Persona

**Jo**

**Hard facts:** Jo lives with their family (mom, dad, sister and brother) in an estate in Dublin. Jo is 22 years old, in a relationship and studying at UCD. Jo has a small group of good friends, mostly from school that also go to UCD. Jo has experienced a one or two periods in the last few years, when they’ve felt quite low and overwhelmed by feelings of stress.

**Interests and values:** Jo enjoys college and the opportunity to meet new people there. However, in general, Jo is generally a private person but enjoys chatting to friends, and when experiencing concerns mostly shares with their best friend and older sister. Jo’s hobbies include playing the guitar and reading. Jo tries to live a balanced life by going to gym regularly; taking time to read and play the guitar; spending time with friends and family; and working hard at college. It can be hard to maintain a balance especially when there’s a lot of work to be done for college. Jo works in a retail job some weekends and over the summer to earn some extra money.

**Computer, Internet and mobile phone use:** Jo own their own laptop and mobile phone. Jo uses the laptop for college work and to stream Netflix. Jo shares their Netflix account with their siblings. Jo takes their mobile phone everywhere and often uses it to access social media including Instagram and snapchat.

**A Typical day:** Jo wakes up between 7am and 8am to get the bus into college in time for their first lecture. Jo spends most of their day at college, attending lectures and labs, working in the library and hanging out with friends. Three days a week, before taking the bus home, Jo goes to the gym for an hour with a close friend. Jo often uses the time on the bus to check social media and watch videos on YouTube. In the evenings, Jo has dinner with the family, before going to their room, to do some work and/or watch Netflix. On weekends, Jo goes out with friends, does one or two shifts at work and spends some time playing guitar.

**Scenario:**

Jo has been having a tough time for the last few weeks. They’re struggling to concentrate during lectures and on their college work. Jo feels pressured by the upcoming exams. Jo is having a hard time falling asleep at night or when they do fall asleep, they wake up often and find it difficult to fall back asleep. Jo has been feeling sad a lot of the time lately and finds it hard to get excited about going out with friends or playing the guitar. Jo knows that something isn’t quite right and wants to understand what has been going on and what they can do about it.

Semi-structured Interview Schedule

1. Describe your experience today of using different platforms to look for online mental health resources?
2. What aspects of the different platforms did you like and why?
3. Were there any parts of the different platforms that you found frustrating and

why?

1. Sometimes when people are looking for help online, what they’d like is information, how did the platforms help your persona find the information they were looking for?
2. When people go online, they’re looking for differing kinds of things, information, activities, linking in with groups or people, how did the different platforms help someone like Jo, find what they’re looking for?
3. Which aspects of the different platforms allowed you to find personalised options?
4. Having tried all of the platforms, did you feel anything was missing from the platforms in order help a young person find the help and information they needed?
5. Did you find any filters were missing from the platforms when you were looking for resources?
6. If you were looking for resources online, what would you need to find them?
7. If you were advising a friend on which of these to use, which would you

recommend and why?

Coding Frame for Thematic Analysis

Coding Frame for Thematic Analysis

| Theme | Code | Descriptions | Example Quote |
| --- | --- | --- | --- |
| Matching Current Level of Need | Extreme results | Feeling uncomfortable with the suggested severity of the problem by results or resources | “you see one about mental health issues, but Joe probably mightn’t see themselves as having mental health issues. Like, in general, they seem quite okay with just down periods and responses that you might expect to stress and stuff. I don’t know if I would see myself as having a mental health issue.”-P012 |
| Supporting different information seeking and exploratory strategies | Exploring | Exploring and experimenting with the resources available to see what exists | “I’d just be clicking on these at random to see what popped up and see what kinds of things are out there.”- P012 |
|  | Google | Search terms and search behaviours | I would be a hypochondriac, I’d be Googling my symptoms |
| Meaningful, Credible, and Relevant Choices | Having choice available | Having different options available to select from in terms of communication; formats; etc | “I think it’s actually really good because I like the way they give you all of these options, especially apps and stuff, that’s what people do these days. If they’re up to date on what people use, that’s good.” P009 |
|  | Relevance | How relevant are the resources suggested or the content included on the resources or the information being provided by resources.  Or offering solutions that are not relevant or feasible to the participant. | “I think for me, yes, but not for other people because it’s trying to cater to everyone. I’m going into it very understandably. Like, I don’t have alcohol and drug problems, but I’ll get to where I need to eventually.” -P003 |
|  | Tailoring | Systems features that facilitate tailored content and results specific to the individual. | “the chat seemed like it was just completely random whether I was going to get what I wanted or not, because I couldn’t say what issue I was dealing with, I could just say how I wanted, like, what I wanted the content to look like”-P002 |
|  | Overwhelming amount of choice | Feeling overwhelmed by the options and choices provided | “Yes, I feel quite a bit overwhelming as well. There’s a lot of stuff there to take in on the first go” -P001 |
| Immediacy | Immediacy | Needing results right now or quickly.  Feeling delayed by having to search around for resources | “Google, I like the fact that I could go question after question. If I had a question from a previous article, I could resolve it immediately.”-P006 |
| Search Facilitates Insight | Uncertainty about what the problem is. | Unsure what the problem is and/or how to verbalise it or express it  Poor mental health literacy  The process of help-seeking facilitates an awareness of their feelings and thoughts w.r.t the problem they’re facing | “If you didn’t really understand how you’re feeling, it might be hard to choose which one.”-P009 |
| Matching Current Level of Need of the Help-Seeker | Trade-off between general and specific | How the resource meets the needs of the young person,  t too much to be overwhelming or off putting but also not too little so that it’s not useful or relevant | “so I think some of the platforms that just broad info right away and then platforms that got into specific tips were good.”-P002 |
|  | Directive and non-directive | A need or a preference to talk with another person online when help-seeking | “I think it was just that you’re put down a very specific – you’re put down in a very specific journey, where you have to go one link to the other. Then another one. Then you get to three which meant that I felt forced to have to go through a really long process, rather than just get to what I need, in terms of just an article maybe would have been helpful.”-P003 |
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| The Need to Connect with Someone Happens on a Continuum | Preference for in-person | Participants expressed a preference for talking with someone in person or offline | “I think for her face-to-face might be good here because from what she’s suffering and her age, I think she should talk it out with someone face-to-face and be comfortable with whatever it is.”-P004 |
|  | Preference for a professional | Wanting to be connected with or to hear from a professional | “Then it’s just trained mental health professionals, that sounds good. Then this one, offer support, these are trained counsellors, so they might just be a little bit more laid back. It might be just a bit easier to talk to kind of job.”-P007 |
|  | Direct contact with another person online | A need or a preference to talk with another person online when help-seeking | “I’m not a person who shares it with anyone. I’d keep it to myself. For me, the only remedy is the online, whatever I get online” -P005 |