Jockey Club Online Youth Emotional Support – Open Up
賽馬會青少年情緒健康網上支援平台「Open啞」

Data Sharing from Mobile Phone and Online Survey and Qualitative Interviews

October 7, 2018
Every suicide is a tragedy that affects families and communities

1

Suicide is the leading cause of death for Hong Kong youths.

33

Full-time student suicides occurred in 2016 (based on coroner’s court record obtained by CSRP, HKU)

29%

Students had considered suicide throughout their lifetime (recent mobile phone survey done for the project, 2018)

NONETHELESS ONLY

In the community level, less than 4% of the youth respondents had sought professional help (Chan et al., 2017).

1/3

Recent student suicides had showed certain warning signs to their parents or friends. 15% had sent out social media messages about their suicidal behaviors. Unfortunately, those intervention opportunities were missed out.
Jockey Club Online Youth Emotional Support

Accessibility: first 24/7 online crisis support service in Hong Kong.

Knowledge and capacity building: fill up knowledge gaps and contribute to e-capacity

Text-based to respond to communication trends of youth and provide service to them where they are

Efficiency: Built-in data analytic algorithms

Co-created and Integrated: funder + suicide prevention researchers + 3 agencies but 1 service-team
<table>
<thead>
<tr>
<th></th>
<th>Population By-census 2016</th>
<th>Mobile phone survey N = 1527</th>
<th>Online survey N = 1732</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>50%</td>
<td>32%</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>50%</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aged 25-37</td>
<td>57%</td>
<td>56%</td>
<td>40%</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Aged 12-24</td>
<td>43%</td>
<td>44%</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td><strong>Educational level¹</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-secondary or above</td>
<td>50%</td>
<td>61%</td>
<td>84%</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Secondary or below</td>
<td>50%</td>
<td>39%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td><strong>Education attainment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>32%</td>
<td>40%</td>
<td>74%</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Non-student</td>
<td>68%</td>
<td>60%</td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

¹ 35 respondents from the online survey refused to answer their educational level.
Online messaging has become an indispensable communication method for youth in HK

**Findings from our baseline surveys**

- Mobile phone survey on a random sample of 1527 young individuals
- Online survey on a convenient sample of 1732 young individuals

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**Frequency of internet usage for different purposes^**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Mobile survey (N = 1527)</th>
<th>Online survey (N = 1732)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work or study</td>
<td>3.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Other purposes</td>
<td>2.4**</td>
<td>4.3</td>
</tr>
</tbody>
</table>

*Significant difference between mobile survey and online survey (p < 0.05)

^Outliers excluded

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**Frequency of usage of different daily communication methods**

- Face-to-Face: 4.3, 4.3
- Phone calls: 2.9, 2.9
- SMS*: 1.6, 1.8
- Instant chat applications (e.g., WhatsApp, Facebook Messenger, Line)*: 4.6, 4.7
- Social media platforms (e.g., Facebook, Instagram, Twitter)*: 3.1, 3.5

*Significant difference between mobile survey and online survey (p < 0.05)

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On average, HK youth are spending similar, if not longer, time online than sleeping every day.

** 2.4 refers to the respondents from the mobile phone survey on average spent 2.4 hours on the internet for purposes other than work or study after removing the outliers.

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Instant Messaging has become the most frequently used communication method for youth.
In general, 34% of HK youth have considered suicide, 37% have been bullied, 22% have bullied others, 18% have self-harmed, 5% have attempted suicide in their lifetime. 6% have been diagnosed major depressive disorder (MDD; 抑鬱症), schizophrenia, social phobia, or avoidant personality disorder (AvPD; 迴避性人格障礙). 5% exhibited social withdrawal symptoms.

Among the online survey respondents, 46% of HK youth have considered suicide, 35% have been bullied, 20% have bullied others, 27% have self-harmed, 8% have attempted suicide in their lifetime. 10% have been diagnosed MDD, schizophrenia, social phobia, or AvPD. 12% exhibited social withdrawal symptoms.

Respondents from both online and mobile phone survey rated ‘academic’ as the most stressful source, with an average of 3.1 and 2.6 respectively. The largest difference of perceived distress level between online and mobile phone survey respondents was ‘emotional or mental well-being’, with an average of 2.9 and 2.1 respectively.
Help Seeking Patterns

**Previous help seeking method**

- *Online social services: 0% (Mobile), 1% (Online)
- *Free hotline support: 1% (Mobile), 2% (Online)
- Religious services: 4% (Mobile), 4% (Online)
- *Medical professionals: 3% (Mobile), 4% (Online)
- *Online friends that never met: 2% (Mobile), 6% (Online)
- *Teachers: 5% (Mobile), 8% (Online)
- *Social workers/Counselors: 5% (Mobile), 9% (Online)
- *Lover: 21% (Mobile), 24% (Online)
- *Family members: 24% (Mobile), 30% (Online)
- *None of the these: 31% (Mobile), 41% (Online)
- *Friends/Classmates/Colleagues: 48% (Mobile), 54% (Online)

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<th>Method</th>
<th>Mobile survey (N = 1527)</th>
<th>Online survey (N = 1732)</th>
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<tbody>
<tr>
<td>*Online social services</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>*Free hotline support</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Religious services</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>*Medical professionals</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>*Online friends that never met</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>*Teachers</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>*Social workers/Counselors</td>
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<td>9%</td>
</tr>
<tr>
<td>*Lover</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>*Family members</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>*None of the these</td>
<td>31%</td>
<td>41%</td>
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<td>*Friends/Classmates/Colleagues</td>
<td>48%</td>
<td>54%</td>
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**Reasons not seeking help**

- 82% (Mobile) vs 52% (Online) *Do not think it is necessary*
- 20% (Mobile) vs 21% (Online) *Do not want to bother others*
- 12% (Mobile) vs 20% (Online) *Do not think anyone can help*
- 10% (Mobile) vs 11% (Online) *Not sure how others will think*
- 5% (Mobile) vs 7% (Online) *Afraid it will leave records and affect future*
- 4% (Mobile) vs 5% (Online) *Do not know where to seek help*
- 12% (Mobile) vs 3% (Online) *Others*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mobile survey (N = 730)</th>
<th>Online survey (N = 543)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Do not think it is necessary</em></td>
<td>82%</td>
<td>52%</td>
</tr>
<tr>
<td><em>Do not want to bother others</em></td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td><em>Do not think anyone can help</em></td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td><em>Not sure how others will think</em></td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td><em>Afraid it will leave records and affect future</em></td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td><em>Do not know where to seek help</em></td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td><em>Others</em></td>
<td>12%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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**Perception on using our new service**

(1: Absolutely not willing; 5: Absolutely willing)

- Willingness to seek help from social workers or trained volunteers through online instant messaging applications:
  - Mobile survey (N = 1527): 3.0
  - Online survey (N = 1732): 3.2
- Willingness to be actively approached by professionals via online means:
  - Mobile survey (N = 1527): 2.6
  - Online survey (N = 1732): 3.1

* Significant difference between mobile survey and online survey (p < 0.05)

- Most sought help from “strong ties”
- Main reasons for not seeking help include low recognition of the problem, passive coping style, and low perceived efficacy of external help.
- Youth’s attitude to use online services like Open Up tends to be neutral.
- Youth’s attitude to be proactively approached by professionals online tends to be neutral to resistant.
Highlights of qualitative interviews – Quotes from 21 potential users

Positive feedbacks for the Jockey Club Youth Online Emotional Support

Advantages of text-based online platform

More privacy

24 hours coverage

Not subject to time & geographical restrictions

Free
Highlights of qualitative interviews - Quotes from 11 social workers

網上服務合乎青年需要
Online service meets the special needs of youth

網上是青年的安舒區
Online is the comfort zone for youth

填補現時服務的空隙
Fills up the existing service gap

24/7 營運
Available

11-35歲 青少年
11-35 years old youth
Key Takeaways from Surveys and Interviews

Text-based service is more appealing to young people

Open Up to our pioneer co-created, integrated, innovative 24/7 texting service

Attitudes towards online texting services is positive

Online youth may have greater needs for emotional support

More promotion and publicity to change young people’s attitude toward help-seeking

Attitudes towards online texting services is positive

Organised by: [List of organisations]
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Q & A