

MOST POPULAR POSTS ABOUT SUICIDE IN BLOGS

Postagens mais populares sobre suicídio em blogs

KELLY GRAZIANI GIACCHERO VEDANA | Enfermeira, Professora doutora do Departamento de Enfermagem Psiquiátrica da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP [kellygiacchero@erp.usp.br]

GABRIELA DI DONATO | Estudante de Enfermagem da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

ANDREZA FONSECA DA SILVA | Estudante de Enfermagem da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

CAMILA CORRÊA MATIAS PEREIRA | Enfermeira. Aluna de doutorado da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

ADRIANA INOCENTI MIASSO | Enfermeira, Professora doutora do Departamento de Enfermagem Psiquiátrica da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

ANA CAROLINA GUIDORIZZI ZANETTI | Enfermeira, Professora doutora do Departamento de Enfermagem Psiquiátrica da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

TATIANA LONGO BORGES | Enfermeira, Professora doutora da Escola de Enfermagem de Ribeirão Preto, Universidade de São Paulo - USP

This study reviewed suicide-related posts in blogs with Portuguese languages. Qualitative study conducted on Tumblr platform by searching the word “suicide”, the first 250 posts in Portuguese ranked as “most popular” were selected and submitted to Thematic Analysis. “Suffering and dissatisfaction with life” was the main theme. The painful relationships and suffering reinforced each other and both increased the expectation that death could be beneficial and eliminate problems and pain. The unsatisfactory relationships and social pressures of “being well” made it difficult to express suffering and seek help. Self-harm represented both delay and preparation for suicide. The “suicide prevention” was approached in the minority of the posts and it was related with criticisms, depreciation, and objection to suicide. Online and offline suicidal behavior prevention actions need to address the perspective on life and death, interpersonal relationships, self-mutilation, coping strategies, and solicitation / offer of help.

KEY WORDS: suicide; Suicide prevention; Internet.

Este estudo analisou os temas relacionados ao suicídio em postagens de blogs com língua portuguesa. Trata-se de um estudo qualitativo, realizado na plataforma Tumblr. Através da busca da palavra “suicídio”, foram selecionadas as 250 primeiras postagens de texto em língua portuguesa classificadas como “mais populares” e submetidas à Análise Temática. Após a análise, algumas categorias surgiram: “O sofrimento e a insatisfação com a vida” foi o principal tema abordado; Os relacionamentos dolorosos e o sofrimento reforçaram-se mutuamente e ambos intensificavam a expectativa de que a morte poderia ser benéfica e eliminar problemas e sofrimentos; os relacionamentos insatisfatórios e pressões sociais de “estar bem” dificultavam a expressão do sofrimento e busca por ajuda. A Automutilação representou a materialização da dor e apresentou relação ambígua com o suicídio. O tema “prevenção do suicídio” foi retratado na minoria das postagens e esteve relacionado principalmente à manifestação de críticas, depreciação, oposição ao suicídio e ao comportamento suicidário. As ações de prevenção do comportamento suicida online e off-line precisam abordar a perspectiva sobre a vida e morte, os relacionamentos interpessoais, a automutilação, as estratégias de enfrentamento e pedido/oferta de ajuda.

PALAVRAS- CHAVE: suicídio; Prevenção do Suicídio; Internet.

INTRODUCTION

Suicide is a global issue, especially among young people, as it is the second most common cause of death in the 15-29 age group. Suicide can be prevented (World Health Organization, 2014) and its prevention requires the identification of people at risk and the exploitation of new approaches with satisfactory cost-benefit ratio. Online social media is a promising means to achieve these goals, because they are highly widespread, useful for real-time communication they are present in the daily life and allow the assessment of suicidal risk and the study of the individuals' thoughts, feelings, beliefs, behaviors, and personality (Braithwaite, Giraud-Carrier, West, Barnes, & Hanson, 2016; Cheng Kwok, Zhu, Guan, & Yip, 2015; Daine et al., 2013; Li, Chau, Yip, & Wong, 2014; Mars et al., 2015). Also, the internet allows easy access to the suicide theme, does not require the exposure of personal identity (Niezen, 2013), is widely used for pro-suicidal (Mars et al., 2015) or preventive (Niezen, 2013) purposes and can have positive or negative effects on the psychological health of users, especially among the most vulnerable (Daine et al., 2013). It is important to note that many individuals who have attempted suicide used the media as a means of communication prior to the act (Niezen, 2013; Westerlund, Hadlaczký, & Wasserman, 2015).

Blogs are commonly used as a form of communication or virtual diary for expressing opinions, feelings, thoughts or experiences. They can reach a large audience and influence behaviors in others (Khan, Daud, & Malik, 2015). The literature on the subject reveals that people with higher risk of suicide are more likely to talk about the subject on blogs. Bloggers with suicide-related posts are younger, prefer to use blogs and online forums to express themselves, and have higher suicidal ideation, negative affection and a more vulnerable personality, when compared to bloggers without suicide-related posts (Cheng et al., 2015). Also, written reactions can help vulnerable Internet users, when they related to peer support and requests for help (Fu, Cheng, Wong, & Yip, 2013).

Studies focused on blog posts about suicide are scarce, in spite of the relevance of this type of virtual environment (Cheng et al., 2015; Fu et al., 2013). The study of suicidal behavior on blogs needs to consider sociocultural aspects, and no studies were found on blog posts about suicide in Portuguese. In addition, the planning of effective prevention and support strategies requires investigations on the way people who are vulnerable to suicide interact on blogs (Fu et al., 2013). Considering the relevance of the subject and the gaps in the scientific literature, this study sought to answer the following question: what are the suicide-related issues published in Portuguese on Blogs?

PURPOSE

The purpose of this work was to examine suicide-related issues in the most popular blog posts.

METHOD

STUDY TYPE

This is a cross-sectional study with a qualitative approach. The qualitative approach was used because it assumes a non-mathematical process of interpretation, which was adequate to achieve the objective of the study.

DATA COLLECTION SOURCE

The TUMBLR blog platform was chosen as a source for data collection, because it hosts a large amount of blogs (289 million, according to information available on the site). The platform was founded in February 2007, with headquarters in New York City, United States. The main page of the site states the purpose of the network “*We make it really, really simple for people to make a blog and put whatever they want on it*”. (Retrieved Apr 22, 2016, from: < <https://www.tumblr.com> >. Tumblr’s Privacy Policy does not control what users do on their blogs, it provides flexibility in the construction of the blogs and the option of anonymity on user account configuration.

POSTS SEARCH STRATEGY

The word “*Suicídio*”, which means suicide in Portuguese, was entered in the search link on the site main page. Then, the posts were sorted by the “most popular” tool, which classifies and sorts them in descending order of popularity, allowing selecting the first 250 posts ranked as the most popular that met the selection criteria of this study.

INCLUSION AND EXCLUSION CRITERIA

The first 250 “most popular” posts in Portuguese, of the “text” or “quote” type, identified by the search engine as matching the word “suicide”, were eligible for the study. Posts related to videos, links, audios, chats, images and in any language other than Portuguese were excluded.

DATA COLLECTION PROCEDURE

Posts that met the study selection criteria were saved, by capturing the screen, and identified by a number corresponding to the order in which they were found. Each post was transcribed into an editable document and the transcripts were submitted to a review process for the correction of possible errors.

DATA ANALYSIS

The inductive thematic analysis of the data proposed by Braun and Clarke (2006) was used in this study to identify latent themes or patterns and meanings contained in the data. The four initial steps (familiarization with the data, construction of initial codes, topic search, theme analysis) were performed by two researchers and then compared, verified and judged by two other researchers. Then, the four researchers proceeded with the final stages of the analysis (themes definition and naming report production) (Braun & Clarke, 2006). Finally, discussions were held to reach consensus among the researchers.

ETHICAL ASPECTS

The Tumblr posts are public and freely accessible data. Bloggers’ anonymity was kept by the study, which also complied with all recommendations concerning research involving human beings proposed by Brazilian legislations and by the Declaration of Helsinki.

RESULTS

The categories that represent the main themes approached in the posts included in this study are listed below.

SUFFERING AND DISSATISFACTION WITH LIFE

The main theme in the posts was “Suffering and dissatisfaction with life.” Suffering was present in feelings, perception on the individual’s own life story, reactions and coping ways related to different external stressors. This suffering was considered intense, unbearable, hard to be measured, understood or explained. It is important to note that the dissatisfaction with life was related to the perception that life and suffering are inseparable and that hopelessness regarding the possibility of getting help was noticeable (Box1).

BOX 1: SUMMARY OF THE “SUFFERING AND DISSATISFACTION WITH LIFE” CATEGORY

SUBCATEGORIES AND MAIN CODES	TESTIMONIAL EXAMPLES
<p>Feelings/reactions/interpretations: dissatisfaction with oneself and one’s own life, internal conflicts, pain, suffering, unhappiness, despondency, distress, fear, disturbance, vulnerability, imbalance, unhappiness, anxiety, despair, depression, despair, emptiness, lack of control, tiredness, exhaustion</p>	<p><i>[...] I feel disgusted with myself. (P44)</i> <i>I no longer recognize myself when I look at the mirror, it looks like all the love and joy have left me, along with the will to live and to wake up [...] it’s all a “whatever” and life is so boring. ’ (P174)</i></p>
<p>Dissatisfaction with life Indissociability of life and suffering, negative perspective of life, hopelessness Disbelief about the possibility of getting help</p>	<p><i>[...] it will always be like this [...] (P79)</i> <i>[...] I’m getting worse every day, more sad and fragile every day. (P19)</i> <i>[...] only nightmares come true. (P40)</i> <i>by my calculations, I’ll still suffer like hell. “ (P30)</i></p>
<p>Personal history: discrimination, frustrations, trauma, bullying, psychoactive substance abuse, mental disorders</p>	<p><i>my depression only gets worse [...] (205)</i></p>
<p>Coping: Difficulty in coping with difficult times Difficulty to move on, stiffness, difficulty in dealing with stressful situations</p>	<p><i>I think about giving up on everything...” (P130)</i> <i>What about when you no longer know how to handle situations? When pain is stronger than your desire to go on? When your only desire is to give it all up, and give in? [...] it’s hard, isn’t it? It’s agonizing, despairing [...] I wouldn’t wish on anyone what I’m going through, because I know how much it hurts. “ (P215)</i></p>
<p>Characteristics of the pain: severe, difficult to be measured, understood, explained and, ultimately, tolerated</p>	<p><i>The pain is strong and insists on increasing. (P80)</i> <i>[...] endless pain [...] (P44)</i></p>

EXPECTATIONS AND PERSPECTIVES ON DEATH

Death was related to positive attributes and a hopeful perspective, because it was considered a way to achieve several goals and benefits, and to get rid of problems and

suffering. Death appeared to be the appropriate state or destination for the person because it “solves” the conflict and incoherence of being alive while feeling dead or with no will to live (Box 2).

The motivations to wish and plan one’s own death were related to suffering and dissatisfaction with life reported in the previous category. Death was also romanticized and personified, in addition to the psychotic symptoms related to suicide (Box 2).

BOX 2: SUMMARY OF THE “EXPECTATIONS AND PERSPECTIVES ON DEATH” CATEGORY

SUBCATEGORIES AND MAIN CODES	TESTIMONIAL EXAMPLES
<p>Idealization of death: solution to problems, exit, rest, hope, act of courage, natural event, ticket to peace or quiet, dying can be a quick, painless process and it will bring benefits, eliminating the internal problems.</p>	<p>[...] <i>the only way out.</i> (P95) <i>The light at the end of the tunnel was a train coming towards me. And, how ironic, I was on track.</i> (P114) <i>I just want to die soon, end this pain that chokes me.</i> (P181) [...] <i>now I know I will have peace. Death is a passage to peace and quiet [...]</i> (P188).</p>
<p>Death wish/suicidal behavior: Suicidal thoughts, suicide ideation, suicidal plans, reflection on lethality of suicide methods. Lack of perspective on other options to manage one’s own suffering. Reasons for the lack of interest in life and motivations for death (described in the previous category) Life as an artificiality.</p>	<p>[...] <i>I don’t want to feel anymore, I don’t want to breathe anymore [...]</i> (P16) [...] <i>survives wishing for death [...]</i> <i>breathes waiting for the organs to fail. She dies when she opens her eyes. She screams in silence [...]</i> (P4) [...] <i>all I have is an endless list of reasons to leave.</i> (P131) <i>How are we going to live, if we are already dead?</i> (P135)</p>
<p>Death as the destination To be predestined to death Death as coherence to the current state (one doesn’t feel alive)</p>	<p><i>For a girl like me, death is the future.</i> (P81)</p>
<p>Personification and romanticizing around death (love, relationship with death; use of romantic and poetic language)</p>	<p><i>‘Death, what takes you so long to come for me?’</i> (P124) <i>Your mouth is a sharp blade, it cuts so deep. So kiss my wrists, my neck and give me eternal rest.</i> (P21) [...] <i>some people are born dead to life.</i> (P172) <i>A cup of poison for sad lips, a toast and death is welcome.</i> (P224)</p>
<p>Hallucinations: commanding voices related to death</p>	<p><i>The voices are right. I should really kill myself.</i> (P27)</p>

PAINFUL RELATIONSHIPS

Relationships were considered an important source of pain, suffering, unhappiness and were associated with negative consequences. Love, in its different manifestations, was perceived as pejorative, derogatory or pessimistic. According to the posts, to be accepted and fit into society, people need to look well and have no problems. These dissatisfactions and pressures generated several negative feelings, fear and self-protection reactions, “closure”, isolation or hiding of one’s own suffering. It is important to note that social interactions and suffering seemed to reinforce each other, because relationships cause suffering, which seemed to intensify the non-acceptance, feelings of rejection, inadequacy and social isolation (Box 3).

BOX 3: SUMMARY OF THE “PAINFUL RELATIONSHIPS” CATEGORY

SUBCATEGORIES AND MAIN CODES	TESTIMONIAL EXAMPLES
<p>Unsatisfactory relationships Conflicts, guilt, judgment, incomprehension, discrimination, “weight of words”, sadness, confusion Lack of reciprocity Emotional dependency, frailty and high expectations Loss, longing Abandonment, lack of affective ties and support</p>	<p><i>[...] you can leave, I figured this was going to happen [...] (P20)</i> <i>[...] I’m sorry for being such a disappointment. I promise to gather courage to leave and never disturb your life again. (P103)</i> <i>I feel very lonely. You know those movies in which someone dies and the spirit wanders around, talks to people, but they don’t see it or hear it? That’s exactly how I feel. As someone who wanders around [...] (P193)</i></p>
<p>Love and passion Pejorative, derogatory or pessimistic perception of love Consequences of love: suffering, disappointment and love deceptions</p>	<p><i>I love you and it hurts. (P39)</i> <i>How is your love life? Lovingly dead. (P15)</i> <i>In a world where feelings are not valued, it’s almost suicidal to fall in love. (P64)</i></p>
<p>Feelings/reactions related to interpersonal interactions Anger, insecurity, distrust, dissatisfaction Fear of being; self-protection Helplessness, isolation, loneliness, feeling of being forgotten and rejected, feeling of being alone in the world Difficulty to show their feelings for fear of others’ reactions (rejection, being ignored, criticized, judged and neglected) Invisibility, feeling of worthlessness, belief that other people won’t miss them.</p>	<p><i>You shout to the four winds that you need help [...] nobody listens and it only increases the desire to put an end to the agonizing pain. (P60)</i> <i>Nobody cares about the truth. (P49)</i> <i>no one would miss me [...] (P73)</i> <i>If only I could open up about my feelings with someone who understood me! (P220)</i> <i>Who would want to be with a girl full of scars and issues? (P6)</i></p>

Perspectives on society and social impositions

Social mismatch due to suffering
 “Pretending to be well”: perceived need to hide one’s own suffering, which is not socially accepted.
 Stifling social pressures.
 Belief that people want proximity only with those who have no issues

I’m smiling, but I’m dying. (P11)
I had to pretend that my “suicidal thoughts” had left me. (P9)
I’m totally tired of pretending that I’m fine and of fake smiles. (P16)
I am dying a little more every day, drowning in the words I don’t have the courage to say. (P191)
Do you think dying is just picking up a gun, putting it to your head and pulling the trigger? Sometimes we are the gun and society is the trigger. (P239)

SELF-HARM: THE MARKS OF PAIN

Self-harm was a recurring topic in the posts, although not always clear. Self-harm was expressed as a method of materialization of pain, in which mental pain was alleviated by physical pain. Self-harm allowed suicide to be prevented or postponed, but could also be a preparation, rehearsal or approach to suicide (Box 4).

BOX 4: SUMMARY OF THE “SELF-HARM: THE MARKS OF PAIN” CATEGORY

SUBCATEGORIES AND MAIN CODES	TESTIMONIAL EXAMPLES
<p>Relief of mental pain through physical pain Reaction to mental pain Struggles Need or “dependency” Gradual increase of self-harm episodes Temporary improvement after cutting Palliative resource</p>	<p><i>I remember my first cut, I was never the same after that day. (P34)</i> <i>The blades are all I have left. (P38)</i> <i>I keep fighting my demons and using the blades to defend myself. (P74)</i></p>
<p>Materialization of pain Allusions to self-harm: cut, blade, wrist, vein, artery, blood, mutilation, scar, blade, mutilation, injuries Self-harm methods and frequency Use of romantic and poetic language</p>	<p><i>It was me and the blade against the whole world. (P104)</i> <i>The memories hurt more than the blade. (P117)</i> <i>I made a scar, mocking my pain. (P12)</i></p>
<p>Rehearsal/alternative to suicide: alternative to avoid or delay suicide</p>	<p><i>My scars remind me that my past is real. (P102)</i> <i>my routine is to feel the blood dripping warm and bright, showing me that it’s going to be a long day. (P185)</i></p>

SUICIDE PREVENTION

The topic “Suicide Prevention” was shown in the minority of the posts, which had two types of focus. The first was related to the offer of support, fostering of positivity and appreciation of life and the desire to exert influence to modify harmful behaviors. The second aspect was the manifestation of criticism, depreciation and opposition to suicide and suicidal behavior (Box 5).

BOX 5: SUMMARY OF THE “SUICIDE PREVENTION” CATEGORY

SUBCATEGORIES AND MAIN CODES	TESTIMONIAL EXAMPLES
Positivity: hope, resilience, positive memories, spirituality (faith, consolation, salvation)	<i>Jesus has already taken your pain in his cross, because he didn't want you to suffer with them [...] Jesus wants to meet you and be your friend! (P160)</i>
Valuation of life: valuation and importance of life, positive outlook on life	<i>Never quit living [...] why do you want to inflict that pain on those who love you? [...] (P243)</i>
Support: strength, friendship, protection, support, social support, empathy, dissemination of information, interpersonal relations, alternatives and support strategies to deal with the pain and suffering	<i>[...] honestly discuss the topic [suicide], identify signs of suicide and offer help are the best ways to face the problem. (P195)</i>
Motivation: Mobilization and desire to influence and change behaviors	<i>Be strong! Don't give up! Fight! You can do it! [...] it's what they tell you every day but, if they could feel how you do, they would probably cry and have a different opinion about you. (P123)</i>
Confrontation: Criticism, depreciation and opposition to suicidal behavior, to suicide and death	<i>Along with the titles of “vagabond” and “useless”, you also hear a lot of: “what you lack is willpower!” [...] It's the same as knowing that a car is out of gas and still wanting it him to work. (P232) Suicidal individuals have empty souls, disturbed minds and frail hearts... (P188)</i>

DISCUSSION

This is a pioneer study that assessed the most popular suicide-related posts published in Portuguese on Blogs. “Suffering and dissatisfaction with life” was the main topic discussed. The painful relationships and suffering reinforced each other and both increased the expectation that death could be beneficial and eliminate problems and pain. Unsatisfactory relationships and social pressures related to “being well” made it difficult to express suffering and search for help outside of the virtual environment. Self-harm represented the materialization of pain and had ambiguous relationship with suicide (delay and avoidance or preparation rehearsal for suicide). The “suicide prevention” theme was shown in the minority of the posts and was expressed mainly

as manifestation of criticisms, depreciation, and objection to suicide and to suicidal behavior. Studies focused on posts about suicide on blogs are scarce and with goals and methodological design different from this study, which hinders comparisons (Cheng et al., 2015; Fu et al., 2013).

In this study, posts emphasized suffering, which was considered intense, unbearable, intrinsic to life, hard to be measured, understood or explained, and associated with hopelessness about the possibility of getting better. The unbearable emotional pain is one of the most important motivations for suicide (Ikunaga, Nath, & Skinner, 2010; Schwartz-lifshitz, Zalsman, Giner, & Oquendo, 2013) and appears to be cross-cultural. A Japanese study related to posts on a Bulletin Board about suicide corroborates our results, since it also concluded that negative perceptions of oneself or of the world and life were a recurring topic in the posts (Ikunaga et al., 2010).

This study showed that the suffering and dissatisfaction with interpersonal relations seemed to reinforce each other, since suffering favored isolation, feeling of inadequacy and social inadequacy, and relationships were associated with conflicts, pain, rejection, pressures, lack of support and negative consequences. The negative and widespread perception of relationships and society overall caused reactions of self-protection, isolation and made it difficult to express feelings and search for help. Thus, the individuals' support requirements remained unmet. In this respect, the literature shows that the Internet is used in search for solutions to problems and difficulties not remedied in the offline world (Ikunaga et al., 2010) and may facilitate the gathering of strangers that can provide support, feelings of belonging, intimacy (Ozawa-De Silva, 2008), but can also enhance relations between anonymous identities that are both mutants and superficial (Niezen, 2013).

According to a Japanese study related to posts about suicide, the need "to pretend to be well" is caused by the inability to share pain or thoughts of suicide, which may aggravate the psychological pain (Ikunaga et al., 2010). Despite the fact that the authors associated interpersonal aspects of suicide to Japanese culture, this study also identified the need to hide one's own suffering. We also found that the imposition of social well-being seems to be more intense in "offline" relationships, because, in this study, although they stated the difficulty to expose their own feelings, the bloggers clearly and intensely manifested themselves in the virtual environment. Studies suggest that individuals with suicidal ideation can benefit from the online anonymous and accessible help relation (van Spijker et al., 2015; van Spijker, van Straten, & Kerkhof, 2010).

In this study, although they interacted and expressed their own suffering virtually, the bloggers expressed dissatisfaction with interpersonal relationships, helplessness, loneliness, invisibility and lack of reciprocity. Even though virtual relations provide the expression, they seem to not satisfy the demands for interaction of the bloggers who post about suicide. Chinese studies identified that bloggers who post about suicide have higher suicidal ideation, negative affectivity and vulnerable personality, and prefer to use blogs and online forums to express themselves (Cheng et al., 2015). Thus, it is likely that suicide is a topic that arises interest and interaction among vulnerable people, with results that are not always positive.

The study points out that the interpersonal needs expressed by suicidal individuals on the internet can have two dimensions: the integration to commit group suicide or the need for reciprocity and mutual support (Ozawa-de Silva, 2010),

acceptance and understanding (Ikunaga et al., 2010). In this study, the posts were not necessarily polarized between the group suicide and the reciprocity/support dimensions, and no virtual interaction was clearly identified as related to suicide and mass suicide pacts, which may be related to the methodological design used, with features of the virtual environment or with the social and cultural context under investigation.

The perspectives and expectations on death also raised as important theme. Our study corroborates with the literature findings that suggest that death can be interpreted as a continuation of life on another plan or as a possibility to get rid of the sufferings and have a life that is different from the current life (Ozawa-de Silva, 2010). The prospect of death as “an escape from intolerable pain” also seems to be related to the concepts of cognitive constriction because it can be seen as the only way out to deal with the suffering and difficulties experienced (Ikunaga et al., 2010). In addition, in the posts reviewed in this study, there was impersonation and novelization in relation to death and this seemed to “solve” the conflict and inconsistency of being alive and feeling dead or having no desire to live.

Hope for death contrasted with the hopelessness towards life, considered inseparable from suffering. The literature reveals the association between hopelessness and suicidal behavior (Durkee, Hadlaczky, Westerlund, & Carli, 2011; Ikunaga et al., 2010; McCafferty, Doherty, Sinnott, & Watt, 2010; Ozawa-de Silva, 2010); however, there is a need to carefully consider not just the presence and intensity of hope, but also where it is directed (whether towards life or death), as well as alternatives related to the achievement of the goals desired.

Self-harm was expressed as a method of materialization of pain, in order to alleviate the mental pain through physical pain, allowing the suicide to be prevented or delayed, as well as a preparation or rehearsal for suicide. The study shows that Internet users can use the internet to learn about self-harm and to spread the “pro-harm” culture (Jarvi, Jackson, Swenson, & Crawford, 2013). Studies conducted in Italy and England identified that individuals who used the internet with interests related to self-harmful behaviors were more likely to have a history of suicidal behavior and not suicidal self-harm (Bragazzi & Bragazzi, 2014; Mars et al., 2015). Thus, attention is needed regarding children and adolescents who are vulnerable and exposed to this type of online content (Fu et al., 2013).

The increase in the use, accessibility and popularity of Internet, its availability at any time and privacy are advantages for online suicide prevention. The responsible and critical use of the Internet could benefit vulnerable individuals (Becker, Mayer, Nagenborg, El-Faddagh, & Schmidt, 2004; Luxton, June, 2010) through social connections among peers with similar experiences, programs, prevention lines, teaching resources and support (Luxton, June, & Fairall, 2012), and forwarding to support services from search engines. However, there are few studies on the effectiveness of these strategies (Luxton et al., 2012) and sites with pro-suicide content are the first to appear in popular searches engines (Luxton et al., 2012). Despite the importance of the theme, “suicide prevention” was shown in the minority of the posts and mainly related to the manifestation of criticism, depreciation, opposition to suicide and to suicidal behavior. These findings may reflect the moral and values collectively established, which commonly defend the sacredness of life and the questioning on the right to commit suicide (Durkee et al., 2011). Young people, who

make up the majority of Internet users, are more likely to be positively or negatively influenced by the Web on suicidal behavior. Thus, it is necessary to use greater efforts for the development and dissemination of effective preventive strategies that are appropriate for this target public.

This is the first study on the most popular postings about suicidal behavior in Portuguese. The study presents innovative knowledge, relevant to the tracking of vulnerable individuals, the understanding and empathetic approach of people with suicidal behavior, and the planning of preventive online strategies, which are still a minority among the popular posts on blogs.

A limitation of this study was the inclusion of the most popular posts available on blogs; this option is justified by the relevance of this virtual environment, the lack of studies with this approach, and the possibility to include posts with greater range and ability to influence. The study included only posts in Portuguese that were not explored in previous studies. Another limitation of the study was the inclusion of text only, to allow the thematic analysis of materials written by bloggers in a standardized way.

The Internet has ambiguous content regarding suicidal behavior (pro-suicidal and preventive) and it is necessary a better understanding of this phenomenon. It is necessary the establishment of Internet-oriented Public Policies regarding suicide prevention in Brazil and in the world, as well as greater attention of health professionals to the online content toward this issue (Gomes, Baptista, Carneiro, & Cardoso, 2014; Pereira & Botti, 2017).

The results of this study show that it is necessary to implement and evaluate online and offline actions to prevent suicidal behavior that address the perspective about life and death, interpersonal relationships, self-harm, coping strategies, and aspects related to the seeking help or offering support. Nurses and other health professionals need training in identifying, approaching, and helping internet users with suicidal behavior with online and offline strategies because of the vulnerability of this group to the suicidal content.

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