

Listen to Mayday Parade, Cry Out, and Feel Better: Emo Music as a Coping Tool

Assist. Prof. Proud Arunrangsiwed, PhD
parunran@nyit.edu

Emo music and subculture have been both positively or negatively argued by many scholars regarding the fans and subculture members. While researchers of most articles and public believe that emo is a genre of problem music and the subculture causes self-harm and suicidal thought in teenagers (Lozon & Bensimon, 2014), some scholars found that emo music could be used as coping mechanism in fans who faced life problems or traumatic events (Hill, 2011a; Hayde, 2015). The current study primarily aims to explore how emo music fans used emo music in coping after experiencing negative life event, that they explained in YouTube video comment sections.

Emo music and Subculture

Emo music fans and members of emo subculture have been considered as folk devils who caused the moral panic after some of their negative behaviors were disclosed in mass media (Arunrangsiwed & Puxtaran, 2017). News reported about emo music, especially one of the most famous emo band, My Chemical Romance, that parents should increasingly their awareness, if their children participated emo fandom and subculture, because both of which related to self-harm behaviors (Hayde, 2015). Adolescents would no longer safe, even parents protected them from people outdoor. This is because they were reinforced with suicidal thought and self-injury willingness from their electronic device in their room (Zdanow & Wright, 2012). Facebook and other social network, like YouTube, Twitter, and VampireFreaks, allow teenagers to connect to subculture and turn themselves to be emo kids. This subculture could lead them to accept self-harm and suicidal thought as typical behaviors (Trnka, Kuska, Balcar, & Tavel, 2018). The quantitative data collection of Zdanow and Wright (2012) may prove that emo kids actually engaged these behaviors, but these were lack of this kind of quantitative confirmation in all other studies regarding emo subculture and fandom.

Whether the public belief regarding emo music fandom and subculture is true or not, people should not make "joke" with their stereotypes, as seen in the study of Johansson and Sternudd (2014) that some YouTubers created the videos to prejudice and discriminate against emo kids by positioning them as the objects of ridicule and laughter. They asserted that as it was generally known that some emo kids had depression symptoms, if they were treated like this in YouTube videos, this may cause more negative impact in their psychological well-being (Johansson & Sternudd, 2014).

Not only public or YouTube anti-fan of emo that discriminated against emo kids, metal fans are another group that blamed emo kids based on self-mutilation and especially the feminine appearance of emo boys. Before the era of emo subculture, scholars believe that rock and metal music cause anti-social behaviors (Miernik, 2013) and suicide in fans (Baker & Brown, 2016). around 2010, emo music and subculture had been become the victim of this public prejudice as it was started with the suicidal case of two young female students (Arunrangsiwed, Utapao, Bunyapukkna, Cheachainart, & Ounpipat, 2018).

In fact, people should have rights to listen to any kind of music, and not be blamed just because of their music taste (Hill, 2011b). Whether metal fans have been previously

blamed or they later blame others -emo fans-, Bodner and Bensimon (2015) found that problem music such as emo, punk, rock, and metal, is not related to low self-esteem, but listening to these genres is associated with having tattoo(s), which may have a relationship with anti-social behaviors. This was supported by a prior study, North and Hargreaves (2006) did not found a direct effect from listening to problem music on self-injury, but people engaged self-injury because of their low self-esteem. These articles might destroy the myth that emo music cause self-mutilation, depression, and suicidal thought in emo kids. More recently, it was found that emo kids before 2010 have been grown up and become general adult working in certain occupations, and depression is not significantly found in their late Facebook posts (Arunrangsiewed, Utapao, Bunyapukna, Cheachainart, & Ounpipat, 2018; Arunrangsiewed & Sawangdee, 2020)

Coping with Negative Life Event

When people face negative life event, they would find the way to make themselves feel better and be able to live or work normally again. Social support and positive thinking could help diminish sadness (Baumstarck, Alessandrini, Hamidou, Auquier, Leroy, & Boyer, 2017). to have social support and to heighten self-esteem can also reduce loneliness in people who lost someone they love (van Baarsen, 2002). Normally people, who lost someone, would be high in anxiety and low in purpose of life, but weeks later, anxiety would become lower, and purpose of life would turn higher (Odachowska, Trzebinski, & Prusik, 2019). When the important people are passing away, the ones left behind also lose their identity (van Baarsen, 2002). Even such the missing part is not a living creature, some may also found that they lose their identity, such as losing skills to work in a dreamed job or losing the connection between self and hometown (Arunrangsiewed, 2017).

Therefore, coping skills are very important. The better these skills are, the faster people could move away from their sadness and depression. In young adolescent ages, if parents disclose about the death of family member, the children would learn coping skills, and they would grow up with these skills (Martincekova, Jiang, Adams, Menendez, Hernandez, Barber, & Rosengren, 2018), which they could apply to use it whether for other's death, serious accident, or academic failure.

Listening to music is a type of coping skills, music could help people cope with negative experiences, such as school bullying, problem with sexually assaulting, the suicide of family member, and the illness of beloved one (Mount, 2018). The mentioned finding was conducted as a group therapy where the patients could express themselves, talk about their favorite songs, and relate these songs to their real life problems (Mount, 2018). Other strategies were also found. Music could be used with the therapy patients for relaxing, singing, composing, and playing the instruments together with other in the group (Garrido, Baker, Davidson, Moore, & Wasserman, 2015). Music therapy can bring about better anger management, better acception for coping, better aggression control, and interpersonal skills (Hakvoort, Bogaerts, Thaut, & Spreen, 2015).

Another important coping skill, which is the one that the current study aimed to explore, is the self-identified sad music or SISM (van den Tol, Edwards, & Heflick, 2016). With the actual sadness, people could listen to sad music and identify with it. Sad music will help them avoid denial. In other words, it is to accept the reality of what happened. Consequently, they will have acceptance coping, then, make sense with the current situation, and finally, they will able to properly move on (van den Tol, Edwards, & Heflick, 2016). This might be because to identify with sad music would help people brave enough to express themselves and understand the situation (van den Tol, 2016). The healthy music that may effectively help people in coping needs to convey the meaningful message of how to move on

and solve the current depression, while unhealthy music would end with forever sadness, self-blaming, and denial (Silverman, 2019).

In aforementioned section, emo subculture could turn people to accept self-injury and suicidal thought as usual behaviors (Trnka, Kuska, Balcar, & Tavel, 2018; Zdanow & Wright, 2012). To accept these as norm might make the coping even easier, because emo kids will be able to openly express their depression, thought, and intention. They may have a better social support, since people around them would understand their actual feeling and emotion. Moreover, emo lyrics easily allow teenagers to identify with, because it is about the problem with peers, family, and romantic relationship, while early punk and metal music are about politics, death, society, and religion (Tanjung, 2011).

Some fans of the band, My Chemical Romance, believed that their favorite music understand them, as it revealed the same situation they faced in their real life. They claimed that they had a suicidal idea and engaged self-harm before knowing the music, but after they had a chance to listen to it, they could move on through the serious problems (Hayde, 2015). Similarly, fans' letters to a emo-metal-related megazine, Kerrang, consisted of the similar coping process. Emo fans reported that they stopped cutting themselves because of listening to emo music, that reminded them that they were not alone, or not the only one who faced such the trouble (Hill, 2011a).

The present study explored the existing comment posts in official or fan music video of an emo band on social network to understand the variety of the situations that emo fan coping with and to see how much they express their real-life event and how they perceived that music help them through the situation. Moreover, it is not everyone who got life problem and went to clinic, but there are also many people who chose to cope themselves in their own way. The researcher of the current study expected that the finding could help explain some part of music-related coping process, which may contribute the knowledge in clinical area and problem music.

Method

The current study used thematic analysis to understand the way emo fans disclose their negative life event and express emotion in the comment section of YouTube video. The topics of themes were listed after the data collection. The researcher would also look for how the emo kids identify with emo songs, as previously explored by van den Tol, Edwards, and Heflick (2016) with general sad songs.

Case preparation:

Mayday Parade is selected as the emo artists producing emo music that emo kids might use in their coping process. It is not just because there have been only few emo bands still active since the time that this music genre and subculture were popular and Mayday Parade is one of these few, but the researcher is also familiar with their music, so she could understand the meaning of the songs very well. How the researcher could get into the songs, she will be capably able to understand YouTube users' comments.

Five videos with most views on YouTube, from the search results of the word "Mayday Parade," were selected as the site for case preparation. All comments fitted in the conclusion criteria would be collected in the spread sheet. The conclusion criteria are that the comment had to be about at least one of the follows: coping, the description about fans' real-life problem, negative life event, or the way fans connect themselves to the music or music identification. The exclusion criteria are the comments that only show the appreciation or the hatred toward songs (e.g. Never disappointed with Mayday Parade), unrelated fan arguments (e.g. This is much better than Panic! at the Disco, Emo fans are not fag!, etc.), music production critique (e.g. very good melody on guitar, drummer is so excellent, etc.), and advertising by other bands (e.g. if you like emo songs, you must visit own channel, etc.).

The total number of the comments on these five videos were 32,680, which the first researcher had to look through all of them. The number of comments that fit in the conclusion criteria is 712. Although the major results would be presented with thematic analysis, numeric data was also shown, such as percent of each gender and comments in each theme.

Table 1 Five Mayday Parade's video

Music Video Title	Number of Views	Total Comments	Selected Comments	Publish Date
Somebody That I Used To Know*	19,580,494	9,479	16	Oct 14, 2012
I swear this time I mean it	11,821,138	3,466	66	Nov 22, 2009
The Memory	11,819,848	5,125	358	May 23, 2010
Terrible Things	10,262,023	9,815	157	Feb 25, 2011
Stay	9,984,106	4,795	115	5 Apr 2012
Total	63,467,609	32,680	712	

* The original artist of this song is Gotye, while other 4 songs are Mayday Parade's.
**All data were collected in July 2019.

It is important to note that most fans' comments shown in the finding part of this research paper would be paraphrased. This is because these fans wrote about their life problems, traumatic experience, break up, the death of someone in family, and also being raped. If the actual comments were put in this article, people would be able to use them to search in search engine and find the actual users who posted in the comments. Another thing about reporting the data is that YouTube does not show the exact date that a comment was made. It shows only something like, "1 month ago", "2 years ago", "5 years ago", and so on, so it is something useful to know that the first researcher collected the data in July 2019.

Descriptive statistic about the numbers of each theme of comments would also be presented. However, as this part is similar to content analysis, the researcher was the only one rater who code the data, so it might affect on reliability.

Findings

The first part of findings presented the targeted person(s) that the YouTube users mentioned in their comments. The targeted person is the beloved one that the users lost or having negative experiences with. Six types of targeted person(s) were found and presented in Table III. There are mainly 2 types of lost, (1) permanent lost or death, and (2) non-death-related lost. Most comments are non-death-related lost (n=377; 52.9 percent of 712 cases), such as breaking up, moving from hometown, and serious argument. There are 175 cases or 24.6 percent of the total comment telling the story about someone who passed away. Twenty-four comments (3.4 percent) show somewhere in between death and alive, such as a family member had serious illness and would die in a week. The result of this part is shown in Table 2.

Table 2 Death and non-death related lost

Type	N	Percent
Non-death related lost	377	52.95
Serious illness and will die soon	24	3.37
Death	175	24.58
None	136	19.10

Table 3 Target person(s) who the users mentioned in comments

Type	Comments with one target person	Including comment with more than one target person*
Romantic partner	347	352
Friend	82	85
Parent	46	50
Other family member	39	43
Pet	6	7
Self-illness	23	25
None	160	160

* 9 selected comments include more than one target person, such as some user mention their pass-away father and friends.

Table 4 Gender of owners of selected comments

Gender	N	Percent
Female	350	49.16
Male	188	26.40
Others of unspecified	174	24.44

Themes based on Targeted Person(s)

Romantic Partners

As seen in Table 2, most users told the story about their romantic partners, girlfriend, husband, current partner, ex-partner, and so on. The reasons that they are separating are moving the places, parental force, suicide, illness, losing memory after accident, and some got arrested in jail. Being in friend zone is another sub-theme related to romantic relationship. This is how two people were initially friends, and one of them started to love the other one, but that one did not know. The example of the comments toward romantic partners are as follows:

[Male 1 year ago] *I have always listened to this song. I married a girl, but I was very stupid to cheat on her. After then, when I listened to this song, I sobbed.*

[Female 3 years ago] *My boyfriend and I used to listen to Mayday Parade together. Right now our relationship get worse, because we have to move thousand miles away from each other.*

Friends

Eighty-five comments were made to describe the experience about friends, especially bff or best friend(s) forever. A female user [4 years ago] used this song to remind her of her best friend who killed himself. Another non-gendered user [5 years ago] also mentioned a friend who committed suicide, too, and the cause of this one is cyberbullying.

Parents

Fifty comments were made to narrate the parent-related event. People related themselves and their parents to the forth song in Table 1, "Terrible Things," because meaning of the song is about a father talked to his son, about his love for passed away wife. A YouTube user's father also used this song to explain his feeling to his child.

[Non-gendered 4 months ago] *My father died of lung cancer. Before the day, he sang this song to me. I also played it in his funeral.*

[Non-gendered 2 years ago] *This describes the situation between my mom and dad. My mom is alive, my dad was gone, but this reminds how they love each other very deeply.*

Other Family Members

Forty-three comments illustrate the relationship with other family members, such as aunt, uncle, daughter, grandmother, and so on. This does not only show that many people in western countries live with other family members, but it also reveals that they love each other very much. This finding helps destroy the belief that in Western countries, like US or in Europe, married daughters and sons would separate their new family apart from their parents.

[Non-gendered 4 years ago] *I always went to church with my grandmother on Sundays. After she died, I don't want to go to church anymore, but I still do. I cannot verbally tell what I think, but I love this song a lot.*

Pets

Only few comments were made toward pets, and most of them were about dogs. Dogs might be the animal that could understand humans best. A non-gendered user [4 years ago] disclosed one's love for one's dog.

[Non-gendered 4 years ago] *I will love my dog very much and forever. He had been with me for 13 years since I was 2-year old. I spent every day with him since I could remember. Without him, I don't know what the life will be. I will never forget him.*

Self-illness

There are 25 comments or 3.5 percent out of 712 cases expressing self-illness of the YouTube users. Some [Female 3 years ago, Male 6 years ago] got depression symptoms, and some [Male 5 months ago, Female 6 years ago] previously experiences suicide attempt. Some got serious car accident and had to stay in the hospital. They both mentally and physically fought to get the normal life back, and music could help best in the mentally part [Female 2 years ago, Male 4 years ago, Female 6 years ago]. Moreover, some comments were made with two themes, like, [non-gendered 1 year ago] many family members had been passed away and this user loved a boy, but they had never dated.

Themes based on the Use of Music and Coping

The purposes of the current studies are to understand how the emo kids identify with emo music, to show the variety of the problems that emo fan coping with, to see how much they related their real-life event with music through YouTube comment(s), and how they perceived that music helped them through the situation. After the data collection, 8 themes were found and listed as follows:

I can relate to music

Nearly 500 users, found that they can relate to music. Mayday Parade's music can help remind the past. Some users found that when they listened to the music, they were not in the stage of sadness, but missing someone.

[Male 1 year ago] *My best friend was gone with brain cancer. She asked me to listen to this song, and that made me cry a lot. I will be there soon, my dear, on the other side.*

[Female 6 years ago] *I miss you so much, and my heart will always got a place for you. I still got your number on my phone. I hope to hear your call, but RIP., my love.*

[Female 6 years ago] *This song always makes me miss my uncle who just committed suicide. He was like my grandfather who I had never had. He taught my everything he know. I am crying a lot, because I wish he would "stay", and should not have done that.*

While some users expressed their feeling toward someone who died, some also found that the songs are related to other negative life events.

[Male 3 years ago] *This song is all about my mother. My father cheated and left us. Every time he came back, he brought new problems to us. He treated us like trash. I think this song is how my mother really feels.*

[Female 7 years ago] *In this MV, the man sat next to his girlfriend in coma in the ambulance. This perfectly makes me cry, because I was just like that. My boyfriend was sent to hospital after the accident. I stayed with him for whole two weeks. Once, his heart beats were slow down, and stop. They tried to wake him up for a while. I was hopeless, but suddenly, he, like, called my name. Oh, that is why I really love this MV.*

[Female 7 years ago] *It was me who was sent to an ambulance. I was overdosed after I found that I made a serious mistake to my love. They told me that I slept unconsciously for 2 days. I woke up with the machine that kept me breathing. I saw my boyfriend hold my hand. Both of us cried, and I love you, my love.*

Music as coping tools

The early studies showed that people can actually use music as coping strategies (Garrido, Baker, Davidson, Moore, & Wasserman, 2015; Hakvoort, Bogaerts, Thaut, & Spreen, 2015; Mount, 2018), but lack of studies confirmed the influence of emo music as a part of coping tools. Based on the comments users provided on Mayday Parade's songs on YouTube, many users agreed that the songs help them get through the problems and sadness.

[Female 6 years ago] *I was sick and mentally hurt when I was in hospital. This band really helped me out.*

[Male 2 years ago] *My depression was cured.*

[Female 6 years ago] *Mayday Parade's songs is the only way I can enjoy my life and help me get away from all the serious problems, such family stress, school failure, loneliness, and break-up. Mayday Parade is more than a band. Without them, I would not be here today.*

The mentioned comments did not specify the exact strategies or reason how fans used music as a coping tool, but they could confirm how the music help fans to cope with life problems. Fortunately, some users really expressed that the music gave them the hope.

[Female 6 years ago] *When I was younger, there were a lot of struggles. Mayday Parade provides me with hope to go on.*

[Female 6 years ago] *This band gives me hope when I've lost all faith left in the world. They truly saved my life.*

[Female 5 years ago] *My boyfriend and I got a serious car accident, but it was only me who stay alive. I want to say, please stay. At least, this song gives me a little comfort.*

Some users realized that they could feel better after listening to the songs, because the song could understand them, while all other people cannot. Some got isolated family members and friends, which might be because of discrimination and bullying.

[Female 6 years ago] *My family and peers have never known that I exist. I love Mayday Parade more than them. Mayday Parade is the reason of living.*

[Non-gendered 4 years ago] *When I was about 10 years old, I experienced a lot of school bullying. To cope with the depression, Mayday Parade's song saved me and understood me.*

[Female 4 years ago] *My best friend looked down at me. This song helped me get through it.*

While some early research studies found that emo subculture can cause self-mutilation (Trnka, Kuska, Balcar, & Tavel, 2018; Zdanow & Wright, 2012), many users commented on YouTube videos that the emo songs could save their life and stop self-injury.

[Female 6 years ago, reply to other user] *Even you said this band was garbage, they help me stop cutting my wrist and they just saved my life. You are very mean when you hate the song and you say shit to everyone who like it or use it to cope with*

serious problems. You will need to get out, if you cannot stand when people describe their positive experience after listening to this song.

[Female 6 years ago] *This song helps me to survive my life. It was very beautiful, and I love the band.*

[Male 5 years ago] *This song and music video save me from suicide.*

[Female 6 years ago] *It was not only the song that save me. I went to see their show and I met the guitarist and vocalist. They encouraged me and hugged me. Then, I knew that I still have some people who care.*

The above examples show that the coping experience might be caused by the hope and how they thought that the song spoke to them. Some comments identify the process of acceptance after negative life event. The songs could help fans accept the result of serious situation, and that is the first step before moving on.

[Non-gendered 5 years ago] *I cannot explain why I cried really hard when I listened to this song, but after that I feel better.*

[Male 6 years ago] *My sweet is now in hospital. I hope she would get better, but I haven't heard anything from her for 3 days. I am worry and get crazy. I do not have anyone to talk to me about this. Only this song that help me cry out and calm down.*

The researcher assumed that many people who wrote the comments on YouTube were alone in their room, but social network can bring many people from different places together in online space. Garrido, Baker, Davidson, Moore, and Wasserman (2015) found that in real-world group therapy, music can help people cope with sadness. For the current study, some users can feel better after reading others' comments.

[Female 6 years ago] *By looking through all of these, I feel I am not alone, and there are many people facing worse experience. I hope we all could survive together.*

Need social support

In the above paragraph, people are not only feel better after reading others' comments, but many of them also ask others for encouragement, coping, cheering, and helping make some difficult decisions.

[Non-gendered 2 years ago] *My nephew was just 5 years old. He and my grandma were gone. I miss them so much. I cannot get through. Anyone here please talk to me.*

[Male 3 years ago] *I fall in love with a girl, who later became my friend's girlfriend. Later, I found that he cheated. Can anyone give me some advice? I do not know what to do. I really love her, I do not want him to hurt her, but I still care him, because he is my friend.*

[Female 5 years ago] *I watched this many times. I wonder if once I wanted to suicide, would there be anyone who care?*

Moving on

In the earlier part, the comments show that people are in the stages of coping, but there are a number of users who showed that they could really move on.

[Non-gendered 3 years ago] *When I was only 5, two family members were gone. But you know what, you have to think about people who are here and care about you. You have to move on and stay strong for them.*

[Female 3 years ago] *My husband left me when I got pregnant and illness at the same time. Later, my father was gone. My health got worse and I feel like I have to fight a losing battle. I faced many bad things, but for you guys, I would suggest you to follow your dreams, love everyone who love you even more than you have loved. No one knows the future, so you have to make it today.*

[Non-gendered 2 years ago] *I came here again to this song, that makes me think about the worst time of my life. I cut and tried to suicide. Anyway, I have moved on.*

Although I am not happy now, I can say that everything will be okay. I just need to make myself happier.

Realization

Some users showed their realization. This might occur at the time right after the coping process, when people understand the situation, decide to move on, and plan for their future.

[Non-gendered 2 years ago] *My parent took my place and died. It should not be me who is still alive. Later, I can understand how life is worth living. I have to listen to this song once a week to remind me of this feeling. I would be glad for everyone around me, because we would never know the meaning of life until we lose it.*

[Female 1 year ago] *I had had a best friend, and we used to listen to this song together. We swore to be for each other forever, but later, she betrayed me. I am very disappointed and I cried a lot. It was like the never-ending thunder. It was dark and hopeless. But you know what? The darkness will not be there forever. She came back and I forgave her. Everyone should deserve a second chance. Forgiveness is not only for her, but it was the chance I gave to myself, too.*

Sympathy for other

Some people did not have negative experience. However, when they visited the page, listened to the songs, or read others' comment, they showed sympathy for other people. This sympathy might be caused by the emotion communicated by the music. Sympathy is a positive personality trait. The researcher of the current study would encourage future scholars to explore how long this sympathy could exist after listening to emo music, or to test the effect of frequency of music listening on the level of sympathy.

[Non-gendered 2 years ago] *I almost cried because it reminds me of how many people die of cancer.*

[Non-gendered 1 year ago] *Many people here got an unforgettable negative past. I am very proud of you guys for waking up to face the same hell with different devils. I hope that there's a bright road ahead of you. I am here to comfort you and remind you that you are not alone. There are so many people in this world who could relate to you. Past is in the past. I hope you will never give up and will keep fighting, never get tired. We might be completely strangers, but were not strangers in our hearts.*

[Non-gendered 3 years ago] *Dear everyone, if you are here, listening to music, and reading this, I would like to inform you that you are amazing and beautiful human being. You have moved pass through the difficulty and you are still alive. Soon, you will look back and realize that you could make it!*

[Male 7 years ago] *I have someone, who passed away, too. You have to believe that everything will be better soon. They are in a better place, and we will see them again someday. You just need to stay strong and live the life.*

[Non-gendered 6 years ago] *All these comments made my day! You all are so great people to try to help even over distances! At least there's still some humanity in this world.*

[Female 6 years ago] *I understand it is personal right to commit suicide. But you have to remember that suicide is a permanent solution for a temporary problem.*

[Female 3 years ago] *Let's be with yourself now. Don't get stuck in bad memory. You need to think about something that you can feel happy about. Like, today, you can breathe, you can eat, and meet many people out there.*

[Female 5 years ago] *If you lost a loved one, just remember, its only their body that died. They are still with you, looking down on you from above. You got a guardian angel now.*

Because many users show their empathy and encouragement, some users also express their thankfulness.

[Male 7 years ago] *These comments are the most beautiful thing I have ever seen. Thank you, the strangers, for helping everyone with difficulties. It was very beautiful. You are the great people.*

Sympathy could bring about positive comments to encourage other people who have to fight the difficult situation and who cannot forget past regret or failure. This part of findings could nail down the truth about positive outcome of social network use related to the predictors of psychological well-being.

Belief that music is a tool for coping

Although some users might never use music to cope with sadness, they do believe that other people can use the particular emo songs as a tool to move on.

[Male 6 years ago] *You just need to stay strong. Please stay. Please do not suicide. Mayday Parade exists to save lives like yours, and so many others, they are such an amazing band.*

[Non-gendered 5 years ago, reply to other user] *We do not like this band because of their appearance, but because of their music and how they care about their fans. You don't even know how many lives they saved, and how many people stopped hurting themselves because of the band. Mayday Parade shows that life is too beautiful to be ended.*

[Female 1 year ago] *It was like this song just shows up in your life when you need them most. Thank you, Mayday Parade.*

Following the stereotype

Since public had believed that emo subculture can send young people to death, some users showed that they used the songs to get in worse situation, such as cutting or committing suicide. Some user also mentioned the evidence that music is a part of suicidal thought.

[Female 6 years ago] *When they informed me about my best friend who hung herself, she had used a knife to write "The Memory" (the title of the song) on her arm. Now I get it.*

[Female 6 years ago] *You should not judge people who cut themselves. I always do it. I lost my child, and today, I will be there with him. Thank you, Mayday Parade, that make this easier.*

[Male 2 years ago] *I am cutting now. I am mentally tortured. I am not here to call the attention, but this is my last day, and it is really my day.*

Table 5 Number of comments in all 8 themes

Type	Comments with one theme	Including comment with 2 themes*
I can relate to music	478	479
Music as coping tools	107	111
Need social support	12	13
Moving on	22	24
Realization	10	13
Sympathy for other	50	59
Belief that music is a tool for coping	11	11
Following the stereotype	12	12

* 10 selected comments could be read as two themes.

Conclusion

The current study could be the evidence that many people can use emo music as a tool to cope with negative experience. Group therapy does not need to be in a room, but people can seek for the help and help each other in online space, and especially the space with their familiar songs. While most YouTube users mentioned in the current study positively used music, some still unhealthily used the same music. Future studies should deeply establish the explanation of the link between emotional music or emo music and its consequence. This would help explain the actual cause of the positive or negative outcomes. It is also important to identify the strategies to keep the feeling, sympathy, in the audiences in long term.

[Female 7 years ago] *This band changed my life. I cry every time I listen to. And I cried so hard when I attend their shows. It was just how powerful of a band they are.*

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