The Effect of Content Video Social Media Education on Improving Mental Help Seeking Behavior in Adolescents

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Abstract

Objective: This study aims to examine the effect of educational video content on social media on mental help-seeking behavior among adolescents aged 15-19 years.

Method: This research utilized a quasi-experimental design with a pre-post-test approach involving two groups: an intervention group (n=36) and a control group (n=36), for a total of 76 respondents. Data were collected using the Attitudes Toward Seeking Professional Psychological Help Scale – Short Form (ATSPPH-SF) questionnaire. The data were analyzed using paired sample t-tests and ANCOVA.

Results: The average age of participants was 16.29 years, with the majority being female (48 participants, 63.2%). Most respondents (71 participants, 93.4%) reported using social media. The intervention group, which received social media educational video content, showed a significant improvement in scores, with a p-value of 0.000. In contrast, the control group showed no significant difference, with a p-value of 0.098. Social media educational video content had a significant effect on mental help-seeking behavior in the intervention group (p=0.000).

Conclusion: Educational video content on social media effectively improves mental help-seeking behavior among adolescents

Keywords: Education, Mental Help Seeking Behavior, Social Media, Adolescents. Content Videos.

INTRODUCTION

Psychological problems can affect anyone, including teenagers. Common issues among adolescents include anxiety and stress (Ridlo, 2020). According to the World Health Organization (WHO) in 2019, 10–20% of adolescents aged 10 to 19 years globally experience mental health problems, typically beginning between the ages of 14 and 20. A study by Deng et al. (2021), which analyzed data from 1,389,447 children and adolescents, found that depression and anxiety were the most prevalent issues. Approximately 155,587 adolescents experienced depression, while anxiety disorders affected an estimated 1,241,604 adolescents.

In Indonesia, adolescent mental health issues are increasing, with 15.5 million affected in 2022. Delayed help-seeking contributes to worsening conditions, including depression, anxiety, and stress, potentially leading to self-harm or suicide (Nurhaeni, 2022; Maya, 2021). Early intervention is crucial to prevent severe mental health consequences. Adolescents often delay seeking mental health support due to feelings of shame or denial about their condition. Instead of seeking professional help, they may choose to postpone or adopt other coping mechanisms (Kartikasari & Ariana, 2019). Factors influencing help-seeking behavior include the availability of health services, access to those services, social

norms encouraging help-seeking, and the choice of assistance sources (Syafitri, 2021). Barriers such as education, knowledge, cost, and healthcare availability also play significant roles. For example, financial constraints and limited healthcare access often prevent adolescents from seeking necessary support (Rahman et al., 2018; Priyadi, 2018).

Knowledge is a key factor influencing help-seeking behavior and can be conveyed through verbal or written communication (Notoatmodjo, 2019). Adolescents with limited awareness of the importance of seeking help are less likely to do so. However, technological advancements and increased internet access have expanded opportunities for support (Igniatus, 2022). Adolescents frequently turn to the internet and social media for health information (Rosalina, 2022), which significantly influences their decisions to seek care (Ghesa et al., 2022). Social media platforms serve as effective tools for disseminating health messages (Padila et al., 2019), raising awareness, and encouraging help-seeking (Prabandari & Indriana, 2018). Given their high usage—up to 20 hours daily (Rahmawati, 2019)—social media-based interventions are feasible and effective (Ridout & Campbell, 2018).

Research indicates that social media interventions increase adolescents' willingness to seek mental health support (Prabandari & Indriana, 2018). A study by Guntur et al. (2023) found that video-based interventions significantly improved help-seeking behavior among adolescents. Educational content on social media about mental health, delivered through videos, posters, images, or audio, enhances adolescents' knowledge and behavior regarding seeking professional help (Daulay, 2022; Sari, 2021). Health education, particularly when designed for adolescents, aims to improve awareness, abilities, and healthy living habits (Andini et al., 2020). Engaging video content uploaded on social media can serve as an effective educational tool for promoting mental health awareness and support-seeking behavior among teenagers (Gashya & Alamiyah, 2019).

Although extensive research exists on the impact of health education delivered via methods such as eBooks, interactive modules, or direct presentations, studies on the influence of social media video content on mental health help-seeking behaviors remain limited. Therefore, this research focuses on exploring "The Effect of Social Media Educational Video Content on Improving Mental Help-Seeking Behavior Among Adolescents."

METHODS
Design and Sampling
This quantitative study employed a quasi-experimental two-group pretest-posttest design, conducted in Bandung, West Java, from October to December 2023. The independent variable was social media video education, while the dependent variable was mental help-seeking behavior. A total of 76 adolescents aged 15–19 years were selected using G-Power analysis, accounting for a 10% attrition rate. Each group comprised 38 participants. Inclusion criteria included the ability to communicate effectively and ownership of a smartphone. Pre- and post-tests were administered to both groups to evaluate changes in behavior following the intervention. The study's findings are limited in terms of generalizability.

Instruments
The instrument used in this research is the *Attitudes Toward Seeking Professional Psychological Help Scale – Short Form* (ATSPPH-SF) questionnaire. This tool measures an individual's attitude toward seeking help from psychological professionals. It consists of 10 items on a ratio scale, with responses ranging from 1 (strongly disagree) to 4 (strongly agree). A higher score indicates a more positive attitude toward seeking help from psychological professionals, while a lower score reflects a less favorable attitude among adolescents toward seeking such assistance.

Data Collection
At the outset, researchers introduced themselves and obtained respondents' consent. A pre-test questionnaire was administered to both the intervention and control groups. The intervention group received four video-based educational interventions via social media across four biweekly sessions, while the control group received no intervention. Each session lasted two weeks. In the final session, both groups

completed a post-test questionnaire to assess changes in help-seeking behavior following the intervention period.

Statistical analysis

The data analysis included univariate analysis using descriptive statistics and bivariate analysis using paired sample t-tests. Additionally, the ANCOVA test was employed to assess the impact of the intervention while controlling for potential confounding variables.

Ethical Consideration

The data was collected three months after obtaining an ethical clearance letter from the Health Research Ethics Committee of STIKep PPNI Jawa Barat, with reference number No. X/021/KEPK-SLE/STIKEP/PPNI/JABAR/XI/2024.

RESULT
Univariate Analysis
Characteristic's Respondents

The characteristics of the research respondents are viewed based on age, gender, and social media, as illustrated in the following table:

Table 1. Demographic of respondent characteristics

Characteristics	Totaln=76 (%)	Interventio n=38 (%)	Control n=38 (%)
Age of respondents (Years) Mean±(SD)	16.29±1.043	17.18±0.563	15.39±0.495
Gender			
Man	28 (36.8)	17 (44.7)	11 (28.9)
Woman	48 (63.2)	21 (55.3)	27 (71.1)
Sosial Media			
Yes	71 (93,4)	36 (94,7)	35 (92.1)
Not	5 (6.6)	2 (5,3)	3 (7.9)

The majority of the respondents were female, accounting for 48 individuals (63.2%). The average age of the respondents was 16.29 years. Additionally, 71 respondents (93.4%) reported using social media.

Table 2. Mental Help Seeking Behavior Based on Respondent Characteristics

Characteristic	Mental help seeking behavior	
	Mean±SD	P-value
Age of respondents (Years)	16.29±1.043	0.000
Gender		
Man	26.10 ±3.784	0.000
Woman	27.39±3.610	
Social media		
Already	26.65±3.472	0.547
No	25.60±3.286	

Note: Results of the Pearson correlation test

The characteristics of adolescent respondents in the intervention and control groups showed a significant relationship between gender and age (P=0.000) based on the data. However, regarding social media usage, there was no significant difference in the average scores of mental help-seeking behavior related to social media.

Table 3. Mental Help Seeking Behavior in the Intervention Group and Control Group

	Intervention		Control	
	Mean±(SD)	**Min–Max**	**Mean±(SD)**	**Min–Max**
Mental help seeking behavior				
Pre-test	20.82±2.619	16-29	23.00±2.325	18-28
Post-test	29.63±2.247	24-35	23.53±1.899	19-27

In the intervention group, the average pre-test score for mental help-seeking behavior was 20.82 (on a scale of 1–40), which increased to an average of 29.63 after the intervention. In contrast, the control group had an average pre-test score of 23.00, with a minimal change in the post-test score, which increased slightly to 23.53.

Bivariate analysis

Bivariate analysis was conducted to determine the impact of social media video content education on mental help-seeking behavior among adolescents, using parametric statistical tests, including the paired sample t-test and ANCOVA.

Table 4. Results of the difference in mental help seeking behavior scores before and after the intervention of educational video content on social media

Variabel	Pre-test (Mean±SD)	Post-test (Mean±SD)	t	Mean difference	P-value
Intervention Group	**20.82±2.619**	**29.63±2.247**	**-15.093**	**-8.816**	**0.000**
Control Group	23.00±2.325	23.53±1.899	-1.696	-526	0.098

There is a significant difference in the intervention group between the average pre-test mental help seeking behavior score and the average post-test mental help seeking behavior score with a p-value of 0.000. Meanwhile, in the control group, a significance value of p=0.098 was obtained, meaning there is no significant difference in the average pre-test and post-test scores in the control group.

Table 5. The impact of educational video content on social media on the increase of mental help-seeking behavior among adolescents (n=76)

Source	Type III Sum of Squares	Df	Mean Square	F	Sig
Coreccted model	722.113[a]	2	361.057	86.018	.000
Intercept	482.996	1	482.996	115.069	.000
Pre-test	13.902	1	13.902	3.312	.073
Grup	**666.529**	**1**	**666.529**	**158.794**	**.000[a]**
Error	306.413	73	4.197		
Total	54718.000	76			
Corrrected total	1028.526	75			

[a]sig = significance value <0.05

ANCOVA statistical test can be concluded that there is an influence of mental help seeking behavior in the intervention group with mean square = 361.057, F = 3.757, sig= 0.000. There are significant results between the scores before and after the intervention was given
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DISCUSSION

The average mental help-seeking behavior score among women was 27.29, higher than the 26.10 average for men. This supports prior research indicating that women tend to have greater access to mental health education (Long, Lynch, & Morhead, 2018). Men's limited mental health literacy often results in reluctance to seek help, leading to risk-taking and dismissing psychological issues. Conversely, help-seeking is more socially acceptable among women, as vulnerability is less stigmatized (Nearchou et al., 2018). The intervention group experienced a notable improvement, with their average score increasing from 20.82 in the pre-test to 29.63 in the post-test. In contrast, the control group's score rose only slightly, from 23.00 to 23.53. These findings suggest that the social media-based intervention effectively enhanced help-seeking behavior (Nurhaeni, 2020). This study revealed a significant effect of educational video content on social media on mental help-seeking behavior among adolescents, with a significance value of 0.000 (p<0.05). These findings are consistent with previous research by Yeniar (2020), which showed that individuals who received education about mental health were more likely to change their attitudes and seek help. Better knowledge fosters preventive actions and aids in problem-solving, enhancing adolescents' willingness to seek mental health assistance (Siswanti, 2021).

Providing educational video content through social media is an effective way to increase adolescents' knowledge and encourage help-seeking behavior. A lack of understanding about how to access support often results in reluctance to express emotional difficulties, posing a significant barrier to addressing mental health concerns (Siswanti, 2020). Education plays a vital role in not only enhancing knowledge but also fostering proactive behaviors in seeking help. Mental health help-seeking is considered an adaptive coping strategy, enabling individuals to address issues they are unable to resolve independently (Panis et al., 2019). Early detection and diagnosis through timely help-seeking can lead to more effective interventions (Anjara et al., 2019). Social media platforms provide accessible and convenient tools for delivering video-based mental health education, particularly among adolescents (Nandy, 2020). The combination of visual and auditory elements enhances comprehension and retention (Nova, 2023). Ultimately, social media-based education improves both knowledge and positive attitudes toward seeking mental health support (Eva et al., 2022).

CONCLUSIONS

The study found that social media video content education significantly influenced mental help-seeking behavior among adolescents in the intervention group (p = 0.000, p < 0.05), while no significant change occurred in the control group. Of the 76 respondents, 48 were female. The researchers concluded that the intervention effectively increased adolescents' knowledge, which subsequently encouraged them to seek help when experiencing mental health challenges, demonstrating the potential of social media as a tool for promoting mental health awareness and support.

Conflict of interest
All authors declare no conflict of interest.

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