



NEW MEDIA AND MENTAL HEALTH LITERACY AMONG YOUNG ADULTS

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DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Approval Form

This research paper attached hereto, entitled “New Media and Mental Health Literacy Among Young Adults” prepared and submitted by Ng Yen Lan in partial fulfilment of the requirements for the Bachelor of Corporate Communication (HONS) is hereby accepted.

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Abstract

Mental health issues are a significant public health concern throughout the world. Study indicates that mental illness is one of the leading factors of disability and health loss in Malaysia. Positive Mental Health Literacy among people is a crucial component for the positive mental health of the population in Malaysia. The development of new media such as internet-based social media and search engines and websites has contributed to improving mental health literacy among young adults. This research aims to study how young adults perceive new media used to improve mental health literacy through the scope of the Technology Acceptance Model (TAM) Theory in Malaysia. TAM is applied to models and explains how young adults accept and use new media to improve mental health literacy. The quantitative research method was adopted to collect data from samples. A total of 190 Malaysians aged 18-26 participated in the research. The results indicate that the majority of young adults positively perceive new media used to improve mental health literacy. The hypotheses formulated according to the previous study and the Technology Acceptance Model (TAM) Theory are all supported. There are a few limitations in this study and recommendation areas for future research.

Table of content

DESCRIPTION	PAGE
DECLARATION	1-3
ABSTRACT	4
TABLE OF CONTENT	5-6
Chapter 1: Introduction	7
1.1 Background of Study	7-11
1.2 Problem Statement	12-13
1.3 Research Objective	14
1.4 Research Question	14
1.5 Significance of study	14-15
Chapter 2: Literature Review	16
2.1 New media use in improving mental health literacy among young adults	16-17
2.2 Technology Acceptance Model (TAM) in New Media Study	18-20
2.3 Technology Acceptance Model (TAM) in Health Information technology study	21-22
2.4 Theoretic Framework : Technology Acceptance Model (TAM)	23-28
Chapter 3: Methodology	29
3.1 Research design	29
3.2 Research Instrument	29-33
3.3 Sample design	33
3.4 Data Analysis	33-36
3.5 Reliability and validity.	37

Chapter 4: Research findings	38
4.1 Descriptive Analysis	38-66
4.2 Inferential analysis	67-72
Chapter 5: Discussion and Conclusion	73
5.1 Discussion	73-77
5.2 Research Limitation	77-78
5.3 Recommended areas for further research	78
5.4 Conclusion	79
6.0 References	80-91
7.0 Appendix	92-100

Chapter 1: Introduction

1.1 Background of study

Mental Health

Mental health issues are a significant public health concern throughout the world. Mental health is defined as a condition of mental well-being that allows people to cope with life's stressors, realise their strengths, study and work productively, and contribute to their community (World Health Organization, 2022). Among mental health disorders, depression and anxiety disorders are the most prevalent, and are the 1st and 6th largest contributors to a global disability, respectively (Tambling, 2021). According to statistics, the worldwide burden of mental illness accounts for 32.4% of years lived with disability (YLDs) and 13.0% of disability-adjusted life-years (DALYs) (Jin, et al., 2020). The amount of young individuals experiencing mental health issues has significantly risen. Mental Health issues are caused by factors such as divorced families, rising unemployment, and increased academic and career pressures (Siriporn et al., 2022).

Study shows that young adults had the largest increase rate of mental illness between 2018 and 2017. The attempts of suicidal intention are more serious in younger adults compared to older age (Rosenberg, 2019). There is evidence showing that a significant number of young adults aged 18-24 experience mental health illness and become worse over time. In Australia, 50% of young adults experience high levels of psychological distress in the year 2017- 2018, and the figure is increasing (Wyn, 2022). According to the Pew Research Centre, young adults aged 18-29 have higher levels of mental health distress than others (Longest et. al., 2022). Young adulthood is a critical stage of transitions and rapid development in a variety of aspects, including career path, academic, living arrangements, as well as interpersonal and romantic relationships(Plenty et. al., 2021). Young adults are facing a range of physical, emotional, and social challenges during this

stage. This stage is a period for individuals to navigate the transition from academy to work, build relationships with others, and deal with problems related to mental health and substance abuse (Azrin et. al., 2023), These aspects can lead young adults to mental distress.

Mental Health in Malaysia Context

According to Shaeraine(2021), mental illness is one of the leading factors of disability and health loss in Malaysia. For the past ten years, the prevalence of mental health issues has increased dramatically in Malaysia. One of the factors that caused the issue above is that Malaysia is developing from a middle-income to a high-income country (Kumaran et al., 2022). Malaysians are facing rapid cultural and lifestyle changes caused by growing urbanisation and globalisation, and related increased levels of perceived stress (Raaj, 2021). Moreover, The COVID-19 pandemic and Movement Control Order (MCO) have led to the rise of mental health issues (Zin Aris et al., 2022).

According to a technical report published in December 2017 by the Malaysia Health Ministry, as many as 29.2% of adults (age 16 and over), or one in three adults, and 12.1% of children in Malaysia are dealing with mental health issues. Additionally, the National Health and Morbidity Study (NHMS) data from 2019 showed that nearly 500,000 Malaysians suffer from depression (Malaysiakini, 2023). The research found that people between 16 to 24 years old hold the highest prevalence of mental distress in Malaysia due to academic-related pressure (Hamzah et. al., 2023).

Mental health literacy (MHL)

Positive Mental Health Literacy among people is a crucial component for the positive mental health of the population in Malaysia (Sequeira, 2022). Mental health literacy refers to knowledge and beliefs regarding mental disorders in terms of recognising, managing, and preventing them (Tambling, 2021). Indeed, mental health literacy includes the ability to recognise specific disorders or types of psychological distress; knowledge and beliefs about risk factors and causes; knowledge and beliefs about self-help interventions; knowledge and beliefs about professional help available; attitudes that facilitate recognition and appropriate help-seeking; and knowledge of how to seek mental health information (Francisco et al., 2022).

Research highlights that mental health literacy is a significant element in preventing mental health illness and depression (Zakaria et. al., 2022). Positive Mental Health literacy is constructed by 4 domains: good understanding of mental health; knowledge of mental disorders and treatments; stigma against mental illness and treatment; and help-seeking behaviour competency (Mahmoodi et al., 2022). The global issue especially in developing nations is inadequate Mental health Literacy which relates to some negative mental health outcomes and is anticipated to be a major component in reducing mental health issues and contributing to both individual and public mental health (Mamoodi et al., 2022). In Malaysia, low levels of mental health literacy among the young generation have a rising risk of increasing mental health illness rate (Sarbhan et. al., 2022).

Health Communication

Communication is now widely acknowledged to be essential to effective healthcare (Evaristus et al., 2020). Health communication is used to positively impact people, groups, and communities to stimulate circumstances that are beneficial to humans and the environment, either directly or indirectly (Resiana, et al., 2022). Communication of critical messages to diverse and

particular audiences has been shown to effectively affect people's knowledge, attitude, and belief toward healthy behavioural choices (Evaristus et al., 2020).

The effective use of communication channels has a significant impact on the promotion of health and public awareness of the causes and treatments in the event of a pandemic, which has a beneficial effect on the population's behaviour concerning their health (Alfonso, et al., 2023). Health information technology is utilised to benefit the health and well-being of people and enhance the accuracy of health-related information and the efficiency of communicating. Health information technology is the devices including smartphones, computers, tablets and e-books combined with the internet which allow rapid information transfer. Medical practitioners and professionals believe health information technology can get even better (Flair et. al., 2023).

In today's environment, mental illness has a significant impact on health. It has become widely recognised that mental illness is a concerned public health problem and one of the main factors contributing to disability globally (Singh et al., 2020). The mental health literacy intervention to enhance mental health literacy should be implemented as well. A positive mental health communication intervention can benefit in promoting mental health literacy among Malaysians. The research highlighted that mental health promotion is significant in decreasing the growing magnitude of mental health issues (Singh et al., 2020) because it can reduce stigma for seeking professional help.

New Media

In social science, mass media is defined as the channels or mediums of communication that function to deliver information on a large scale to a wide audience through mass communication (Kivak, et al., 2023). The five primary purposes of mass media are surveillance of the environment, correlation, cultural transmission, entertainment, and mobilisation (Kivak, et al., 2023). In this era, mass media is structured into Old Media (Traditional Media) and new media (Digital Media). Newspapers, television, radio, magazines, books and other print publications are notable examples of old media (Sheposh, et al., 2023). Social networking sites, blogs, online social media networking, and other communication technology channels are examples of new media (Zhang et al., 2022), also defined as digital media in this study.

Researchers define the notion of new media from 4 perspectives: (1) new media is digital and greatly interactive; (2) new media is developing with technological growth; (3) new media should follow international guidelines as the evaluation criteria; (4) platforms are used to assess information and services provided by platforms in new media. Generally, new media is defined as a new model of communication or media according to digital, internet, and other technologies. Moreover, new media can also be defined as a developing media (Ji et. al., 2022). New media refers to digital forms of media and communication in which the audience can access information via the Internet (Harmon, et al., 2022). The Internet was created to facilitate professional communication and data sharing, but it swiftly evolved into a medium for public access to information, consumer services, advertising of goods and services, and other types of communication (Kivak, et al., 2023). The development of technology allows people to browse information at any time from anywhere and on any digital device (Harmon, et al., 2022).

The new media of this study will focus on social media and search engines. Research proved that “Internet-based Social Media” and “Search engines and Websites” are the most used

channels for mental health information receiving and searching (Mahmoodi et al., 2022). In Germany, there are several mental health intervention websites. For example, one is used as a self-help appliance, named moodgym (www.moodgym.de), and one is constructed to guide by a therapist as an extension to personal therapy, named iFightDepression (Vereenoghe et. al., 2020).

New Media have enhanced the speed and broadness of information dissemination and increased the impact of information. Research highlighted the main terminals used to access new media are mobile phones and tablet computers that are widely owned by adults. Compared to traditional information media, new media have transcended the boundaries of time and distance to disseminate information. The devices of new media can be carried and used easily, and the cost of information dissemination through new media is low (Ji et. al., 2022).

1.2 Problem Statement

The rate of mental health issues among adults is rising yearly in Malaysia. There are 29.2% of adults who have mental health disorders in Malaysia. The primary challenge in delivering mental healthcare in Malaysia is people have inadequate knowledge and misunderstandings regarding mental illness. (Shaeraine et a., 2021). The lack of knowledge has led to people avoiding seeking help when facing mental health illness due to stigma. The major barriers to improving mental health in Malaysia are the associated social stigma and the low mental health literacy of people. This needs to be addressed urgently by relevant departments before implementing an effective prevention and intervention program (Chua, 2020). According to research done by Statista (2020), 56% of respondents are unsure of where to get professional help when experiencing mental health issues. Another reason for not seeking professional help for mental

health issues is concern about embarrassment and social stigma. These reasons are due to low mental health literacy.

The new media acceptance in promoting public mental health needs to be determined due to the prevalent use of new media among young adults in Malaysia. New media can be an effective platform for users to obtain mental health knowledge if relevant departments implement the approach wisely. However, there is research that shows that young adults are less likely to accept technology targeted at mental health. Young adults are less likely to utilise Digital mental health intervention in treatment and have less interest in online mental health care compared to face-to-face treatment (Sawrikar et. al., 2022). The approach of the Technology Acceptance Model(TAM) theory can investigate how young people perceive new media use for mental health literacy.

Parties are using new media such as social media to raise mental health awareness among Malaysians. For example, the Mental Health Illness Awareness and Support Association (MIASA) and TikTok Malaysia collaborate to organise an online campaign to provide adequate knowledge of mental health, including the type of disorder, the risk factors of mental illness and effective methods of coping (Ng, 2023). However, the evaluation of young adults' attitudes toward new media used in improving mental health literacy is essential to provide a guideline to enhance intervention programs.

1.3 Research Objective

RO 1: To study how young adults perceive new media used to improve mental health literacy through the scope of Technology Acceptance Model (TAM) Theory in Malaysia.

1.4 Research question

RQ1: How do young adults perceive new media used to improve mental health literacy through the scope of Technology Acceptance Model (TAM) Theory in Malaysia?

1.5 Significant of study

The result of this study is how young adults perceive new media are used to improve mental health literacy in Malaysia. The study will evaluate how young adults perceive the usefulness and efficiency of using new media to improve mental health literacy. The result can assist relevant departments in understanding the attitude of young adults toward new media use in improving mental health literacy intervention. The research on young adults' attitudes towards new media for mental health is essential for constructing digital mental health interventions as a sustainable method for them (Sawrikar et. al., 2022). The relevant department includes the Malaysia Health Ministry, an online operator of the mental health industry, and the management of educational institutes and corporations.

The study on the new media use in improving mental health literacy can provide a baseline for understanding potential methods of digital interventions for supporting mental health literacy(Binyam et al., 2022) in Malaysia. The study result can be used to understand the acceptance of young adults in obtaining mental health information and improve public mental health through new media. Intervention facilities can help to promote young adults' mental health which can ensure their development and improve mental and social well-being across their lifespan (Westberg et.al., 2022).

According to scholarly research, utilisation of new media may affect how people learn about health issues and develop personal health habits. Since the internet has evolved with the rapid development of new media technologies, it has provided people with more choices to receive and seek health information (Khairul et al., 2022). Hence, an up-to-date result of health communication research can provide a timely and helpful direction to governments, health organisations, media, and online platforms to promote and support health information on new media and guide future research (Jia et al., 2021). The research found that online mental health interventions are effective in managing mental well-being among young people (Zhou et. al., 2021).

By applying Technology Acceptance Model (TAM) Theory, this research can understand and explain the factors that influence young adults in utilising new media to obtain mental health knowledge. TAM provides a fundamental for tracking how external factors influence the attitude towards using a system, behavioural intention (BI) to use and actual system use (Rasull et al. 2020). The understanding of how people perceive new media as a tool to improve mental health literacy can help to fill the gap to enhance intervention. The results of the study have implications for online operators in the mental health industry (Rakun, 2019).

Chapter 2: Literature review

2.1 New media use in improving mental health literacy among young adults

Several studies explore that information social support offers knowledge, information and advice that can provide a solution to an issue. Young people will forward and share information through social media that would benefit peers online (Longest et. al., 2022). During the Covid-19 outbreak, people are relying on social media to assess health information (Zhong et. al., 2021). According to research conducted by Lim et al. (2022), young adults reveal that finding health information on the web is easy. They also mentioned that they frequently source health information from Facebook, YouTube, and Instagram.

New media is a common medium used by young adults no matter if they are students or workers to access information. Mental health information-seeking behaviour includes the core channels people use for searching for or receiving mental health information and how they evaluate and trust them. Mahmoodi et. al., (2022) investigated that the internet was the most used platform to assess mental health information in developed and developing countries. However, internet-based social media and other smartphone applications were the least trusted mediums in this study.

Based on a study conducted by Seboka et. al., (2022), results stated that mental health information-seeking behaviour has a significant impact on student's mental health literacy. When a person has a positive level of online mental health information-seeking behaviour, it results in a better level of mental health literacy. Zhou et. al. (2021) stated that web-based self-help platforms were effective in managing mental health issues such as anxiety, depression and stress. Previous research stated that online self-help platforms were easy to use and lessen stigma.

The advantage of adopting online mental health programs is reducing the stigma. Zeiler et. al. (2021) highlighted that the distribution of mental health-related information online contributes

to reducing the stigma of mental health illness in society. The spread of information on mental health can help young adults acknowledge the symptoms of mental health illness and encourage them to seek help. People have positive attitudes towards web-based mental health intervention.

2.2 Technology Acceptance Model (TAM) in New Media Study

Technology Acceptance Models (TAM) have been widely applied in information technology studies. Information technology includes multimedia learning, social media, digital applications, internet and information systems. Although several researchers have not fully investigated the approach of the Technology Acceptance Model, they still adopt one or more factors from the Technology Acceptance Model. For example, Qi et. al. (2021) have conducted research on perceived factors influencing the public intention to adopt medical E-consultation. The study only includes the factors of perceived ease of use, perceived usefulness and behavioural intention (BI) to use. The results stated that the perceived usefulness has a significant impact on public intention to adopt virtual consultation.

New media engage the physical world with computer networks through smart devices (Alzahrani, 2022) such as smartphones, tablets and laptops. New media play a role as a linkage between physical and virtual. It is able to support the telecommunication and connection of various items via certain protocols and technologies of an information system. New media is a medium of information technologies that are directly connected to the internet, allowing them to disseminate information and interact with people. Besides, internet-based new media is facing a few challenges such as increasing volume of data, data privacy, sensor security, and government regulations and laws. Based on research, Tsourela et. al (2020) stated that security and privacy issues are major challenges for user-oriented internet-based new media (Alzahrani, 2022).

In this paper, information technology will focus on the new media: (1) social media, (2) search engines and websites.

Social Media

Social media is defined as digital platforms, services and apps constructed around the assembly of information sharing, mass communication, and interpersonal connection (Bengtsson et. al., 2022). Social media including Facebook, Instagram, youtube, WhatsApp, and Twitter have improved public access to health information (Malik et. al., 2022).

Asghar et. al. (2023) highlighted that their study focuses on the significant role of perceived ease of use (PEOU) and perceived usefulness (PU) as fundamental factors in developing people's intentions toward social media-based learning. The research revealed that perceived usefulness (PU) and perceived ease of use (PEOU) have a significant impact on the user's intention. According to research done by Iacurci (2021), the results indicated that attitudes toward using social media (AT) have a significant influence on the behavioural intention to use (BI) social media.

However, previous studies also reveal that the corresponding hypotheses formulated according to the Technology Acceptance Model are rejected. Iacurci (2021) stated that perceived usefulness has no significant influence on the attitudes toward social media adoption for Small and medium Enterprises (SMEs).

Search Engine and website

Search engine is a technology that empowers the efficient retrieval of information and data from the World Wide Web. Users can formulate a search query to use the search engine. The search engine can organise and filter billions of websites to retrieve those that fulfil the search requirement. Throughout the years, there have been several search engines provided by different

technology companies including Yahoo, Google and Microsoft's Bing. Google remains one of the most favoured search engines throughout the world today (Bromberg, 2022). In this era, search engines are one of the basic uses of the internet to retrieve information. Students in high education institutions are mainly utilising search engines to retrieve information either for academic or personal purposes (Lavidas et. al., 2019).

The most used search engines among university students are Google and Google Scholar. According to the study of Cothran, the results revealed that perceived usefulness and perceived ease of use positively influence the student's intention to use the information system. Moreover, there was a study on the attitude towards the use of search engines as a medium for receiving information. The results stated that perceptions of technology acceptance are the main factors that influence the attitude of people to adopt search engines (Lavidas et. al., 2019). According to the research of Lavidas and colleagues (2019), perceived usefulness and attitude towards usage are the most significant factors that influence the behavioural intention to use search engines.

2.3 Technology Acceptance Model (TAM) in Health Information technology study

People are searching for methods to retrieve information on their health through the internet for information that will assist them in making decisions on visiting the doctor or not. Research by Lemire and colleagues has predicted an increase in the index of people searching health information on the internet via social media technologies such as blogs, online communities, and email to share medical symptoms and treatment. Several studies have been done with the approach of the Technology Acceptance Model to investigate health-related applications, information systems and websites.

Previous studies have investigated the intention of a group of handicapped due to neurological disorders to access online health information. Technology Acceptance models have been applied to evaluate the attitude of the handicapped in searching for health information, particularly related to perceived usefulness and perceived ease of using the internet. Researchers highlighted that understanding the consequences through perceived usefulness and intention to use the health website is significant (Sakun, 2019). According to research conducted by Sakun(2019), perceived usefulness is the primary determinant of intention to use health websites. It impacts the success or failure of the health websites. Second, the perceived ease of use (PEOU) contributes to the degree of confidence users have in a health website.

According to research done by Sawrikar and Mote (2022), results present that young people have moderate acceptance of using digital mental health interventions. The perceived usefulness and trust of digital mental health intervention have a low to moderate level in influencing intention to use. There is a previous study done to explore the acceptance of digital mental health intervention by the approach of the technology acceptance model (TAM). The study aimed to determine the key factors related to perceived ease of use (PEOU) and the perceived usefulness

(PU) of a web-based self-help program and guided intervention for individuals who desire to enhance their mental well-being. The results show that people are mainly concerned with the ease of use of the technology (Vereenooghe et. al., 2020).

2.4 Theoretic Framework : Technology Acceptance Model (TAM)

The theoretical framework of this study is the Technology Acceptance Model (TAM). TAM is a theory developed by Davis et. al.(1989) that models and explains how people accept and use technology. Acceptance refers to hostility towards rejection and the positive decision of a person to use the technology (Alshammari et. al., 2022). TAM is an extension of the theory of reasoned action (TRA), which believes that a person's behaviour is influenced by specific causes (Toraman Y., 2023). TAM is a theory that determines the possibility of a person or group successfully embracing a new technological system (Mark, 2020). It is now widely used to explain people's behaviour while adopting new technology (Toraman et. al., 2023).TAM is applied to examine the acceptance, adoption, and utilisation of information technology (Zaineldeen et. al., 2020). The technology acceptance model does not measure the success of information technology but is employed to investigate the user's intention to use the particular technology (Zaineldeen et. al., 2020). Technology acceptance models have been broadly applied in understanding and predicting the intention and behaviour of users to use in the technology field (Alshammari et.al., 2020).

It aims to explain the It consists of six factors: external variables, perceived usefulness(PU), perceived ease-of-use(PEOU), attitude toward using (AT), behavioural intention to use (BI) and actual system use (AU). It demonstrates that actual system use (AU) can be defined based on Perceived usefulness(PU) and Perceived ease of use (PEOU) (Mahalil et. al., 2020). According to the study, the Technology Acceptance Model emphasises that a person's attitudes towards (AT) accepting and using particular technology are influenced by the person's beliefs about the usefulness and ease of use of the technology, which can be applied to explain a person's intention to use a particular technology (Nadillah et. al., 2023).

Perceived usefulness (PU) defines the level of a person who believes that using a particular technology can improve their performance. Perceived ease of use (PEOU) refers to the level of a person who believes that using a particular technology is free from effort (Priansyah et. al., 2023). Study shows that Perceived Ease of Use (PEOU) can influence the perceived usefulness (PU) in the Technology Acceptance Model (TAM). When a person believes the particular technology is easy to use, there is more possibility for them to perceive the technology as useful. Perceived usefulness (PU) and Perceived ease of use (PEOU) are both influencing the person's attitude towards using (AT) the particular technology. Attitude toward using (AT) technology can be defined by the positive or negative feelings of a person towards particular technology usage (Priansyah et. al., 2023).

In Technology Acceptance Model (TAM) theory, attitude towards using (AT) and perceived usefulness influence users' behavioural intention (BI) toward the technology: if a person believes technology is useful, they can form a positive behavioural intention (BI) of users towards the use of technology. Ultimately, the positive behavioural intention (BI) of use towards a particular technology determines the actual system use (AU) of a particular technology (Alshammari et.al., 2020). Diagram 2.1 demonstrates the relationship among the factors of the Technology acceptance mode

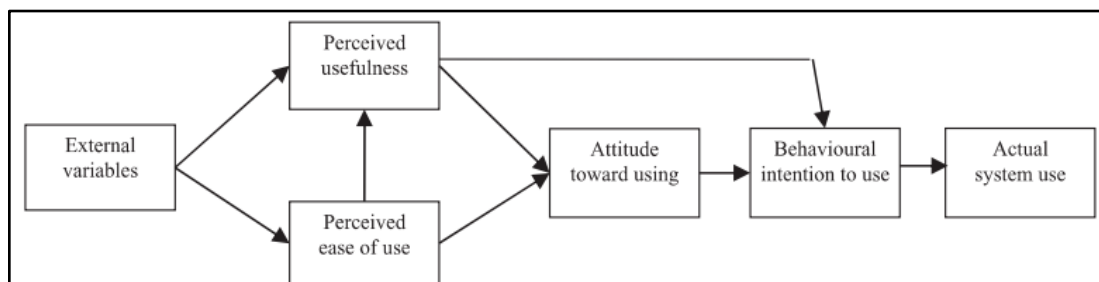


Diagram 2.1 : Technology acceptance model (TAM)

The relationship among the factors of technology models are usually evaluated by the Structural Equation Modelling (SEM). Kalayou et. al.(2020) have applied structural equation modelling (SEM) to measure and validate the level of relationship between factors in the Technology acceptance model. Asghar et. al. (2023), a structural equation model (SEM) was employed to describe the complex relationship between variables in the study of technology acceptance models for social media-based learning.

Perceived Usefulness (PU)

Perceived usefulness is defined as the user's personal preference, which provides a possibility that using the particular technology can enhance the individual or group performance. It constructs the degree of a person's belief that the technology is useful to improve their job performance (Bolodeoku et. al., 2022). According to the user 's perspective, the technology can be perceived as useful when it can resolve the need and benefit the performance. When a person believes that the technology is useful, they will choose to use it. Contrarily, a person will not use the technology if they believe it is less useful (Islami et. al., 2021). Several studies stated that perceived usefulness has a significant influence on attitude towards using (AT) the technology. According to Liesa-Orus and colleagues (2022), the perceived usefulness(PU) of technology has a significant impact on attitude towards using (AU) the technology.

The hypothesis formulated as:

- *H1: Perceived usefulness (PU) is positively influencing the attitude of young adults towards using (AT) new media to improve mental health literacy.*

Perceived Ease of Use (PEOU)

Perceived ease of use is a condition where a person will not need to insert a large amount of effort and also not be concerned about the time to use a particular technology. In Technology Acceptance Model(TAM), ease of use defines the particular technology as easy to master, easy to understand and simply to conduct. It is used to evaluate the degree to a person that operating the technology is effortless (Zaineldeen et. al., 2020). Study shows that Perceived Ease of Use (PEOU) can influence the perceived usefulness (PU) in Technology Acceptance Model (TAM). Zhou et. al. (2022), reveals that if people see the platform is easy to use, they will think it is more useful. Research shows that perceived ease of use (PEOU) has a crucial and positive impact on actual system usage (AU). When users have higher perceived ease of use towards a technology, the higher the level of actual technology use (AU) by the users. (Islami et. al., 2021). According to the research conducted by Zhou and colleagues (2022), people are more likely to use the platform in real life if they believe the usage of the platform is useful.

The hypothesis formulated as:

- *H2: Perceived ease of use (PEOU) is positively influencing young adults' perceived usefulness (PU) of new media to improve mental health literacy.*
- *H3: Perceived ease of use (PEOU) is positively influencing young adult's actual new media use (AU) to improve mental health literacy.*

Attitude towards using (AT)

According to Davis, Attitude towards using (AT) the technology determines the attitude of the user towards the particular technology in the form of acceptance or rejection as an effect when a person uses technology in their job. It depends on the level of confidence the user has towards the technology. When the user has a high level of confidence in a technology, the user will present

a positive attitude in accepting the technology (Islami et. al., 2021). Attitude towards using (AT) is influenced by the perceived usefulness(PU) and perceived ease of use (PEOU). According to Perumal et al., (2021), perceived ease of use has a significant impact on attitudes towards using smart technology. Davis stated that attitude towards using (AT) influences users' behavioural intention (BI) to use the technology (Alshammari et. al., 2020). Zhang et al. (2022), attitude towards using (AT) positively impacts the Behavioural intention to use(BI).

The hypothesis formulated as:

- *H4: Perceived ease of use (PEOU) is positively influencing the attitude of young adults towards using (AT) new media to improve mental health literacy.*
- *H5:Attitude of young adults towards using (AT) positively influences the Behavioural intention of young adults to use (BI) new media to improve mental health literacy.*

Behavioural intention to use (BI)

Behavioural intention to use (BI) a technology refers to the degree of how strong a person's intention is in adopting particular behaviours or exercises. In fact, intention is a tendency, intense enthusiasm, or strong desire for something that comes from people's innerside (Nadillah et. al., 2023). It defines a person's intention to adopt a behaviour without guarantees to do so (Zaineldeen et. al., 2020). Behavioural intention (BI) consists of positive and negative perceptive of people towards actual system use(AU) (Toraman et. al., 2023). According to a study on assessing consumer's behaviour towards internet of things products, perceived usefulness(PU) and is found to greatly influence and construct a positive attitude, which as their positive interaction, impact in behavioural intention to use (BI) (Tsourela et. al., 2020).

The hypothesis formulated as:

- *H6: Perceived usefulness (PU) is positively influencing Behavioural intention of young adults to use (BI) new media to improve mental health literacy.*

Actual system use (AU)

Actual System Use (AU) is a substantive behaviour in employing a technology system. Davis definite actual system use (AU) as a model of external psychomotor response evaluated by a person with real use. Besides, researchers stated that actual system use(AU) is evaluated according to the index of frequency and long-term use of technology. Actual system use(AU) is a reaction to the comprehensive perception of a person to use a technology (Islami et. al., 2021). If the person has positive behavioural intentions (BI) towards the particular technology, they are more likely to employ it (Alshammari et. al., 2022). Previous study provides evidence that marketers are inclined to use the new media for marketing purposes if they have the behavioural intention(BI) to use (Bashir et. al, 2022).

The hypothesis formulated as:

- *H7: Behavioural intention to use (BI) is positively influencing the young adults' actual new media use (AU) to improve mental health literacy.*

Chapter 3: Methodology

3.1 Research design

This research is a cross-sectional study on how young adults perceive new media used to improve mental health literacy in Malaysia. Cross-sectional studies are observational studies that look at a population at a single point in time (Wang et. al., 2020). This research has applied a quantitative approach to collect data from samples. Quantitative approach involves collecting and analysing numerical data. Target population of this research is Malaysians aged 18-26. This research collects data from samples through questionnaires. This research has applied both descriptive and inferential analysis. Descriptive analysis aims to evaluate how young adults perceive the new media used to improve mental health literacy in Malaysia while inferential analysis aims to test the hypothesis formulated according to the Technology Acceptance Model. (TAM). Partial least squares structural equation modelling (PLS-SEM) has been applied to test the hypothesis. The reliability and validity of the data tested by Cronbach's Alpha.

3.2 Research Instrument

The research method used in this study is an online survey, which collects and analyses data from a group of people within target samples. Research instrument applied in this research is questionnaire. The questionnaire is a set of questions that are used to collect data from samples about their opinions, attitudes and experiences. It can be used to gather quantitative and qualitative data (Bhandari, 2021). The questionnaire takes 5-10 minutes to complete.

The questionnaire is created in google form, consisting of 24 questions. The questionnaire is structured into 7 sections. The first section is to verify that respondents fulfilled the research criteria and agree to participate in the research. The second section is demographic, which consists of 3 questions. These sections have multiple choice questions in which respondents can choose the answer.

Section 3 to section 7 has been structured according to the factors of Technology Acceptance Model (TAM). Each of these 5 sections focus on the factors accordingly: perceived usefulness (PU), Perceived ease of use (PEOU), Attitude towards use (AT), behavioural intention (BI), and Actual System Use (AU). These sections employ Likert scale as a rating scale to evaluate the attitude of respondents towards the statement. The five-level Likert scale has applied in these sections: 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Disagree. Likert scales are suitable for identifying the level of respondent's agreement regarding the topic in a more nuanced way (Bhandari et. al., 2020).

Section	Variables	Code	Item
Section 3	Perceived Usefulness (PU)	PU1	I find new media (i.e. Internet Based Social Media/ Search Engine and website) is beneficial for obtaining information about mental health.
		PU2	I agree on using new media (i.e. Internet Based Social Media/ Search Engine and website) enhance my understanding of mental health topics.
Section 4	Perceived Ease Of Use(PEOU)	PEOU1	It is easy to find and access mental health information through new media (i.e. Internet Based Social Media/ Search Engine and website).
		PEOU2	New media (i.e. Internet Based Social Media/ Search Engine and website) platforms for mental health information are user-friendly.
		PEOU3	I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is cost saving.
		PEOU4	I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is easy to use.
		PEOU5	I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is time saving.
Section 5	Attitude towards using (AU)	AU1	I feel positive about using new media (i.e. Internet Based Social Media/ Search Engine and website) for learning about mental health
		AU2	I believe that new media (i.e. Internet Based Social Media/ Search Engine and website) are effective for improving mental health literacy.
Section 6	Behavioural intention to use (BI)	BI 1	I plan to continue using new media (i.e. Internet Based Social Media/ Search Engine and website) for mental health information in the future.
Section 7	Actual system usage	AU 1	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to improve mental health knowledge.
		AU 2	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain

			knowledge on recognizing specific mental disorders or types of psychological distress.
		AU 3	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on ways to cope with mental health issues.
		AU4	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on mental health related self-help interventions.
		AU5	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on attitudes that facilitate mental health issues recognition and appropriate help-seeking.
		AU 6	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on risk factors and causes of mental health issues.
		AU 7	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on how to seek mental health information.
		AU 8	I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on stigma of mental health issues.

Scale Label: 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Disagree

Table 3.1 :TAM items construct:

According to table 3.1, most of the variables consist of multi-items. The benefits of multi-items measures are subject to internal consistency tests, such as Cronbach’s Alpha. Multi-item measures can cover the wider content of variables (Allen et. al., 2022). However, it is not suitable for all variables. Behavioural intention to use (BI) is using single-item measure. a single -item measure can prevent asking the same question repeatedly (Allen et.al., 2022). According to

previous research, items used to evaluate Behavioural intention to use (BI) are “I intend to use it” and “I plan to use it” (Chao, 2019). According to Cambridge Dictionary, plan is defined as intent to do something while intent is defined as to have as a plan. Therefore, it is not necessary to have similar items in a variable.

Moreover, the last question of the questionnaire is about which new media platform do the respondents use the most to obtain mental health related information. This is a short answer to questions to collect data for the actual use of new media. The reason for using short answer questions is to prevent manipulation of the respondent to answer within choices. Respondents can provide answers according to their opinion.

3.3 Sample design

This research design is focused on young adults in Malaysia. The sample is selected from the targeting population which is Malaysian age 18-26. However, there is difficulty in determining the size of this population. In this research, the sampling method applied is convenience sampling. Convenience sampling is a non-probability sampling method where units are chosen for inclusion in the sample due to the easiest for the researcher to access. Non-probability sampling is applied when the population parameters are difficult to identify (Nikolopoulou, 2023). The factors of applying convenience sampling are easy to access, geographical proximity and existing contact within the target population (Nikolopoulou, 2023). The total number of samples is 190 respondents.

3.4 Data Analysis

Data analysis is the process of systematically collecting, tidying, transforming, describing, modelling, and interpreting data (Eldridge, 2023). The data collected will undergo descriptive analysis and inferential analysis.

3.4.1 Descriptive Analysis

Measure of central tendency from descriptive analysis was applied to analyse all the data collected. Descriptive analysis is to describe the characteristics of responses. The descriptive analysis applied to all sections of the questionnaire included agreement, demographic and variables of Technology Acceptance Model. The Technology Acceptance Model analysis focused on whether young adults perceived the variables positively or negatively.

The variables will be analysed are:

Independent variable (IV) :

1. Perceived usefulness (PU) of new media in improving mental health literacy.
2. Perceived ease of use (PEOU) of new media in improving mental health literacy
3. Attitude towards using (AT) new media in improving mental health literacy.
4. Behavioural intention to use (BI) new media in improving mental health literacy.
5. Actual usage (AU) of new media in improving mental health literacy.

Dependent variable (DV) :

1. Young adults' perception towards new media used to improve mental health literacy.

Measures of central tendency able to estimate the centre, or average of a data set. The mean of a collected data set is the average number of the sum of all values. The central tendency of the five-level Likert scale is 3. Therefore, if the results of data collected more than 3 is positive while less than 3 is negative. The standard deviation will be determined to measure the spread for normal distributions (Bhandari, 2023).

The data collected will be transferred to a spreadsheet. It will be analysed using Statistical Package for social science (SPSS) software to calculate the mean and standard deviation.

3.4.2 Inferential analysis

Inferential analysis has applied to test the hypothesis formulated according to literature review. Inferential analysis allows us to make conclusions and predictions based on data collected (Bhandari, 2023). Hypothesis testing is a process of statistical analysis using inferential analysis. Partial least squares approach to Structural equation modelling (PLS-SEM) has been applied to investigate the correlation between the variables among Technology Acceptance Model (TAM). PLS-SEM will be analysed using SMARTPLS software. There are 7 hypotheses that will be tested in this research. Diagram 3.1 below demonstrates the Hypothetical Technology Acceptance Model according to 7 hypotheses formulated.

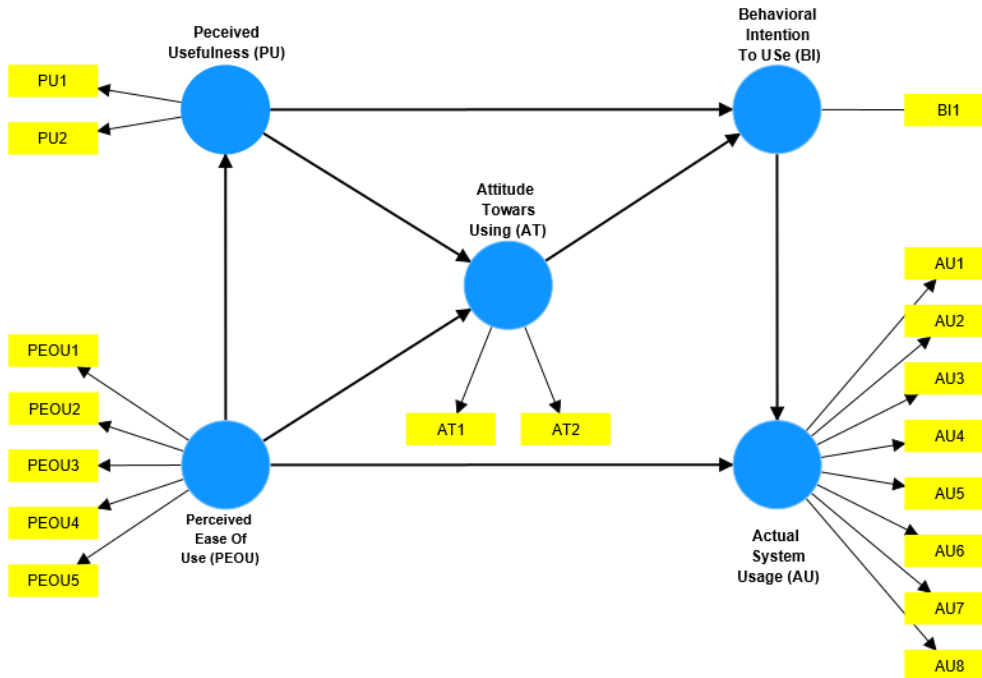


Diagram 3.1: The Hypothetical Technology Acceptance Model

Hypothesis formulated:

- *H1: Perceived usefulness (PU) is positively influencing the attitude of young adults towards using (AT) new media to improve mental health literacy.*
- *H2: Perceived ease of use (PEOU) is positively influencing young adults' perceived usefulness (PU) of new media to improve mental health literacy.*
- *H3: Perceived ease of use (PEOU) is positively influencing young adult's actual new media use (AU) to improve mental health literacy.*
- *H4: Perceived ease of use (PEOU) is positively influencing the attitude of young adults towards using (AT) new media to improve mental health literacy.*

- *Attitude of young adults towards using (AT) positively influences the Behavioural intention of young adults to use (BI) new media to improve mental health literacy.*
- *H6: Perceived usefulness (PU) is positively influencing Behavioural intention of young adults to use (BI) new media to improve mental health literacy.*
- *H7: Behavioural intention to use (BI) is positively influencing the young adults' actual new media use (AU) to improve mental health literacy.*

3.5 Reliability and validity.

The measurement model has applied for reliability and validity assessment to measure the quality of the research. In the research , Cronbach's alpha was adopted to evaluate the reliability. Validity assessment including convergent validity and discriminant validity Convergent validity result in factor loadings, Average Variance Extraction (AVE) and Composite reliability (CR). Discriminant validity has been presented in the Heterotrait-monotrait ratio of correlations (HTMT).

Chapter 4: Research findings

4.1 Descriptive Analysis

4.1.1 Agreement

1. Please check the box if each requirement fulfils.

-Malaysian citizen

-18-26 years Old

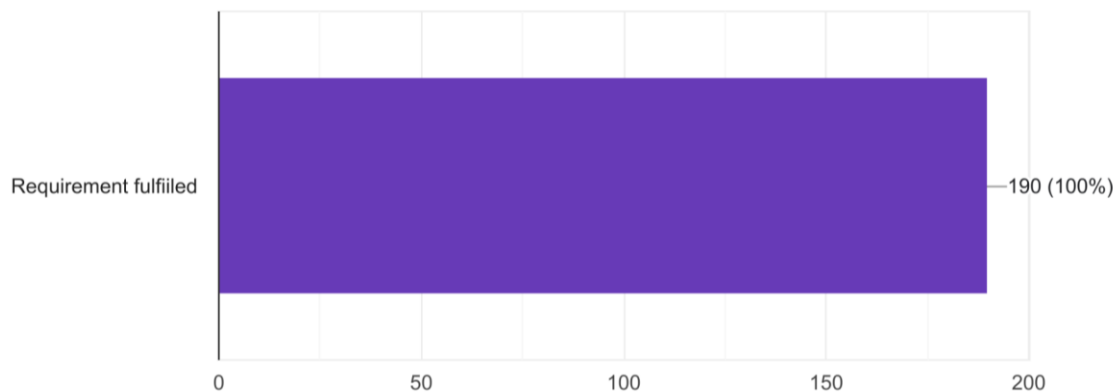


Figure 4.1

Total 190 respondents have participated in this research. Figure 4.1 shows 100% of the respondents fulfilled the requirements which are Malaysians aged 18-26. This has ensured the respondents are within the range target population.

2. Do you agree to participate in this survey?

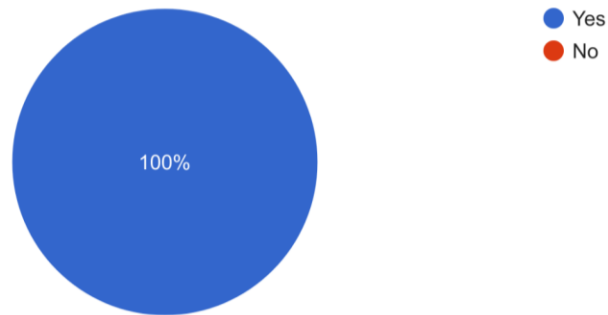


Figure 4.2

This question is to ensure that the respondents agree to participate in this research. According to Figure 4.2, 190 respondents (100%) selected yes.

4.1. 2 Demographic

1. Gender

190 responses

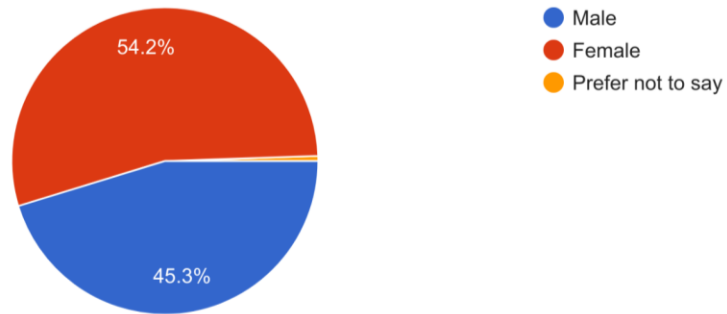


Figure 4.3

Figure 4.3 presents the percentage of respondents' gender. The pie chart shows respondents consist of 86 male (45.3%), 103 female (54.2%), and 1 prefer not to say (0.5%)

2. Employment Status

190 responses

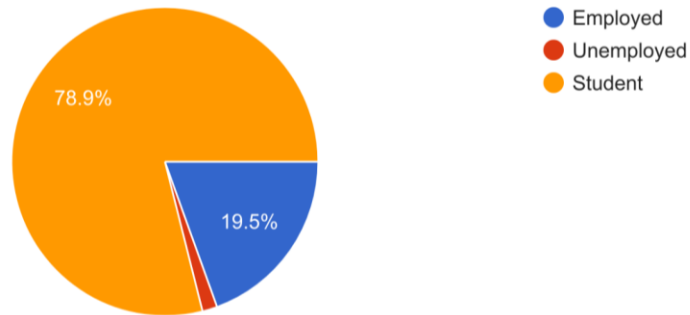


Figure 4.4

According to Figure 4.4, the highest number of respondents who have participated in this survey is students, with a frequency of 150 and percentage of 78.9%. Respondents who are employed consist of 19.5% with a number of 37 and the least number are unemployed, 1.6% with number of 3.

3. Do you use New Media (i.e. Internet Based Social Media/ Search Engine and website)?

190 responses

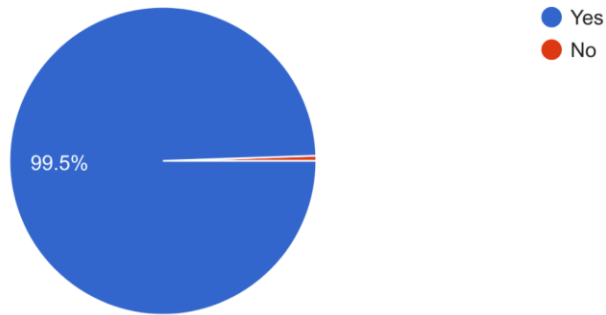


Figure 4.5

Figure 4.5 shows that 99.5% of respondents use new media, the total number is 189. There is only 1 respondent (0.5%) not using new media.

4.1.3 Perceived Usefulness (PU)

1. I find new media (i.e. Internet Based Social Media/ Search Engine and website) is beneficial for obtaining information about mental health.

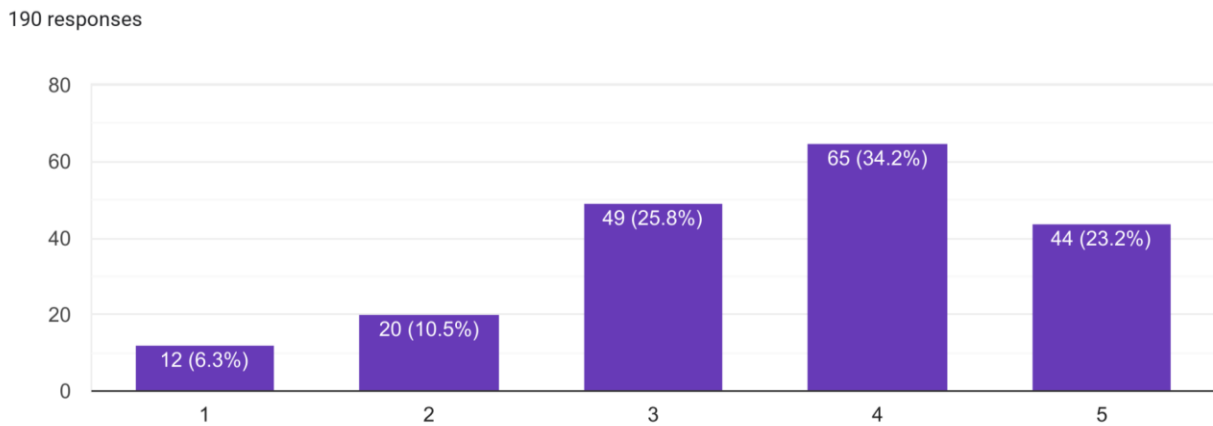


Figure 4.6: PU 1

According to Figure 4.6, most of the respondents agree with the statement that finding new media is beneficial for obtaining information about mental health. There are 44 respondents (23.2%) strongly agree and 65 respondents (34.2%) agree with the statement. The number of respondents who disagree with the statement is 20 with the percentage of 10.5%. There are 12 respondents (6.3%) strongly disagree with the statement. There are 49 respondents (25.8%) who have a neutral reaction to the statement.

2. I agree on using new media (i.e. Internet Based Social Media/ Search Engine and website) enhance my understanding of mental health topics.

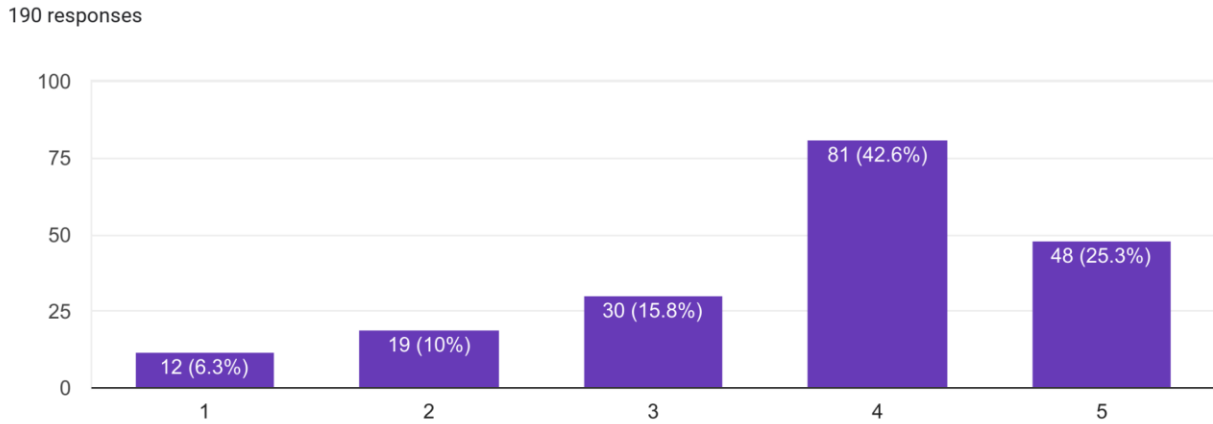


Figure 4.7: PU 2

Based on figure 4.7, 81 respondents (42.6%) agree and 48 respondents (25.3%) strongly agree that using new media can enhance their understanding on mental health topics. Number of respondents who disagree and strongly disagree with the statement are 19 (10%) and 12 (6.3%) respectively. There are 30 respondents (15.8%) maintaining neutrality towards this statement.

3. Descriptive statistics of Perceived Usefulness (PU)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PU1	190	1.00	5.00	3.5737	1.14196
PU2	190	1.00	5.00	3.7053	1.13970
Valid N (listwise)	190				

Table 4.1

Table 4.1 shows the mean value of PU1 and PU2 is 3.5737 and 3.7053 accordingly. The standard deviation of PU1 is 1.14196 and 1.13970. The results show respondents have a positive attitude towards the usefulness of new media to obtain mental health information.

4.1.4 Perceived Ease Of Use (PEOU)

1. It is easy to find and access mental health information through new media (i.e. Internet Based Social Media/ Search Engine and website).

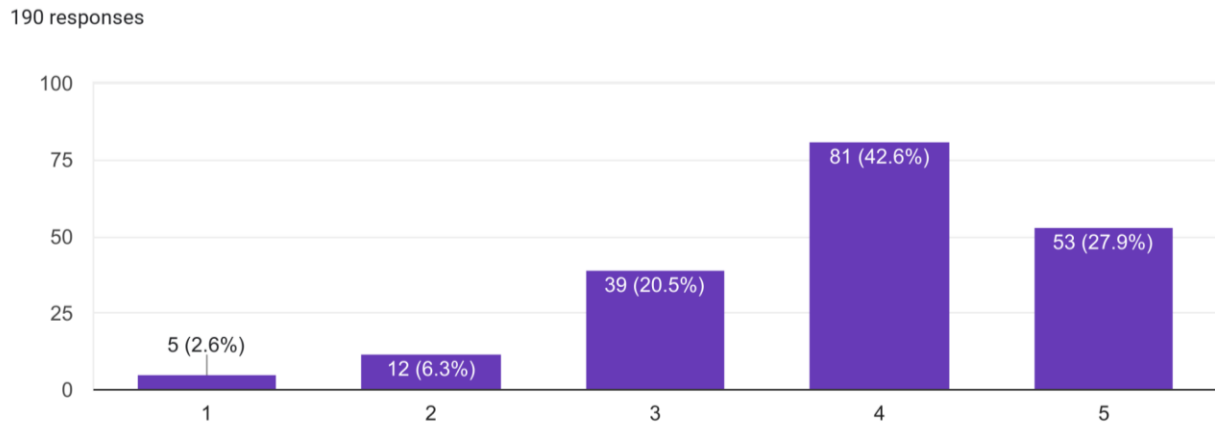


Figure 4.8: PEOU 1

Figure 4.8 presents that the majority of the respondents agree with the statement of “it is easy to find and access mental health information through new media. There are 53 respondents (27.9%) who strongly agree and 81 respondents (42.6%) agree with the statement. According to the figure, the number of respondents who strongly disagree and disagree with the statement are 5 (2.6%) and 12 (6.3%) accordingly. Total 39 of the respondents (20.5%) have a neutral attitude towards the statement.

2. New media (i.e. Internet Based Social Media/ Search Engine and website) platforms for mental health information are user-friendly.

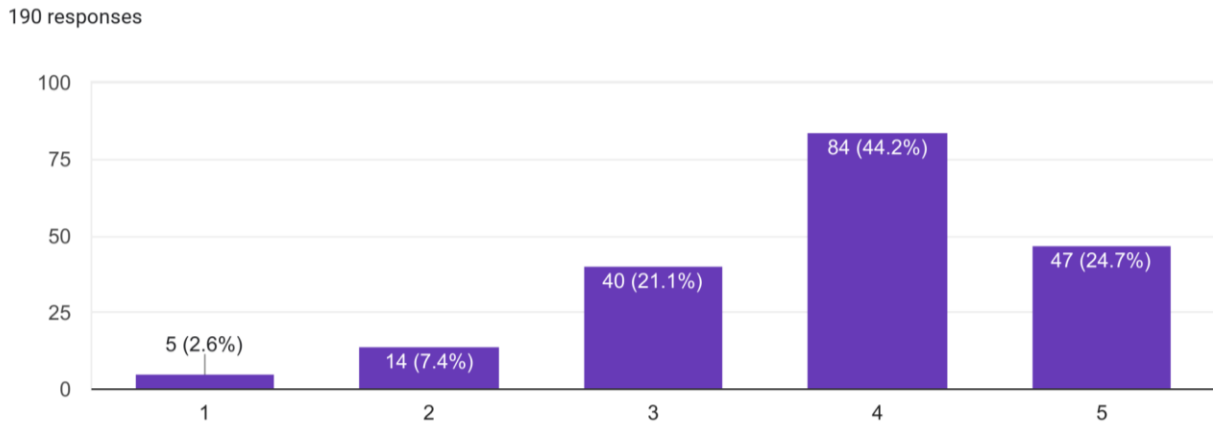


Figure 4.9: PEOU 2

According to the chart in figure 4.9, a minority of the respondents deny that new media platforms for mental health information are user-friendly. The figure shows 5 respondents (2.6%) strongly disagree and 14 respondents (7.4%) disagree with the statement. The most frequency of response is agree, total 84 responses (44.2%) and followed by strongly agree, total 47 responses (24.7%). 40 respondents (21.1%) have a neutral point of view towards the statement.

3. I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is cost saving.

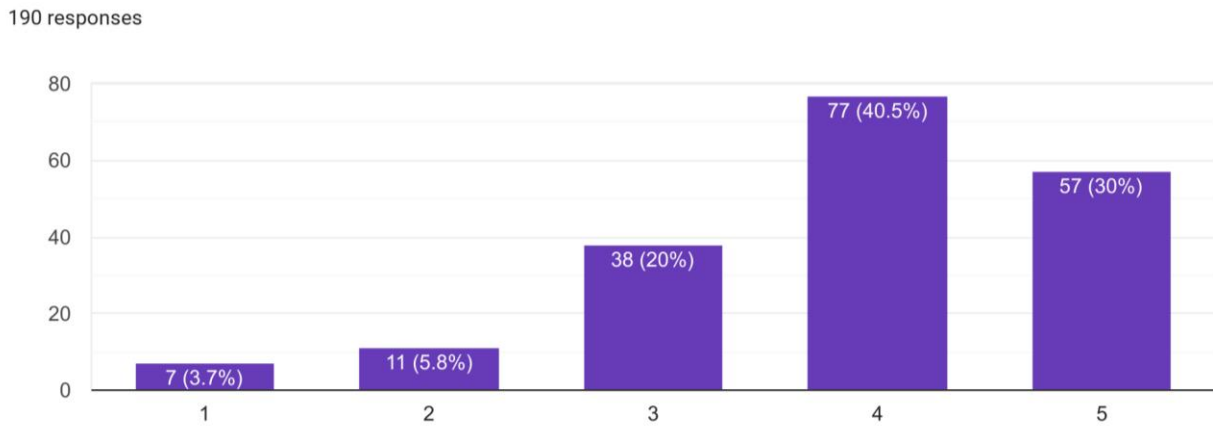


Figure 4.10: PEOU 3

Figure 4.10 presents that out of 190 respondents, 77 respondents (40.5%) agree and 57 respondents (30%) strongly agree that utilising new media to obtain mental health related knowledge is cost saving. Total respondents oppose the statement are 11 respondents who disagree (5.8%) and 7 respondents who strongly disagree (3.7%). 38 respondents (20%) remain neutral towards the statement.

4. I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is easy to use.

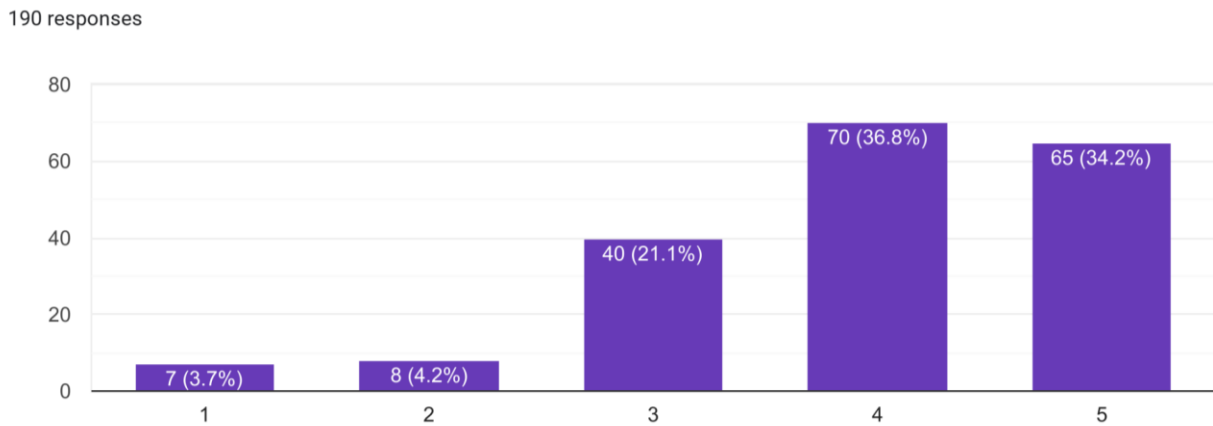


Figure 4.11: PEOU 4

Based on Figure 4.11, 66 respondents (36.7%) agree and 61 respondents (33.9%) strongly agree that utilising new media platforms to obtain mental health-related information is because it is easy to use. However, there are 7 respondents (3.9%) disagree and 6 respondents (3.3%) strongly disagree. Respondents who remain neutral towards the statement have a total of 40 (22.2%).

5. I utilise New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is time saving.

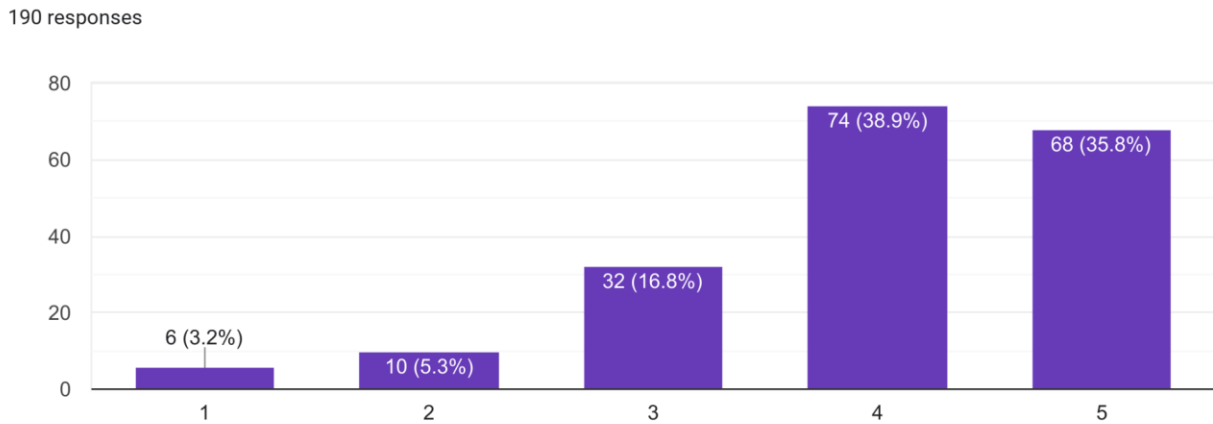


Figure 4.12: PEOU 5

According to figure 4.12, Over 70% of respondents admit that they utilise new media to obtain mental health related knowledge because it is time saving. Figure 4.4.5 presents 74 respondents (38.9%) agree and 68 respondents (35.8%) strongly agree with the statement. There are 10 respondents (5.3%) disagree and 6 respondents (3.2%) strongly disagree with the statement. 32 respondents (16.8%) show neutral towards the statement.

6. Descriptive analysis of Perceived Ease of Use (PEOU)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PEOU1	190	1.00	5.00	3.8684	.98053
PEOU2	190	1.00	5.00	3.8105	.97909
PEOU3	190	1.00	5.00	3.8737	1.02603
PEOU4	190	1.00	5.00	3.9368	1.02674
PEOU5	190	1.00	5.00	3.9895	1.01309
Valid N (listwise)	190				

Table 4.2

Table 42 presents the mean values of 5 items in Perceived Ease Of Use (PEOU)) between 3.8105 to 3.9895. The standard deviation values are between 0.97909 to 1.02674. The mean and standard deviation values indicated respondents positively perceived ease of new media use to obtain mental health information.

4.1.5 Attitude toward using (AT)

1. I feel positive about using new media (i.e. Internet Based Social Media/ Search Engine and website) for learning about mental health.

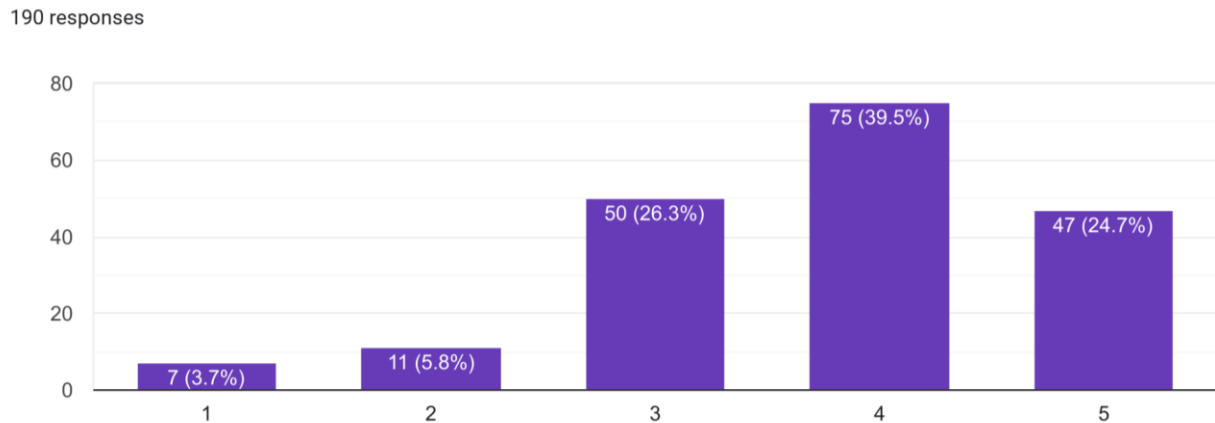


Figure 4.13: AT 1

According to Figure 4.13, the majority of respondents feel positive about using new media for learning about mental health. The figure shows 75 respondents (39.5%) agree and 47 respondents (24.7%) strongly agree with the statement. Less than 10% of respondents deny the statement. The figures are 11 respondents (5.8%) disagree and 7 respondents (3.7%) strongly disagree with the statement. 50 of the respondents (26.3%) react neutral towards the statement.

2. I believe that new media (i.e. Internet Based Social Media/ Search Engine and website) are effective for improving mental health literacy.

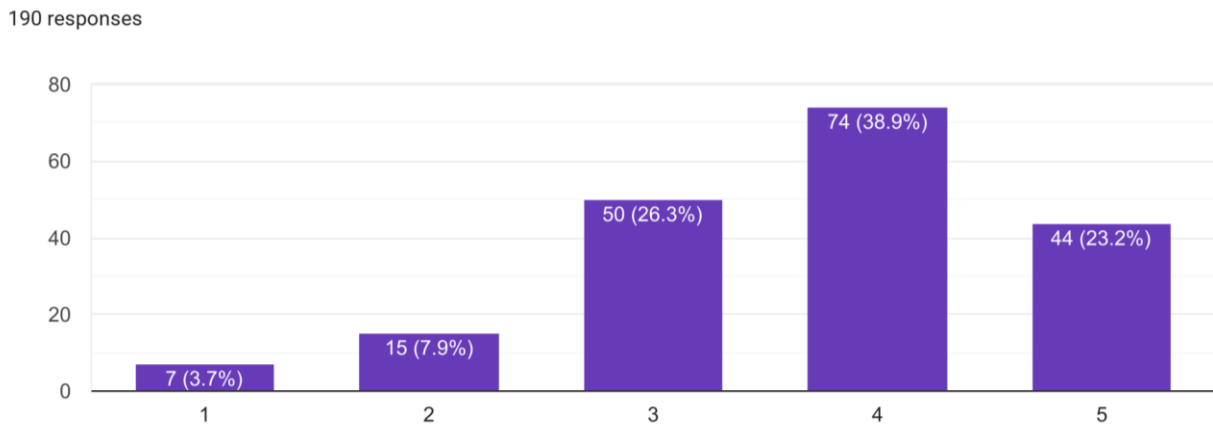


Figure 4.14: AT 2

Figure 4.14 shows that out of 190 respondents, 22 respondents oppose that new media are effective to improve mental health literacy. Among the 22 respondents, 15 of them (7.9%) disagree and 7 of them (3.7%) strongly disagree with the statement. Over 60% of respondents believe that new media are effective to improve mental health literacy. Number of respondents who agree and strongly agree with the statements is 74 (38.9%) and 44 (23.2%). 50 of the respondents (26.3%) remain neutral on the statement.

3. Descriptive analysis of Attitude towards using (AT)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AT1	190	1.00	5.00	3.7579	1.01017
AT2	190	1.00	5.00	3.7000	1.02843
Valid N (listwise)	190				

Table 4.3

Based on Table 4.3, the mean value of AT1 is 3.7579 while AT2 is 3.7000. The standard deviation value of AT1 is 1.01017 and AT2 is 1.02843. The values indicate a positive attitude of respondents towards using new media to improve mental health literacy.

4.1.6 Behavioural intention to use (BI)

1. I plan to continue using new media (i.e. Internet Based Social Media/ Search Engine and website) for mental health information in the future.

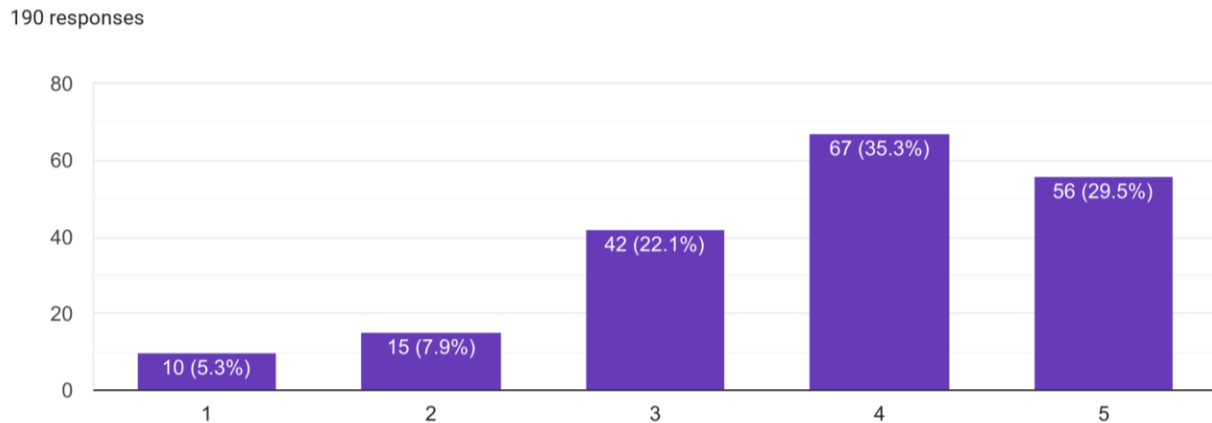


Figure 4.15: BI

Based on the figure 4.15, more than half of the respondents plan to continue using new media for mental health information in the future. There are 67 respondents (35.3%) agree and 56 (29.5%) strongly agree with the statement. There are 42 respondents (22.1%) who stay neutral with the statement. There are 25 respondents (13.2%) who do not plan to continue using new media for mental health information in the future. Among these respondents, 15 of them (7.9%) disagree and 10 of them (5.3%) strongly disagree with the statement,

2. Descriptive analysis of Behavioural Intention to use (BI)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BI1	190	1.00	5.00	3.7579	1.11948
Valid N (listwise)	190				

Table: 4.4

Table 4.4 shows the mean value of BI is 3.7579 and the standard deviation value is 1.11948.

Both values indicate that the behavioural intention of respondents to use new media to improve mental health literacy is positive.

4.1.7 Actual system usage (AU)

1. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to improve mental health knowledge.

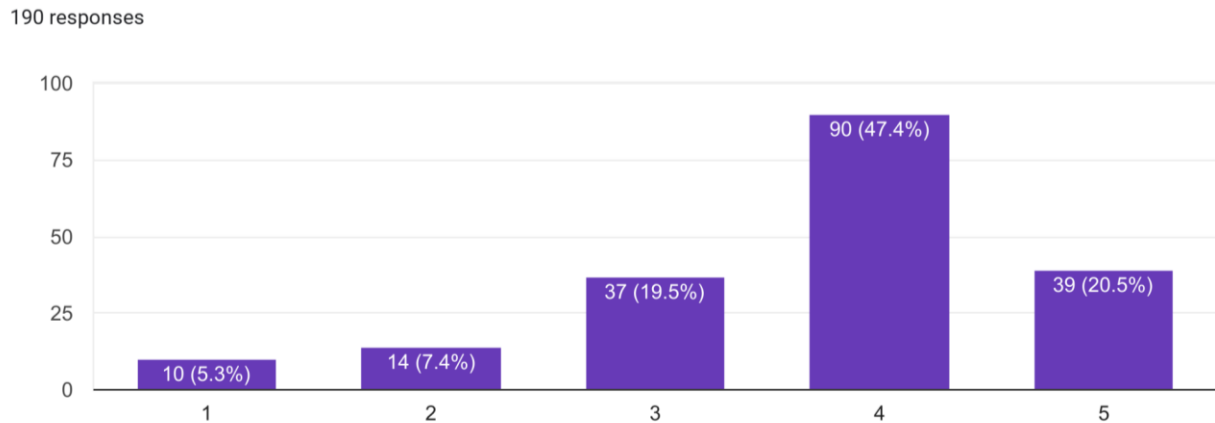


Figure 4.16: AU 1

According to figure 4.16, the majority of respondents will utilise new media to improve mental health knowledge. Bar chart shows that 90 respondents (47.4%) agree and 39 respondents (20.5%) strongly agree with the statement. Respondents who oppose the statement consist of 14 respondents (7.4%) who disagree and 10 respondents (5.3%) who strongly disagree. There are 37 respondents (19.5%) who react neutral towards the statement.

2. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on recognising specific mental disorders or types of psychological distress.

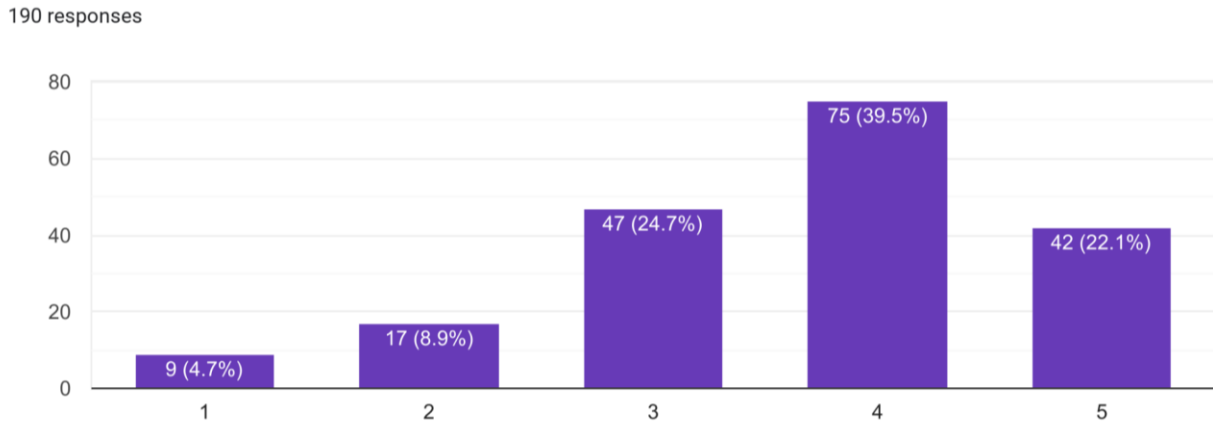


Figure 4.17 : AU 2

According to Figure 4.17, over 60% of respondents react positively to the statement of utilising new media to obtain knowledge on recognising specific mental disorders or types of psychological distress. There are 75 respondents (39.5) agree and 42 respondents (22.1%) strongly agree with the statement. The number of respondents who oppose the statement consists of 17 respondents (8.9%) disagree and 9 respondents (4.7%) strongly disagree with the statement. 47 respondents (24.7%) are neutral with the statement.

3. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on ways to cope with mental health issues.

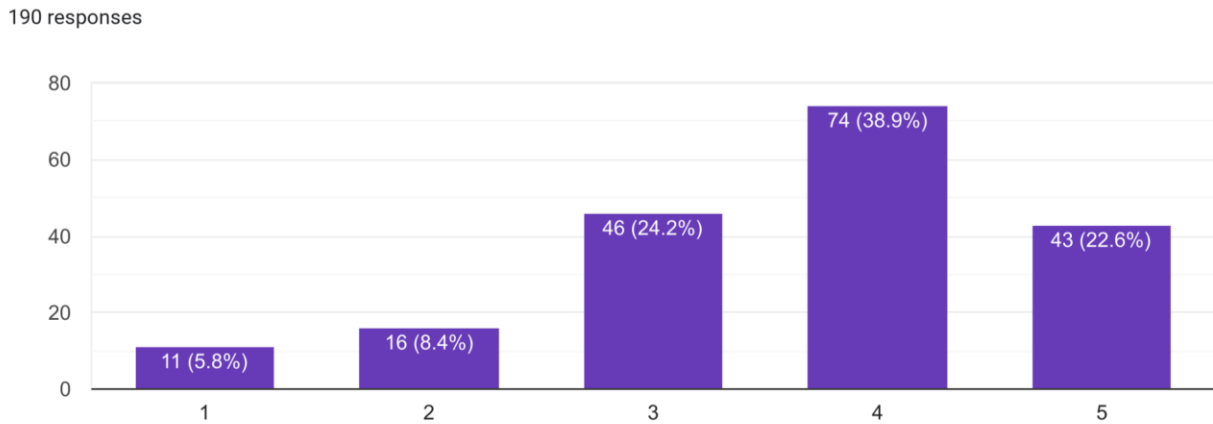


Figure 4.18: AU 3

Figure 4.18 presents that among 190 respondents, most of the respondents agree with the statement of utilising new media to obtain knowledge on ways to cope with mental health issues. 74 respondents (38.9) agree and 43 respondents (22.6) strongly disagree with the statement. Minority of respondents react negatively toward the statement. The figure shows 16 respondents (8.4%) disagree and 11 respondents (5.8%) strongly disagree with the statement. Respondents who remain neutral towards the statement consist of 46 respondents (24.2%).

4. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on mental health related self-help interventions.

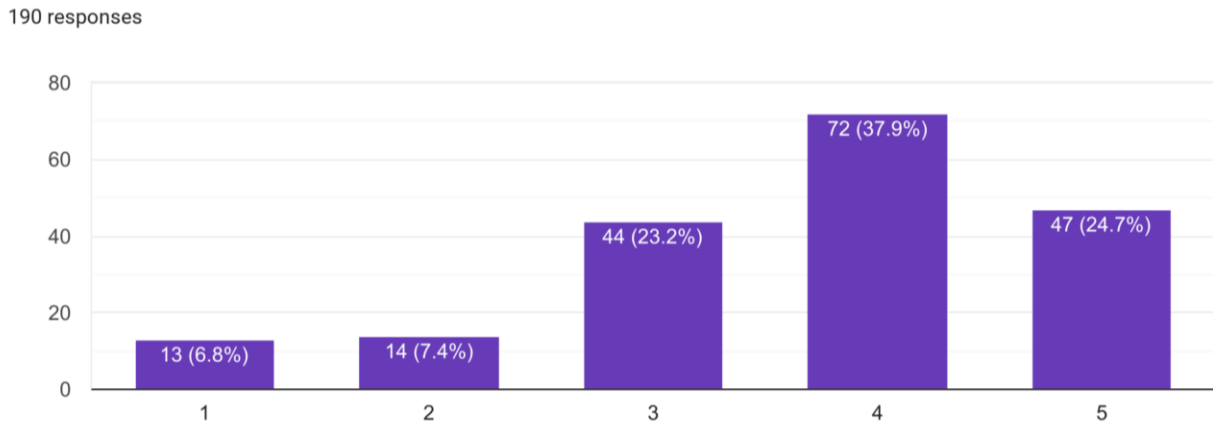


Figure 4.19: AU 4

Figure 4.19 demonstrates the bar chart of the statement “I will utilise new media to obtain knowledge on mental health related self-help interventions.” The bar chart shows more than 60% of respondents agree and strongly disagree with the statement. The number is 72 respondents (37.9%) and 47 respondents (24.7%) respectively. Respondents who oppose the statement consist of 14 respondents (7.4%) disagree and 13 respondents (6.8%) strongly disagree with the statement. There are 44 respondents (23.2%) who have a neutral point of view on the statement.

5. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on attitudes that facilitate mental health issues recognition and appropriate help-seeking.

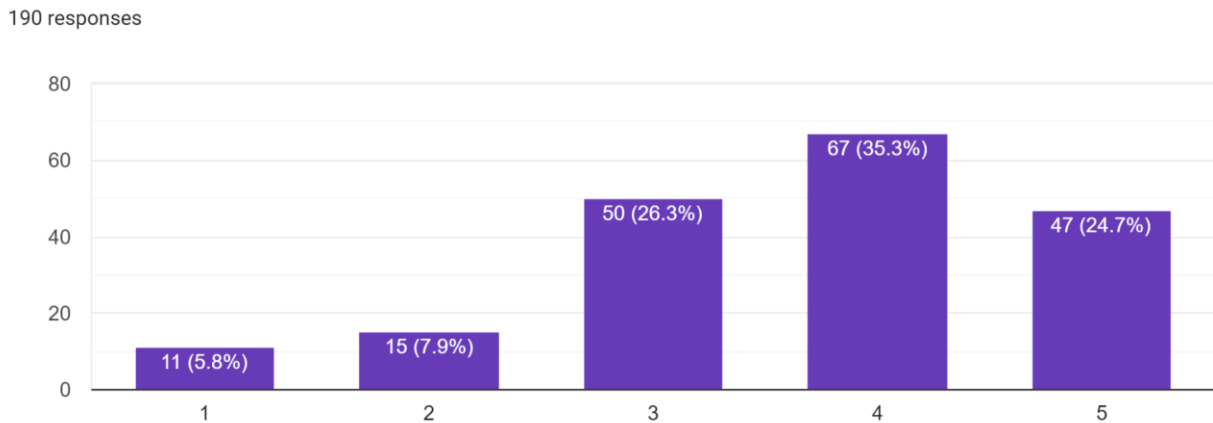


Figure 4.20: AU 5

According to Figure 4.20, a total of 60% of respondents agree and strongly agree on utilising new media to obtain knowledge on attitudes that facilitate mental health issues recognition and appropriate help-seeking. The figure presents 67 respondents (35.5%) agree and 47 respondents (24.7%) strongly agree on the statement. Number of respondents who disagree and strongly disagree are 15 (7.9%) and 11 (5.8%). There are 50 respondents who maintain a neutral attitude towards the statement.

6. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on risk factors and causes of mental health issues.

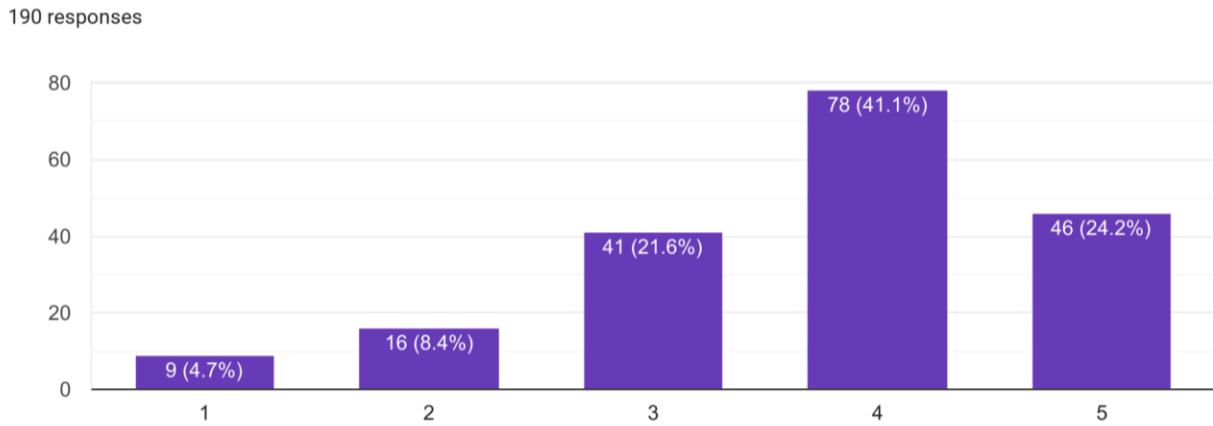


Figure 4.21: AU 6

Figure 4.21 shows over 60% of respondents view positively towards the statement of utilising new media to obtain knowledge on risk factors and causes of mental health issues. The Figures present 78 respondents (41.1%) agree and 46 respondents (24.2%) strongly agree with the statement. There are 16 respondents (8.4%) disagree and 9 respondents (4.7%) strongly disagree with the statement. Respondents who view neutrality towards the statements consist of 41 respondents (21.6%)

7. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on how to seek mental health information.

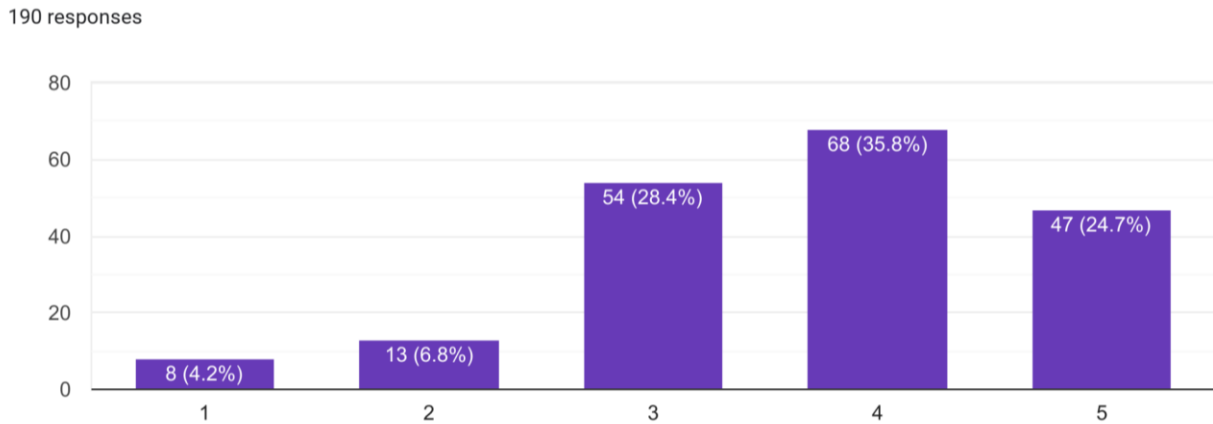


Figure 4.22: AU 7

According to the bar chart in Figure 4.22, over 60% of respondents admit that they will utilise new media to obtain knowledge on how to seek mental health information. Figure shows 68 respondents (35.8%) agree and 47 respondents (24.7%) strongly disagree with the statement. Minority of respondents oppose the statement which consist of 13 respondents (6.8%) who disagree and 8 respondents (4.2%) strongly disagree with the statement. There are 54 respondents (28.4%) select neutral in the statement.

8. I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on stigma of mental health issues.

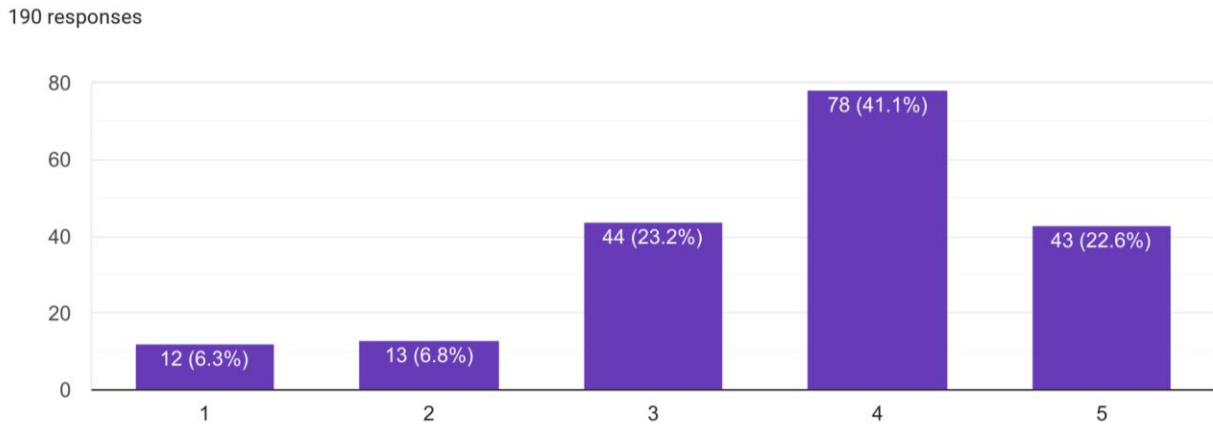


Figure 4.23: AU 8

According to figure 4.23, most of the respondents agree with the statement that they will utilise new media to obtain knowledge on the stigma of mental health issues. The number is 78 respondents with a percentage of 41.1%. Figure shows those who strongly agree with the statement consist of 43 respondents with a percentage of 22.6%. Number of respondents who remain neutral toward the statement is 44 with a percentage of 23.2%. Other respondents deny the statement with the number of 13 respondents (6.8%) who disagree and 12 respondents (6.3%) who strongly disagree with the statement.

9. What are the new media platforms you use most frequently for obtaining information about mental health?

Respondents provide their opinion in the form of a short answer. According to respondents, internet based social media is the most frequently used new media platform to obtain information about mental health. The social media they use are Insatgram(39 responses), Xiao Hong Shu(28 responses), Tik Tok(19 responses), Facebook(14 responses), YouTube(14 responses) and Reddit(1 response). For the part of the search engine used, the highest frequency of answers is google (50 responses). A respondent suggested Bing. Respondents also provide the websites they used to obtain mental health information including WebMD, Ministry of Health Malaysia (KKM), Science Daily, Healthline and World Health Organization (WHO). Apart from that, some respondents provide answers on Artificial intelligence including ChatGPT and BingAi. The other answers from respondents are online talk, online news, and podcast. Some respondents do not use new media to obtain mental health information.

10. Descriptive statistic of Actual System Usage (AU)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AU1	190	1.00	5.00	3.7053	1.04272
AU2	190	1.00	5.00	3.6526	1.06675
AU3	190	1.00	5.00	3.6421	1.09753
AU4	190	1.00	5.00	3.6632	1.13259
AU5	190	1.00	5.00	3.6526	1.11049
AU6	190	1.00	5.00	3.7158	1.07066
AU7	190	1.00	5.00	3.7000	1.04881
AU8	190	1.00	5.00	3.6684	1.09378
Valid N (listwise)	190				

Table 4.5

According to Table 4.5, the mean values of 8 items in Actual System Usage (AU) are between 3.6421 to 3.7158. The standard deviation values are between 1.04272 to 1.13259. The mean and standard deviation values indicate actual new media usage of respondents to improve mental health literacy is positive.

4.2 Inferential analysis

4.2.1 The measurement model

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AU	0.968	0.969	0.973	0.816
AT	0.885	0.885	0.946	0.897
PU	0.829	0.837	0.921	0.854
PEOU	0.931	0.931	0.947	0.783

Table 4.6 : Construct reliability and validity

Cronbach's Alpha

Cronbach's alpha applied to ensure the consistency of the results for the multi-items being examined within each variable. Cronbach's alpha is a statistical measure applied to assess the internal consistency of the items from each variable. The higher the value of Cronbach's Alpha for the questionnaire, the higher the reliability (Sheposh et. al., 2023). According to Table 4.6, the Cronbach's Alpha according to variables are from 0.829 to 0.968. The Behavioural Intention to use (BI) is not included due to the single item measure not able to undergo the internal consistency test.

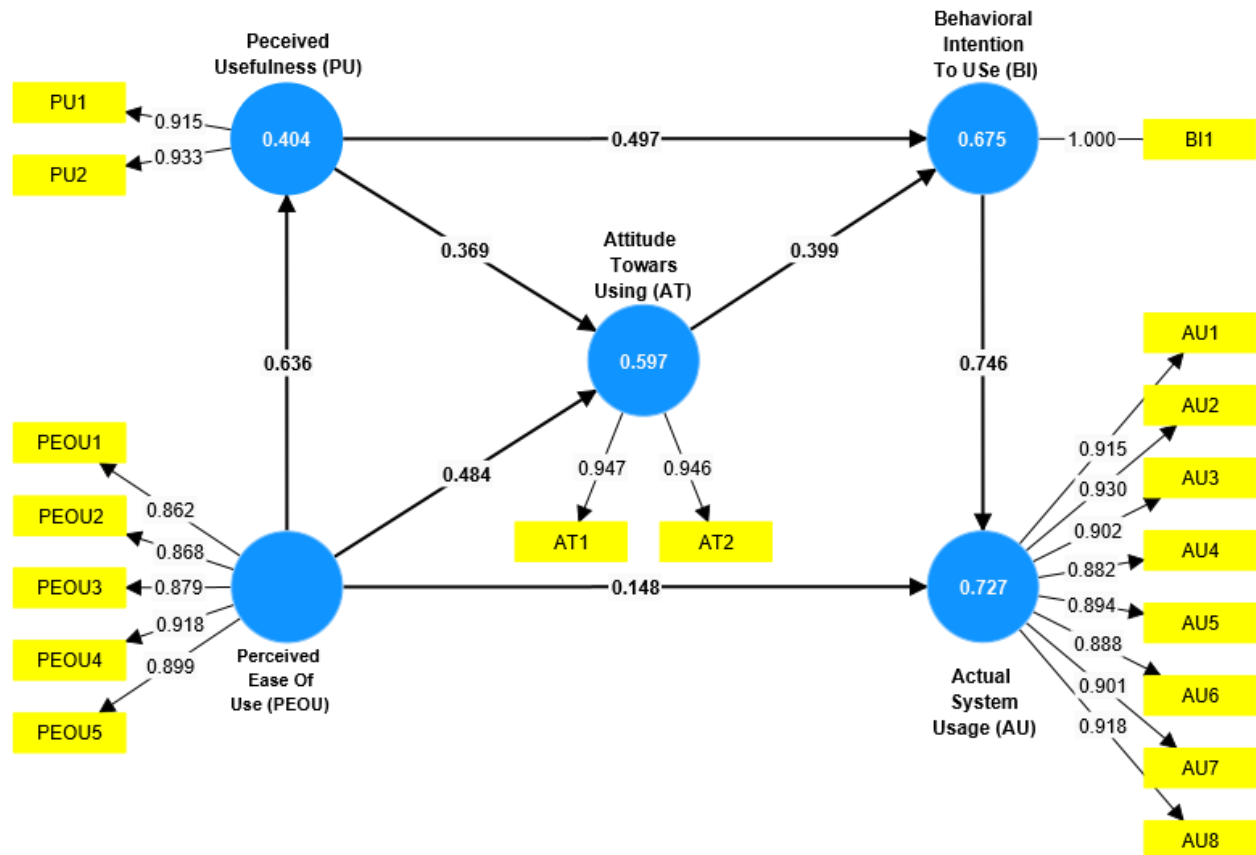


Diagram 4.1 : The measurement Model

	AU	AT	BI	PU	PEOU
AT1		0.947			
AT2		0.946			
AU1	0.915				
AU2	0.93				
AU3	0.902				
AU4	0.882				
AU5	0.894				
AU6	0.888				
AU7	0.901				

AU8	0.918				
BI1			1		
PEOU1					0.862
PEOU2					0.868
PEOU3					0.879
PEOU4					0.918
PEOU5					0.899
PU1				0.915	
PU2				0.933	

Table 4.7: Factor Loading

Convergent Validity

According to Table 4.7, factor loading of data is between 0.862 to 1 indicating acceptable effects of the factors. Table 3.2 presents the composite reliability values of PU(0.921), PEOU(0.947), AT(0.946) and AU(0.973). The composite reliability values above 0.5 indicate high values in internal consistency reliability (Alsaffar et al., 2022). According to table 3.2, the AVE value of PU(0.854), PEOU(0.783), AT(0.897) and AU(0.816) are above the required minimum value of 0.50. Therefore, the 4 variables indicate a high level of convergent validity (Amin et al., 2015).

	AT	AU	BI	PEOU	PU
AT					
AU	0.808				
BI	0.782	0.858			
PEOU	0.791	0.685	0.7		
PU	0.789	0.875	0.839	0.721	

Table 4.8: Heterotrait-monotrait ratio of correlations (HTMT)

Discriminant validity

Discriminant validity assessment has been adopted to analyse relationships between reflectively measured constructs. Heterotrait-monotrait ratio of correlations (HTMT) has been applied in the research to analyse the discriminant validity. According to Ringle et al. (2022), HTMT has superior performance compared to Fornell-Larker criterion and assessment of cross-loading. Table 4.8 presents the HTMT values between 0.658 to 0.875. HTMT values below 0.90 indicate discriminant validity has been established between two latent variables (Ringle et al., 2022).

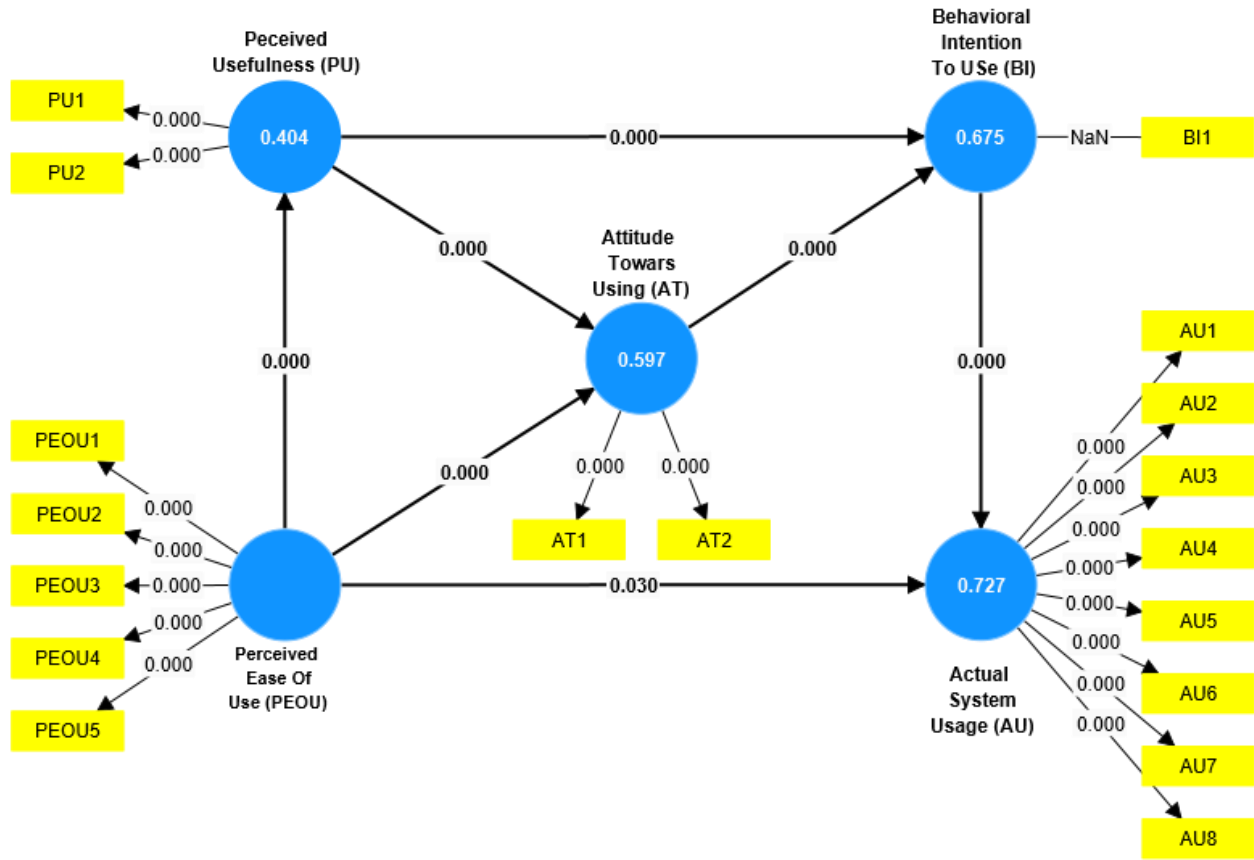


Diagram 4.2: The Structural Model

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1: PU -> AT	0.369	0.367	0.082	4.476	0	Supported
H2: PEOU -> PU	0.636	0.635	0.064	9.866	0	Supported
H3: PEOU -> AU	0.148	0.155	0.078	1.882	0.03	Supported
H4: PEOU -> AT	0.484	0.485	0.078	6.172	0	Supported
H5: AT -> BI	0.399	0.399	0.079	5.02	0	Supported
H6: PU -> BI	0.497	0.496	0.08	6.229	0	Supported
H7: BI -> AU	0.746	0.737	0.067	11.136	0	Supported

Table 4.6 : Path Coefficients (mean, STDEV, T values, P values)

Diagram 4.2 displays the structural model of bootstrapping. Table 4.6 shows the mean, STDEV, T values and P values in path coefficient. The T-value is to measure the size of difference relative to the variation in hypothesis. The greater T-value indicates the greater evidence against the null hypothesis(Zach, 2021). The T- values of the hypothesis are between 1.882 to 11.136. The P-value is adopted to decide whether to reject the null hypothesis. P-value of H1(0), H2(0), H3(0.03), H4(0), H5(0), H6(0), H7(0) indicates significant value to support the hypothesis. According to bootstrapping, these 7 hypotheses were supported because all P-values are below 0.05.

Chapter 5: Discussion and Conclusion

5.1 Discussion

The research focuses on how young adults perceive new media used to improve mental health literacy through the scope of the Technology Acceptance Model (TAM) theory. According to the findings and analysis, young adults have positively perceived the usefulness of new media to improve mental health literacy. The majority of respondents find new media is beneficial for obtaining information about new media. They agree that utilising new media is able to enhance their understanding of mental health topics. The finding is aligned with the study of Lim et al. (2022), where young adults reveal that finding health information on the web is easy. The finding is also consistent with the existing research that describes people who find digital mental health information useful have a more positive attitude to utilise it (Park et al., 2023).

However, there is a minority of respondents who deny that new media is useful to obtain mental health information. They disagree that using new media is beneficial and able to enhance their mental health literacy. A Previous study indicates that the level of e-health literacy is significantly influencing the attitude of seeking mental health information online (Xu et al., 2023). E-Health Literacy in Mental Health refers to knowledge to utilise new media to obtain positive mental health-related information. Therefore, interventions to enhance e-health literacy among the public could improve the level of mental health literacy (Xu et al., 2023) in Malaysia.

Furthermore, the majority of young adults have a positive perception of the ease of use of new media to obtain mental health-related information. According to the data collected, the factors include easy to access, user-friendly, cost-saving and time-saving. The results align with a previous study conducted by Lim et al. (2022) that indicates young adults reveal that finding health information on the web is easy. Moreover, findings show that young adults have a positive attitude

toward using new media to receive mental health information. The majority of respondents feel positive about using new media and believe that new media are effective for learning and improving mental health knowledge. The results align with the study of Seiler et al. (2021) which indicates people have positive attitudes towards web-based mental health intervention.

Apart from that, the result shows young adults have a positive behavioural intention to use new media to improve mental health literacy. The majority of respondents agree and strongly agree on planning to use new media for mental health information in the future. The findings show that young adults have the intention to utilise new media to seek mental health information. Moreover, most young adults are using new media to obtain mental health information. The findings present that the majority of respondents utilise new media to obtain information that can improve their mental health literacy.

The finding of new media platforms used to obtain mental health knowledge indicates the highest frequency of platforms used is Google. The platform is followed by social media including Instagram(39 responses), Xiao Hong Shu(28 responses), TikTok (19 responses), Facebook(14 responses), YouTube(14 responses) and Reddit(1 response). The result aligns with research indicating that “Internet-based Social Media” and “Search engines and Websites” are the most used channels for mental health information receiving and searching (Mahmoodi et al., 2022) Moreover, some respondents suggest Artificial intelligence including ChatGPT and BingAi.

The findings and analysis determined that 7 hypotheses are supported. The finding indicates that perceived usefulness (PU) has a significant effect on the attitude of young adults towards using (AT) new media to improve mental health literacy (H1). The result is consistent with the study of Liesa-Orus and colleagues (2022), the perceived usefulness(PU) of technology has a significant impact on attitude towards using (AT) the technology. According to the findings,

people who feel new media is useful for obtaining mental health knowledge are more likely to have a positive attitude towards using new media to improve mental health literacy.

Moving on, the research found that perceived ease of use (PEOU) is positively influencing young adults' perceived usefulness (PU) of new media to improve mental health literacy (H2). The finding aligns with the previous study that indicates that Perceived Ease of Use (PEOU) can influence the perceived usefulness (PU) in the Technology Acceptance Model (TAM). Zhou et al. (2022), reveals that if people see the platform is easy to use, they will think it is more useful. When a person feels the technology is effortless to use, there is a high chance for them to perceive the technology is useful. The findings show when young adults believe new media is useful for obtaining mental health information, they have a higher chance of believing new media is easy to use to improve mental health literacy.

The result of this study is consistent with existing literature (Islami et al., 2021) by indicating that Perceived ease of use (PEOU) significantly impacts young adults' actual new media use (AU) to improve mental health literacy (H3). According to Islami et al. (2021), when users have higher perceived ease of use towards a technology, the higher the level of actual technology use (AU) by the users. Zhou and colleagues indicate that people prefer to use technology in real life if they perceive the usage of technology as useful. The result shows that young adults who view new media as easy to obtain mental health knowledge are more likely to use new media to improve their mental health literacy in real life.

Moreover, results indicate that perceived ease of use (PEOU) is positively influencing the attitude of young adults towards using (AT) new media to improve mental health literacy (H4). The result is in line with the previous study. Alshammari et al. (2020) indicate that attitude towards using (AT) is positively influenced by Perceived ease of use (PEOU). Perceived usefulness (PU)

and Perceived ease of use (PEOU) are both influencing the person's attitude towards using (AT) the particular technology (Priansyah et. al., 2023). Perumal et al., (2021) indicate that perceived ease of use has a significant impact on attitudes toward using smart retail technology. The findings reveal that young adults who perceive new media as easy to use are more likely to have positive attitudes toward utilising new media to improve their mental health literacy.

Moving on, findings show that the attitude of young adults towards using (AT) has a significant impact on the Behavioural intention of young adults to use (BI) new media to improve mental health literacy (H5). The result is consistent with the previous study of Zhang et al. (2022). A previous study highlighted that attitude towards using (AT) positively impacts the Behavioural intention to use (BI). Davis stated that attitude toward using (AT) influences users' behavioural intention (BI) to use the technology (Alshammari et. al., 2020). When a person has a positive attitude towards using, it can form a positive behavioural intention towards using the technology. The results show that people who have a positive attitude towards using new media to obtain mental health information are most likely to have a positive behavioural intention to use new media to obtain mental health information.

The finding indicates that perceived usefulness (PU) is positively influencing Behavioural intention of young adults to use (BI) new media to improve mental health literacy (H6). The result is in line with an existing study that indicates perceived usefulness (PU) greatly influences behavioural intention to use (Tsourela et al., 2020). The findings show that young adults who find new media useful are more likely to have a positive behavioural intention to use (BI) new media to improve mental health literacy.

The research found that Behavioural intention to use (BI) is positively influencing young adults' actual new media use (AU) to improve mental health literacy (H7). The findings also align

with the study of Alshammari et al.(2022) which indicates that behavioural intention to use is positively influencing the actual system use. Alshammari et al. (2022) highlighted that a person will use the technology if they have positive intentions towards the technology. The finding shows that young adults who plan to utilise new media to obtain mental health information are more likely to utilise new media to improve mental health literacy in real life.

5.2 Research Limitation

Although the research objectives have been achieved, there are some limitations in the research. The first limitation is the small sample size of the research. The sample size of the research is only 190 respondents which is not enough to represent the target population. Furthermore, the respondents are mainly from Selangor and Kuala Lumpur. There is a lack of samples from other states in Malaysia.

The second limitation is the lack of explanation on the factors that influence the acceptance of new media use to improve mental health literacy. The study is focused on the acceptance of young adults toward new media use in the research. However, it has no explanation of the factors that affect the perceptions of young adults towards new media use in the research.

The third limitation is the method used to collect data. Quantitative research has limited the answers from respondents. Questionnaires with a Likert Scale might frame the opinions of respondents and have difficulties collecting their real opinions. There are many neutral responses from the respondents which might affect the accuracy of data. The closed-ended question also limits the ideas of respondents.

5.3 Recommended areas for further research

To have a more in-depth study on this topic, some recommendation areas can be applied for future research. The first recommendation is to extend the sample size. This can help to collect more data and enlarge the coverage of respondents in Malaysia. By extending the sample size and sample geographical coverage, the result can be more accurate to represent the target population.

The second recommendation is to extend the research to study the factors that influence the level of acceptance of new media used in the research. This can give a better understanding of why young adults reject or accept to utilise new media to improve mental health literacy. The results are more benefits for implementing internet-based interventions to improve mental health literacy in Malaysia.

The third recommendation is to do a comparison research. For example, future research can compare the acceptance of new media used to improve mental health literacy between populations in urban and rural areas. Moreover, future research can also compare the acceptance of new media use to obtain mental health information with the traditional media.

5.4 Conclusion

In conclusion, the research is focused on New Media and Mental Health Literacy Among Young Adults in Malaysia. The research objective has been achieved which is to study how young adults perceive new media used to improve mental health literacy through the scope of Technology Acceptance Model (TAM) Theory in Malaysia.

The usage of new media can contribute to improving mental health literacy in Malaysia. It can distribute the information geographically and within time boundaries. New media can benefit in improving mental health literacy among Malaysians by distributing accurate mental health information to the public. However, there are weaknesses to utilising new media to receive and seek mental health information. Therefore, some people have positive and negative attitudes towards utilising new media as a medium to improve mental health literacy.

Overall, the findings show that young adults have positively perceived new media used to improve mental health literacy through the scope of the Technology Acceptance Model (TAM) Theory. The results indicate that the majority of young adults have positive acceptance towards utilising new media to obtain mental health information. The hypotheses formulated according to the previous study and the Technology Acceptance Model (TAM) Theory are all supported with significant value.

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THE HISTORY AND DEVELOPMENT OF THE FIELD OF HEALTH COMMUNICATION

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7.0 Appendix

Questionnaire

Section 1 of 8

New Media and Mental Health literacy among Young Adult

Hi, my name is Ng Yen Lan, an undergraduate student in Bachelors of Corporate Communication(Honor) from University Tunku Abdul Rahman(UTAR).

I am conducting a research project titled "New Media and Mental Health literacy among Young Adult" for my final year project. The purpose of this research is to determine how young adults perceived new media used to improve Mental Health Literacy in Malaysia. This research will help the relevant departments to improve the mental health intervention strategies in Malaysia.'

The New Media studied in this research is Internet Based Social Media and Search Engine and Websites. The Mental Health related knowledge included symptoms recognition, help-seeking, self help intervention,

This survey consists of Six(6) Section. Please answer all the questions provided. It will take 10 - 15 minutes for you to complete the survey. The responses will be kept strictly private and confidential as it will only be used for research purpose.

If you have any doubts or inquiry, please do not hesitate to contact me: yenlan98@1utar.my

Please check the box if each requirement fulfils. *

- Malaysian citizen
- 18-26 years Old

Requirement fulfilled

Do you agree to participate in this survey? *

Yes

No

Section 2: Demographic



Description (optional)

Gender *

- Male
- Female
- Prefer not to say

Employment Status *

- Employed
- Unemployed
- Student
- Other...

Do you use New Media (i.e. Internet Based Social Media/ Search Engine and website)? *

- Yes
- No

Section 3: Perceived Usefulness



Description (optional)

I find new media (i.e. Internet Based Social Media/ Search Engine and website) is beneficial for obtaining information about mental health. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I agree on using new media (i.e. Internet Based Social Media/ Search Engine and website) enhance my understanding of mental health topics. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 4: Perceived Ease of Use



Description (optional)

It is easy to find and access mental health information through new media (i.e. Internet Based Social Media/ Search Engine and website). *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

New media (i.e. Internet Based Social Media/ Search Engine and website) platforms for mental health information are user-friendly. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



I utilize New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is cost saving. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I utilize New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is easy to use. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I utilize New media (i.e. Internet Based Social Media/ Search Engine and website)to obtain mental health related knowledge because it is time saving. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 5 of 8

Section 5: Attitude towards use



Description (optional)

I feel positive about using new media (i.e. Internet Based Social Media/ Search Engine and website) for learning about mental health *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I believe that new media (i.e. Internet Based Social Media/ Search Engine and website) are effective for improving mental health literacy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 6 of 8

Section 6: Behavioral Intentions



Description (optional)

I plan to continue using new media (i.e. Internet Based Social Media/ Search Engine and website) for mental health information in the future. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section 7: Actual Use



Description (optional)

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to improve mental health knowledge. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on recognize specific mental disorders or types of psychological distress. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on way to cope with mental health issue. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on mental health related self-help interventions. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on attitudes that facilitate mental health issues recognition and appropriate help-seeking. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on risk factors and causes of mental health issues. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on how to seek mental health information. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I will utilise new media (i.e. Internet Based Social Media/ Search Engine and website) to obtain knowledge on stigma of mental health issues. *

1 2 3 4 5

Strongly Disagree Strongly Agree



What is the new media platforms do you use most frequently for obtaining information about mental health? *

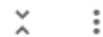
Short answer text

After section 7 Continue to next section



Section 8 of 8

Thank You



Description (optional)