What Living With Mental Illness Has Taught Me About Being A Healthcare Researcher
What I’ll Cover

Why Empathy Matters

Case Study: Empathy + Research Design

How to Think Like an Empath
We all wear many hats.
Patient
• Discrete
• Avoidant
• Reactive
• Anxious
• Forgetful

Researcher
• Open
• Inquisitive
• Proactive
• Social
• Organized
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Case Study

251 millennials w/ Anxiety, Depression or Bipolar disorder

10 mins
10 Q’s
Mental health is less taboo than we think.
On the next screen, you will see a series of topics, one at a time. Please **swipe right if you would discuss the topic with a friend** and **swipe left if you would NOT discuss the topic with a friend**.

**Struggles with mental health**
Would you discuss this topic with a friend?

- Anxiety
- Depression
- Bipolar disorder
- Suicide
- Rx meds

0% to 100%
Would you post about this topic?

- Rx meds
- Suicide
- Bipolar disorder
- Anxiety
- Depression
If you prompt them, they will spill
Dear Diary. . .
Giving respondents a framework to express themselves really helps with opening up. . .
✓ Longer Responses
✓ More detailed
✓ revealing
Dear Diary.

Everyday is a struggle, The journey is never-ending, I’ve tried many treatments and feel like this is never ending. . .
Show it don’t say it
Top Images and Themes

- struggle
- helpless
- sad
- alone
- anger
- fear
- dark
- threads
- overwhelmed
- blame
- every day
- anxiety
- depression
- frustrating
- chaos
- weighed down
- confused
- stressed

HELP
Crisis ahead!
“I selected the images that best describe the feelings, and emotions that I experience on a daily basis.

I'm not great at verbally explaining my experiences but images are perfect.”
Blob Tree

Bad Day = Feeling Alone

Good Day = Active & Social
<table>
<thead>
<tr>
<th>What I’ll Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Empathy Matters</td>
</tr>
<tr>
<td>Case Study: Empathy + Research Design</td>
</tr>
<tr>
<td>How to Think Like an Empath</td>
</tr>
</tbody>
</table>
Research Outside The Box

Look where respondents are already sharing:

- Blogs
- Forums
- Hashtags
Get Out There!

Go where the respondents go
✓ Volunteer
✓ Experience
✓ Observe
Consider Unique UXs
A little empathy goes a long way in research.
Thank You!

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