

## Understanding Young Adults' Mental Health Information-Seeking on Social Media: A Qualitative Exploration

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Diserahkan: Januari 2026

Direvisi: Maret 2026

Diterima: Maret 2026

### Abstrak

Seiring dengan perkembangan media sosial, informasi tentang kesehatan mental semakin banyak disajikan dalam berbagai bentuk konten. Media sosial telah bertransformasi sebagai medium dalam memberikan kemudahan pengguna, khususnya dewasa muda untuk mencari informasi kesehatan mental. Dengan menggunakan konsep pola pencarian informasi, algoritma dan peran media sosial sebagai platformnya, artikel ini menyajikan analisis pola pencarian informasi kesehatan mental di kalangan dewasa muda dan menggambarkan kebiasaan mereka dalam mengakses media sosial. Melalui Fokus Group Discussion (FGD) dan wawancara mendalam dengan pemangku kepentingan kesehatan, artikel ini menghasilkan diskursus tentang bagaimana dewasa muda yang mengakses media sosial untuk pencarian kesehatan mental berdasarkan konten visual yang menarik serta melakukan self-diagnosis setelah mengonsumsi konten. Algoritma secara tidak langsung memberikan pola dalam pencarian konten kesehatan mental, dan sering kali konten-konten dari platform pemerintah tidak masuk dalam filter algoritma kaum dewasa awal. Hal ini yang menjadi tantangan bagi pemangku kepentingan dalam memberikan literasi secara digital, khususnya konten yang memuat informasi kesehatan mental.

**Kata Kunci :** Dewasa-Muda, Kesehatan Mental, Pencarian Informasi

### Abstract

*Along with the rapid growth of social media, information related to mental health is increasingly presented in various forms of content. Social media has transformed into a medium that facilitates users, particularly young adults, in seeking mental health information. By using the concept of information search patterns, the algorithms and the role of social media as a platform, this article analyzes patterns of mental health information seeking among young adults and illustrates how they access social media. Through focus group discussions (FGDs) and in-depth interviews with health stakeholders, this article explores how young adults use social media to seek mental health information, which is largely driven by visually appealing content and often followed by self-diagnosis. Algorithms indirectly shape patterns of mental health content consumption, and content produced by government platforms frequently fails to appear within the algorithmic filters encountered by young adults. This condition poses a challenge for stakeholders in delivering digital literacy, particularly in mental health information content.*

**Keywords:** Young-Adults, Mental Health, Information-Seeking

## INTRODUCTION

Since the onset of the COVID-19 pandemic, mental health has remained a prominent global concern (World Health Organization, 2021), It has emerged as a significant issue within Indonesian society (Kaligis et al., 2020). COVID-19 The pandemic has affected not only physical health but has also posed substantial threats to the mental well-being of individuals across all age groups, including early adults. Individuals aged 18 to 25 experience a critical transitional period marked by emotional, social, and psychological challenges. During this stage, they often experience significant mental pressure as they adapt to new responsibilities, career demands, and evolving personal relationships.

The COVID-19 pandemic has significantly affected the social conditions of early adults, resulting in lifestyle changes, increased social vulnerability, uncertainty, anxiety, depression, and other mental health challenges (Chen et al., 2021). As a result, seeking mental health information has become increasingly important, particularly among early adults who often utilize social media platforms to access such information.

In the digital era, social media has become a primary source of mental health information. According to the American Psychological Association, early adults are increasingly willing to discuss mental health issues and seek solutions through both online and offline counseling services (American Psychological Association, 2019). Research by Gashya and Alamiyah (2019) demonstrates that millennials in Surabaya utilize Instagram to access mental health information. Numerous social media accounts now offer content on psychological advice, educational resources, and personal testimonials. However, the accessibility of such information also introduces challenges, including the risk of misinformation and self-diagnosis, which may have adverse consequences. Additionally, another study examined early adults' use of the telemedicine application Halodoc as an alternative source of mental health information (Bailey et al., 2022).

The increasing use of social media as a source of mental health information presents several challenges. One significant concern is the risk of self-diagnosis, as individuals may rely on unverified information found online. Although self-diagnosis may provide temporary reassurance, it often leads to heightened anxiety and confusion due to the lack of professional validation. This outcome contradicts the Health Belief Model, which posits that seeking health information online should offer reassurance (Hasan et al., 2023). Another prevalent issue is oversharing, wherein users disclose excessive personal health information in pursuit of support and community. Among early adults, this behavior can exacerbate psychological distress in

the absence of professional guidance. The resulting amplification of negative emotions may create an echo chamber effect, romanticizing mental health disorders and complicating the distinction between accurate and misleading information (Ahuja & Fichadia, 2024).

Early adulthood is characterized by complex mental health challenges, including the pressures associated with higher education, career initiation, identity development, and evolving relationships and social status (Arnett et al., 2014). The period between ages 18 and 25 constitutes a critical transitional phase. Factors such as uncertainty about the future, financial pressures, and shifting social responsibilities significantly influence mental health during this stage (Arnett et al., 2014).

Social media now serves as a vital channel for disseminating health information. Multiple studies demonstrate that platforms such as Instagram, X (formerly Twitter), and TikTok have substantially increased public awareness of health issues (Azmi et al., 2021; Prasanti, 2018). These platforms enable health organizations and individuals to share health-related information rapidly (Hisan, 2022).

Ventola (2014) demonstrated that social media facilitates interaction between healthcare providers and the public, thereby supporting large-scale health campaigns. Social media provides individuals with direct access to information that aids in understanding early symptoms, prevention, and initial treatment of health conditions. Despite these benefits, significant challenges persist regarding the dissemination of mental health information on social media.

Mental health information disseminated via social media frequently lacks credibility and is often unsupported by scientific evidence. This misinformation can exacerbate mental health conditions, particularly when individuals engage in self-diagnosis without professional intervention. Research on mental health literacy predominantly addresses attitudes and stigma, with the majority of studies conducted in school-based settings in high-income countries (Patafio et al., 2021).

Social media is frequently associated with increased mental health vulnerabilities among early adults. In examining how this demographic seeks mental health information online, several key phenomena emerge. A study by Baileys et al. (2022) identified social media as a central information hub for addressing mental health concerns. The COVID-19 pandemic, which necessitated prolonged periods at home, significantly affected individuals and contributed to increased suicidal ideation. The study revealed that half of all respondents supported early adults experiencing psychological distress and suicide risk. Although social

media is often linked to depression, it has also created opportunities to alleviate depressive symptoms and suicidal ideation.

For instance, a study at the University of Glasgow investigated how individuals seek information regarding mental health and diabetes. While individuals frequently search for mental health information online, their social media accounts indicate active engagement with related content (Fergie et al., 2016). Many early adults value diverse forms of health knowledge from multiple sources, often reproducing and integrating this content into their social media profiles. Additionally, some users discuss their consumption of health-related content as part of their routine social media activity (Fergie et al., 2016). The type of information accessed varies according to social connections and the content promoted by social media platforms.

Social media has significantly altered the ways in which society accesses mental health information (Bailey et al., 2022). The scarcity of mental health resources compels millennials and early adults to seek information through telemedicine applications such as Halodoc and alternative platforms like social media. Although social media serves multiple purposes, 94% of respondents with mental illnesses report using these platforms for networking, participating in digital activities, forming online friendships, and accessing mental health resources (Gowen, 2013). These findings indicate that social media can function as an inclusive environment for mental health support.

The interactive nature of social media provides users with opportunities for social engagement, fostering a sense of belonging among individuals with mental illnesses through shared personal narratives and coping strategies (Naslund et al., 2016). Such engagement can offer valuable insights into healthcare decisions and promote mental health care-seeking behaviors across diverse populations. Evidence suggests that the advantages of online peer-to-peer support outweigh the potential risks.

Social media friendships can influence the acquisition of health information. Both search engines and social media platforms are shaped by various stakeholders rather than functioning as neutral technologies (Mager, 2012). Friendships among users who generate health-related content contribute to the dissemination of information, yet users frequently encounter challenges in distinguishing credible sources. These social connections can reinforce algorithmic filter bubbles, resulting in more homogeneous information exposure and potentially misleading perceptions, particularly regarding mental health. User contributions often involve sharing professionally produced content in different contexts (Mager, 2009).

Early adults turn to social media for health services and mental health support as alternative avenues for care (Gowen, 2013), but they may experience information overload due to the variable reliability of available resources.

Online information-seeking has become a routine activity among early adults. Pretorius et al. (2019) found that young people frequently use social media to seek help for mental health issues, often due to stigma and a preference for online rather than offline support. Social media is regarded as advantageous because it provides anonymity, privacy, rapid access, ease of use, and a diverse array of experience-sharing content. These features enable users to exercise greater control over the help-seeking process and address individual needs. Given these trends and the various factors influencing mental health information-seeking on social media, further research is warranted to elucidate the patterns of mental health information-seeking behavior among early adults, particularly in Indonesia.

## **RESEARCH METHODOLOGY**

A descriptive qualitative approach was employed, utilizing Focus Group Discussion (FGD) as the primary data collection technique. FGD consists of group discussions led by a moderator to explore participants' views, experiences, or understanding of a specific issue (Lune & Berg, 2017). This method was selected for its ability to capture participant interactions, which often reveal new perspectives during data collection. This study focused on the experiences and perceptions of young adults in seeking mental health information through social media platforms, including how they interpret algorithmically recommended content and evaluated the credibility of mental health information. The unit of analysis focused on participants' narratives, discussions and interaction during the FGD. Data collection was conducted in August 2024 through a focus group discussions and stakeholder interviews. Two key stakeholders were included as sources: representatives from the Indonesian Clinical Psychologists Association (Asosiasi Psikolog Klinis Indonesia/APKI) and Dinas Kesehatan Provinsi Jawa Timur, both of whom are involved in mental health literacy.

Participants were selected purposively and included 12 young adults (aged 18-25 years), health officials from the Health Department, and clinical psychologists. Selection criteria focused on background experiences, including creative workers, undergraduate and postgraduate students, junior doctors, healthcare workers, and part-time employees seeking mental health information on social media. The discussions lasted approximately 120 minutes and were moderated by the research team. During the first 90 minutes of the FGD, the two

stakeholders presented materials related to the theme of mental health, which served as the main discussion topic of the FGD. The remaining time was used to discuss the experiences of the 12 FGD participants in seeking mental health information on social media.

To ensure data validity and trustworthiness, several validation techniques were employed, source triangulation was applied by comparing data obtained from young adult participants with insights from stakeholder, including clinical psychologists and health officials. member checking was performed by summarizing key discussion points during the FGD and confirming them with participants to ensure that the interpretations accurately reflected their views. Finally, the research team conducted peer debriefing during the analysis process to discuss coding decisions and reduce potential researcher bias

Data from the FGDs were analyzed using thematic analysis. The analysis followed three stages: open coding, categorization, and theme development. Transcripts were first coded to identify recurring concepts related to mental health information seeking, algorithmic exposure, and credibility perceptions. These codes were then grouped into broader thematic categories that represent patterns in participants' experiences.

## **RESULTS AND DISCUSSION**

This study aims to examine how young adults search for, filter, and process mental health information obtained from social media. Additionally, it investigates the impact of social media use on mental health information-seeking behavior, understanding, and awareness, including trust in social media content and the prevalence of self-diagnosis. The findings are organized into several sub-themes: mental health challenges among young adults; information sources and information-seeking behavior; credibility challenges and self-diagnosis; digital literacy in mental health; and the role of government in providing mental health services.

### **Social Validation and Mental Health Among Young Adults**

Mental health has become a prominent topic among young adults, particularly following the pandemic. According to Retna, a representative from the Indonesian Clinical Psychologists Association (APKI), an increasing number of young adults are independently seeking professional help for mental health concerns. Many students reported experiencing anxiety and depression symptoms during the transition from online to offline activities, which heightened awareness of the need for mental health information. The APKI report indicates that, in some cases, an inability to cope with mental health problems can result in self-harm.

This is exacerbated by the large amount of content about mental health circulating on social media, the content of which is often not credible.

Beyond being a source of information, social media also functions as a space for social interaction, allowing users to share experiences regarding mental health. Several participants stated that they read comments or discussions on content to see if their experiences are shared by others. Interactions such as comments, reposts, and community discussions provide a form of social validation, namely the feeling that their psychological experiences are not individual. In this context, social media functions not only as a medium for information but also as a space for digital social support. However, this social validation mechanism can also reinforce personal interpretations of mental health information without professional verification. This suggests that community interaction can strengthen users' perceptions of a psychological condition, both positively and problematically.

The increased search for mental health assistance among young adults is frequently attributed to the implications of the COVID-19 pandemic. Data from Johns Hopkins on anxiety, depression, and suicidal thinking among U.S. adolescents indicate that post-pandemic mental health issues include depression, excessive anxiety, and behavioral disorders. WHO (World Health Organization, 2021) also reported that approximately 14% of adolescents worldwide experience mental health problems, many of which remain undetected and untreated.

This risk is often exacerbated by misleading online content that suggests self-harm as a means to relieve stress. A study by Arendt et al. (2019) found a strong correlation between exposure to self-harm and suicide-related content and the desire to engage in similar behaviors among young people. Research further demonstrates that adolescents most frequently disclose nonsuicidal self-injurious behaviors to peers, while the majority avoid informing their parents due to fear and concerns about parental involvement, which serve as primary barriers to disclosure (Fox et al., 2023).

The discussion further emphasized that mental health among young people encompasses psychological, physical, social, and moral-religious dimensions. Mentally healthy individuals can contribute to their communities, demonstrate empathy, and express affection. Self-respect is also regarded as an indicator of good mental health among young people. Religion is generally associated with positive mental health outcomes, as participation in religious activities such as attending services and praying is often linked to improved mental well-being.

In the context of Islam, Salji et al., (2022) identified a positive correlation between religious engagement and addressing mental health issues.

### **Algorithmic Exposure and Passive Information Discovery**

The focus group discussion (FGD) results showed that most participants did not actively seek out information about mental health through search engines or academic sources. Instead, they encountered it indirectly through content appearing in their social media feeds. Platforms like Instagram, TikTok, and Twitter have become primary sources of exposure to mental health information because their algorithms automatically recommend content relevant to users' interaction history.

Algorithms play a significant role in presenting content that aligns with users' emotional states, thereby increasing the accessibility of mental health information without requiring active searches. Participants in the study noted that social media algorithms appear to interpret users' emotional conditions. For instance, one participant reported rarely searching for health information, yet still received mental health content through algorithmic recommendations.

*"My social media often shows what I want and what is relevant to my emotions" (Ika, FGD Participant, 23 years old).*

Participants explained that they often encounter content about symptoms of depression, anxiety, or burnout through short videos or threads shared by content creators. These content creators are not specifically certified mental health experts, but rather individuals who have experienced similar conditions and are undergoing therapy or have been declared cured. Sometimes the content is simply text with supporting background music. Some participants observed that social media platforms appear to predict users' content preferences; however, they also acknowledged that users rarely verify the source or validity of the information received. Content such as inspirational quotes or personal stories from individuals with mental health disorders is often accepted without further scrutiny. This uncritical consumption of information can be problematic, as it may negatively affect users' mental states.

This pattern suggests that the mental health information search process among the younger generation is more algorithm-driven discovery than intentional information seeking. In other words, platform algorithms play a significant role in determining the type of mental health information users consume. This phenomenon suggests that the distribution of mental health information on social media is not solely dependent on user initiative, but also relies on algorithmic curation mechanisms that personalize content based on preferences and previous interactions.

In examining behaviors related to seeking mental health information, participants indicated that young adults prefer dynamic and visually engaging content. This demographic tends to avoid monotonous social media content, instead favoring platforms that offer engaging audio-visual materials. Social media not only addresses mental health issues but also facilitates interactions between users and healthcare providers, supporting broader health campaigns (Ventola, C., 2014), Algorithms on these platforms enable mental health-related content to appear automatically after users engage with similar material; for instance, liking a post can result in similar content recurring on the user's timeline. Although young adults frequently encounter mental health topics, barriers to accessing treatment, and reluctance to seek professional help persist. Social media has emerged as a primary source of mental health information, with content predominantly targeting young people (Ridout & Campbell, 2018). The study by Ridout & Campbell (2018) found that young people perceive social media-based content as highly accessible and easy to understand, and that these platforms provide opportunities for peer support.

The trend of mental health discussions in Indonesia shows a significant increase. 54% of Indonesian students report high mental health literacy (Fuady et al., 2019). The study by Fuady (2019) illustrates that young adults are actively seeking mental health information, both on social media and from other sources. Discussion participants revealed that, as young people, they prefer social media as the primary source for mental health information. The For You Page (FYP) feature on TikTok exemplifies this phenomenon by delivering a continuous stream of content, which can include both supportive and potentially harmful material, with the platform's content structure reinforcing a filter bubble effect (Milton et al., 2023). Platforms like Instagram, TikTok, and Twitter are favorites for finding mental health-related content, often focusing on inspirational quotes that offer affirmation or personal stories from mental health survivors or those with mental health disorders.

Friendships formed through social media influence how individuals obtain information. Search engines and social media platforms do not operate as neutral or passive technologies; rather, they are shaped by multiple actors (Mager, 2012). Health-related content generated within users' social networks is frequently consumed and trusted, despite users' challenges in distinguishing credible from non-credible sources. These interactions contribute to a filter bubble effect, where algorithmic curation reinforces homogeneous content exposure and creates a pseudo sense of understanding, particularly regarding mental health information. Although active social media users may possess high confidence, resources, and mental health

literacy, these factors do not necessarily predict actual mental health status (Fatahya & Abidin, 2022). Assessing an individual's health condition requires consideration of multiple complex determinants and should involve additional variables.

### **Credibility Challenges and the Issue of Self-Diagnosis**

One important pattern that emerged from the discussions was users' tendency to self-assess their mental health after consuming certain content. Several participants reported comparing symptoms described in social media content to their personal experiences. While most participants recognized that a medical diagnosis should be made by a professional, repeated exposure to content can influence how they interpret their emotional states. In some cases, social media content served as a starting point for users considering the possibility of certain conditions, such as anxiety or depression.

A primary issue identified in this study is the credibility of mental health information disseminated through social media. Self-diagnosis has emerged as a significant concern, as individuals often attempt to diagnose themselves based on content encountered online. Much of this information lacks a foundation in valid scientific evidence and instead relies on personal experiences or quotations from others.

Oversharing poses another challenge, as individuals frequently share personal experiences on social media that are later interpreted as universal solutions to mental health issues. Pungky, a representative from the East Java Provincial Health Office, emphasized that each individual possesses unique life experiences and perspectives. There is a tendency for people to regard these shared stories as benchmarks for addressing mental health concerns, rather than seeking assistance from credible service providers (Kummervold et al., 2002). This highlights that not all personal experiences are appropriate references for mental health issues.

Both primary sources in the discussion emphasized the need to filter information encountered on social media. Young adults are encouraged to seek information from credible sources, such as health organizations or official government accounts addressing mental health issues. Frequently, social media users rely exclusively on information found online without consulting professionals or relevant institutions. One of the biggest challenges in dealing with the spread of mental health information on social media is how users interpret the information. Sukma, one of the discussion participants, expressed that the information on social media made her believe she had mild depression. A significant challenge in addressing the dissemination of mental health information on social media is how users interpret this content. For example, Sukma, a discussion participant, reported that exposure to social media content

led her to believe she had mild depression. She inquired about strategies to alter the tendency toward self-diagnosis after consuming mental health information online.

*“I often feeling like I have mental illness because of my trauma. And social media contents makes me think that my feeling is right” (Sukma, FGD Participant, 19 years old).*

Retna, a clinical psychologist and keynote speaker, emphasized that all content possesses inherent limitations and that each narrative reflects distinct life experiences. Armstrong et al., (2025) examined young adults' perspectives on the use of social media for self-diagnosis. Their study found that online mental health content shapes beliefs about mental health topics, with social media platforms accessed more frequently than academic sources. Furthermore, young adults often use information from social media as a tool for self-diagnosis, which subsequently motivates them to seek mental health treatment (Armstrong et al., 2025).

A comparable situation is observed in the United Kingdom, where a thematic analysis by Prescott et al. (2017) of online mental health forums revealed that young adult users seek support through these platforms and place trust in personal stories, even when such narratives do not explicitly provide mental health advice. A sense of belonging within online communities often leads individuals to trust shared personal experiences and adopt coping strategies for managing mental illness (Naslund et al., 2016).

These findings suggest that social media plays an ambivalent role in mental health communication. On the one hand, these platforms can raise public awareness about mental health. However, on the other hand, the distribution of unverified information can influence individuals' interpretations of their psychological states. Several discussion participants observed that, despite the abundance of mental health content on social media, much of it lacks credibility. They noted that a significant portion of this content is based on personal testimony rather than scientific evidence. The study by Bizzoto et al., (2023) demonstrated that increased exposure to mental health misinformation on social media correlates with a higher likelihood of individuals accepting such information, which may exacerbate mental health conditions. The ongoing digitalization of health communication and healthcare services underscores the need for further research on digital divides and the evolving relationship between patients and healthcare professionals.

### **Role of Government and Healthcare Providers**

The importance of government involvement in providing access to credible mental health information emerged as a central theme in the discussion. Pungky, a speaker, explained

that the Department of Health (Dinas Kesehatan) has undertaken initiatives to use social media as a platform for disseminating mental health information. Strategies include collaborating with influencers and content creators to reach wider audiences. Dinkes also employs videos, animations, and collaborative content to enhance the accessibility and appeal of mental health information, particularly for younger populations.

The discussion results also showed that visual and narrative content formats were more likely to capture participants' attention than more formally presented mental health information. Content that utilized simple illustrations, personal storytelling, or everyday experiences was perceived as easier to understand and more relevant to users' emotional experiences. Participants stated that content delivered by creators with a relaxed and personal communication style felt more relatable than information from official institutions. This suggests that in the context of digital health communication, interpersonal and narrative communication styles are important strategies for increasing audience engagement.

These findings demonstrate that the effectiveness of health communication on social media is determined not only by the accuracy of the information, but also by the communication format, delivery style, and the content's ability to build an emotional connection with the audience. Multiple studies indicate that platforms such as Instagram, X (formerly Twitter), and TikTok play a significant role in increasing public awareness of health issues (Azmi et al., 2021; Prasanti, 2018). These platforms enable health organizations and users to share information rapidly and efficiently, thereby reaching a broad audience (Hisan, 2022).

Despite these initiatives, discussion participants noted that many individuals remain unaware of government-provided mental health facilities. This observation is consistent with findings by Gashya and Alamiyah (2019), who reported that youth in Surabaya primarily rely on Instagram for mental health information. Oki, another participant, highlighted that countries such as Hungary offer easily accessible suicide prevention hotlines, whereas similar services in Indonesia are not widely recognized. He recommended that the government adopt a more proactive approach in disseminating information about available mental health services, particularly through social media.

The research journal by Patafio et al., (2021) identify significant limitations in mental health promotion among young adults, particularly in low-income countries. In Indonesia, mental health issues have not yet become a primary focus. Pungky emphasized the need for collaboration between the government and stakeholders, such as universities and community

organizations, to promote credible mental health information. She noted that Dinas Kesehatan (Ministry of Health) has initiated partnerships with universities and medical professionals to improve access to high-quality mental health information. Additionally, she underscored the importance of digital literacy in seeking and consuming mental health information. Retna observed that while social media remains a relevant information source, robust digital literacy is essential for users to distinguish valid information from content requiring further verification. According to Retna, social media can be an effective tool for disseminating health information, provided users have the skills to distinguish between accurate and misleading content.

Pungky further stated that the government consistently encourages the public to verify health information encountered on social media. She advised individuals to prioritize information from official government accounts or credible organizations, as content that appears positive or helpful may still be false or misleading if not sourced credibly. The participants concurred on the growing need to enhance public digital literacy. Improved digital literacy would enable individuals to identify trustworthy sources better and avoid invalid or misleading content. Moreover, enhancing mental health literacy and implementing community moderation by health professionals may help mitigate the negative effects of exposure to mental health-related misinformation (Bizzotto et al., 2023).

## CONCLUSION

This discussion offers insights into the challenges individuals face in early adulthood regarding mental health and information-seeking through social media. Young adults often seek mental health information based on engaging audio-visual content. While algorithms facilitate access to mental health information, they also restrict the diversity of content presented, creating the impression that the algorithm understands users' feelings. This phenomenon poses a challenge for practitioners, as social media users may self-diagnose without consulting professionals.

The findings of this study highlight several important patterns, first, social media functions were not only as a source of mental health information but also as a space for social validations, where young adults looking for emotional experiences through comments, discussion and shared personal stories. Second, mental health information discovery is largely driven by algorithmic exposure rather than intentional information seeking, participants often

encounter mental health content passively through personalized recommendations on platforms.

Although social media provides rapid and convenient access to mental health information, significant challenges persist regarding credibility and self-diagnosis. The participants agreed that strong digital literacy is essential for the public to identify valid sources and avoid misleading content. Government and healthcare providers play a critical role in ensuring the availability of credible and accessible information. Collaboration with influencers and other stakeholders is necessary to reach broader audiences and increase awareness of mental health issues. As mental health challenges continue to evolve in the digital era, coordinated efforts from multiple sectors are required to provide accurate information and support societal mental well-being. This study contributes to the field of digital health communication by providing qualitative insights into how young adults interpret and engage with mental health information on social media.

Future research could expand by involving with quantitative or mixed-method approaches to examine the relationship between algorithmic exposure, digital literacy, and mental health outcomes more systematically. In addition, further research could explore content analysis of digital platform, algorithm transparency, and digital ethics in shaping the dissemination of mental health information online, and contribute to a deeper understanding of how digital environments influence mental health communication and help develop more effective strategies for promoting reliable health information in the digital era.

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