

SSHRC Explore Final Report

Ju - #103276

Shaping the Conversations about Mental Health: Exploring Corporations' Role Through their Mental Health CSR Communication on Social Media

1.1 Project Summary

Utilizing Facebook posts sent by Fortune 500 companies during Mental Health Awareness Month (May 2023), this study conducted a quantitative content analysis to reveal how companies shaped online conversations about mental health through CSR messages. The results indicated extremely low engagement with the topic of mental health, even during the awareness month. However, those posts that were relevant covered a wide range of topics and employed multiple communication strategies to engage the audience. Evidence-based suggestions are offered for more effective future mental health CSR communications.

1.2 Project Outcomes and Impacts

The research results of this project were presented at the 2024 International Public Relations Research Conference in the US. Two undergraduate research students from the public relations program were supported by this grant to attend the conference, where they co-presented the paper. This opportunity enriched their learning experience at MRU and provided them an opportunity to join international conversations regarding public relations research. This research project also produced a research manuscript that was submitted to the Journal of Telematics and Informatics (IF = 8.5). We also plan to share the research results within MRU through classrooms and various research events to contribute to the MRU research community.

2.1 Use of Awards Funds

Funds were used to pay: 1. Salaries of two undergraduate research assistants to assist literature review and data analysis 2. Students' travel to 2024 International Public Relations Research Conference including flights tickets, conference registration and hotel

2.2 Additional Outcomes/Research Issues

N/A\

2.3 Dissemination of Project

1. Ju, R., Jia, M., Woodhead, M., & Popescu, I. (2024). Communicative care: Analyzing corporate mental health CSR communication. Paper presented at the 2024 International Public Relations Research Conference. 2. Ju, R. & Jia, M (paper submitted to Telematics and Informatics). Communicative care: Analyzing corporate mental health CSR communication

2.4 Future Research Plans

Based on the conversation we had and suggestions from our audience after our presentation at the 2024 International Public Relations Research Conference, our next step is to analyze AI's role in this process. I will be applying for another IRGF to continue this line of research.