



กรมสุขภาพจิต
DEPARTMENT OF MENTAL HEALTH

PROMOTION OF MENTAL HEALTH LITERACY IN SOCIAL MEDIA SOCIETY:

THEMATIC ANALYSIS OF A TWITTER CONVERSATION

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OVERVIEW OF SOCIAL MEDIA USE IN THAILAND

SOURCES: KEPIOS ANALYSIS (**NOTE:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

FEB
2022

NUMBER OF SOCIAL
MEDIA USERS



56.85
MILLION



YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+3.4%
+1.9 MILLION



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 59M



YEAR-ON-YEAR CHANGE IN TIME
SPENT USING SOCIAL MEDIA



+6.5%
+11 MINS

GWI.

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.6

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



81.2%



SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



94.1%



SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



104.3%



FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



51.9%



MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



48.1%

Existing evidence on social media and mental health promotion

- Social media appears to have potential to promote positive mental health.
- Adolescents frequently utilize social media and internet to seek information about mental health (O'Reilly et al., 2018).
- Social media is a potentially inexpensive way to have conversation about mental health, impart information, and challenge stigma (Betton et al., 2015).
- Information on social media can be tailored for the priorities of intended users, due to its versatility (Hamm et al., 2015).
- Social media is starting to be embraced to promote help-seeking for mental health problems (Burns et al., 2009) and could be used for universal mental health promotion (O'Reilly et al., 2018).

Mental health literacy is commonly understood as having four components (Kutcher et al., 2016):

1. Understanding how to obtain and maintain positive mental health
2. Understanding mental disorders and their treatments
3. Decreasing stigma related to mental disorders
4. Enhancing help-seeking efficacy





MENTAL HEALTH CHECK IN

หน้าหลัก

เกี่ยวกับ MHCI

ทีมพัฒนา

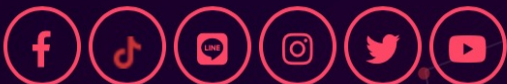
DASHBOARDS

ความรู้สุขภาพจิต

วิธีใช้งาน

ติดต่อ

LOGIN



นโยบายคุ้มครองข้อมูลส่วนบุคคล

REACH

4,131,571 USERS

1 January 2020 – 12 May 2023



MENTAL HEALTH
CHECK-IN

ตรวจสุขภาพใจ

MENTAL HEALTH CHECK IN

"วันนี้คุณรู้สึกอย่างไร? เหนื่อยไหม? ใจหวหรือเปล่า?"

📍 เริ่มต้นตรวจสุขภาพใจ

📊 DASHBOARDS

💡 ความรู้สุขภาพจิต

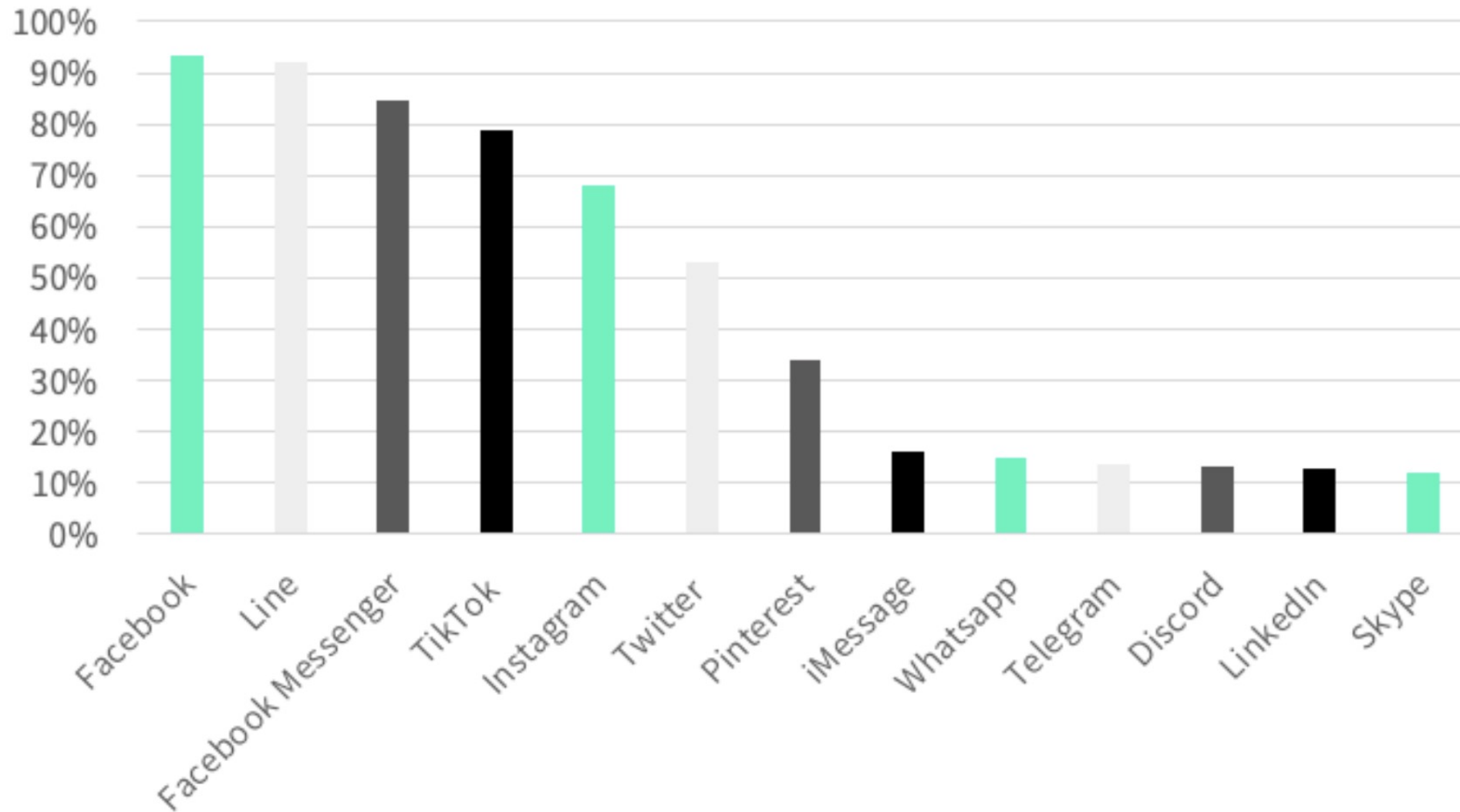
📖 วิธีใช้งาน ?

THE MOST-USED SOCIAL MEDIAS IN THAILAND

2022

PERCENTAGE OF INTERNET USERS AGED 16-64 WHO USE EACH PLATFORM EACH MONTH

SOURCES: <https://digital-business-lab.com/2022/07/2-social-media-penetration-in-thailand-research/>



Reach 241,006

ราย

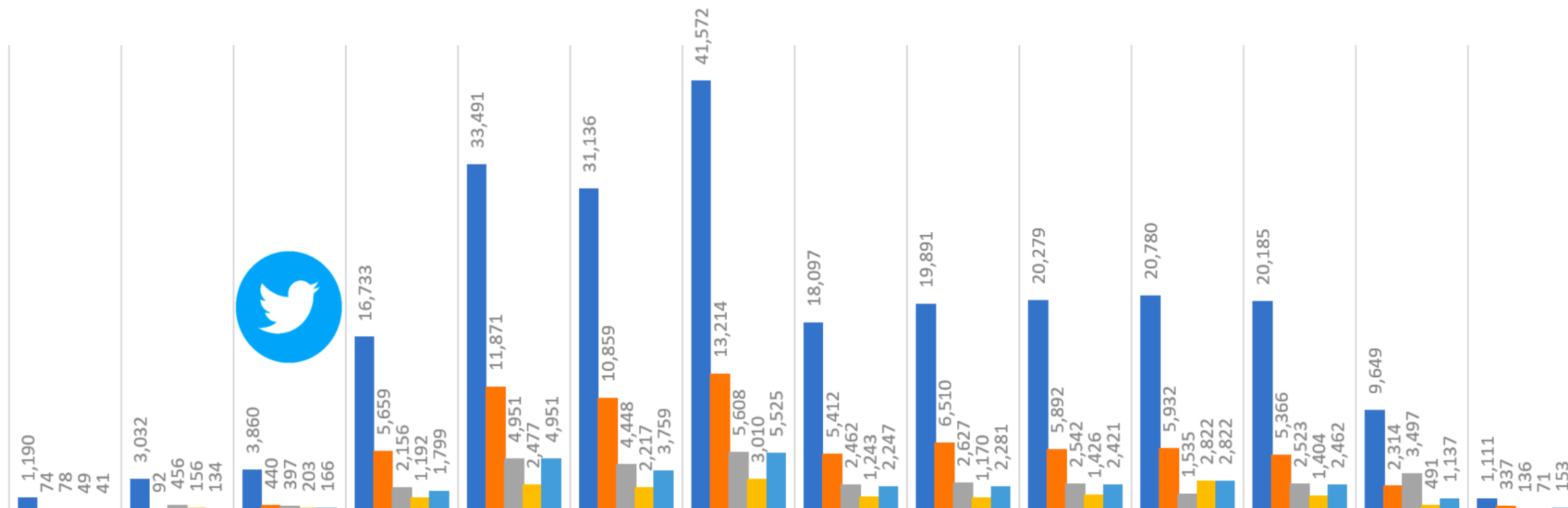
การเข้าถึงการคัดกรองปัญหาสุขภาพจิตด้วย Mental Health Check-In Application

ข้อมูลสะสมตั้งแต่วันที่

15 - 28 สิงหาคม 2564 (2 weeks)

จำนวนการเข้าถึงรายเขตสุขภาพ

■ รวมทั่วประเทศ ■ เขตสุขภาพที่ 13 ■ เขตสุขภาพที่ 4 ■ เขตสุขภาพที่ 5 ■ เขตสุขภาพที่ 6



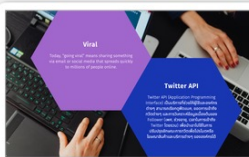
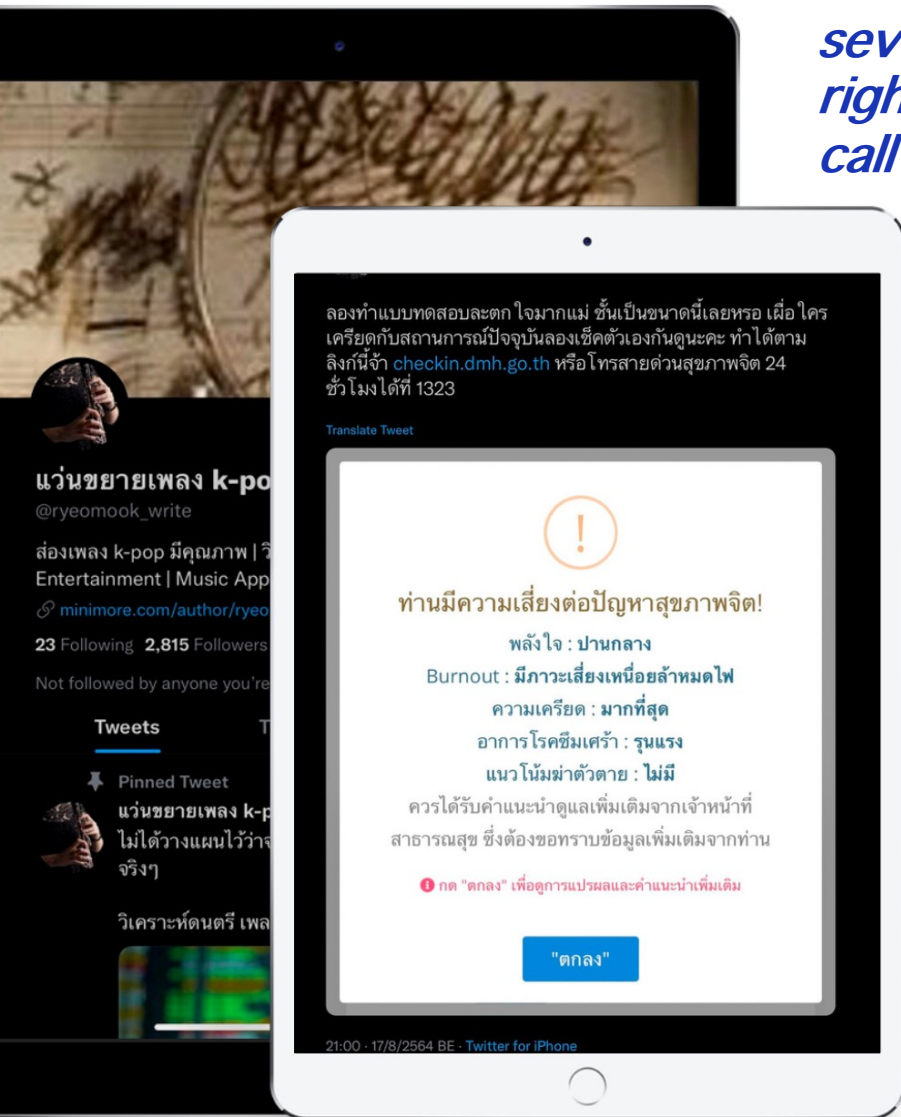
"I did the mental health screening test and I was shock how severe is my mental health problems. If anyone is stressing right now, check yourself by this link checkin.dmh.go.th or call the mental health hot line> 1323"



Go Viral!!!

577 quotes

26.4 K Retweets 577 Quote Tweets 13.6K Likes



OBJECTIVES

The aim of this study is to explain the phenomenon of promoting mental health literacy in the social media society in Thailand by using the conversations of the Mental Health Check-In application on the website www.twitter.com as a case study.

Thematic Analysis

Clarke et al's. (2015) methodology



Data familiarization
requiring constant
reading of the text



Generating an initial
set of codes across
the data set



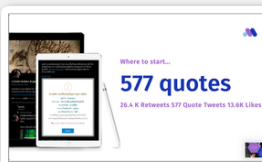
Searching for themes
and sub themes from
the codes



Reviewing themes
including merging
them for accuracy



Final theme naming
and definitions



Results

577 unique quotes were identified regarding to the conversation about the Mental Health Check-In application. The majority of the material related to three overarching thematic headings: satisfaction to the application; causes of mental health problems during the COVID-19 outbreak; mental health awareness.



Satisfaction to MHCI

52% Satisfied

- Recommend others to use MHCI
- Provide the link of MHCI and other resources
- Review the good functions of MHCI such as the help line, mental health service referral system, and the mental health educational resources

48% not Satisfied

- Not trust MHCI> prefer to consult directly with psychiatric doctors
- The web-application was error
- The down side of the hot line 1323
- Unpractical guidelines for mental health care

Causes of mental health problems

- COVID-19
- New normal lifestyle
- Personal problems
- Political
- Online studying
- Work

Mental health Awareness

- Want to know their own mental health status
- Surprised by the results
- Support each other by using supportive messages
- Need help from mental health professional

Limitations

- Participants in this conversation are not entirely representative for all the users of the web-based application.
- The analysis of this conversation is limited to being descriptive because of the character limit on Twitter.
- The demographic data could not be able to identified.
- This study is unable to demonstrate changes resulting from the participation in this conversation.
- Future research will be required to study on another social media platform and demonstrate such changes.



Conclusions

- Social media does offer a useful way of educating, sharing information, and reaching more people to promote mental well-being.
- It can also be used to provide feedback to mental health service providers.
- More research is needed to determine the benefits of using these networks for individuals, its effectiveness as a tool for promote mental health literacy and providing feedback to service providers.

