Project SIREN

Newspapers: A year in review (April 2020–March 2021)



Supported by



Disclaimer

This report discusses suicide and findings from news reports on suicide in detail, which may be triggering.

Suicides are preventable.

We encourage any one in distress to seek support. A consolidated list of <u>helpline numbers</u> across India may be useful in such circumstances.

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CHAPTER 1

Introduction

Suicide is a grave concern in India, where in 2016, India accounted for 36.6% of the global suicide deaths among women and 24.3% among men¹. In the year 2020 alone, the **National Crime Records Bureau** (NCRB) recorded 153,052 deaths by suicide, a 10% increase when compared to 139,123 deaths by suicide in 2019². This is unsurprising given the year 2020 in India was associated with the start of the COVID-19 pandemic, resulting in numerous difficulties faced by the population with limited safeguards to address them³. While the figures on deaths by suicide are alarming, researchers have repeatedly highlighted the actual number of deaths by suicide is higher and the NCRB data is in fact an under- estimate^{4,5}. Further, the data does not include information on those who attempted suicide, a particularly vulnerable group at high risk for suicide. Attempted suicides are estimated to occur at a rate of 4 to 20 incidents for every death by suicide⁶.

Suicide is multi-causal, linked with both mental disorders as well as an inability to cope with life stressors. With timely, research-based, and low-cost interventions, suicides can be prevented⁵. Cross-sectoral collaborations beyond the health sector, including education, agriculture, business, law, politics, and the media are urgently required to strengthen suicide prevention efforts. In this report, we discuss the role of the media in suicide prevention and discuss findings from the first year of <u>Project SIREN</u>, an initiative of the <u>India Mental Health Observatory</u> to encourage responsible media reporting on suicide.

The role of the media

Research has established the media as both a risk factor & protective factor for suicides^{7–10}. Prominent, incessant and sensational media coverage of a story of suicide is likely to trigger imitative suicidal behaviour among vulnerable populations & are correlated with risk of attempted suicide and increased suicide rates.

This is known as **the Werther effect**, a phenomenon believed to occur via social learning, where a vulnerable person identifies with and imitates harmful behaviour as reported by the media⁸. This is particularly evident in the case of celebrity deaths by suicide, where a study found the rates of suicide increased by close to 10% in the months after the death by suicide of American actor & comedian, Robin Williams in 2014¹¹.

However, a second & directly opposite phenomenon, **the Papageno effect**, has been proposed, where protective factors in reports on suicide may lead readers to initiate adaptive behaviours, which eventually result in fewer suicide deaths⁸. Thus, good reporting on suicide which educates the population on the preventable nature of suicides, destigmatises suicide and informs readers about relevant resources for help are believed to aid suicide prevention efforts¹⁰. Recognizing the significance of the media over suicidal behaviour, several suicide prevention experts have advocated for a mechanism to monitor and ensure adherence to guidelines for suicide reporting. The World Health Organisation (WHO) in 2008 published media guidelines for reporting on suicide to create standards of sensitive reporting on suicide. These guidelines were later updated in 2017 based on a systematic review of over 100 research studies on the impact of media reporting on suicides¹⁰.

The WHO guidelines for responsible reporting suggest practices which promote help-seeking behaviour, increase awareness on the preventable nature of suicides, and provide alternative coping strategies for vulnerable readers. Such practices are protective strategies which aim to motivate vulnerable persons to take alternative action, seek help in times of crisis and complement overall efforts to reduce suicidal behaviour.

In 2019, the **Press Council of India** (PCI) issued a circular endorsing the WHO guidelines for reporting on suicide. The Mental Healthcare Act, 2017 too stipulates the media should not publish photographs or any other information about a person undergoing mental health treatment without their consent^{10, 12}. While the WHO guidelines were endorsed, they are seldom followed in practice. Reasons for this include the lack of awareness about the guidelines, poor monitoring by the Press Council of India and limited understanding of the link between the media and suicide.

Project SIREN:

Suicide Reporting India Watch

To assess the quality of reporting and encourage responsible reporting of suicides by the media, the India Mental Health Observatory (IMHO), an initiative of the Centre for Mental Health Law and Policy launched Project SIREN in September 2020. The project seeks to create awareness on the media reporting guidelines for suicide & to foster an alliance with the media for suicide prevention in India.

The project rates prominent media publications on their adherence to suicide reporting guidelines using scorecards, published online every three months, in a series of editions¹⁰.

Project SIREN has been well received and appreciated as a innovative approach to strengthening suicide prevention efforts. The WHO, in its report "Live Life: an implementation guide for suicide prevention in countries", has cited Project SIREN as an example of projects promoting responsible reporting in the media⁹.

Project SIREN is developed and maintained by an interdisciplinary team of researchers. This report aims to describe the methodology used to build the project and share detailed findings and recommendations from the first year of Project SIREN (April 2020–March 2021).

CHAPTER 2

Methodology

In this chapter we discuss the methodology used by Project SIREN. Project SIREN assigns scores to reports on suicide using two scorecards. The scorecards were developed by conducting a detailed review of documents and guidelines for responsible media reporting of suicides by the WHO and guidelines for responsible reporting on suicides consolidated by Suicide Prevention and Research Implementation Initiative (SPIRIT)^{10,13}. The ten most important positive and negative parameters were identified and finalised in consultation with suicide prevention experts Dr. Lakshmi Vijayakumar* and Dr. Greg Armstrong*. The process used to develop the scorecard is described in Figure 1, and an abridged version of the scorecards are presented in Figures 2a & 2b.

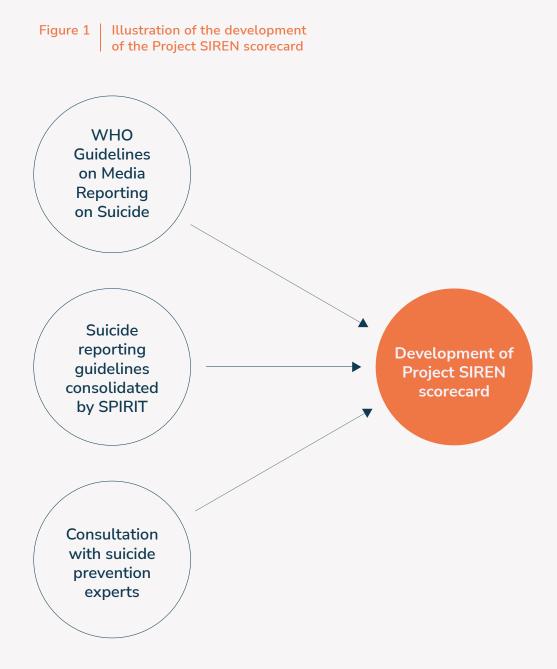


Figure 2a | Project SIREN | Positive Scorecard

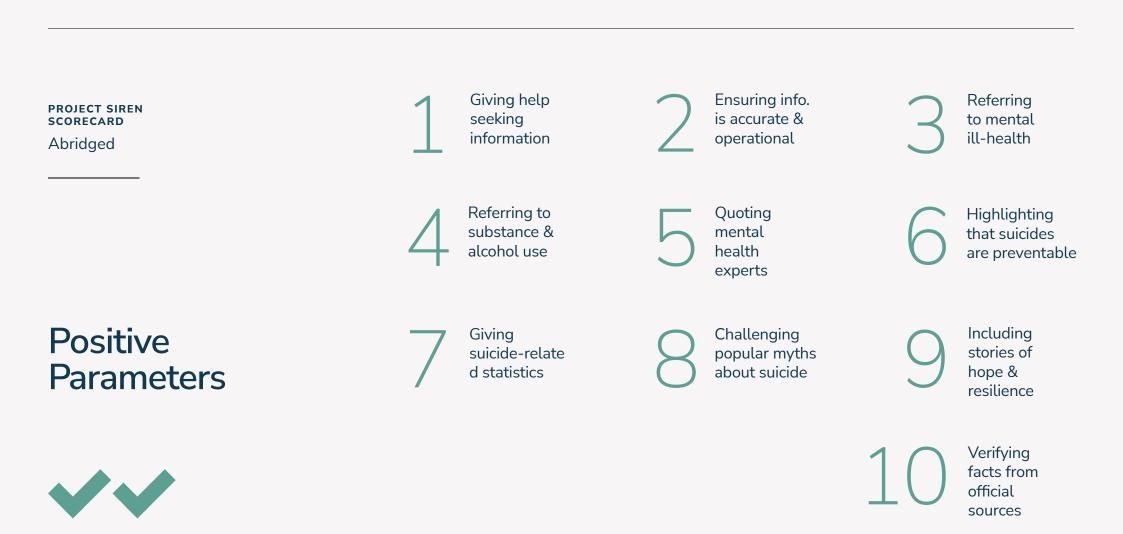
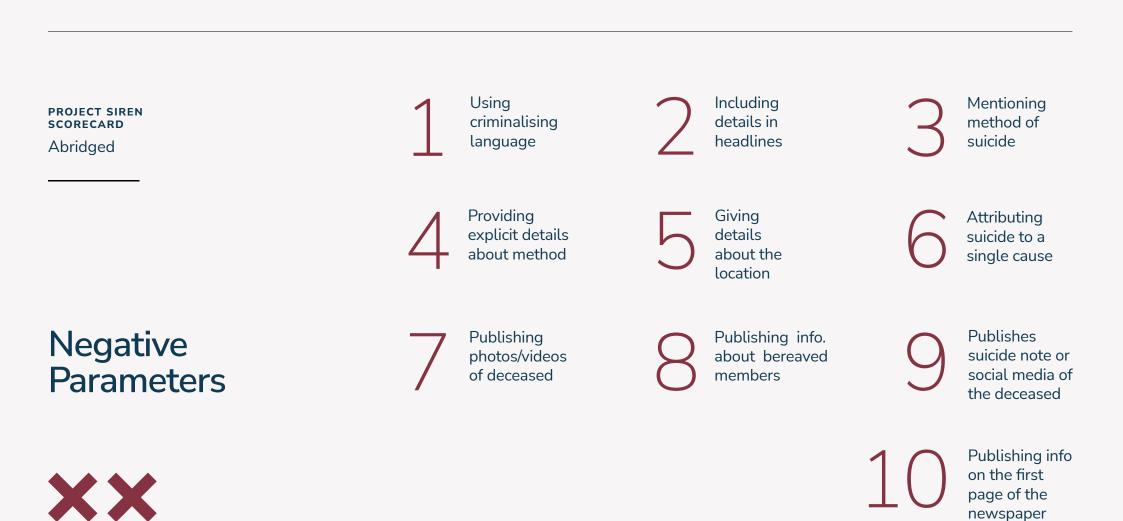


Figure 2a Project SIREN Negative Scorecard



Identifying & sourcing news reports

The process of scoring news reports on suicide and publishing the SIREN scores every edition is a labour-intensive. At present, Project SIREN is managed by a team of trained researchers who identify relevant news reports, gather case data and assign and compile scores for each report.

For the first year of Project SIREN, researchers identified nine of the most widely read English language newspapers and sourced news reports from 107 editions. Among these nine newspapers, researchers manually or using an online search function identified all reports on suicide or attempted suicide. Among instances where the newspaper website offered a search function, news reports on suicide or attempted suicide using the key words 'suicide', 'kills self', and 'ends life'.

The inclusion & exclusion criteria utilised to identify & retain reports on suicide or attempted suicide to score are listed as follows.

INCLUSION CRITERIA

- Only English language newspapers
- ✓ Articles published between 1st April 2020–30th March 2021
- ✓ Only reports on incidents of suicide or attempted suicide.
- Among identical reports across editions of the same newspaper, only the first article was included

EXCLUSION CRITERIA

- × General commentary articles on suicide, suicide prevention and mental health.
- × Articles that solely focused on suicidal ideation.
- Articles that described bombings with an intent to kill oneself and others
- × Reports on undetermined cases, where cause of death was unclear and the matter was under investigation.
- Reports where the suicide mentioned was less than 50 percent of the entire article. In such articles, the data was insufficient to be included.
- × Identical reports across editions of the same newspaper

Data entry & coding

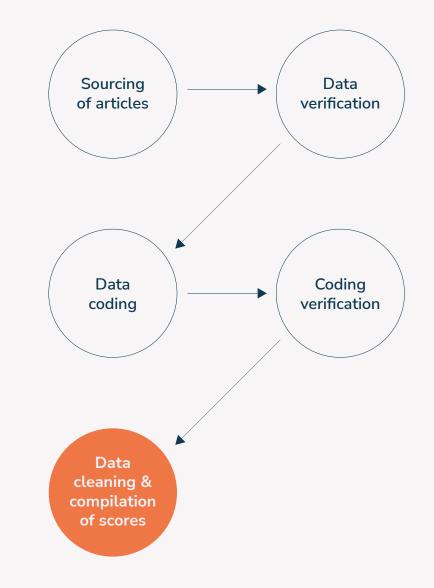
The team of trained researchers systematically collect details on the case and other characteristics described in the written report through the year. Subsequently, each report is independently coded on the positive and negative parameters (Figure 2a & 2b) of the SIREN scorecard.

The Project SIREN scorecards enable scoring across 20 parameters (10 positive & 10 negative). If the report meets the criteria for a parameter, it is scored "1" and if the report fails to meet the criteria, it is scored "0". To ensure inter-coder reliability, each datapoint on the scorecard is verified by a second researcher & any discrepancies identified are resolved in consensus. Once verified, the scores are consolidated separately for the positive and negative criteria. The score on the negative scorecard is converted to a negative number.

The data is gathered for three months and is then further cleaned and compiled to arrive at the average scores for each newspaper, published for every edition of Project SIREN. Figure 3 illustrates a simplified description of this process.

Figure 3 Illustration of the data

collection & analysis process



CHAPTER 3

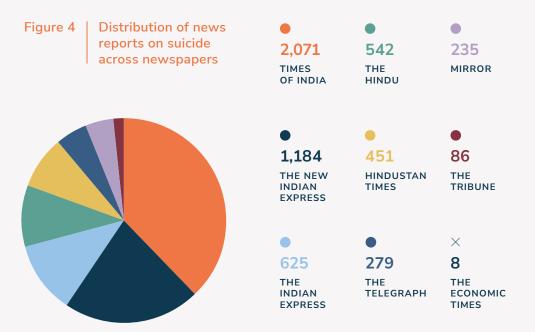
Descriptive findings

Project SIREN was created as an accountability mechanism to encourage responsible reporting on suicides. In its first year, Project SIREN evaluated 5481 newspaper reports on deaths by suicide and attempted suicide.

In this chapter, we share descriptive data from these news reports. However, it is crucial to note that the descriptive data presented from Project SIREN comprises only of newspaper reports on suicide and thus, cannot be substituted as representative data on suicide in India. Nevertheless, the descriptive data provides an opportunity to reflect on what reports and events are deemed 'newsworthy' and may offer insights into the reporting priorities of newspapers.

Reports across SIREN newspapers

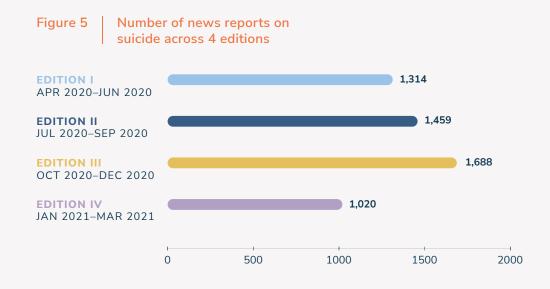
SIREN news reports were sourced and analysed from nine major English language publications, selected based on the India Readership Survey released in 2020. The highest number of news reports were published by The Times of India, with 2072 reports (38%), followed by The New Indian Express 1184 (22%). Together the two newspapers comprised of 60% of the total news reports scored over the year. The least number of reports were gathered from The Tribune and The Economic Times, which together comprised of 2% of total reports (94 reports) (Figure 4).



Month-on-month trends in suicide reporting

Over the year, the highest number of reports on suicide from our data set were from SIREN edition III (October 2020-December 2020), with 1688 reports on suicide and the lowest from edition IV (January 2021–March 2021) with 1020 reports on suicide (Figure 5).

Across months, the highest number of reports on suicide in a single month was November 2020 with 573 reports, and the lowest in both April 2020 and January 2021 with 330 reports each (Figure 6).







Deaths by Suicide v. Attempted Suicide

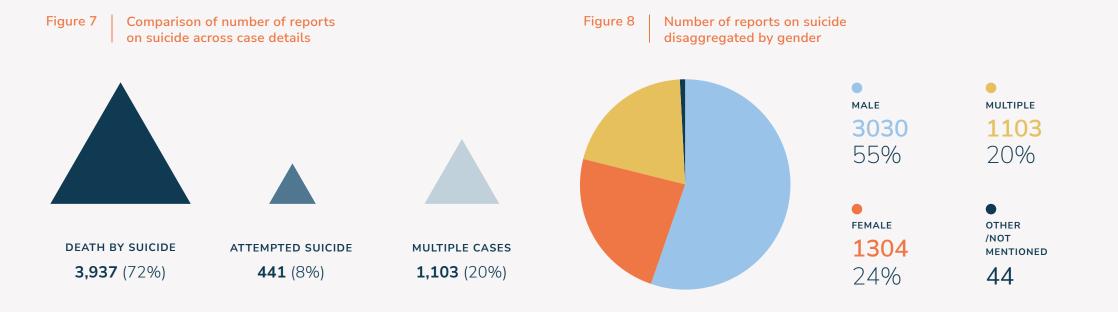
An overwhelming majority of the news reports identified from the nine newspapers, were reports on deaths by suicide. Of the 5481 reports identified, 3937 (72%) were reports on deaths by suicide and 441 (8%) reports were on attempted suicides (Figure 7). While data on attempted suicide in India is not collected by the NCRB, it is assumed that rates of attempted suicide are 4-20 times higher than rates of death by suicide⁶.

We found 1103 reports (20%) which discussed more than one case or incident of suicide or attempted suicides. These reports were recorded as 'multiple cases' and demographic details of these cases were not captured.

Distribution of reports by gender

Across the nine newspapers and their editions, more than half (55%, or 3030) of the reports were on men who had died by suicide or attempted suicide, while 24% or 1304 reports of the total 5481 news reports were on women who died by suicide or attempted suicide (Figure 8). We found 1103 reports (20%) which discussed multiple cases and were recorded as such. Overall, these figures compare to the NCRB data where 71% of suicides recorded were by men and 29% were by women².

The Project SIREN data framework also captured reports on transgender individuals, however we found these numbers were low and not appropriately recorded in the news reports.



Distribution of reports by age

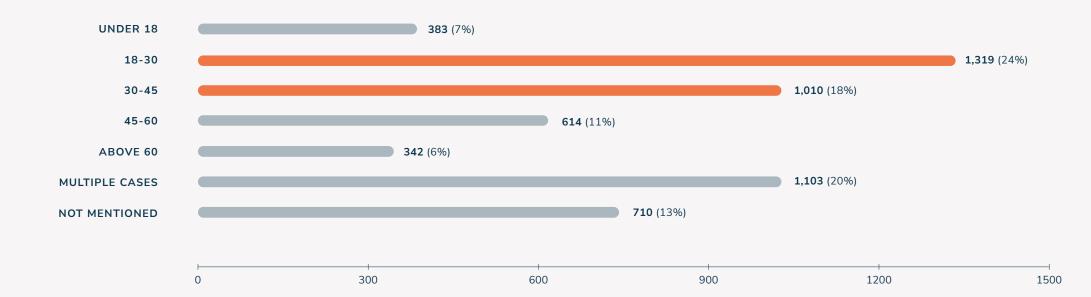
Figure 9

Of the 5481 news reports identified, 24% or 1319 reports were on suicide or attempted suicide by individuals between the ages of 18 to 30 years, while 18% or 1010 reports were on suicides or attempted suicide by individuals between the age of 30 to 45 years. Together these two groups accounted for a majority of the reported cases (Figure 9).

The age of the individual was not mentioned in 13% of the reports and multiple cases were described in 20% of the reports.

Number of reports on suicide

disaggregated by age

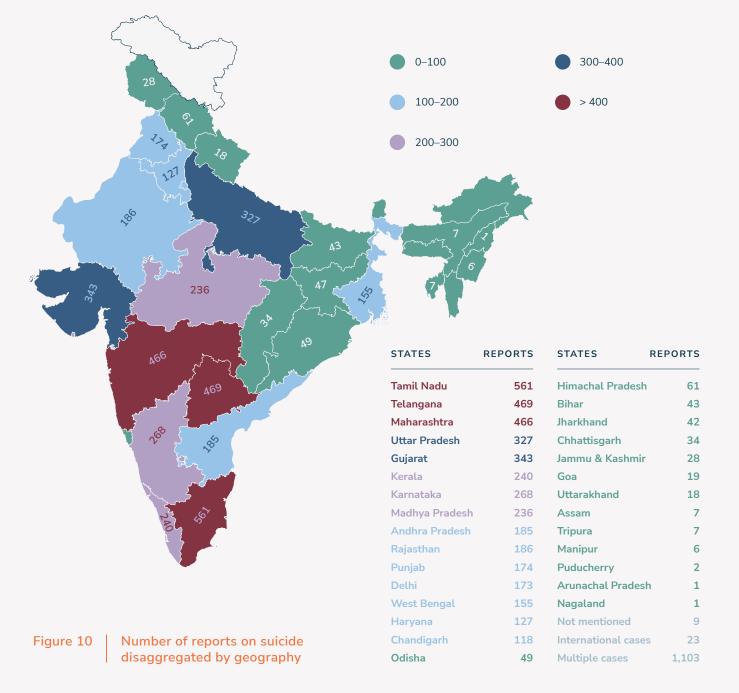


Distribution of reports by State

The SIREN database captured the states in which the reported deaths by suicide or attempted suicide occurred. Five major states accounted for 40% of the cases. The states that reported the highest number of suicides or attempted suicides were Tamil Nadu (10%), Telangana (9%), Maharashtra (9%), followed by Uttar Pradesh (6%) and Gujarat (6%). The distribution of reports on suicide by state is illustrated in Figure 10.

Suicides or attempted suicide in the North-east states of Meghalaya, Mizoram, Nagaland and Sikkim, were not reported in the newspapers assessed by the project. Similarly, Project SIREN found no reports from the Union Territories of Ladakh, Dadra & Nagar Haveli, & Lakshadweep. This could be attributed to the poor coverage of English-language newspaper editions in these regions.

32 reports or 0.5% of total reports were on incidents that occurred outside of India or did not mention the location of the incidents and 1103 reports described multiple cases.



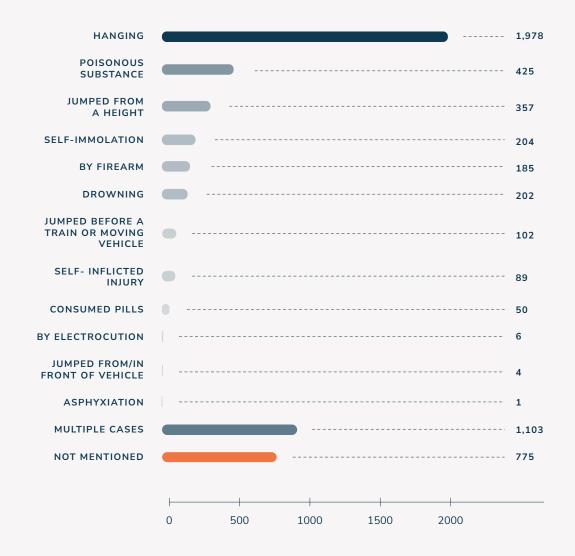
Method of suicide or attempted suicide

The WHO reporting guidelines strongly recommend news reports on suicide should not mention or provide explicit details on the method of the suicide or attempted suicide. Reporting unnecessary details on the method of suicide has been linked with imitative behaviour and an increase in the use of those methods^{10,13}.

In the news reports identified, only 14.1% or 775 reports did not mention the method (Figure 11). Project SIREN firmly believes that more newspapers should take note of the associated risks and ensure they refrain from any mention of the method of suicide or attempted suicide in their news reports.

When analysed across the year, the most common method of suicide or attempted suicide mentioned in news reports were hanging (36.1%), followed by consumption of poisonous substances (8.7%) and jumping from a height (6.5%). These details are in concurrence with the findings of the NCRB data for 2020, as per which the most frequently reported methods on deaths by suicide were hanging (58%), and consuming poisonous substances (25%)².

Figure 11 Number of reports on suicide disaggregated by reported method of suicide



Reported profession

Project SIREN also recorded the profession of the individual as mentioned in each news report. The data showed the largest occupational group mentioned in reports were students, who were mentioned in 10.5% of all reports. This was followed by informal workers (uncategorised) at 8.7% and formal workers (uncategorised) at 6.4% (Figure 12).

31.9% of reports made no mention of the profession of the individual and 20% described multiple cases.

These figures are not comparable to figures from the NCRB report due to differences in the classification system and definitions of professions. For the year 2020, the NCRB report recorded the highest number of suicides among the occupational groups of 'daily wage earners' and 'housewives'².

Regardless, data from the Project SIREN news reports may offer insights into which cases were deemed worthy of publishing by various media houses.

Figure 12 No of reports on suicide disaggregated by reported profession of the individual

STUDENT						574
INFORMAL WORKER						475
FORMAL WORKER						352
FARMER/ AGRICULTURE WORKER						203
POLICE PERSONNEL						187
HEALTHCARE PROFESSIONAL						127
DEFENCE PERSONNEL						113
SELF EMPLOYED	•					109
GOVERNMENT EMPLOYEE	•					104
ELECTED REPRESENTATIVE	•					86
RETIRED PROFESSIONAL	•					65
UNEMPLOYED	•					40
OTHER	-					196
MULTIPLE CASES						1,103
NOT MENTIONED						1,747
	0	500	1000	1500	2000	

Causes & stressors

Suicide is a complex phenomenon caused and influenced by multiple factors. However, 1762 or 32% of news reports on suicide mentioned a single cause or stressor (Figure 13), which can be misleading and is often linked to sensationalising suicide. 15% of news reports mentioned more than one cause or stressor. 33% or 1783 news reports (Figure 13) mentioned the causes or stressors that led to suicide were yet to be ascertained at the time of reporting.

This is a recommended practice as it is important that news reports do not speculate. Among stressors mentioned in news reports, 'financial insecurity or unemployment' and 'family disputes' were the most common (Table 1), concurrent with data from the NCRB report².

Figure 13

Number of reports on suicide disaggregated by number of causes mentioned 1,762 ONLY 1 STRESSOR IS MENTIONED

1.783

MULTIPLE

CAUSES

CAUSE/STRESSOR IS

NOT ASCERTAINED



Table 1Causes of suicide most frequently
mentioned in reports

CAUSE/STRESSOR	NUMBER	%
FINANCIAL INSECURITY OR UNEMPLOYMENT	519	8.3%
FAMILY DISPUTES	368	5.9%
HARASSMENT (NON-SEXUAL)	321	5.1%
POOR MENTAL HEALTH	289	4.6%
FAILED RELATIONSHIP/ INTIMATE RELATIONSHIP ISSUES	169	2.7%
CONCERNS AROUND COVID-19 LOCKDOWN	205	3.3%
POLICE INVESTIGATION OR CONVICTED OF A CRIME	149	2.4%
POOR PHYSICAL HEALTH	129	2.1%
FEAR OF COVID-19	130	2.1%
SEXUAL HARASSMENT, STALKING OR RAPE	103	1.6%
ACADEMIC PRESSURES	89	1.4%
BEREAVED PERSON	86	1.49
CIVIL/POLITICAL PROTEST	84	1.39
POLICE HUMILIATION OR BRUTALITY	76	1.29
CONCERNS AROUND COVID-19 QUARANTINE	67	1.19
WORK PRESSURES	59	0.9%
DOWRY DEATH	45	0.79
PRE-EXISTING MENTAL HEALTH CONDITION	43	0.79
SOCIAL DISCRIMINATION (CASTE, GENDER, ETC)	39	0.69
ADDICTION-RELATED	32	0.5%
PHYSICAL VIOLENCE/ABUSE	32	0.5%
CROP FAILURE	14	0.29
MULTIPLE CASES	1103	17.69
NOT MENTIONED	79	1.39
OTHER	289	4.6%
YET TO BE ASCERTAINED	1761	28.0%
TOTAL	6280	

CHAPTER 4

Performance on the SIREN scorecard

In its first year, SIREN evaluated 5481 newspaper reports on deaths by suicide and attempted suicide for their adherence to WHO's suicide reporting guidelines. The following chapter describes the performance by newspapers over the course of the year, often disaggregated by various parameters on the data framework. The ultimate goal of Project SIREN is to enable greater adherence to the WHO suicide reporting guidelines by newspapers in India, with the belief that it would aid efforts toward suicide prevention.

Scorecard system

As described in Chapter II, each report is coded for a '1' or a '0' on each of the parameters depending on whether it meets the criteria for the parameter. If a criterion is met, it is coded for a '1', else it is coded for a '0'.

All ten parameters on each scorecard are given equal weightage. The scores for each news report are then consolidated separately for the positive and negative criteria to provide a score between 0 and 10. The score on the negative scale is converted to a negative number.

The total positive and negative scores for each report are then consolidated and averaged across each newspaper to arrive at the average positive and negative scores for the newspaper. A report may score a maximum of 10/-10 and minimum of 0 on each rating scale.

Responsible reports on suicide would meet more parameters on the positive scorecard and fewer parameters on the negative scorecard.

Overall performance

The first year of data collection and analysis through Project SIREN (April 2020 - March 2021) showed suicide reporting in Indian newspapers can be substantially improved.

Over the year of Project SIREN, the average overall score across all news reports was -2.09 (range: -10 to 10).

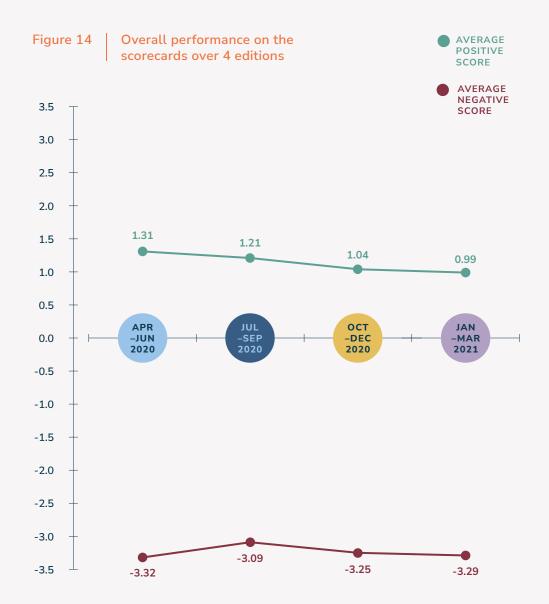
The average positive score was 1.14 (range: 0 to 10) and the average negative score was -3.23 (range: -10 to 0).

Performance across four editions

Project SIREN data is released every three months, published in a series of editions. For the first year of the project, we report results from Edition I (April–June 2020) to Edition IV (January–March 2021).

The best average positive score was recorded during Edition I (April–June 2020) with a score of 1.31 (score range 0 to 10).

The best average negative score was recorded during Edition II (July–September 2020) with a score of -3.09 (score range -10 to 0). A visual depiction of this is shown in Figure 14.



Newspaper Performance

Among the nine newspapers, The Hindu was the best performer with an overall score of -0.15 and The Tribune was the worst performer with an overall score of -3.06. The average positive and negative scores of all the newspapers are depicted in Figure 15 arranged in descending order of number of reports on suicide. On the positive scorecard, The Hindu performed the best with the highest average positive score (2.41) and The Tribune performed the worst with the lowest average positive score (0.66).

On the negative scorecard, The Hindu performed the best with the lowest average negative score (-2.56) and Mirror performed the worst with the highest average negative score (-3.89).



Scorecard parameters

The positive & negative scorecards have been carefully designed with each parameter reflecting the WHO guidelines on suicide reporting. From our analysis of news reports, few met the criteria for the positive parameters when compared to the negative parameters.

A detailed breakdown of the scorecards by newspaper may be found in Appendix A and B.

Positive Scorecard VV

Of the ten positive parameters, a majority or 68% reports only met one of the criteria on the positive scorecard where the reports included 'verified information from an official source'.

Around 14% of the reports each met the criteria for 3 positive parameters, including "presence of help seeking information", 'help-seeking information is up to date and operational' & 'links to poor mental health'

Less than 3% of the news reports met the criteria for six of the remaining positive parameters.

Negative Scorecard XX

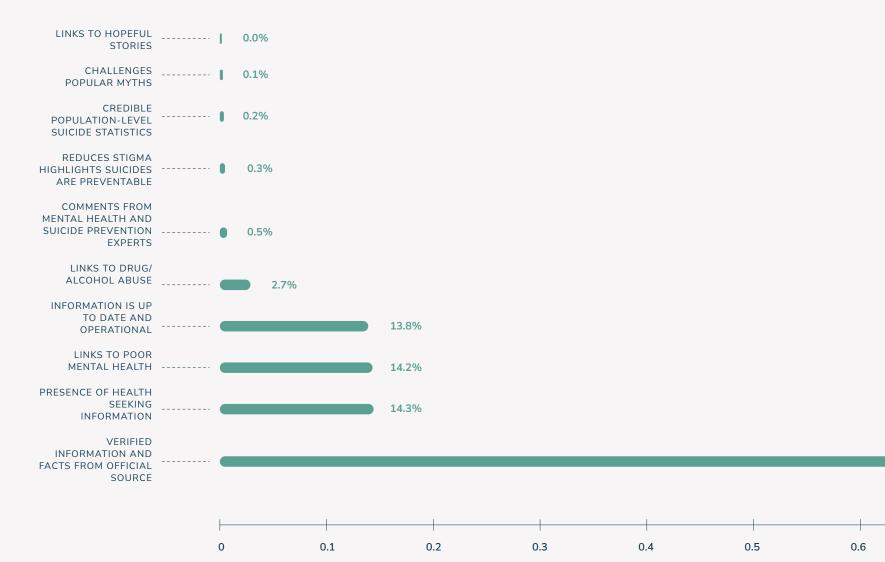
In contrast, out of the ten negative parameters, a majority of the reports met the criteria for four negative parameters. Of this, two of the negative parameters of 'attention grabbing headlines' and the mention of the 'method of suicide' were present in over 80% of all the reports, an alarming majority.

Approximately 4-13% of the reports met the criteria for the remaining six negative parameters, including the presence of 'accompanying photos' to the article and mention of the 'suicide site'.

The performance on each of the scorecard parameters are depicted in Figures 16 & 17 below & highlights from the scorecard are presented in the subsequent pages.

Figure 16 Overall performance on

the positive parameters

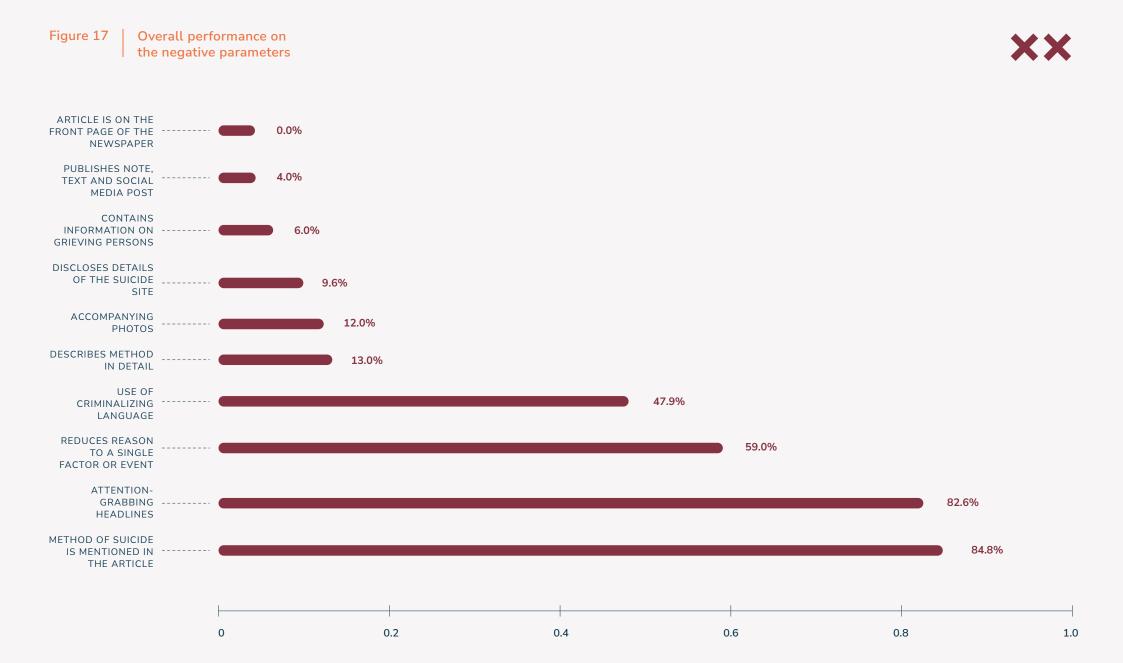




0.8

68.2%

0.7



Highlights from the Positive Scorecard

 $\checkmark\checkmark$



VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE

Many articles 3,740 (68.24%) included facts and information from official sources, ensuring the information reported was credible and not speculation.



REDUCES STIGMA & HIGHLIGHTS SUICIDES ARE PREVENTABLE

It is crucial to reduce stigma by highlighting suicides are preventable. This educates readers that suicide prevention is possible. Yet only 15 (0.27%) of articles highlighted this.



PRESENCE OF HEALTH SEEKING INFORMATION

All articles on suicide should provide information on where to seek help when in distress. Yet we found only 785 (14.3%) articles analysed & provided up-to date and operational information on helpline numbers.



LINKS TO HOPEFUL STORIES

Hearing stories from others can inspire vulnerable individuals to overcome their own difficulties. Only 2 (0.04%) articles included stories of hope from those who had overcome suicidal thoughts and feelings.

Highlights from the Negative Scorecard





MENTIONING THE METHOD OF SUICIDE

It is recommended to avoid mentioning the method of suicide/ attempted suicide while reporting, as it could lead to imitative or copycat suicides. However nearly 85% (4649) of the articles analysed mentioned the method.



REDUCTION TO A SINGLE CAUSE

Suicide is a complex, multi-sectoral issue, influenced by a range of financial, occupational, social and personal factors. Yet 59% of articles (3236) analysed reduced the cause of death to one single factor.



ATTENTION GRABBING HEADLINES

Sensational reporting of suicide through the use of attention-grabbing headlines can have a negative impact on persons experiencing suicidal thoughts or behaviours. However, we found 83% or 4533 of the articles analysed used attention-grabbing headlines.



USE OF CRIMINALISING LANGUAGE

As per WHO's suicide reporting guidelines for the media, reports should avoid using the phrase 'committed suicide' and instead use phrases such as 'died by suicide' or 'ends life'. 48% of newspaper articles (2628) analysed used the phrase 'committed suicide'.

CHAPTER 5

Discussion & Conclusion

Project SIREN: the way forward

The first year of Project SIREN was dedicated to building and refining the scope and implementation of the project. Recognizing misreporting and harmful reporting is not limited to print media, Project SIREN expanded during Phase II of the project to include digital media publications: online versions of newspapers and independent online media outlets. In Phase III of Project SIREN, to move beyond the readership of English-language newspapers, the project aims to develop scorecards to assess regional-language news reports on suicide and attempted suicide, beginning with Hindi. Additionally, as the work involved in maintaining project SIREN is labour-intensive, Project SIREN seeks to automate parts of data collection before expanding the scope of the project further.

Project SIREN is a unique intervention, one of its kind in India. As the project established itself over the course of the year, Project SIREN also intends to build upon mechanisms to monitor and evaluate the impact of the project. While the project has received much attention, it remains early to observe an effect of the project and attribute changes to Project SIREN. However, we are committed to sustain the project's efforts to monitor news reports on suicide and advocate for sensitive reporting on suicide.

Project SIREN was launched in September 2020 at a time when countries across the globe were, and continue to be, amid the COVID-19 pandemic. The year brought about multiple unexpected challenges and news reports from across India were often grim and shrouded in negativity. While it is established the media can increase vulnerability and risk to suicide, it is important to reiterate that by following reporting guidelines the media can indeed be a positive and protective influence, aiding suicide prevention efforts, thereby saving lives.

Recommendations for newspapers

The results from the first year of Project SIREN demonstrated universally poor performance from all newspapers. Out of a maximum score of 10, the average positive score for all newspapers was 1.14. The low scores on the SIREN scorecard indicate that newspapers do not adhere to the guidelines endorsed by the Press Trust of India. This necessitates news media agencies newspapers reflect on the language used in their reports and the impact of insensitive reporting on their readers.

To promote responsible reporting of suicide, Project SIREN has identified four direct and high-impact changes news media agencies can immediately make to their reports on suicide:

1 Remove headlines that draw unnecessary attention to suicide

- Provide a list of relevant and up-to-date resources for those in distress to seek help
- Ensure the report educates readers on suicides and highlight that suicides are preventable
- Ensure the news report does not, under any circumstance, provide details on the method or suicide or attempted suicide.

While the media has a long way to go to improve sensitive reporting on suicides, it is achievable with sustained and collaborative efforts.

To support efforts toward responsible reporting, we recommend news media agencies focus energies on training reporters and editors, develop lists and mechanisms for quality checks. Project SIREN has published a list of <u>resources for media professionals</u>, including a checklist for journalists, are published on the Project SIREN webpage. Through the SPIRIT project, Centre for Mental Health Law & Policy has also launched <u>an online course for media professionals</u> titled "Reporting Suicides Responsibly: Implementing Evidence-based Guidelines for the Media."

Ultimately, in addition to recognising the responsibility of the media toward suicide prevention efforts, we also recognize the need for an intersectoral approach to reduce suicide deaths and attempts at all levels. There is a need for the government to improve data collection on suicides and attempted suicides in India and urgently develop and implement a holistic suicide prevention strategy in India⁵.

 $\bullet \bullet \bullet \bullet \bullet$

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APPENDIX A

VV Positive Scorecard

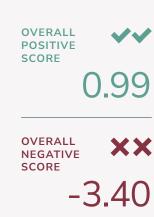
PARAMETERS V	TIMES OF INDIA	THE NEW INDIAN EXPRESS	THE INDIAN EXPRESS	THE HINDU	HINDUSTAN TIMES	THE TELEGRAPH	MIRROR	THE TRIBUNE	THE ECONOMIC TIMES	TOTAL
CHALLENGES POPULAR MYTHS	0 (0%)	4 (0%)	1 (0%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	0 (0%)	Ø (0%)	6
COMMENTS FROM MENTAL HEALTH AND SUICIDE PREVENTION EXPERTS	5 (0%)	6 (1%)	3 (0%)	1 (0%)	7 (2%)	0 (0%)	3 (1%)	0 (0%)	0 (0%)	25
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	1 (0%)	4 (0%)	4 (1%)	0 (0%)	2 (0%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	12
INFORMATION IS UP TO DATE AND OPERATIONAL	57 (3%)	184 (16%)	10 (2%)	430 (79%)	59 (13%)	0 (0%)	16 (7%)	0 (0%)	1 (13%)	757
LINKS TO DRUG /ALCOHOL ABUSE	60 (3%)	39 (3%)	20 (3%)	9 (2%)	5 (1%)	1 (0%)	8 (3%)	4 (5%)	0 (0%)	146
LINKS TO HOPEFUL STORIES	1 (0%)	1 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2
LINKS TO POOR MENTAL HEALTH	327 (16%)	146 (12%)	68 (11%)	72 (13%)	69 (15%)	41 (15%)	45 (19%)	12 (14%)	1 (13%)	781
PRESENCE OF HEALTH SEEKING INFORMATION	57 (3%)	184 (16%)	9 (1%)	459 (85%)	59 (13%)	0 (0%)	16 (7%)	0 (0%)	1 (13%)	785
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	1 (0%)	6 (1%)	5 (1%)	0 (0%)	1 (0%)	1 (0%)	1 (0%)	0 (0%)	0 (0%)	15
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	1531 (74%)	571 (48%)	525 (84%)	334 (62%)	365 (81%)	210 (75%)	159 (68%)	41 (48%)	4 (50%)	3,740
TOTAL	2,071	1,184	625	542	451	279	235	86	8	5,481
AVERAGE POSITIVE SCORE	0.99	0.97	1.03	2.41	1.26	0.91	1.06	0.66	0.88	1.13

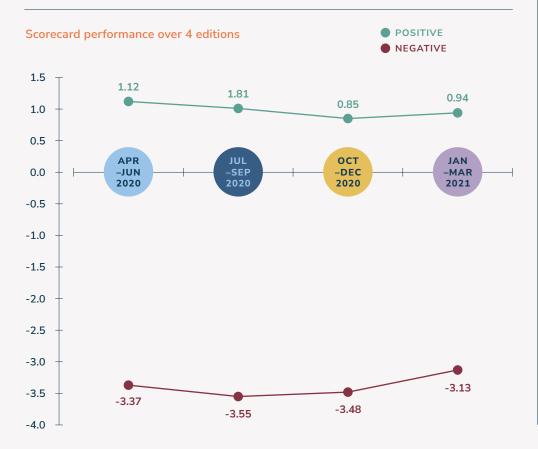
XX Negative Scorecard

PARAMETERS V	TIMES OF INDIA	THE NEW INDIAN EXPRESS	THE INDIAN EXPRESS	THE HINDU	HINDUSTAN TIMES	THE TELEGRAPH	MIRROR	THE TRIBUNE	THE ECONOMIC TIMES	TOTAL
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	1891 (91%)	924 (78%)	546 (87%)	376 (69%)	384 (85%)	257 (92%)	189 (80%)	75 (87%)	4 (50%)	4,646
ATTENTION-GRABBING HEADLINES	1738 (84%)	1025 (87%)	586 (94%)	350 (65%)	393 (87%)	209 (75%)	157 (67%)	66 (77%)	6 (75%)	4,530
REDUCES REASON TO A SINGLE FACTOR OR EVENT	1128 (54%)	845 (71%)	357 (57%)	291 (54%)	267 (59%)	139 (50%)	150 (64%)	55 (64%)	2 (25%)	3,234
USE OF CRIMINALIZING LANGUAGE	1319 (64%)	475 (40%)	149 (24%)	190 (35%)	231 (51%)	122 (44%)	87 (37%)	47 (55%)	6 (75%)	2,626
DESCRIBES METHOD IN DETAIL	267 (13%)	150 (13%)	97 (16%)	48 (9%)	46 (10%)	41 (15%)	44 (19%)	16 (19%)	1 (13%)	710
ACCOMPANYING PHOTOS	262 (13%)	114 (10%)	66 (11%)	31 (6%)	14 (3%)	5 (2%)	151 (64%)	15 (17%)	2 (25%)	660
DISCLOSES DETAILS OF THE SUICIDE SITE	198 (10%)	78 (7%)	79 (13%)	49 (9%)	38 (8%)	26 (9%)	47 (20%)	9 (10%)	3 (38%)	527
CONTAINS INFORMATION ON GRIEVING PERSONS	83 (4%)	48 (4%)	39 (6%)	30 (6%)	34 (8%)	18 (6%)	66 (28%)	12 (14%)	1 (13%)	331
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	96 (5%)	28 (2%)	35 (6%)	10 (2%)	18 (4%)	7 (3%)	13 (6%)	14 (16%)	0 (0%)	221
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	66 (3%)	54 (5%)	38 (6%)	10 (2%)	16 (4%)	11 (4%)	9 (4%)	11 (13%)	0 (0%)	215
TOTAL	2,071	1,184	625	542	451	279	235	86	8	5,481
AVERAGE NEGATIVE SCORE	-3.40	-3.16	-3.19	-2.56	-3.20	-2.99	-3.89	-0.06	-3.13	-2.84

The Times of India

Project SIREN scored 2071 articles on suicide or attempted suicide from the Times of India during it's first year this accounted for 38% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





Positive Scorecard

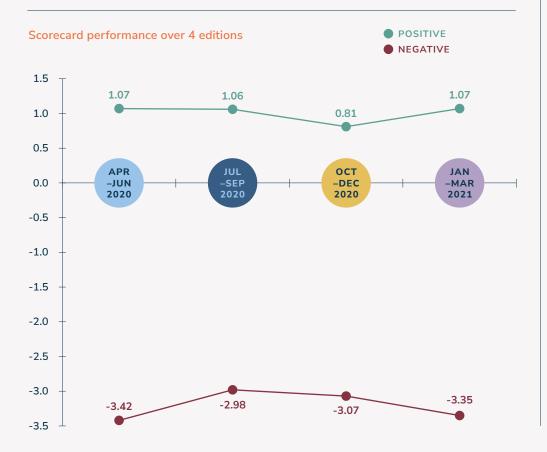
PARAMETERS V	SC	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	5	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	1	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	57	(3%)
LINKS TO DRUG/ALCOHOL ABUSE	60	(3%)
LINKS TO HOPEFUL STORIES	1	(0%)
LINKS TO POOR MENTAL HEALTH	327	(16%)
PRESENCE OF HEALTH SEEKING INFORMATION	57	(3%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	1	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	1531	(74%)
TOTAL	2,071	
AVERAGE POSITIVE SCORE	0.99	

PARAMETERS V	SCO	ORE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	1891	(91%)
ATTENTION-GRABBING HEADLINES	1738	(84%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	1128	(54%)
USE OF CRIMINALIZING LANGUAGE	1319	(64%)
DESCRIBES METHOD IN DETAIL	267	(13%)
ACCOMPANYING PHOTOS	262	(13%)
DISCLOSES DETAILS OF THE SUICIDE SITE	198	(10%)
CONTAINS INFORMATION ON GRIEVING PERSONS	83	(4%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	96	(5%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	66	(3%)
TOTAL	2,071	
AVERAGE NEGATIVE SCORE	-3.40	

The New Indian Express

Project SIREN scored 1184 articles on suicide or attempted suicide from the New Indian Express during it's first year this accounted for 22% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





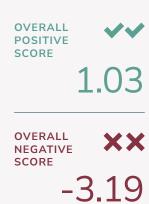
Positive Scorecard

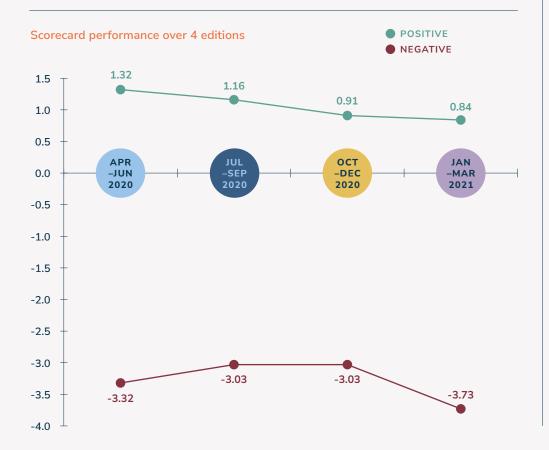
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	4	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	6	(1%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	4	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	184	(16%)
LINKS TO DRUG/ALCOHOL ABUSE	39	(3%)
LINKS TO HOPEFUL STORIES	1	(0%)
LINKS TO POOR MENTAL HEALTH	146	(12%)
PRESENCE OF HEALTH SEEKING INFORMATION	184	(16%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	6	(1%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	571	(48%)
TOTAL	1,184	
AVERAGE POSITIVE SCORE	0.99	

PARAMETERS V	SCO	ORE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	924	(78%)
ATTENTION-GRABBING HEADLINES	1025	(87%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	845	(71%)
USE OF CRIMINALIZING LANGUAGE	475	(40%)
DESCRIBES METHOD IN DETAIL	150	(13%)
ACCOMPANYING PHOTOS	114	(10%)
DISCLOSES DETAILS OF THE SUICIDE SITE	78	(7%)
CONTAINS INFORMATION ON GRIEVING PERSONS	48	(4%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	28	(2%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	54	(5%)
TOTAL	1,184	
AVERAGE NEGATIVE SCORE	-3.16	

The Indian Express

Project SIREN scored 625 articles on suicide or attempted suicide from the Indian Express during it's first year this accounted for 11% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





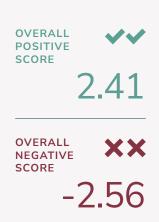
Positive Scorecard

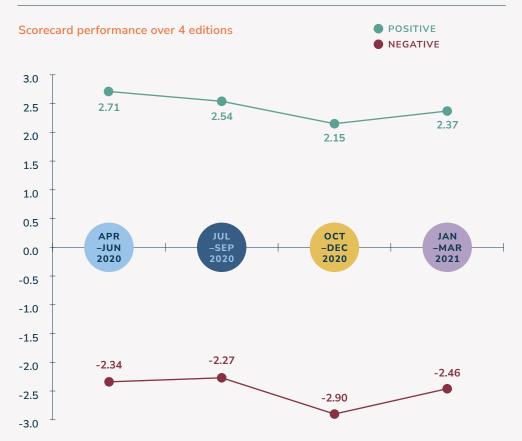
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	1	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	3	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	4	(1%)
INFORMATION IS UP TO DATE AND OPERATIONAL	10	(2%)
LINKS TO DRUG/ALCOHOL ABUSE	20	(3%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	68	(11%)
PRESENCE OF HEALTH SEEKING INFORMATION	9	(1%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	5	(1%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	525	(84%)
TOTAL	625	
AVERAGE POSITIVE SCORE	1.03	

PARAMETERS V	sco	DRE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	546	(87%)
ATTENTION-GRABBING HEADLINES	586	(94%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	357	(57%)
USE OF CRIMINALIZING LANGUAGE	149	(24%)
DESCRIBES METHOD IN DETAIL	97	(16%)
ACCOMPANYING PHOTOS	66	(11%)
DISCLOSES DETAILS OF THE SUICIDE SITE	79	(13%)
CONTAINS INFORMATION ON GRIEVING PERSONS	39	(6%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	35	(6%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	38	(6%)
TOTAL	625	
AVERAGE NEGATIVE SCORE	-3.19	

The Hindu

Project SIREN scored 542 articles on suicide or attempted suicide from the Hindu during it's first year this accounted for 10% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





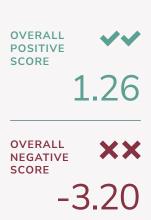
Positive Scorecard

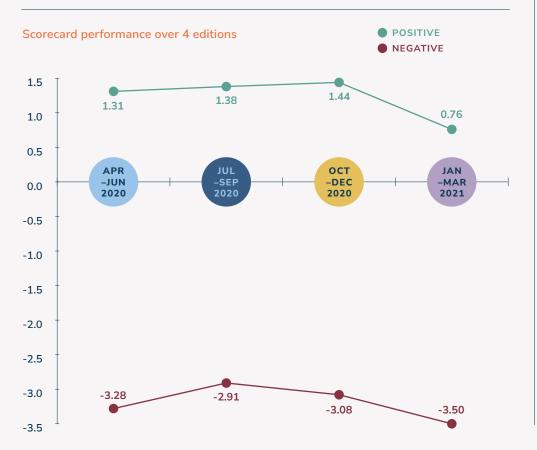
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	1	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	0	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	430	(79%)
LINKS TO DRUG/ALCOHOL ABUSE	9	(2%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	72	(13%)
PRESENCE OF HEALTH SEEKING INFORMATION	459	(85%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	0	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	334	(62%)
TOTAL	542	
AVERAGE POSITIVE SCORE	2.41	

PARAMETERS V	SCO	ORE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	376	(69%)
ATTENTION-GRABBING HEADLINES	350	(65%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	291	(54%)
USE OF CRIMINALIZING LANGUAGE	190	(35%)
DESCRIBES METHOD IN DETAIL	48	(9%)
ACCOMPANYING PHOTOS	31	(6%)
DISCLOSES DETAILS OF THE SUICIDE SITE	49	(9%)
CONTAINS INFORMATION ON GRIEVING PERSONS	30	(6%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	10	(2%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	10	(2%)
TOTAL	542	
AVERAGE NEGATIVE SCORE	-2.56	

Hindustan Times

Project SIREN scored 451 articles on suicide or attempted suicide from the Hindustan Times during it's first year this accounted for 8% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





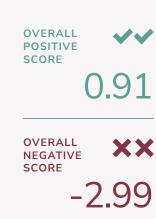
Positive Scorecard

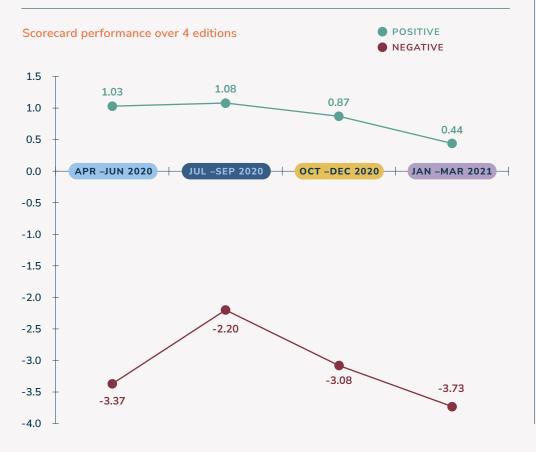
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	1	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	7	(2%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	2	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	59	(13%)
LINKS TO DRUG/ALCOHOL ABUSE	5	(1%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	69	(15%)
PRESENCE OF HEALTH SEEKING INFORMATION	59	(13%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	1	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	365	(81%)
TOTAL	451	
AVERAGE POSITIVE SCORE	1.26	

PARAMETERS V	SCO	ORE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	384	(85%)
ATTENTION-GRABBING HEADLINES	393	(87%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	267	(59%)
USE OF CRIMINALIZING LANGUAGE	231	(51%)
DESCRIBES METHOD IN DETAIL	46	(10%)
ACCOMPANYING PHOTOS	14	(3%)
DISCLOSES DETAILS OF THE SUICIDE SITE	38	(8%)
CONTAINS INFORMATION ON GRIEVING PERSONS	34	(8%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	18	(4%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	16	(4%)
TOTAL	451	
AVERAGE NEGATIVE SCORE	-3.20	

The Telegraph

Project SIREN scored 279 articles on suicide or attempted suicide from the Telegraph during it's first year this accounted for 5% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





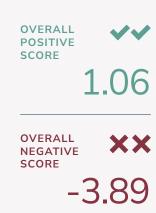
Positive Scorecard

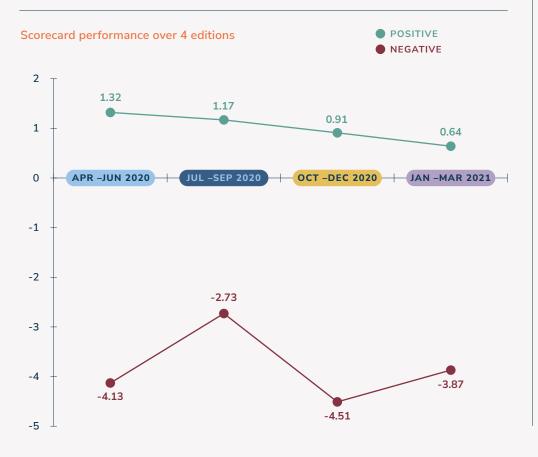
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	0	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	0	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	0	(0%)
LINKS TO DRUG/ALCOHOL ABUSE	1	(0%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	41	(15%)
PRESENCE OF HEALTH SEEKING INFORMATION	0	(0%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	1	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	210	(75%)
TOTAL	279	
AVERAGE POSITIVE SCORE	0.91	

PARAMETERS V	SCORE V	
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	257	(85%)
ATTENTION-GRABBING HEADLINES	209	(87%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	139	(59%)
USE OF CRIMINALIZING LANGUAGE	122	(51%)
DESCRIBES METHOD IN DETAIL	41	(10%)
ACCOMPANYING PHOTOS	5	(3%)
DISCLOSES DETAILS OF THE SUICIDE SITE	26	(8%)
CONTAINS INFORMATION ON GRIEVING PERSONS	18	(8%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	7	(4%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	11	(4%)
TOTAL	279	
AVERAGE NEGATIVE SCORE	-2.99	

Mirror

Project SIREN scored 235 articles on suicide or attempted suicide from the Mirror during it's first year this accounted for 4% of all the articles. A detailed breakup of the positive & negative parameters is shown on the right.





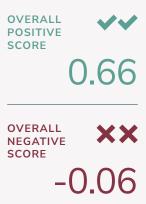
Positive Scorecard

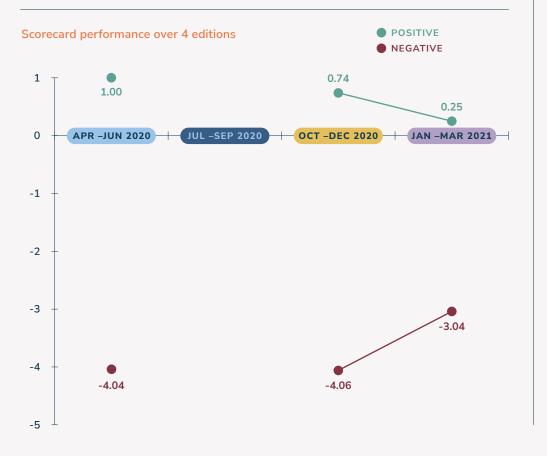
PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	3	(1%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	1	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	16	(7%)
LINKS TO DRUG/ALCOHOL ABUSE	8	(3%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	45	(19%)
PRESENCE OF HEALTH SEEKING INFORMATION	16	(7%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	1	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	159	(68%)
TOTAL	235	
AVERAGE POSITIVE SCORE	1.06	

PARAMETERS V	SCO	ORE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	189	(80%)
ATTENTION-GRABBING HEADLINES	157	(67%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	150	(64%)
USE OF CRIMINALIZING LANGUAGE	87	(37%)
DESCRIBES METHOD IN DETAIL	44	(19%)
ACCOMPANYING PHOTOS	151	(64%)
DISCLOSES DETAILS OF THE SUICIDE SITE	47	(20%)
CONTAINS INFORMATION ON GRIEVING PERSONS	66	(28%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	13	(6%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	9	(4%)
TOTAL	235	
AVERAGE NEGATIVE SCORE	-3.89	

The Tribune

Project SIREN scored 86 articles on suicide or attempted suicide from the Tribune during it's first year this accounted for 2% of all the articles. *No articles were scored on suicide for Edition II (July-September 2020) and thus data is absent for that period.





Positive Scorecard

PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	0	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	0	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	0	(0%)
LINKS TO DRUG/ALCOHOL ABUSE	4	(5%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	12	(14%)
PRESENCE OF HEALTH SEEKING INFORMATION	0	(0%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	0	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	41	(48%)
TOTAL	86	
AVERAGE POSITIVE SCORE	0.66	

PARAMETERS V	sco	DRE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	75	(87%)
ATTENTION-GRABBING HEADLINES	66	(77%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	55	(64%)
USE OF CRIMINALIZING LANGUAGE	47	(55%)
DESCRIBES METHOD IN DETAIL	16	(19%)
ACCOMPANYING PHOTOS	15	(17%)
DISCLOSES DETAILS OF THE SUICIDE SITE	9	(10%)
CONTAINS INFORMATION ON GRIEVING PERSONS	12	(14%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	14	(16%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	11	(13%)
TOTAL	86	
AVERAGE NEGATIVE SCORE	-0.06	

The Economic Times

Project SIREN scored 8 articles on suicide or attempted suicide from the Economic Times. A detailed breakup of the positive & negative parameters is shown on the right.

Scorecard performance over 4 editions

**No articles on suicide from the Economic Times were scored for Edition III & IV (September 2020–March 2021) and thus, a description of scores across the year is not available.

OVERALL POSITIVE SCORE 0.88 OVERALL XX NEGATIVE SCORE -3.13

Positive Scorecard

PARAMETERS V	SCO	ORE 🔻
CHALLENGES POPULAR MYTHS	0	(0%)
COMMENTS FROM MENTAL HEALTH & SUICIDE PREVENTION EXPERTS	0	(0%)
CREDIBLE POPULATION-LEVEL SUICIDE STATISTICS	0	(0%)
INFORMATION IS UP TO DATE AND OPERATIONAL	1	(13%)
LINKS TO DRUG/ALCOHOL ABUSE	0	(0%)
LINKS TO HOPEFUL STORIES	0	(0%)
LINKS TO POOR MENTAL HEALTH	1	(13%)
PRESENCE OF HEALTH SEEKING INFORMATION	1	(13%)
REDUCES STIGMA HIGHLIGHTS SUICIDES ARE PREVENTABLE	0	(0%)
VERIFIED INFORMATION & FACTS FROM OFFICIAL SOURCE	4	(50%)
TOTAL	8	
AVERAGE POSITIVE SCORE	0.88	

PARAMETERS V	sco	RE 🔻
METHOD OF SUICIDE IS MENTIONED IN THE ARTICLE	4	(50%)
ATTENTION-GRABBING HEADLINES	6	(75%)
REDUCES REASON TO A SINGLE FACTOR OR EVENT	2	(25%)
USE OF CRIMINALIZING LANGUAGE	6	(75%)
DESCRIBES METHOD IN DETAIL	1	(13%)
ACCOMPANYING PHOTOS	2	(25%)
DISCLOSES DETAILS OF THE SUICIDE SITE	3	(38%)
CONTAINS INFORMATION ON GRIEVING PERSONS	1	(13%)
PUBLISHES NOTE, TEXT AND SOCIAL MEDIA POST	0	(0%)
ARTICLE IS ON THE FRONT PAGE OF THE NEWSPAPER	0	(0%)
TOTAL	8	
AVERAGE NEGATIVE SCORE	-3.13	