2. Age?	18-25	26-35 years	36-42 years					
43-49 years 50 -57 years Over 58 years 3. Have you visited a psychiatrist or a psychologist:								
Yes No								

Part Two: Constructive questions prid 1 is totally disagree and 5 is			of the de	pressio	n aware	eness campaign, note that		
4. Depression is an importa	-		Iordania	n societ	y to be	aware of:		
Totally disagree						Totally Agree		
	1	2	3	4	5			
5. Not everyone know what is depression:								
Totally disagree						Totally Agree		
	1	2	3	4	5			
6. Not everyone know how to help those who are going through depression:								
Totally disagree						Totally Agree		
	1	2	3	4	5			
7. This campaign will decre	ease the	e overall	stigma o	f menta	l healtl	1:		
Totally disagree						Totally Agree		
v B	1	2	3	4	5	v o		
8. University students are t	he targ	et audier	nce of th	is camp	aign:			
Totally disagree						Totally Agree		
		2	3	4	5			
9. Using traditional media	(Magaz	zines, Nev	wspaper	s, Radio): 			
Totally disagree						Totally Agree		
	1	2	3	4	5			
10. Using online media (So	cial Me	dia, Web	osites, G	oogle A	dsetc	.):		

Totally disagree						Totally Agree	
	1	2	3	4	5		
11. Using booth to increase	the aw	areness r	ate				
Totally disagree						Totally Agree	
v 8	1	2	3	4	5	vo	
12-a. The campaign will ta	rget far	niliar auc	diences o	only:			
Totally agree					Тс	otally disagree	
	1	2	3	4			
12-b. Increasing the knowledge of non-familiar audiences is important:							
Totally disagree						Totally Agree	
	1	2	3	4	5		
13. Image/Picture as the ma	ain eler	nent of th	ne visual	in the o	campai	gn:	
Totally disagree						Totally Agree	
	1	2	3	4	5		
14-a. The message is to help	p seekii	ng treatm	ent or tl	herapy	for thos	se in need:	
Totally disagree						otally Agree	
	1	2	3	4	5		
		2					
14-b. The message is to help people share and speak out their depression with friends, familiesetc.:							

Totally disagree					Totally Agree			
	1	2	3	4	5			
15. Using hash tags (#) as t	to easily	commu	nicate th	e campa	aign in the kingdom:			
15. Using hash tags (#) as to easily communicate the campaign in the kingdom:								
Totally disagree					Totally Agree			
	1	2	3	4	5			
16. Distributing giveaways	s to incr	ease awa	reness:					
Totally disagree					Totally Agree			
	1	2	3	4	5			
17. This campaign must sp	pread ac	eross the	kingdom	1:				
Totally disagree					Totally Agree			
	1	2	3	4	5			
18-a. This campaign shoul	d use sl	ab typefa	ice:					
Totally disagree					Totally Agree			
	1	2	3	4	5			
18-b. This campaign shoul	ld use So	erif typef	ace:					
Totally disagree					Totally Agree			
	1	2	3	4	5			
18-c. This campaign shoul	d use Sa	nn Serif t	ypeface:					
Totally disagree					Totally Agree			
	1	2	3	4	5			

19-a. The used images within the campaign to symbolize depression:									
Totally disagree					Totally Agree				
• 0	1	2	3	4	• 0				
19-b. The used images within the campaign should show depressed people:									
Totally disagree Totally Agree									
Totany uisagive	1	2	3	Λ	• 0				
				+	\Box				
20 Ilainanaita ata dan ta ana									
20. University students are	e the ma	in segme	ent of the	s camp	aign:				
Totally disagree					Totally Agree				
	1	2	3	4	5				
21. Adolescents are the ma	in targe	et audien	ce of thi	s campa	aign:				
Totally disagree					Totally Agree				
	1	2	3	4	5				
18. Do you have any other campaign?	^r comme	ents or oj	pinions a	bout th	e questionnaire or the				
Your Collaboration is highly valued! Thanks for making this world a better place									

3. Campaign Design Evaluation: Experts (Professors and Designers)

جــامـعــة الــشــرق الأوسـط MIDDLE EAST UNIVERSITY								
Questionnaire								
My name is, and I am preparing a dissertation on "Depression Awareness Campaign'' as part of my MSc in Graphic Design (Masters of Graphic Design) degree at Middle East University, Amman Jordan. The purpose of this questionnaire is to obtain information about your views on the impact of depression awareness campaign. The information that you provide will be used to compile relevant analysis, but ensures complete anonymity.								
Thank you very much for	Thank you very much for your time, I appreciate your assistance!							
Part One: General Information, please tick at the box that applies to you:								
1. Gender:	male		female					
2. Age? 18-25	26-35 years 🗌		36-42 years					
43-49 years	50 -57 years]	Over 58 years					
3. Have you visited a psychiatrist or a psychologist:								
	Yes	No						
4. Are you a								
Designer (Juni	or/Senior) 🗌 Leo	cturer	Professor Phd					

Below the attached campaign and other related advertisements

Posters Indoor/Outdoor





Booth Design



Flag Design



Newspaper Advertisement



Website Design						
And in case of the local division of the loc						
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	ک ں	دزم تد				
		اللحد من الاكتئاب				
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	E.		F	77		
Part Two:						
Constructive questions pri			of the de	pressio	n aware	eness campaign, note that
Constructive questions pri 1 is totally disagree and 5 i	is totally	y agree:				eness campaign, note that
Constructive questions pri	is totally	y agree:				eness campaign, note that
Constructive questions pri 1 is totally disagree and 5 i	is totally ssage is	y agree:				eness campaign, note that Totally Agree
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me	is totally ssage is	y agree:				
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me	is totally ssage is	y agree: د clear، عنه	لانية واضد		: رسالة ا	
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree	is totally ssage is 2 1	y agree: د clear، منه 2 	لانية واضح 3	لحملة الاع 4	: رسالة ا 5	Totally Agree
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh	is totally ssage is 2 1	y agree: د clear، منه 2 	لانية واضح 3	لحملة الاع 4	: رسالة ا 5	Totally Agree
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree	is totally ssage is 2 1	y agree: د clear، منه 2 	لانية واضح 3	لحملة الاع 4	: رسالة ا 5	Totally Agree
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh	is totally ssage is 2 1 1 nare you	y agree: د clear، منه 2 	لانية واضح 3	لحملة الاع 4	: رسالة ا 5	Totally Agree
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh الاكتئاب وتعبر عن احساسك	is totally ssage is 1 D nare you	y agree: د clear، منه 2 	لانية واضح 3 ssion and	لحملة الاع 4 ط open u	: رسالة ا 5	Totally Agree تشارك اسباب الرسالة تساعدك
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh الاكتئاب وتعبر عن احساسك	is totally ssage is 1 D nare you	y agree: 5 clear، عنه 2 الالالال ur depres	لانية واضح 3 ssion and	لحملة الاع 4 ط open u	: رسالة ا 5 في ان 1p	Totally Agree تشارك اسباب الرسالة تساعدك
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh الاكتئاب وتعبر عن احساسك	is totally ssage is 1 D nare you	y agree: 5 clear، عنه 2 الالالال ur depres	لانية واضح 3 ssion and	لحملة الاع 4 ط open u	: رسالة ا 5 في ان 1p	Totally Agree تشارك اسباب الرسالة تساعدك
Constructive questions pri 1 is totally disagree and 5 i 5. The campaign single me Totally disagree 6. The message help you sh الاكتئاب وتعبر عن احساسك	is totally ssage is 1 D nare you	y agree: 5 clear، عنه 2 الالالال ur depres	لانية واضح 3 ssion and	لحملة الاع 4 ط open u	: رسالة ا 5 في ان 1p	Totally Agree تشارك اسباب الرسالة تساعدك

7. The message is focused o من الإكتئاب:	n those	who hav	e depres	ین sion	ذين يعناو	الحملة الاعلانية مقتصرة فقط على ال
Totally disagree						Totally Agree
	1	2	3	4	5	
8. The used colors reflects p	oositivit	y and ho	_الامل: pe	الايجابية و	ة تعكس	الالوان المستخدم
Totally disagree						Totally Agree
	1	2	3	4	5	
9. The grey tones used in th	e image	es/picturo	es reflect	ts depre	ession	التدرجات اللونية الرمادية
لحملة الاعلانية تعكس فكره الاكتناب	فدمة في اا	: المست				
Totally disagree						Totally Agree
	1	2	3	4	5	
10. The used photos showca	ase depr	ession 4	ض الإكتئام	الحملة تعر	دمة في ا	الصور المستخ
Totally disagree						Totally Agree
	1	2	3	4	5	
11. The used photos encour	age exp	ressing	lepressio	کتئاب: n	_ عن الإ	الصور المستخدمة تحفز على التعبير
Totally disagree						Totally Agree
	1	2	3	4	5	
12. The used photos show the	hat univ	versity st	udents a	re the t	arget a	الصور المستخدمة audience
لة المستهدفة من هذه الحملة الاعلانية:	لت هم الفد	للاب الجامع	وضح ان ط	ت		
Totally disagree						Totally Agree
	1	2	3	4	5	

13. The used typography is	s clear ²	لانية واضحا	لحملة الاعا	خدمة في ا	وط المست	: الخطو
Totally agree						Totally disagree
	1	2	3	4	5	
		_	_			
14. The typography typefactor	ces is ei	ngaging a	and inter	active v	with au	الخطوط المستخدمة diences
تفاعلية وجذابة						
Totally disagree	;					Totally Agree
	1	2	3	4	5	
15. The indoor/outdoor pos مستهدفة familiar audiences						
		9		~ ~	1 <u>4</u>	
Totally disagree						Totally Agree
	1	2	3	4	5	
16. The booth amendment كامل :	reflects	s the over	all cam	ل paign	للانية بشكا	تصميم الكشك يعكس الحملة الاع
Totally disagree	<u>.</u>					Totally Agree
	1	2	3	4	5	v C
17. The newspaper amendr	nent re	flects the	overall	awaren		تصميد الحريدة naign identity
كس هوية الحملة الاعلانية التوعوية:		incers the	overan	awarch	css can	
Totally disagree)					Totally Agree
	1	2	3	4	5	

18. The campaign flag ame	ndmen	t reflects	the over	rall awa	reness	تصميم campaign identity		
: العلم يعكس هوية الحملة التوعوية								
Totally disagree						Totally Agree		
	1	2	3	4	5			
19. The website reflects the	e overal	l awaren	ess camj	paign id	lentity	تصميم الموقع الالكترونني يعكس		
: هوية الحملة الاعلانية								
Totally disagree						Totally Agree		
	1	2	3	4	5			
20. Do you have any other campaign?	comme	ents or o	pinions a	bout th	e quest	ionnaire or about the		
Your Collaboration is highly valued! Thanks for making this world a better place								

Interview with Psychiatrist Dr.Ahmad Al Salem

Date: 6/3/2019 **Place:** Maria De Braven Clinics – Jabal Amman.

Q1: What is depression?

Feeling sad for more than two weeks and one of the following symptoms:

- Lack of interest in life.
- Feeling of suicide.
- Suicidal thoughts.
- Feeling bad.
- Fatigue.
- Lack of self esteem.

Q.2: Does depression affect a lot of people in the society?

Depression as a disorder affect 20% of the society they are either possibly experienced or went through a depressive episode.

Q.3: The depression awareness campaign must be focused on Kids or adults (University Students in Particular)?

Adults (university students) because they experience life and often responsible of their acts, more cultured and are aware of themselves.

Q.4: Does depression affect children more than adults who are in universities?

No, as depression prevalence increases of age. The age of depression diagnosis is 23 years old.

Q.5: How can we inform people seek for change or treatment:

To understand the difference between the normal and abnormal human. Normal Human is:

- Love and Being loved.
- Being work in team.
- Able to take adventures.
- Living in a normal environment that can enrich fantasies.
- Being able to deal with certain amount of reality.

Q.6: In depression severe cases can lead to suicide:

Anyone whose feeling suicidal they need a direct contact with health centers as to prevent them from suicide.

Q.7: Types of depression:

Indigenous depression and exogenous depression. The other type is melancholic depression as these people cannot feel anything that make them happy. And the original types Mild, Moderate, Depression.

Q.8: Can depression lead to other types of mental illnesses:

The overall of psychiatry along with medicine is 20% and half of psychiatry is 50% of it is depression. Any long term of anxiety for long time leads to depression. Any psychosis leads to depression.

Q.9: If we created a campaign as to aware people about depression and why its important:

It's a must as to make people understand **They Are Not Alone** as there is a lot of people who been through that and to make them aware that if you felt any mental disorder to go to the psychological or psychiatrist.