

**RESEARCH PAPER****Exploring the Awareness of Dissociative Identity Disorder through Pakistani Drama Serial Ishq Zahe Naseeb****¹Muhammad Manshoor Hussain Abbasi, ²Fatima Rashid and ³Saman Talat**

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***Corresponding Author** manshoor_hussain@comsats.edu.pk**ABSTRACT**

Dissociative disorders are a group of conditions that involve disruption in memory, awareness, identity and perception leading to impairment in social functioning, employment and interpersonal relationships of an individual. DID starts in early childhood and disrupts normal developmental stages. The child struggles to establish a subjective unitary sense of self. This unusual and thought-provoking play addresses psychological depths in addition to romantic themes. This study aims to explore the awareness of dissociative identity disorder through the Pakistani drama serial 'Ishq Zahe Naseeb' and also understand of portrayal of disorder in the drama, among people. It includes 15 male and 15 female participants divided into three categories; undergraduate, graduate and working. It appears that there is more awareness among undergraduate participants regarding the disorder after watching the drama as compared to graduated and working participants. Participants in these categories stated that disorder is portrayed negatively in the drama.

Keywords: Awareness of Dissociative Identity Disorder, Dissociative Disorders, Impairment, Portrayal, Post-Traumatic Developmental Disorder**Introduction**

Drama serials have been increasingly popular and prolific on Pakistani television in recent years, and this has made the medium a potent tool for tackling societal concerns. Dissociative Identity Disorder (DID), a complicated psychiatric illness is shown by the presence of two or more separate identity and discrete personality states inside an individual (Saville, 2017).

This condition raises questions about how society views mental health, which makes it an important topic to investigate in the context of Pakistani culture.

Dissociative Identity Disorder (DID)

Dissociative disorders are a group of conditions in which an individual experiences disruption in memory, awareness, identity and perception which is associated with specific symptoms that cause impairment in social functioning, employment and interpersonal relationships of an individual.

People with dissociative identity disorder show psychiatric symptoms including depression, anxiety, hallucinations, passive influence phenomenon, drug and alcohol abuse, post-traumatic symptoms, obsessive-compulsive symptoms, eating problems, conversion and somatoform symptoms. They have higher tendencies to show violent and self-destructive behaviours (Ross & Norton, 1989).

Fink (1988) and other researchers have observed that people with dissociative identity disorder and who experience child abuse deny and do not act upon their emotional experiences. They are unable to understand and manage emotions. It has been observed that in people with this disorder when there is a personality switch, they will only have one emotion i.e. anger, depression or fear. A shift in emotional experience will cause a personality switch (Fink, 1988; Putnam, 1989).

DID diagnosis criteria are specified in DSM-5. The existence of multiple and separate identity states, repeated memory lapses, and severe distress or malfunctioning in day-to-day functioning are some examples of these criteria. Dissociative identity disorder also referred to as multiple personality disorder, is a condition in which the personality of a person is split into two or more separate personalities (Rehan et al., 2018).

Pakistani Drama Serial 'Ishq Zahe Naseeb'

Ishq Zah e Naseeb is a Pakistani Drama serial released on 21st June 2019. The genre of the drama is mystery, romance and psychological thriller. It was written by Hashim Nadeem and directed by Farooq Rind. Momina Duraid and Moomal Shunaid are the producers of the drama. MD Productions and Moomal Entertainment are the production companies. The music composer was Naveed Nashad and the lyrics were composed by Hashim Nadeem. The original network of the drama is HUM TV. Total number of episodes are 30. The last episode was aired on 17 January 2020. The main focus of the drama is on multiple personality disorders. The leading role players Zahid Ahmed and Yumna Zaidi were noted for their performances, especially Zahid Ahmed's performance as Sameer/Sameera. Total number of episodes are 30. The last episode was aired on 17 January 2020. The main focus of this drama serial is on multiple personality disorders.

At the 19th Lux Style Awards, the series received six nominations with a winning award for the best actor; Zahid Ahmed. The character of Sameera played by Zahid Ahmed was inspired by Moin Akhter's role in Pakistani Drama series Rozi.

Literature Review

In an attempt to characterize the disorder correctly, clinicians collected 100 recent cases with the help of a 386-item questionnaire for the treatment of multiple personality disorder patients. This study shows that the clinical feature of dissociative identity disorder is associated with a core of dissociative and depressive symptoms and a childhood history of significant trauma; mainly child abuse (Putnam et al., 1986).

Ross and Norton analyzed 236 cases of dissociative identity disorder. The results indicated that 79.2% of sexual abuse and 79.4% of physical abuse were experienced by patients with disorders as a child. For an average of 6.7 years, all of them have been in medical health care. They had not been diagnosed with the disorder at that time and when they first came, they had an average of 15.7 alter personalities. The common personalities were 86% of child-like personality, 84.5% of personality of different age groups, 84% of protector personality, and 84% of persecutor personality. Patients with dissociative identity disorder had high rates of committing suicide i.e. 72% and 2.1% of them were successful in committing suicide. There is a possibility these patients can develop four or more non-dissociative psychiatric diagnoses like anxiety, depression etc. and a detailed history of psychiatric contact (Coons et al., 1988; Ross et al., 1990; Ross et al., 1989; Schultz et al., 1989).

One of the major characteristics of dissociative identity disorder is switching between different personality states. This switching process involves rolling of eyes, absent gaze, heart and breathing rates will be changed, change in posture, tone and expression (Cudzik et al., 2019). Each person will experience different transitions as compared to one

another. Cudzik and his colleague studied a case of a middle-aged woman who had dissociative identity disorder, she was able to switch between two personalities intentionally. They were all able to study the switching process and how her ability to voluntarily switch can be repeated in fMRI. The researchers were interested in bilateral activation in the nucleus accumbens and the relationship of activation in accumbens to rewards. In this disorder, a person will be able to escape from fear and pain (Savoy et al., 2012, pp. 112-119). They assumed that this woman and any other person with this disorder would switch personality to protect themselves from physical assault.

In line with previous literature, A person experiences disconnection from his memory, ideas and identity (Gillig,2009). There is a negative impact on a person's thought pattern. It is usually difficult for people with DID to recall their history and the things they are doing. Variables like trauma, emotional abuse, and physical disturbances can also be the cause of DID (Richard et al., 2005).

Dissociative identity disorder (DID) can be identified by two signs; 1 disturbance in memory, and 2 disturbances in identity. It is a complex, long-lasting disorder and develops after experiencing a trauma i.e. post-traumatic pathology (Kluft, 1987a; Loewenstein, 1991; Nehemiah, 1980). One of the major causes of DID is the occurrence of traumatic childhood events (Putnam et al., 1986; Spiegel, 1984, 1991). The early occurrence of the disorder can usually be tracked back (Fagan et al.,1984; Kluft, 1984a, 1985a; Hornstein et al., 1992; Coons, 1994).

Post-Traumatic Theory and DID

Dissociative identity disorder is linked with trauma theory (Grilo, 2005) also known as post-traumatic theory (Gleaves, 1996), due to certain factors like detachment, inability to manage emotions and psychological/sexual/physical abuse during early childhood (McDonagh, 2005; Friedl et al., 2000; Forrest, 2001; Boysen et al., 2003). These factors can be the reasons for developing dissociative identity disorder. According to this theory, a defensive mechanism i.e. dissociation is used by people with disorders to deal with neglect, abuse and cope with stress.

A study was conducted by (McDonagh et al., 2005). It concluded nearly 90% of people with dissociative identity disorder are those who have experienced neglect and abuse in their childhood. Parental neglect leads to the inability of the child to process and understand what they experience in their life (APA, 2000). It will further shape their personality. Each individual has a different way of processing and understanding experiences as compared to others so he will have a distinct personality (Forrest, 2001).

A person will create multiple states of self as a result of dissociation, each state will have its memories and attributes. Trauma, dissociative processes, and psychological and social factors influence the understanding of oneself (Dorahy et al., 2014). Dissociative identity disorder will be developed.

Different studies conclude that people deal with at least one traumatic experience in their lives. 20% of them will develop post-traumatic stress disorder (Forrest, 2001). Experiencing extreme violence, rape and sexual abuse are examples of trauma that is linked with post-traumatic stress disorder (McDonagh, 2005). The majority of people will be able to deal with and manage these experiences, and very few people will fail to recover. Genetic and environmental factors are linked with this disorder (Forrest, 2001).

Childhood trauma is one of the reasons behind dissociative identity disorder. It is the driving factor (Dorahy et al., 2014).

Non-trauma theory and DID

According to non-trauma theory, iatrogenic, socio-cognitive and fantasy factors are associated with the disorder (Dalenberg et al., 2012; Spanos, 1996).

Socio-cognitive theory (Spanos, 1996) states that social and cultural factors are associated with the disorder. If the disorder is depicted in movies and books leads to false cases of dissociative identity disorder (Ross et al., 2010). A study concluded that increased depiction of the disorder in the American and European press is linked with the fictitious cases of dissociative identity disorder (Merskey, 1992).

The main focus of iatrogenic theory is on how psychotherapy plays a role in identifying symptoms while examining DID (Dalenberg et al., 2012). The relationship between the psychotherapist and the client can lead him to show unintentionally different personality states to please and convince the psychotherapist. People who are more vulnerable to being affected by psychological factors tend they make up childhood neglect and abuse (Zittel et al., 2005). Susceptibility and fantasy are the leading factors in the development of different personalities in an individual (Merskey, 1992).

Psychoanalytic Theory and DID

According to the psychoanalytic model, defence mechanisms like splitting and dissociation (Cudzik et al., 2019), drawn from Freud's 'Studies on Hysteria' are the causes of developing alters in dissociative identity disorder. In dissociation, specific thoughts and memories get separated from a person's rest of the personality (Cudzik et al., 2019). A person cannot differentiate between reality and fantasy. He will be unable to differentiate between alters i.e. which personality is his real personality.

Research Design

As this is a sensitive domain and generally, we know people have less awareness about mental health disorders, that is why the qualitative method is used. It seemed better as compared to the quantitative method. In-depth data can be achieved. Participants were divided into three categories i.e. undergraduate, graduated and working (males and females). The data was collected through semi-structured interviews. We will use the post-traumatic theory of dissociative identity disorder. Dissociative identity disorder is linked with trauma theory (Grilo, 2005), due to certain factors like detachment, inability to manage emotions and psychological/sexual/physical abuse during early childhood (McDonagh, 2005; Friedl et al., 2000; Forrest, 2001; Boysen et al., 2003). These factors can be the reasons for developing dissociative identity disorder.

Procedure

The participants of this study include undergraduate, graduated and working males and females. A purposive sampling method is used. In the process of data collection, 15 males and 15 females were included in the sample collection. Participants were divided into three categories; undergraduate, graduate and working. In each category, 5 male and 5 female participants were included. This method is a better option when there is enough background information on the research topic. People who have watched the drama were included in the sample so the purposive sampling technique is best to use here. 'For many audiences, random sampling, even of small samples, will substantially increase the credibility of the results' (Patton, 2002).

Interview questions were made according to the research question and objectives. Through personal contacts and online methods, people were contacted for the interview. Each interview lasted for 45 minutes.

Ethics

Interviews were recorded with the participant's consent. Every aspect of the interview was noticed and rapport was built initially.

Analysis

The interviews were recorded. We transcribed the interviews by ourselves. Thematic analysis was used for this qualitative study. Firstly, eight themes were extracted from the data collected through semi-structured interviews. The first theme was unveiling the unknown. The second theme was initial impression. The third theme was dramatic depiction. The fourth theme is interpersonal dynamics. The fifth theme was behavioural depiction, sixth theme was stigmatization. The seventh theme was character crafting and the eighth theme was cultural barriers. Then codes were given to each theme, and frequency was calculated for participants in each category. There were 10 participants (5 females and 5 males) in each category i.e. undergraduate, graduated and working participants.

Results and Discussion

Table 1 (a)
Thematic Analysis (Undergraduate Male Participants)

Category			
Undergraduate males			
Themes	Codes	Frequency	Verbatim
Unveiling the unknown	Dual personalities, different personalities, split personality	4 (40%) participants stated that there are different personalities shown in drama by the person with the disorder.	'What I understood about the disorder was that at one moment a person would be acting normally and at another moment he would be acting like a different person'
			'I had a better understanding of the disorder that there would be different personalities of a person when there is a personality switch, he would not remember how he behaved in his previous personality, all of his personalities would influence each other'
			'That this is a psychological issue in which one person holds 2 different personalities'
	Positive impact on perception	1 (10%) participant states that there is a positive change in their perception due to the drama.	'I perceived this disorder positively both before and after watching the drama. There was no major change of perception'
Initial impression	Odd, strange	2 (20%) participants stated that they had an odd impression of the drama.	'I found the drama very strange because of the character of Zahid Ahmed'

			'I found drama mysterious'
Dramatic depiction	Negative portrayal	1 (10%) participant states that disorder is portrayed negatively in the drama.	'In the starting, the disorder was portrayed negatively but, in the end, it was shown that Zahid Ahmed was a miserable man because of his disorder'
Interpersonal dynamics	Spousal support	2 (20%) participants stated that his wife supported him throughout his disorder.	'His mother took the disorder as a taboo, but his wife was the real support for him' 'His wife was very supportive and loving throughout his illness. It was nice to see her being so selflessly in love with her husband who despite his complexes & fears learnt that someone could love him like that'
behavioural depiction	Aggression, violence	2(20%) participants stated that the main character showed aggressive behaviour.	'He used to behave like a girl when he switched his personality but in his normal personality, he used to be strict every time' 'He used to get angry with his wife and once tried to kill her'
Stigmatization	Insane	2 (20%) participants stated that a person will be labelled as mad.	'I think people will start calling a person mad, who has a disorder' 'Yes, there is a stigma. People with the disorder will be called different names like a mad person, a person with no mind'
Character crafting	Support, care	5 (50%) participants stated that the main character should have been treated with care by his family.	'Support from his mother should have been given to Zahid Ahmed and his mother should also never hide his disorder from other people so that he would have been treated timely' 'His mother should have been supportive' 'He should have been given support from his mother' 'Other people should consider the character's feelings and struggle' 'He should be treated with empathy, respect, and understanding. Family and social support are crucial. Creating a safe and validating environment can contribute to the well-being of someone with dissociative identity disorder'
Cultural barriers	Fear of judgement	2 (20%) participants stated that there would be a fear of judgment.	'People start to judge and term them as insane and disconnect with them'

'People might hesitate to seek help due to fear of judgment or social stigma associated with mental health issues. Some individuals may turn to traditional healers or religious leaders before considering professional mental health services

Table 1 (b)
Thematic Analysis (Undergraduate Female Participants)

Category Undergraduate females			
Themes	Codes	Frequency	Verbatim
Unveiling the unknown	Dual personalities, different personalities, split personality	3 (30%) participants stated that there is a personality switch in dissociative identity disorder.	'A person experiences different challenges in his life that can make him adopt different personalities'
			'I only understood that there will be a sudden switch in personality'
			'I understood that mainly personality is switched and different behaviours will be shown in each personality'
Initial impression	Positive impact on perception	2 (20%) participants stated that their perception changed positively.	'I think having a disorder is like having a physical disease. But of course, a psychological disorder needs to be treated with extra care
			'Before watching the drama, I used to think both physical and psychological health are important. After watching the drama, I think the same but there is one thing I learned from the drama, it is important to cooperate with the person who is dealing with a disorder
			'I found it odd and wondered "Does this exist?" 'I found the drama odd'
Dramatic depiction	Negative portrayal	4 (40%) participants stated that there was a negative portrayal of the disorder in drama.	'Most of the time it was a negative character' 'Basically, he was shown negatively. He should not have been portrayed this much negatively. If he had a disorder then people around him should have thought about the fact that there must be any trauma

			that developed this disorder in him'
			'Negatively'
			'Mostly it was negatively portrayed'
Interpersonal dynamics	Spousal support	2 (20%) participants stated that only the wife of the main character supported him.	'Mother had a negative behaviour; she did not care initially. Wife paid attention and was willing to help him' 'His mother did not show much care towards him the way he should have been treated from the beginning of the illness. But his wife was more concerned about his condition since day one
behavioural depiction	Aggression, violence	5 (50%) participants stated that the main character showed aggressive behaviour.	'As long as I remember, Zahid Ahmed had an aggressive attitude and his switched personality had more control over him which made him act in whatever way he wanted even to commit a murder' 'He showed both negative and positive behaviour but I do not remember exactly' 'He would act aggressively' 'Both positive and negative. But mostly negative, he used to be aggressive' 'He used to get angry over smaller things'
Stigmatization	Insane	2 (20%) participants stated that people with DID are labelled as insane.	'People think that a person with any disorder is insane' 'Yes, people will start calling insane'
Character crafting	Support, care	4 (40%) participants stated that their family should have given them support.	'He should have been dealt with more care and acceptance from his mother' 'His mother should have shown care towards him since his childhood' 'Zahid Ahmed should have been treated with care by his mother' 'He should have been given support and care'
Cultural barriers	Fear of judgement	2 (20%) participants stated that people have a fear of judgement while seeking professional help.	'A person who is seeking help, his family will hide it from society. For them, it is a shame and only insane people go for help' 'First of all, women are not allowed to seek help because of the statement "Loug kya kahie gei?". Another issue is people will say there is no use of psychological help just get them married off then everything will be all good'

Theme I: unveiling the unknown

70% of the undergraduate participants stated that there is a personality switch shown by the character in the drama. Perception of 30% participants was influenced after watching the drama i.e. there was a positive change in perception.

These statements reflect that the drama serial 'Ishq Zahe Naseeb' played a role in spreading awareness. People consider having psychological disorders the same as having any physical illness.

Theme II: initial impression

40% of the undergraduate participants stated that they had an odd impression of the drama when they watched it for the first time.

It reflects that sometimes a drama depicting mental health issues is considered strange and people would watch drama only for entertainment purposes.

Theme III: dramatic depiction

50% of the undergraduate participants stated that there was a negative portrayal of the disorder in the drama.

It highlights that in our society and media culture, mental health disorders are portrayed negatively, a person having a disorder will be shown someone from whom distance should be kept.

Theme IV: interpersonal dynamics

40% of the undergraduate participants stated that in the drama, only the main character's wife supported and took care of him.

This statement highlights the importance of spousal support when a person is going through a difficult time as shown in the drama. It will lead towards a speedy recovery of a person.

Theme V: behavioural depiction

70% of the undergraduate participants stated that the main character in the drama depicted violent behaviour towards the people around him.

It is clear from the statement that the media shows the negative behaviour of a person who has mental health issues. From this depiction, people will develop wrong ideas about psychological disorders.

Theme VI: stigmatization

40% of the undergraduate participants stated that the stigma associated with any mental health issue is insane.

This statement highlights the influence of stigmatization, how these stigmas will develop negative perceptions about the disorders, people will try to distance themselves from those who have psychological disorders.

Theme VII: Character crafting

90% of the undergraduate participants stated that the main character in the drama should have been treated with support and care from his family.

It shows that family support is the most important thing that will help a person to recover and face the world.

Theme VIII: cultural barriers

40% of the undergraduate participants responded that fear of judgement is one of the cultural challenges a person will face while seeking professional help.

This statement highlights that society has an indirect link with a person's not going to therapy. The major barrier that keeps him from taking therapy is his fear.

Table 2 (a)
Thematic Analysis of Graduated Male Participants

Category			
graduated males			
Themes	Codes	Frequency	Verbatim
Unveiling the unknown	Dual personalities, different personalities, split personality	3 (30%) participants stated that there is a personality switch in dissociative identity disorder.	'I understood that such a person has more than one kind of personality and it impacts almost every relation around them' "I learned about this disorder from the drama, where a character exhibits different personalities during the day and acts differently when the night falls 'I understood that a person having this disorder can have multiple personalities making him confused about his true self'
	Positive impact on perception	4 (40%) participants stated that there is a positive change in perception.	'That these things shouldn't be taken for granted and should be treated' 'It enhanced empathy and awareness, challenging preconceived notions' 'I am now fully aware of its symptoms and if I spot someone with this type of disorder, I can immediately refer them to medical help and help them understand the problem' 'When I first watched the drama, I was unable to understand what was shown exactly. Once I finished watching some episodes then I understood certain aspects of the disorder and how should we deal with people with the disorder. We should never show a negative attitude towards them'
Initial impression	Odd, strange	2 (20%) participants stated that they had an odd impression of the drama.	'odd'

			'It was strange. But after that, the story of the drama always kept me on my toes'
Dramatic depiction	Negative portrayal	1 (10%) participant states that disorder is portrayed negatively in the drama.	'In the drama, Zahid Ahmed was portrayed negatively'
Interpersonal dynamics	Spousal support	2 (20%) participants stated that his wife supported him throughout his disorder.	'The attitude varied; the mother struggled to accept, while the wife displayed empathy and support' 'Mainly, his mother and wife used to interact with Zahid Ahmed. His mother used to get afraid of him when he had a normal personality. His wife used to get afraid of him initially but with time she understood the disorder and tried to be sympathetic and supportive towards him'
Behavioural depiction	Aggression, violence	1(10%) participant states that the main character showed violent behaviour.	'Zahid Ahmed used to act rudely and aggressively towards his mother and wife. He never had a real conversation with them'
Stigmatization	Insane	1 (10%) participant states that people will be labelled as insane.	'In our Pakistani society, with every disorder, a stigma is associated. People will be labelled with words like insane and mentally ill'
Character crafting	Support, care	4 (40%) participants stated that support should be given.	'He should have been treated with empathy, understanding, and support, acknowledging the challenges' 'Family support should have been given to the main character with the disorder' 'He could have been treated with kindness and with proper care and medical assistance he would have recovered easily'
Cultural barriers	Fear of judgement	1 (10%) participant states that there will be a fear of judgement.	'His mother should be supportive towards him' 'If anyone tries to seek professional help, first of all, his family will act as a barrier they think that it is a shame. Then comes his relatives, friends and society who will start to stigmatize the person with words like insane'

Table 2 (b)
Thematic Analysis of Graduated Female Participants

Category				
Graduated females				
Themes	Codes		Frequency	Verbatim
Unveiling the unknown	Dual different personalities, split personality	personalities, personalities,	No participant states there is a personality switch.	
	Positive perception	impact on	4 (40%) participants stated that their perception changed i.e. there is a reason behind any disorder.	'There was a change in perception that trauma in any stage of life can lead towards a psychological disorder, so, we should

			never deal with people with disorders harshly.
			'Before watching the drama, I had only read about the disorder in a novel. Because of this, there was a change in my point of view when I practically viewed the behaviour of Zahid Ahmed. I got to know one should never judge a book by its cover, meaning that if someone is acting in a certain way, we should try to find out the reason behind it and never pass on a negative judgment'
			'My point of view did not affect much. I only started to think of the reason behind his disorder'
			'I tried to pay more attention to the reason behind the disorder'
Initial impression	Odd, strange	1 (10%) participant states that they found drama strange	'I found the drama strange'
Dramatic depiction	Negative portrayal	4 (40%) participants stated that the disorder was negatively portrayed.	'Negatively portrayed but I did not take it negatively because I thought there must be trauma or a reason behind his behaviour'
			'The disorder was portrayed negatively that people around a person with the disorder would also be affected due to his behaviour'
			'Negative portrayal of the disorder when Zahid Ahmed murdered his fiancé out of anger and jealousy. This incident happened when his personality was switched'
			'Negatively; when Zahid Ahmed murdered his fiancé. It showed that a person with dissociative identity disorder can even commit a crime if he is not in his senses'
Interpersonal dynamics	Spousal support	5 (50%) participants stated that there was spousal support	'Zahid Ahmed's wife was supportive and helpful. But his mother did not care much, although Zahid Ahmed sometimes showed good behaviour by assigning maids for her mother to help her out and taking good care of her' 'His mother had a negative attitude but his wife had a good attitude towards him. Only because of his wife, Zahid Ahmed got better in the end' 'Mother had no good attitude towards him. On the other hand, his wife

			<p>tried his best to get him out of his condition</p> <p>'Wife showed care for him. His mother did not take good care of him since his childhood, even though she was fully aware of the main reason behind his disorder'</p> <p>'His wife had a caring attitude. His mother never cared about him she was only afraid of his anger. Due to this, she always tried to hide it from other people, which was wrong'</p>
behavioural depiction	Aggression, violence	4(40%) participants stated that the main character showed used to get angry.	<p>'Zahid Ahmed's wife was supportive and helpful. But his mother did not care much, although Zahid Ahmed sometimes showed good behaviour by assigning maids for her mother to help her out and taking good care of her</p> <p>'His mother had a negative attitude but his wife had a good attitude towards him. Only because of his wife, Zahid Ahmed got better in the end</p> <p>'Mother had no good attitude towards him. On the other hand, his wife tried his best to get him out of his condition</p> <p>'Wife showed care for him. His mother did not take good care of him since his childhood, even though she was fully aware of the main reason behind his disorder'</p> <p>'His wife had a caring attitude. His mother never cared about him she was only afraid of his anger. Due to this, she always tried to hide it from other people, which was wrong'</p>
Stigmatization	Insane	2 (20%) participants stated that a person will be labelled as mad.	<p>Yes, mostly they are called insane'</p> <p>'Mostly in rural areas, stigmatization is normal. Disorders are associated with black magic and then the person is called insane'</p>
• Character crafting	Support, care	4 (40%) participants stated that support is important	<p>'His mother should have asked him nicely to spend time with her and take care of her all by himself'</p> <p>'Only mother needed to be good and to take care of him'</p> <p>'Mother should have treated him good'</p> <p>'Step-mother should have been good with him'</p>

Cultural barriers	Fear of judgement	2 (20%) participants stated that there would be a fear of judgment.	'For family, it will be a shame if he goes for therapy'
			'People will ask why he wants to go to therapy, he should deal with all problems by himself, what will society say?'

Theme I: unveiling the unknown

30% of the graduated participants stated that there is a personality switch shown by the character in the drama. 80% of the participants' perceptions changed after watching this drama

These statements show that the drama serial 'Ishq Zahe Naseeb' played a role in spreading awareness.

Theme II: initial impression

30% of the graduated participants stated that they had an odd impression of the drama when they watched it for the first time.

It reflects that people would watch drama only for entertainment purposes.

Theme III: dramatic depiction

50% of the graduated participants stated that there was a negative portrayal of the disorder in the drama.

It highlights that in our society and media culture, mental health disorders are portrayed negatively, a person having a disorder will be shown someone from whom distance should be kept.

Theme IV: interpersonal dynamics

70% of the graduated participants stated that in the drama, only the main character's wife supported and took care of him. (see Appendices A, B and C)

This statement highlights the importance of spousal support when a person is going through a difficult time as shown in the drama.

Theme V: behavioural depiction

50% of the graduated participants stated that the main character in the drama depicted violent behaviour towards the people around him. (see Appendices A, B and C)

It is clear from the statement that the media shows the negative behaviour of a person who has mental health issues. From this depiction, people will develop wrong perceptions about psychological disorders.

Theme VI: stigmatization

30% of the graduated participants stated that the stigma associated with any mental health issue is insane.

This statement highlights the influence of stigmatization, how these stigmas will develop negative perceptions about the disorders, people will try to distance themselves from those who have psychological disorders.

Theme VII: Character crafting stated that the main character in the drama should have been treated with support and care from his family.

It shows that family support is the most important thing that will help a person to recover and face the world.

Theme VIII: cultural barriers

30% of the graduated participants responded that fear of judgment is one of the cultural challenges a person will face while seeking professional help.

This statement highlights that society has an indirect link with a person's not going to therapy. The major barrier that keeps him from taking therapy is his fear.

Table 3 (a)
Thematic Analysis (Working Male Participants)

Category			
working males			
Themes	Codes	Frequency	Verbatim
Unveiling the unknown	Dual personalities, different personalities, split personality	3 (30%) participants stated that there would be a personality switch.	<p>'Obviously after watching this drama, I came across some of the reality of this disorder as shown in the main character he changes into a female character at night means the person split into multiple personalities. After that, I discussed it with my family and researched this disorder</p> <p>'Before viewing the play, I was aware of this disorder, but it became clearer to me that it dealt with dual personalities and how a person switches them'</p> <p>'I had little understanding about the disorder but after watching the drama I gained a better understanding about how a person will behave and change his personality in a split second'</p>
	Positive impact on perception	3 (30%) participants stated that their perception changed i.e. there is a reason behind any disorder.	<p>'I did not have much knowledge about the disorder. But after watching all of the episodes, I gained a lot of knowledge and I have prepared myself how to deal with such a person if I ever came across someone with dissociative identity disorder</p> <p>'I did not fully understand the challenges the main character faced in the drama initially. But now after watching this drama, I have respect and appreciation for those who face challenges and barriers in society due to the disorder'</p>

			'I have always been sympathetic with mental disorders. So, yes, if I ever come across a person with dissociative identity disorder. I would persuade them to get treatment and get better for their sake and their family's sake
Initial impression	Odd, strange	None of the participants found the drama strange initially	
Dramatic Depiction	Negative portrayal	No participant agreed to this code	
Interpersonal dynamics	Spousal support	2 (20%) participants stated that they had only spousal support	'The main character's mother initially struggled to understand and accept his condition, but eventually, she became more supportive and loving. His wife, on the other hand, showed immense understanding, and compassion, and stood by him through thick and thin' 'The wife was very supportive. She was confused at the start because she was not informed before her marriage. I do not exactly remember his mother's attitude'
behavioural depiction	Aggression, violence	1 (10%) participant states that the main character showed used to get angry.	The character with the disorder behaved rudely to everyone else'
Stigmatization	Insane	1 (10%) participant states that labels like mad, and insane are given.	'Although awareness has grown, society still attaches labels with them as crazy, incompetent, and mad'
Character crafting	Support, care	3 (30%) participants stated that care and support are needed by the character	'The character should be treated with empathy, understanding, and support' 'The main character with the disorder should have been treated like a member of society and not isolated. He should have been encouraged to take treatment on time and his mother needed to be empathetic' 'Zahid Ahmed's family should have treated him with care and responsibility'
Cultural barriers	Fear of judgement	2 (20%) participants stated that there would be a fear of judgment.	'They will face judgement from family, friends and other people in the society' 'What would people say" is the biggest challenge. And then the fear of "no marriage proposals would come and he/she won't get married" but I guess in the end people face the fact that their family is indeed suffering and take them for treatment'

Table 3 (b)
Thematic Analysis (Working Female Participants)

Category			
working females			
Themes	Codes	Frequency	Verbatim
Unveiling the unknown	Dual personalities, different personalities, split personality	1 (10%) participant states that there will be a personality switch.	'After watching the drama, I discussed it with my family and friends. I came to know that this disorder exists in reality. The main lead had experienced a childhood trauma due to which he used to switch his personality
	Positive impact on perception	4 (40%) participants stated that their perception changed.	'In the starting, I did not understand it. It seemed like a scary character. But now I do not think like that. I try to be sympathetic because I have learned that childhood abuse can lead to dissociative identity disorder in any person 'Now, my point of view is that we cannot say that a person is acting out if he has a disorder. When I first watched the drama, I found the character odd and thought how is this possible someone can change his personality? A person would do so just for his pleasure. But now, I do not think this way 'My perception is we need to be sympathetic towards such people. They cannot be neglected' 'As I mentioned earlier, we cannot take this whole situation shallow'
Initial impression	Odd, strange	1 (10%) participant stated that she found the drama odd.	'It seemed an odd drama'
Dramatic Depiction	Negative Portrayal	5 (50%) participants stated that disorder is shown negatively in the drama.	'Negatively'
			'It was shown negatively'
			'Negatively'
			'Negatively'
Interpersonal dynamics	Spousal support	3 (30%) participants stated that the main character only had spousal support	'Everyone was afraid of him, especially his mother. His wife was supportive'
			'Mother was not good with him but his wife had a positive attitude
			'Mother showed negative and wife showed a positive attitude towards him'
behavioural depiction	Aggression, violence	4 (40%) participants stated that they showed negative behaviour	'He used to act violent, aggressive and weird' 'He had aggressive behaviour and would not care about anyone'

			'Aggressive behaviour was at its peak'
			'Aggressive behaviour was mostly exhibited by him'
Stigmatization	Insane	4 (40%) participants stated that a label like insane is associated.	'Insane is associated' 'Mentally ill and insane are the labels' 'Most common stigma is calling someone insane' 'Stigma like insane is associated most of the time'
Character crafting	Support, care	4 (40%) participants stated that he should have been treated with support.	'During his childhood, his step-mother should have given him affection and care' 'Care, support, affection and understanding from his mother' 'Stepmother's care was extremely important for him' 'The way his wife treated her with support and care. That is how he should be treated'
Cultural barriers	Fear of judgement	1 (10%) participant states that people will fear because of judgement from others.	'Family members will try to hide it from relatives. They will get afraid of the judgment'

Theme I: unveiling the unknown

40% of the working participants stated that there are different personalities depicted by the character of Zahid Ahmed. There is a positive change of perception in 70% of the participants.

These statements reflect that the drama serial 'Ishq Zahe Naseeb' played a role in spreading awareness. People consider having psychological disorders the same as having any physical illness.

Theme II: initial impression

10% of the working participants stated that they had an odd impression of the drama when they watched it for the first time.

It reflects that sometimes a drama depicting mental health issues is considered strange and people would watch drama only for entertainment purposes.

Theme III: dramatic depiction

50% of the working participants stated that there was a negative portrayal of the disorder in the drama.

It highlights that in our society and media culture, mental health disorders are portrayed negatively, a person having a disorder will be shown someone from whom distance should be kept.

Theme IV: interpersonal dynamics

50% of the working participants stated that in the drama, only the main character's wife supported and took care of him.

This statement highlights the importance of spousal support when a person is going through a difficult time as shown in the drama. It will lead towards a speedy recovery of a person.

Theme V: behavioural depiction

50% of the participants stated that the main character in the drama depicted violent behaviour towards the people around him.

It is clear from the statement that the media shows the negative behaviour of a person who has mental health issues. From this depiction, people will develop wrong ideas about psychological disorders.

Theme VI: stigmatization

50% of the working participants stated that the stigma associated with any mental health issue is insane.

This statement highlights the influence of stigmatization, how these stigmas will develop negative perceptions about the disorders, people will try to distance themselves from those who have psychological disorders.

Theme VII: Character crafting

70% of the working participants stated that the main character in the drama should have been treated with support and care from his family.

It shows that family support is the most important thing that will help a person to recover and face the world.

Theme VIII: cultural barriers

30% of the working participants responded that fear of judgment is one of the cultural challenges a person will face while seeking professional help.

This statement highlights that society has an indirect link with a person's not going to therapy. The major barrier that keeps him from taking therapy is his fear.

Discussion

This study aimed to explore awareness of dissociative identity disorder (DID) through the Pakistani drama serial 'Ishq Zahe Naseeb' and the depiction of disorder in the drama. Moreover, the study confirms the theoretical framework 'post-traumatic theory of dissociative identity disorder' that due to certain factors like detachment, inability to manage emotions and psychological/sexual/physical abuse during early childhood dissociative identity disorder is linked with post-traumatic (McDonagh, 2005; Friedl et al., 2000; Forrest, 2001; Boysen et al., 2003). Parental neglect leads to the inability of the child to process and understand what they experience in their life (APA, 2000). In the drama, it was shown the leading role 'Sameer' experienced parental neglect and psychological abuse in childhood. His step-mother used to order the house help to lock him up in the basement then the house help used to tell him 'He has to become violent and cruel like animals.' At first, he got afraid of the whole situation but with time he was sensitized of what the maid told him. She also used to dress him up like a girl and apply lipstick on him. He started to

idealize the house help. His parents were not aware of everything. With time, symptoms of disorder developed in him as he grew up, his alter personality was the same as the personality of the house help; he started to dress up like she used to do. She was not alive at the time when the main character developed the disorder but she dominated his thoughts. It was psychological abuse and parental neglect that led to the development of dissociative identity disorder.

Each individual has a different way of processing and understanding experiences as compared to others so he will have a distinct personality (Forrest, 2001). Dissociation will lead a person to create multiple states of self, each state will have its memories and attributes. Childhood trauma is the driving factor (Dorahy et al., 2014). The ability to dissociate is the key feature of dissociative identity disorder. Most of the undergraduate participants responded there are two personalities shown in the drama. They all observed this feature while watching the dramas as they were not aware of this disorder before. The personality of the main character who had the disorder, switched into a female personality in the evening. He used to dissociate to cope with worries. He would not remember how he behaved in the switched personality.

Conclusion

The results conclude that most of the undergraduate participants responded there are two personalities shown in the drama. This was what all of them observed while watching the drama. They were not aware of this disorder before. As depicted in the drama, the personality of the main character who had the disorder, switched into a female personality in the evening. 'Traumatic theory of dissociative identity disorder' aligns with the study. As mentioned in this theoretical framework, dissociation will lead a person to create multiple states of self, each state will have its memories and attributes. The main character also used to dissociate to cope with worries. He would not remember how he behaved and what he did in the switched personality.

According to the traumatic model of dissociative identity disorder, childhood neglect and abuse will lead a person to develop the disorder. Abuse could be sexual, physical or psychological. And in later years he will dissociate to cope with worries and stress. In the drama, it was shown Zahid Ahmed who played the leading role of 'Of Sameer' experienced parental neglect and psychological abuse in childhood that led to the development of dissociative identity disorder in the main character of the drama.

Recommendations

The study found that the drama did spread awareness about dissociative identity disorder. Dramas and movies portraying mental health disorders must be produced where they can show how a person with any psychological disorder behaves and how he should be treated. Usually, there is a negative portrayal in the dramas and it develops a negative perception i.e. to distance oneself from those with psychological disorders. Dramas spreading awareness must be broadcast and watched by the majority of the people.

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