

Studying Differential Mental Health Expressions in India

Anonymous ACL submission

Abstract

Psychosocial stressors and the symptomatology of mental disorders are known to vary with socio-cultural environment. Mental health expressions on social media, however, are primarily informed by studies in the WEIRD (Western, Educated, Industrial, Rich, and Democratic) contexts. In this paper, we analyze mental health posts made on Reddit by individuals in India, the most populous country in the World, to identify psycho-social categories and themes specific to the Indian context compared to Reddit users located in the Rest of the World (ROW), predominantly the United States. Contrary to findings in Western samples, mental health discussions in India are present-focused and are about work and achievement-related topics. Psycho-social category, *illness* is exclusively correlated with mental health posts originating from India, reaffirming the link between somatic symptoms and mental disorders in Indian patients. Two clinical psychologists practicing in India labeled 95% of the top-20 topics associated with mental health discussions as *prevalent* in Indians. Both Psychologists are female Indian citizens working with patients for over 5 years. Significant linguistic variations in online mental health-related language originating from India vs. ROW, highlight the need for precision culturally-aware machine learning models. These findings have important implications for designing culturally appropriate interventions to reduce the growing diagnosis and treatment gap for mental disorders in India.

1 Introduction

Over 197 million individuals in India are diagnosed with mental health disorders (Sagar et al., 2020), a disproportionate majority of whom do not receive treatment (Singh, 2018). The treatment gap for mental health disorders goes up to 95% in India, which is the highest across Asian countries and more severe compared to the gap of 78% in the

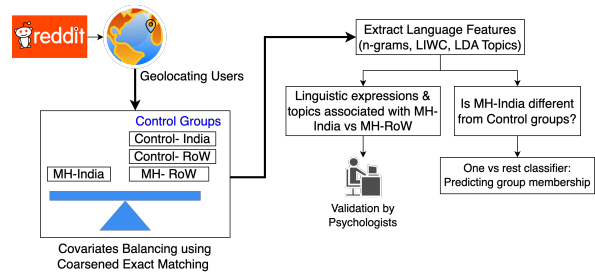


Figure 1: Study overview to investigate the linguistic expressions and topics specific to Indian users posting in Mental Health (MH) related subreddits (See Appendix A) compared to users across the rest of the world (ROW).

United States (US) (Murthy, 2017; Naveed et al., 2020). The reasons for these staggering statistics include stigmatization of mental disorders, a shortage of mental healthcare providers, and a lack of awareness of mental health disorders, cumulatively contributing to diagnostic barriers for mental health care (Meshvara, 2002; Lahariya, 2018; Krendl and Pescosolido, 2020).

Prior works used social media data to identify linguistic markers of depression and other behavioral disorders for automated risk-screening (Chancellor and De Choudhury, 2020; Guntuku et al., 2017; Eichstaedt et al., 2018). Reddit, in particular, provides unique affordances, such as the choice to be anonymous, for individuals to openly discuss their experiences without any character limit and seek support in dedicated threads (De Choudhury and De, 2014; Boettcher, 2021). The use of social media platforms for mental health-related conversations is growing rapidly in India (Akbar et al., 2020). Automated analyses of user-generated content could enable early detection of mental health disorders and facilitate targeted assessments, including support and treatment, especially in under-resourced contexts such as India, alleviating the challenges associated with traditional assessment methods (Organization et al., 2021).

070 Computational models for detecting mental dis- 117
071 orders trained on social media datasets (Copper- 118
072 smith et al., 2015; Benton et al., 2017) comprise 119
073 mostly White users (Aguirre et al., 2021). However, 120
074 studies have shown that variations in mental health 121
075 expression exist at racial (Rai et al., 2023), gen- 122
076 der (Aguirre and Dredze, 2021), and geographic 123
077 levels (De Choudhury et al., 2017). 124

078 In this paper, we address the overarching ques- 125
079 tion, *if and how the mental health expressions of* 126
080 *Indian users on social media are different from the*
081 *rest of the world* (See Figure 1 for study overview)
082 by answering the following:

- 083 • How do the psychosocial language markers 128
084 and thematic content in Reddit posts of indi- 129
085 viduals experiencing mental health challenges 130
086 in India differ from individuals in the rest of 131
087 the world? 132
- 088 • How well do data-driven insights on mental 133
089 health expressions align with the experience 134
090 of clinical psychologists in India? 135
- 091 • Can language features extracted from social 136
092 media posts reliably predict membership in 137
093 mental health and India-related subgroups? 138

094 This paper bridges two critical gaps from pre- 139
095 vious literature. First, the paper identifies mental 140
096 health expressions specific to India, the world’s 141
097 most populous country, by mining Reddit threads. 142
098 Second, it engages with clinical psychologists 143
099 practicing in India to validate the empirical find- 144
100 ings, providing a culturally informed assessment 145
101 of cross-country comparisons of mental health ex- 146
102 pressions. 147

103 **2 Background** 148

104 **2.1 Mental Health in India** 149

105 Depression and anxiety disorders are the most im- 150
106 minent mental health challenges, with the high- 151
107 est contribution to Indian Disability Adjusted Life 152
108 Years (Sagar et al., 2020). Insufficient government 153
109 funding, limited availability of mental healthcare 154
110 providers, and cultural taboos are major catalysts 155
111 behind public mental health crisis in India (Khan- 156
112 delwal et al., 2004; Srivastava et al., 2016; Hos- 157
113 sain and Purohit, 2019). Familial struggles are 158
114 the primary barrier to mental health recovery in 159
115 India (Biswas et al., 2016). A recent survey com- 160
116 prising 3556 Indian respondents revealed that 71% 161

participants exhibit stigma when answering ques- 117
tions about mental health (Foundation, 2018). Re- 118
latedly, somatic symptoms, hypochondriasis, anxi- 119
ety, and agitation are more commonly seen in In- 120
dian patients (Gada, 1982). While the extent of the 121
problem in India regarding mental health stigma 122
and treatment availability is known, our study will 123
contribute to an understanding of the lived experi- 124
ences of those in India suffering from mental health 125
challenges. 126

127 **2.2 Social Media and Mental Health**

128 Social media data has significant predictive utility 129
in identifying behavioral health conditions such as 130
depression, anxiety, PTSD, and suicide ideation, 131
among others (see (Guntuku et al., 2017; Chan- 132
cellor and De Choudhury, 2020) for surveys on 133
this topic). Psychosocial word categories (e.g., 134
LIWC) and topics (word clusters derived using 135
LDA) are commonly used approaches to exam- 136
ine language correlated with depression (G et al., 137
2017; M et al., 2019). For instance, the increasing 138
use of self-referential pronouns and negative emo- 139
tions in social media language is known to predict 140
depression (Stamatis CA, 2022). However, there 141
has been growing evidence that these markers vary 142
with demographics (Rai et al., 2023; Aguirre and 143
Dredze, 2021; De Choudhury et al., 2017). Mit- 144
tal et al. (2023a) found that US immigrant mental 145
health concerns are more aligned with conversa- 146
tions around race, politics, violence, employment, 147
and affordability of day-to-day expenses such as 148
rent than their non-immigrant counterparts in the 149
US. De Choudhury et al. (2017) found that a group 150
of India and South Africa-based users to be less 151
candid in their posts and tend to regulate negative 152
emotions in comparison to their Western counter- 153
parts. Another study looked at Indian, Malaysian, 154
and Filipino users on Mental Health Support For- 155
ums such as Talklife (Pendse et al., 2019) and 156
found that Indians discuss “wanting or needing 157
friends” more than other countries. Recent cross- 158
cultural studies provide extensions in the field of 159
effective cultural comparisons using social media 160
data but lack analysis focused on India or the In- 161
dian diaspora (De Choudhury et al., 2017; Pendse 162
et al., 2019). 163

164 Prior work by De Choudhury et al. (2017) and 165
166 Pendse et al. (2019) is the closest to this study. 167
The aggregation of Indian and South African self- 168
disclosure tweets in De Choudhury et al. (2017) 169
limits understanding the cultural nuances of each 170

country. Pendse et al. (2019) focused on identifying differences in clinical language across countries (India, Malaysia, The Philippines vs. USA, Canada, and the UK) on online mental health forums; however, not having an explicit control group (discussions about non-mental health-related topics) leaves more to be explored in terms of the breadth of the mental health language markers vs. culture-specific language markers.

In this paper, we compare the language from the entire Reddit timelines of individuals geolocated to India and who also post in mental health subreddits with that of a coarsened-exact matched control set consisting of (a) Indians who post in non-mental health subreddits and (b) individuals from other (mostly Western, see Fig. 2 for distribution) countries who post in mental health subreddits, and (c) in non-mental health subreddits. This provides an opportunity to obtain language markers associated with the mental health challenges of Indians going above and beyond the colloquial usage of terms within India and contrasting the mental health expressions of individuals outside.

3 Data

The most widely used social media platforms in India are Whatsapp, Instagram, and Facebook. However, these platforms do not offer APIs for data collection that are accessible to the same level as Reddit. Beyond the data accessibility for research purposes, Reddit offers a platform for individuals to share their mental health journey and seek support anonymously. Reddit posts have been used for identifying shifts to suicidal ideation (De Choudhury et al., 2016), depression symptoms (Gaur et al., 2018; Liu et al., 2023), and the mental health expressions of immigrants (Mittal et al., 2023b), among others. At the end of 2022, India ranked 5th in Reddit’s website traffic globally with 240 million Indian users (Semrush).

3.1 Subreddits: Mental Health vs Control

We extracted 3, 195, 310 posts and comments from mental health-related subreddits (See Appendix A) using the PushShift API (Baumgartner et al., 2020). The largest portion of users (36.1%) were members of *r/depression*. The subreddits for the Control group were queried across all remaining subreddits external to the mental health subreddits.

Most posts and comments in the dataset were posted between 2019 and 2020. As a preprocess-

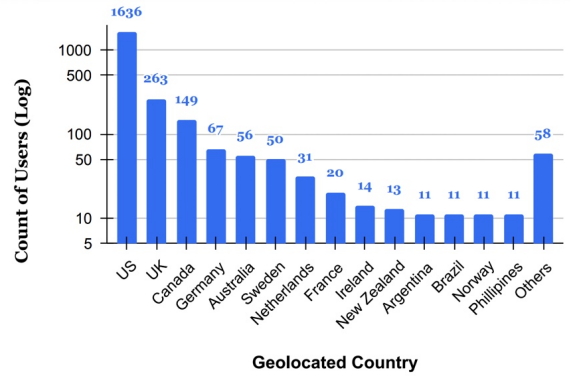


Figure 2: The count of users for each country in the Rest of World control group (log scale). Demonstrates that the large majority of users in the ROW group are geolocated to Western countries. The "Others" Category contains countries with less than 10 users, including Belgium (9), Italy (9), Mexico (6), Malaysia (5), Romania (4), Croatia (4), UAE (2), South Africa (2), China (2), Spain (2), Greece (2), Denmark (1), Finland (1), Iceland (1), Japan (1), South Korea (1), Poland (1), Russia (1), Singapore (1), Thailand (1), Turkey (1) and Vietnam (1).

ing step, we removed deleted usernames and null messages. Assuming that users posting in India-specific subreddits are likely to be Indians, we identified India-focused subreddits (See Appendix A) and then grouped together the users who posted in these subreddits. After this step and filtering users who posted at least 500 words (excluding comments), we grouped users into four groups:

- MH-India (4185 users): “Individuals geolocated in India and posting in Mental Health Subreddits”,
- MH-ROW (5588 users): “Individuals geolocated outside India (i.e., Rest of World) and posting in Mental Health Subreddits”,
- Control-India (2622 users): “Individuals geolocated in India and not posting in mental health subreddits” and,
- Control-ROW (5594 users): “Individuals geolocated outside India and not posting in mental health subreddits”.

The first group (MH-India) is our *group of interest*; the remaining are controls. We specifically chose posts as the scope of this study was to obtain expressions of experiences with mental health challenges rather than interactions with others’ mental health challenges.

3.2 Geolocation - India vs ROW

We used the geolocation inference approach introduced by Harrigan (2018) as a second layer of verification for user location. The geolocation model is a location estimation model that utilizes word usage, the frequency distribution of subreddit submissions, and the temporal posting habits of each user to determine their location. Specifically, we use the pre-trained GLOBAL inference model¹ to geolocate users in our dataset. We removed any users not geolocated to their group based on subreddit classification. For example, users in MH-India who are not geolocated to India and users in MH-ROW who are geolocated to India were removed. This functioned as a two-step verification to ensure that users in MH-India were from India. Ultimately, 1200 users out of the initial 4185 users were left in the MH-India group, and 930 users out of 2622 were left in the Control-India group. Most users in the ROW group were geolocated to the US (See Fig 2), affirming the dominance of West-centric data on Reddit.

We evaluated the quality of geolocation by manually verifying the self-disclosed location for randomly sampled 100 users. We found that the model’s estimate of the individual’s country matched the self-disclosed location, even though the state or city estimate was not always accurate.

3.3 Matching Control groups with users in MH-India

Age and gender are well-known confounders in behavioral health studies (Schwartz et al., 2013). We estimated age and gender for every user in our dataset using a machine-learning approach described in Appendix B to perform matching. We matched the samples from our group of interest, i.e., MH-India, with the samples in control groups (MH-ROW, and Control-ROW) on these two covariates. Matching was not performed for Control-India group due to the small sample size. The age distribution across the four groups was fairly similar before matching, with the average age being 25 for the MH-India, Control-India, and Control-ROW groups and 24 for the MH-ROW group.

Ideally, the focus and control group samples should have indiscernible covariates. However, exact matching (Rosenbaum, 2020) is difficult to achieve without dropping a large set of samples.

¹<https://github.com/kharrigan/smgeo/tree/master#models>

| Group | # Distinct Users | # Posts |
|----------------------|------------------|---------|
| <i>MH-India</i> | 1200 | 50928 |
| <i>Control-India</i> | 930 | 69957 |
| <i>MH-ROW</i> | 1200 | 54666 |
| <i>Control-ROW</i> | 1200 | 122654 |
| Total | 4530 | 298205 |

Table 1: Number of users and posts in each of the four groups of our dataset.

Coarsened Exact Matching (CEM) (Iacus et al., 2009) is a softer version of Exact Matching, which stretches the matching criteria wide enough to avoid dropping samples that are similar but not an exact match. We implement CEM using MatchIt package (Stuart et al., 2011) in R and set the distance to ‘Mahalanobis’ for one-to-one matching. The quality of matching was evaluated using Standard Mean Differences and Kolmogorov-Smirnov Statistics (See Appendix C). The mean age was 24.7 (sd= 3.41). The mean gender score was -0.97 (sd= 0.93), where a higher positive score indicates female. Table 1 shows the total number of posts and users in each of the four groups after CEM.

4 Methods

4.1 Language Features

We extracted three sets of language features as described below:

1. We extracted **1-3 grams** from posts and created a normalized bag-of-words representation for each user. We filtered out 1-3 grams having point-wise mutual information (PMI) ≤ 5 .
2. **Linguistic Inquiry Word Count 2022** (LIWC-22) is a dictionary comprising 102 word categories based on psycho-social states (e.g., Cognition, Social Processes, Affect, etc.). These word categories in LIWC are counted for each user, and the count is normalized by the total number of 1-grams for each user, thereby representing each user as a vector of 102 normalized psychosocial categories
3. We used Latent Dirichlet Allocation (LDA) (Blei et al., 2003) to extract latent **topics** in users’ timeline data. While recent neural topic modeling methods such as BERTopic (Groendorst, 2022) show superior predictive accu-

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racy, LDA has been shown to provide qualitatively robust topics (Dixon et al., 2022).

We generated three sets of topics by setting the number of topics = [200, 500, 2000]. We did not experiment with higher topic numbers to avoid the curse of dimensionality. We evaluated the topics’ quality using Topic Uniqueness (TU) (Nan et al., 2019). TU represents the number of times a set of keywords is repeated across topics; a higher TU corresponds to a rarely repeated word, indicating that topics are diverse, which is favorable. Additionally, three co-authors independently reviewed the quality of topics. We set the number of topics to 2000 based on the automated (See Table A1) and manual evaluation.

4.2 Statistical Analysis

To understand the association between language and the groups (MH-India, MH-ROW, Control-India, and Control-ROW), we performed ordinary least squares regressions with the three language feature sets (i.e., 1-3 grams, LIWC, and Topics). In this regression, the feature sets were independent variables. Each of the four groups (MH-India, MH-ROW, Control-India, and Control-ROW) was a one-hot encoded dependent variable. We calculated Pearson r to measure the association of each feature to each group in a one-vs-all setting. p -values were corrected using Benjamini-Hochberg correction for multiple hypothesis testing. 102 word categories for LIWC, 2000 for LDA topics, and 23,344 1-3 grams were considered for p -value correction.

4.3 Thematic Annotations

Topics are clusters of semantically connected words that need to be contextualized for further analysis. However, determining the *theme* from the lens of mental disorders demands expert knowledge.

Language models such as GPT-4 are increasingly discussed as potential alternatives of human experts for data annotation (Gilardi et al., 2023). However, there is a growing debate against whose perspective these language models represent when labeling texts that require cross-cultural knowledge (Havaldar et al., 2023; Atari et al., 2023). Our dataset, comprising multicultural discussions from users from all over the world, thus presents a unique testbed to assess the capability of language models

in labeling the themes of behavioral health discussions. We generated thematic annotations using ChatGPT (OpenAI, 2021) for each significant LDA topic for our group of interest (MH-India) based on top words (See Table A3 for prompt). Two clinical psychologists practicing in India were asked (See Table A2 for annotation guidelines):

1. *To what extent a given topic (cluster of topic words) is prevalent in Indian patients? - A Likert scale of 0-5 is provided where 5 indicates ‘Highly Prevalant’ and ‘0’ indicates ‘Not observed at all’.*
2. *Does the machine-generated thematic label accurately capture the meaning of topic words? The evaluators could mark Yes, No or Unsure. If no is selected, the evaluators were further prompted to suggest the correct label.*

4.4 Predictive Model

To examine whether the language features of the MH-India group sufficiently differ to discriminate it from other groups, we trained ‘one vs rest’ logistic regression models in a 10-fold cross-validation setting (Rifkin and Klautau, 2004). More sophisticated methods (such as XGBoost) could potentially provide higher performance, but the focus of the study is not to achieve state-of-the-art performance for group prediction but to test if sufficient discriminating evidence exists across groups. We report the Area Under the Receiver Operating Curves (AUC) for each feature for the MH-India and MH-ROW groups.

5 Results

5.1 Mental Health Expression: India vs ROW

5.1.1 N-grams

Out of the 23,344 unique 1-3 grams in our data, a total of 61 1-3 grams were significantly ($p < 0.05$) correlated with the MH-India group, and 156 were correlated with the MH-ROW group. Figure 3 illustrates the top 25 1-3 grams arranged in decreasing order of Pearson r for both groups. Personal pronouns (‘i am’, ‘i’), and mentions of depression (‘depressed’, ‘depression’), are prevalent in both groups. Help-seeking phrases (‘suggest’, ‘advice’, ‘talk’, ‘please help’) are prevalent in MH-India, whereas MH-ROW is more cognisant of their feelings, treatment (‘diagnosed’, ‘medication’) and commonly express negative emotions (‘anxiety’,

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| MH-India | | | | MH-ROW | | | |
|------------|----------------------|----------|---|---------------------|------------------|--------------------------------------|---|
| | Category | <i>r</i> | Top Words | | Category | <i>r</i> | Top Words |
| Affect | <i>Sadness</i> | 0.428 | depression, sad, depressed, cry, lonely | Physical | Substances | 0.645 | drunk, wine, marijuana, vape, cbd |
| | Negative Tone | 0.324 | bad, wrong, lost, hate, depression | | Health - Mental | 0.625 | depressed, addiction, bipolar, paranoid |
| | Anxiety | 0.197 | scared, fear, afraid, worried, anxious, | | Health - General | 0.519 | pain, fat, tired, depression, sick |
| Linguistic | <i>Negation</i> | 0.326 | not, don't, no, never, can't | Feeling | 0.613 | feel, hard, felt, feeling, cool | |
| | Personal Pronouns | 0.274 | i, my, you, me, they | Personal Pronouns | 0.614 | i, you, my, me, i'm | |
| Time | Auxiliary Verbs | 0.198 | is, have, was, be, are | Adverbs | 0.533 | so, just, about, there, when | |
| | <i>Present Focus</i> | 0.298 | is, are, can, am, i'm | Conjunctions | 0.432 | and, but, as, so, or | |
| Physical | Health - Mental | 0.290 | depressed, addiction, bipolar, adhd | Common Verbs | 0.424 | is, have, was, be, are | |
| | Health - General | 0.257 | depression, pain, tired, sick, fat | Common Adjectives | 0.327 | more, other, only, much, new | |
| | Feeling | 0.174 | feel, hard, feeling, felt, pain | Impersonal Pronouns | 0.308 | it, that, this, what, it's | |
| | <i>Illness</i> | 0.171 | pain, sick, covid, painful, recovery | Negative Tone | 0.571 | bad, wrong, lost, hit, hate | |
| Cognition | <i>Causation</i> | 0.254 | how, because, make, why, since | Anxiety | 0.559 | fear, worried, scared, afraid, worry | |
| | All-or-none | 0.222 | all, no, never, every, always | Allure | 0.450 | have, like, out, get, time | |
| | Insight | 0.195 | how, know, feel, think, find | All-or-none | 0.412 | all, no, never, every, always | |
| Social | <i>Communication</i> | 0.237 | thanks, said, say, tell, talk | Certitude | 0.389 | really, actually, completely, simply | |
| | <i>Politeness</i> | 0.195 | please, thanks, hi, thank, ms | Insight | 0.292 | how, know, think, feel, find | |
| Motives | Allure | 0.237 | have, like, get, know, now | Past Focus | 0.368 | was, had, been, i've, were | |
| States | Want | 0.200 | want, wanted, hope, wish, wants | Want | 0.280 | want, wanted, hope, wants, wish | |
| Lifestyle | Work | 0.200 | work, job, edit, working, school | Acquire | 0.278 | get, got, take, getting, took | |
| Drives | Achievement | 0.179 | work, better, tried, best, able | Social Ref. | 0.273 | bf, mate, buddies, mates, ally | |

Table 2: Top 20 LIWC categories for MH-India and MH-ROW along with Pearson *r* effect sizes and top 5 words by frequency in our dataset. All categories shown are statistically significant at $p < .05$, two-tailed t-test, Benjamini-Hochberg corrected. The italicized text represents categories exclusive to MH-India group.

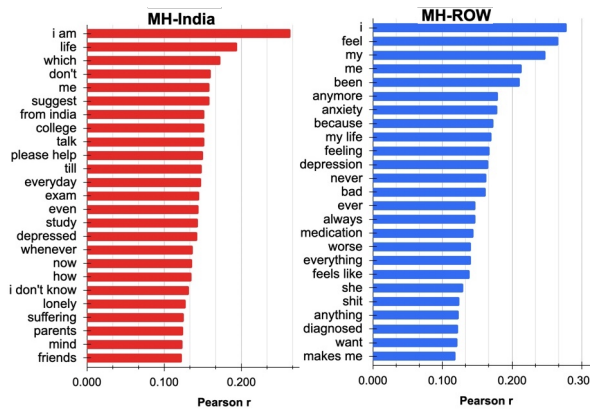


Figure 3: Top 25 statistically significant N-grams by effect size for both MH-India and MH-ROW. Significant at $p < .001$, two-tailed t-test, Benjamini-Hochberg corrected. Repeated N-grams are omitted.

‘bad’, ‘worse’) associated with depression. Interestingly, the MH-India group simultaneously discusses the feelings of loneliness and social relationships with parents and friends. Academic-related stress (‘college’, ‘exam’, ‘study’) is exclusively seen in discussions of the MH-India group. This is particularly interesting, considering users in both groups were matched for age, yet discussions around student-life challenges are prevalent only in MH-India.

Overall, the discussion in MH-India subreddits is centered around seeking help, whereas negative feelings are commonly discussed in the MH-ROW group.

5.1.2 LIWC

52 LIWC categories were significantly associated ($p < 0.05$) with the MH-India group, whereas 60 categories were found to be correlated with the MH-ROW group. We provide the Top 20 LIWC categories for both groups in Table 2. Negative tone, anxiety, and personal pronouns are correlated with depression in both groups. Past focus, a widely associated marker of depression, is exclusive to the MH-ROW group. Instead, discussions in the MH-India group are present-focus. Social behavioral attributes (*communication, politeness*), work, and achievement are correlated with depression in the MH-India group but not in MH-ROW. *Sadness*, an additional affect is seen in the MH-Indian group along with negative tone and anxiety. Somatic symptoms/illness (pain, sick) are seen in the MH-India group, whereas substance abuse/addiction is correlated with the MH-ROW group.

5.1.3 LDA Topics

Of 2000 topics, 109 were found to be significant ($p < 0.05$) for the MH-India group and 216 for MH-ROW group. The top-20 topics and the corresponding Pearson *r*, p-values, and 95% confidence intervals are provided in Table 3. The most prevalent topics in the MH-India group discussed family struggles (*life, parents, family, hate, die*), academic and job stressors (*college, exam, study, university, engineering*), *job, degree, college, school, career*) and relationships (*love, heart, loved, beautiful, happiness*). In contrast, the prevalent themes in MH-ROW are feelings (*feel, myself, feeling, depres-*

| MH-India | | | | | | MH-ROW | | |
|----------|---|---|---|------------|-------|--------|---|-------|
| Topic# | ChatGPT Label | Corrected Label | Top Words | Prevalent? | r | Topic# | Top Words | r |
| 1807 | struggling with mental health and suicidal thoughts | | life, parents, family, hate, die | Yes | 0.280 | 334 | feel, myself, feeling, depression, anymore | 0.358 |
| 730 | <i>battling depression and seeking help</i> | battling depression, giving up any kind of help | anymore, depression, tired, depressed, everyday | Yes | 0.229 | 501 | went, didn, crying, mad, stayed | 0.340 |
| 334 | dealing with loneliness and anxiety | Experiencing feelings of loneliness and isolation | feel, myself, feeling, depression, anymore | Yes | 0.227 | 730 | anymore, depression, tired, depressed, everyday | 0.338 |
| 1531 | struggling with social anxiety and loneliness | | friends, talk, social, anxiety, alone | Yes | 0.226 | 1642 | feeling, body, feels, heart, scared | 0.322 |
| 560 | complex emotions related to love | | love, heart, loved, beautiful, happiness | Yes | 0.207 | 375 | sick, woke, stomach, switched, asleep | 0.318 |
| 1872 | navigating friendships and relationships | | said, friend, told, friends, girl | Yes | 0.180 | 851 | didn, don, wasn, couldn, re | 0.308 |
| 1757 | <i>university life and studying</i> | University life, studies and academic pressure | college, exam, study, university, engineering | Yes | 0.176 | 758 | anxiety, depression, mental, medication, disorder | 0.303 |
| 1221 | <i>miscellaneous electronics and science-related topics</i> | learning programming and coding | learning, learn, data, programming, science | No | 0.152 | 439 | ve, don, re, ll, doesn | 0.293 |
| 758 | Mental health and related issues | | anxiety, depression, mental, medication, disorder | Yes | 0.148 | 1412 | said, didn't, friend, told, asked | 0.287 |
| 595 | <i>Emotional goodbye to a family member</i> | Family Relationships | sister, ma, papa, clutching, plane | Yes | 0.148 | 453 | dad, mom, broke, suicide, crying | 0.286 |
| 270 | Discussion of pornography addiction and recovery | | porn, days, nofap, fap, relapse | Yes | 0.147 | 1262 | buy, save, buck, cheap, bang | 0.284 |
| 1736 | <i>Learning resources and tutorials for design</i> | Learning resources and tutorials | learn, learning, books, resources, basic | No | 0.147 | 1531 | friends, talk, social, anxiety, alone | 0.275 |
| 1492 | Societal views, opinions, and political arguments | | against, themselves, society, opinion, political | Yes | 0.144 | 595 | sister, ma, papa, clutching, plane | 0.273 |
| 899 | Family members and their relationships. | | family, mother, mom, father, dad | Yes | 0.142 | 1010 | sooner, handful, crossed, figuring, span | 0.262 |
| 1326 | Education and career paths | | job, degree, college, school, career | Yes | 0.140 | 923 | anime, manga, series, watched, japanese | 0.260 |
| 439 | Expressing Dislike and Judgments | | ve, don, re, ll, doesn | Yes | 0.140 | 1747 | damage, level, attack, weapon, hit | 0.231 |
| 832 | Negative attitudes towards others | Negative attitudes and emotions towards others | hate, angry, rant, respect, ugly | Yes | 0.139 | 1180 | donate, donation, charity, donations, donating | 0.229 |
| 1642 | Coping with fear and anxiety | | feeling, body, feels, heart, scared | Yes | 0.133 | 1446 | fucking, shit, fuck, hate, ass | 0.229 |
| 419 | Relationships and dating | | relationship, together, wants, we've, ex | No | 0.116 | 708 | weeks, october, wednesday, waited, knocked | 0.223 |
| 549 | Human mind and spirituality | | mind, human, universe, reality, self | No | 0.122 | 832 | hate, angry, rant, respect, ugly | 0.222 |

Table 3: Top 20 topics and their top words by frequency for MH-India and MH-ROW are shown. All topics shown are statistically significant at $p < .05$, two-tailed t-test, Benjamini-Hochberg corrected. ChatGPT Labels in bold indicate "extremely prevalent" (i.e. a prevalence score of 5) topics and italicized text indicates labels marked incorrect by clinical psychologists.

471 *sion, anymore*) and negative emotions ((*went, didn,*
472 *crying, mad, stayed*); (*feeling, body, feels, heart,*
473 *scared*)). Topics such as mental disorders (*anxiety,*
474 *depression, mental, medication, disorder*), good-
475 *byes (sister, ma, papa, clutching, plane)* and anger
476 (*hate, angry, rant, respect, ugly*) are common in
477 both sets.

478 **Prevalence** While independently labeling topics
479 for prevalence, the clinical psychologists agreed
480 with each other 81.49% of the time. Of the top 20
481 topics significantly associated with the MH-India
482 group, 95% were ranked either extremely or some-
483 what prevalent (4 or 5 on a scale of 1 - 5) in India by
484 at least one of the two clinical psychologists, and
485 80% were ranked as prevalent (a score of 4 or 5)

486 by both evaluators. Of the 109 topics significantly
487 associated with the MH-India group, 56% were
488 annotated as prevalent by at least one evaluator.

489 **Quality of ChatGPT generated Thematic An-**
490 **notations** 54% of ChatGPT-generated thematic an-
491 notations were marked as correct by both clinical
492 psychologists, whereas 87.15% of thematic anno-
493 tations were labeled as correct by at least one of
494 the clinical psychologists. The labels predicted by
495 ChatGPT for top 20 topics are provided in Table 3.
496 Incorrect labels are italicized and alternative labels
497 are also provided.

| | 1-3 grams | LIWC | LDA Topics |
|----------|--------------|-------|------------|
| MH-India | 0.853 | 0.776 | 0.758 |
| MH-ROW | 0.881 | 0.818 | 0.811 |

Table 4: AUCs for Logistic regression one vs. rest models predicting group membership.

5.2 Predictive Modeling

High AuC scores (See Table 4) demonstrate that users’ language in the MH-India group significantly differs from those in the control groups, including MH-ROW. All language feature groups (i.e., n-grams, LIWC, and LDA topics) have fairly high AUC, with the highest performing feature being n-grams.

6 Discussion

Our work reveals significant differences in the language markers of mental health expressions of Indian users compared to those from outside India. The association with *politeness* coupled with discussions around *family*, *work* and *achievement* indicates that the users in the MH-India group tend to associate mental health with their ability and social relationships as opposed to more mentions of swear words and feelings in the ROW group. *Academic* and *family pressures* are unique to Indian users, possibly due to the collectivist nature of Indian society (Chadda and Deb, 2013). The matching performed across control groups rules out the majority young demographic in social media data as the possible reason. The association with present focus words in MH-India contrasts with the widespread belief of self-focussed rumination when suffering from mental illness (Park et al., 2017). MH-India group also tends to reason (‘causation’ words - *how*, *because*, *why*) more in their language in contrast to expressing *feelings* in MH-ROW group. Communication (*phone*, *call*, *message*, *post/tweet/meme*, *sms/texting*, *chat*) is also exclusive to the MH-India group. We speculate high reliance on social media platforms for mental health support and privacy potentially due to stigma associated with mental health in face-to-face conversations (Shidhaye and Kermode, 2013).

Only 56% of 109 topics correlated with the MH-India group were labeled as *prevalent* in Indian patients by clinical psychologists. We speculate that some of the topics not labeled as "prevalent" are unseen or emerging themes. Of Top-20 topics in MH-India, "not prevalent" topics revolve around

Video Games/Online Content, *Grooming/Physical Appearance*, and *Programming*, indicating the influence of digital content, growing isolation, and low self-esteem amongst the undiagnosed young population. These topics could be underrecognized concerns. The second group of topics includes *Environmental Impact of Energy Sources*, *Humorous content and reactions*, among others. Previous research has suggested that people (particularly young people) are increasingly climate anxious and that humor on social media is often used to cope with mental health challenges (Schneider, 2018; Sanson, 2022). Furthermore, certain pop culture references may be crucial to understanding the narrative - as one clinical psychologist pointed out, the top word "*Singh*" in one of the topics may correspond to the suicide of late Bollywood star Sushant Singh Rajput, a significant event that potentially catalyzed a range of important conversations surrounding mental health in India (Akbar et al., 2020).

The LLMs generated thematic summaries for LDA topics were coherent, and more importantly, quick to obtain compared to traditional annotation, which requires annotators to find the relationship between keywords, which is time-consuming and requires expert domain knowledge.

Significant linguistic variations exist in the mental health-related language in social media posts by Indians compared to individuals from the rest of the world. Recent studies have indicated language variation behind the underperformance of mental health models on persons of color (Aguirre et al., 2021; Rai et al., 2023). These findings emphasize the need for socio-culturally aware mental health models to prevent misdiagnosis.

The growing treatment gap for mental disorders is a major concern in Indian society. The economic loss from mental health conditions between 2012-2030 is estimated at USD 1.03 trillion². Automated systems that could diagnose and support mental well-being can potentially alleviate the lack of resources, but they would only be useful when designed considering the cultural sensitivities and norms of society. The language markers of depression vary across cultures and demographics, and our study affirms the urgency to culturally adapt healthcare technologies to prevent misdiagnosis and deliver inclusive care.

²United Nations: <https://www.who.int/india/health-topics/mental-health>

590 Limitations

591 The text-based geolocation of individuals in this
592 study could potentially label Indians who later
593 moved to other countries as Indians residing in
594 India. Further, the Reddit user sample does not rep-
595 resent the general population, as evidenced by the
596 mostly English language data in our India samples,
597 although India has over 100 languages. In particu-
598 lar, we note that the majority of users were geolo-
599 cated to Karnataka (a southern state in India) and
600 that the age (ranging between 12 and 48) distribu-
601 tions are not necessarily representative. Our work
602 shows the significant cultural themes observed in
603 Indian society.

604 Ethical Considerations

605 Our university’s Institutional Review Board
606 deemed this study exempt due to the public na-
607 ture of all data. While Reddit data is public, it
608 may contain users’ personal information, including
609 city and town. We limited our analysis to country
610 and state-level geolocation information to reduce
611 the possibility of personally identifying individ-
612 uals. Gender was predicted using a continuous
613 scale, with extremes indicating masculinity and
614 feminity. We exercised caution while presenting
615 linguistic patterns and examples not to reveal any
616 individual’s timeline quotes. Members of our team
617 have not viewed or worked with individual-level
618 granular data. Finally, while utilizing OpenAI mod-
619 els for labeling topics, only topic keywords were
620 inputted into ChatGPT’s interface, barring any in-
621 dividual identifying information. Furthermore, we
622 were careful not to make inferences on the topics
623 with ChatGPT’s labeling alone, relying on a dis-
624 cussion of the labels suggested by mental health
625 professionals with experience in the Indian subcon-
626 tinent as a basis of comparison and analysis. When
627 done ethically with respect to user anonymity and
628 privacy, we believe this line of research could as-
629 sist in understanding diverse individuals’ mental
630 health challenges and developing personalized in-
631 terventions that improve the well-being and mental
632 health of under-resourced communities (Proferes
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A Subreddits Used to Extract the Raw Data

Mental Health Subreddits: The mental health subreddit was obtained from prior works (Sharma and De Choudhury, 2018; Saha et al., 2020). These include: r/Anxiety, r/bipolar, r/BipolarReddit, r/depression, r/sad, r/SuicideWatch, r/addiction, r/opiates, r/ForeverAlone, r/BPD, r/selfharm, r/StopSelfHarm, r/OpiatesRecovery, r/Sadness, r/schizophrenia, r/AdultSelfHarm

Control Subreddits: All subreddits excluding Mental health subreddits.

India focused Subreddits: r/india, r/mumbai, r/tamil, r/Hindi, r/Kerala, r/Urdu, r/delhi, r/pune, r/hyderabad, r/bangalore, r/kolkata, r/telugu, r/marathi, r/AskIndia, r/sanskrit, r/Kochi, r/Rajasthan, r/pali, r/Chandigarh, r/Chennai, r/karnataka, r/Bhopal, r/Coimbatore, r/kannada, r/TamilNadu, r/Trivandrum, r/gujarat, r/punjabi, r/Bengali, r/kolhapur, r/Vijaywada, r/Dehradun, r/sahitya, r/Uttarakhand, r/ahmedabad, r/bharat, r/nagpur, r/Agra, r/assam, r/Indore, r/surat, r/navimumbai, r/Goa, r/sikkim, r/lucknow, r/Bareilly, r/nashik, r/Allahabad, r/Durgapur, r/Jamshedpur, r/Asansol, r/indianews, r/IndianGaming, r/IndiaSpeaks, r/indiameme, r/dankinindia, r/indiasocial

B Age and Gender

We applied an open-source age and gender predictive lexica (Sap et al., 2014) to obtain continuous values of age and gender. This lexicon was built over a set of over 70,000 users from social media and blogs and predicted age with a Pearson r of 0.86 and gender with an accuracy of 0.91 and has been applied reliably on Reddit data in prior studies (Zirikly et al., 2019). We used the probabilities from this model to denote the gender attribute of users in our data and did not consider gender as a binary category.

C Coarsened Exact Matching

A control group is considered balanced with the treatment group if the difference is close to zero. The focus group MH-India has 1200 users and a total of 1200 users were matched from the groups MH-ROW and Control-ROW. Matching was not performed for Control-India as the number of samples is 930 and we did not want to drop any samples.

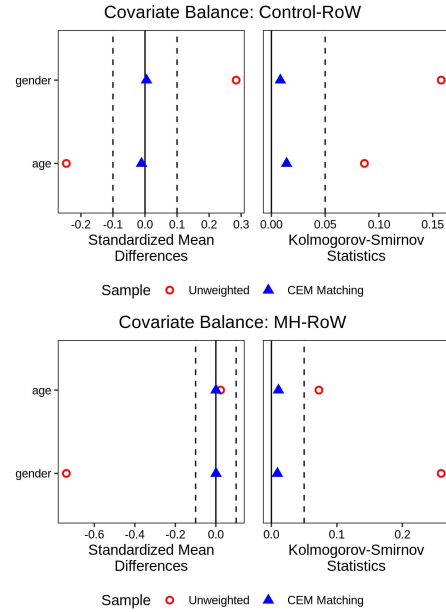


Figure 4: Differences in Covariates before and after CEM for groups “Control-ROW” and “MH-ROW”

| Message Type | Number of Topics | Value |
|---------------|------------------|--------|
| Both Messages | 200 | 0.7205 |
| Both Messages | 500 | 0.6194 |
| Both Messages | 2000 | 0.5676 |
| Posts Only | 200 | 0.7675 |
| Posts Only | 500 | 0.7162 |
| Posts Only | 2000 | 0.7694 |

Table A1: Topic Uniqueness Scores for different numbers of topics and message types.

D Topic Uniqueness Scores

Table A1 describes the TU scores generated by each of the tested combinations of number of topics and grouping of Posts and Comments. This was used to choose Posts Only, Number of Topics = 2000 for our analysis.

E Communication with Clinical Psychologists

Table A3 shows the email text used for communication with each clinical psychologist.

F Prompt for Topic Labeling

Table A3 shows the prompt used for topic labeling.

The goal of this project is to study the manifestation of mental illness in Indians. As a part of this project, we have identified a set of 100 Topics/ Themes that Indians Users were found to commonly discuss on Reddit, a social media platform. We have labeled these topics as per our understanding and we now need your help in interpreting these topics from your perspective. The objective is to essentially identify

- Topic or theme of discussion in the context of mental illness in India,
- How often a theme is observed in an Indian patient suffering from a mental illness?

These identified topics are available in this Google sheet. Please read the below steps carefully:

- Peruse the top words given in Column-A. These are the top 10 common words comprising a single topic.
 - Read the topic label provided in Column B, which is intended to capture the essence of the topic corresponding to these top 10 words. **This label is not given by a psychologist.**
 - Select “Yes,” “No” or unsure in Column C, based on whether you believe the topic label provided is coherent with the topic/theme suggested by the topwords
 - Select “Unsure” only if the topic given doesn’t make sense to you (eg. illegible words, unrelated words)
 - If you selected “No,” please suggest a new topic label in Column D that you believe will better capture the given topic
 - In Column E, select the degree of prevalence of this topic amongst Indian patients. The options are Highly prevalent, somewhat prevalent, unsure, rarely observed, and Not observed at all.
 - You may add your comments in Column -F
-

Table A2: Email communication with clinical psychologists who performed an informed review of the topics and ChatGPT-generated labels in this study.

Prompt: In each row, please find the relationship between words and conclude a topic with one short phrase. Examples:

1 <feel, myself, feeling, depression, anymore, hate, depressed, anxiety, alone, worse > - *struggling with loneliness and anxiety.*

2 <love, heart, loved, beautiful, happiness, miss, sad, joy, sadness, forever> - *mixed emotions*

Table A3: Prompt to generate thematic annotations for a given set of topics. Two examples (2-shot learning) along with the prompt were provided as listed above.