Chapter 2

Addressing Healthcare On-Line Demand and Supply Relating to Mental Illness: Knowledge Sharing About Psychiatry and Psychoanalysis Through Social Networks in Italy and France

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ABSTRACT

The study presented in this chapter explores the influence of social networks in directing and shaping the supply of, and demand for, healthcare services—specifically systems and therapies for the treatment and rehabilitation of mental disorders. For this purpose, knowledge sharing and co-construction processes of social representations of psychoanalysis and psychiatry, the images of the relevant professionals (psychoanalysts and psychiatrists), and their social practices are investigated within

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INTRODUCTION

Health is personal, something in which each of us is individually invested. We patients were scared of our health statuses, unprepared for hospital experiences, and lost in the confusion of healthcare, grasping at the information healthcare marketers pushed at us. No wonder the approach wasn’t working – traditional marketing doesn’t fit in healthcare (Boyer, 2011, p. 1).

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This study is a part of the research project led by de Rosa (see 2011a, 2011b, 2012b; de Rosa & Fino, 2012; de Rosa, Bocci, & Fino, 2012a and b) entitled Psychoanalysis, its Image and its Public. Fifty Years Later, a cross-national – Italy and France – follow-up on the historic, seminal research on social psychology carried out by Moscovici (1961, 1976) on the level of penetration of psychoanalysis in French society – Opera Prima – which gave rise to the definition of the social representa-
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