



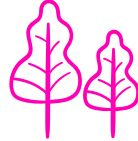
HELP!

Let's explore
mental-health help
seeking behavior

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4 Phases

1. Awareness



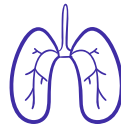
Identify symptoms
& realise external
help is needed



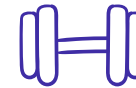
2. Expression

Able to express in
clear words & free
to share their inner
state

3. Availability



Know where and
how to access
resources for
seeking help



4. Willingness

Show willingness
to disclose their
inner state to
sources of help



What is the motive behind this?



✓ Socio-economic Impact

- Youth is the driving force of our growing economy
- Guiding them in their help seeking process accelerates healing and enhances their productivity and decision-making

✓ Community resilience

- Better mental well-being contribute positively to the community

✓ Stigma reduction

- Contribute to reducing societal stigma
- Fostering a more supportive and understanding community

Who are the users?



The tool

HELP !

Although it is very important for individuals with mental illnesses to seek for the help they need
some might end up seeking help and unfortunately some might not.
Every phase of the help-seeking process poses its own challenges making their journey to seek help difficult.

AWARENESS

EXPRESSION

AVAILABILITY

WILLINGNESS

- Observe and interpret the **progression of users** through different stages of help-seeking behavior.
- Analyze the alignment between your **preconceived perceptions** of users and their **actual behaviors** during the help-seeking process.

Research Question

What is the relation between a university student actively seeking help for mental health related issues and attitude of university students towards people with mental health issues?

Let's talk about the data

- The **Healthy Minds Network** Dataset
 - Survey of post-secondary student mental health
 - Over 740,000 student responses over 15 years from 530+ US colleges and universities
 - Detailed picture of mental health and related issues in college student populations
 - Our tool is based on **2022-23** data
- Data variables:
 1. Binary
 2. Categorical
- Total data rows: **31874**
- Preprocessing:
 - Data Imputation (0s represented as null)
 - Drop nulls (in Python)
 - Filtering based on criteria / requirement (in D3)
 - Aggregates like groupby, sum, average and count (in D3)

Source: <https://healthymindsnetwork.org/>

Dataset Link: https://www.dropbox.com/sh/s22y6gb6bsj9tmq/AACU_snNpLw9NQBXHBAIq5gta?dl=0

*Let's see
the demo!*

Limitations of the tool

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AWARENESS

EXPRESSION

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WILLINGNESS

- Observation: data shows a **strong positive bias**, no evidence from authors or external sources.
- Data limited to **US** only.
- Surveys caution! The **truthfulness** of the answers lacks a quantifiable measure.
- **Demographic representation** is not adequately captured.
- Visualization and analysis are based on data collected from **2022-2023** only.

Thank you!

Questions?

