

ABSTRACT

Social media like YouTube has greatly enhanced individuals' accessibility to mental health-related information. Technological progress has substantially amplified the global concern regarding the enhancement of mental well-being. The primary reason is the convenient availability of mental health information and related data on social media platforms. Patients can obtain a wide range of mental health information online. Despite requesting and sharing information, participants always search for more information. Therefore, this study contributes to social media users' behavior research, specifically related to seeking and sharing mental health information. Implementing the Health Belief Model (HBM) is focused on comprehending the relationship between perceived peer support and mental health information seeking and sharing, as well as health beliefs. The current study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine 230 sample data acquired from an internet-based survey targeting Indonesian social media users. This study's result revealed that factors associated with HBM, such as perceived severity, did not have a significant impact on the seeking and sharing of mental health information on social media platforms. E-health literacy, perceived susceptibility, perceived benefits, and perceived barriers all had a positive and significant impact on mental health seeking but not on the sharing of mental health information on social media. Additionally, perceived peer support was positively associated with social media sharing and seeking mental health information.

Keywords— Mental Health Information Seeking, Mental Health Information Sharing, Health belief, Indonesia, Social Media