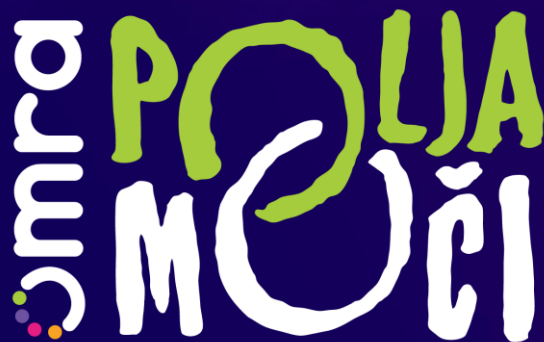


Where Do People Get Mental Health Information?

A Latent Class Analysis of Information-Seeking Profiles and Their Sociodemographic Predictors

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BACKGROUND

Reliable mental-health information matters because it can:

- improve awareness and understanding of mental health
- support help-seeking and access to services
- influence where and when people look for support

BUT people do not all use the same information sources.



Understanding these patterns can help us communicate mental-health information more effectively.



STUDY AIMS

Two main **questions**:

1. Are there distinct patterns of mental-health information seeking?
→ Do people differ in the combination of sources they use?
2. Who is more likely to belong to each pattern?
→ Are the profiles associated with sociodemographic characteristics?
(gender, age, education, SES, farming status)

Approach: Latent class analysis + multinomial logistic regression



SAMPLE CHARACTERISTICS

- N = 793
- Mean age = 42.3 years (SD = 16.4)
- 60.4 % women
- 40.7 % farmers
- A range of education and SES levels
- Convenience sampling
- Data collected July 2025 – July 2026
- Online and paper-and-pencil participation

Regression sample: N = 766



MENTAL-HEALTH INFO SOURCES

Participants could select all sources they used most often:

- Family and friends
- Health professionals
- Books, brochures, manuals
- Television and radio
- Internet and social media
- Public awareness programmes
- *+ I do not seek mental-health information*



For LCA: six info sources as binary indicators (coded as either selected or not selected)



DESCRIPTIVE RESULTS

Most common information sources:

Information source	%
Internet / social media	56.2%
Books / brochures / manuals	46.8%
Health professionals	37.5%
Family / friends	30.0%
Public awareness programmes	24.1%
Television / radio	22.1%



* 35.8% used only one source

* 6.4% did not seek mental-health information

RESULTS: Research question 1

Do people differ in the combination of sources they use?

LCA identified 3 distinct information-seeking profiles:

CLASS 1:

*Limited,
predominantly
online seekers*

56.8%

- Low use of most sources
- Internet and social media most common

CLASS 2:

*Broad, multi-source
seekers*

26.0%

- Use several different sources
- Especially online and written sources

CLASS 3:

*Health-professional
oriented seekers*

17.2%

- More likely to use health professionals
- More selective overall

RESULTS: Research question 2

Who belonged to each profile?

SIGNIFICANT: gender, farming status, and mode of participation

NOT SIGNIFICANT: age, education, SES

Compared with the limited profile (Class 1):

- **Women** more likely to belong to the multi-source profile (Class 2), OR= 3.55
- **Farmers** less likely to belong to the multi-source profile (Class 2), OR= 0.57
- **Online participants** more likely to belong to the multi-source profile (Class 2), OR= 1.56

Compared with the health-professional-oriented profile (Class 3):

- **Women** more likely to belong to the multi-source profile, OR = 2.03

What do these findings tell us?

Mental-health Information seeking is not uniform:

- People differ in how broadly they seek information and which sources they use.
- Women were more likely to show broader, multi-source information seeking.
- Farmers showed more limited information seeking

Mental-health communication may be more effective when it is tailored to how different groups actually seek information.



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THANK YOU!



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About the project: <https://www.omra.si/>

Sofinancer
projekta



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