

The Effect of Online Counselling Platforms on the Improvement of Mental Health Services in Yunnan Province, China

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ABSTRACT

More and more, people are looking for affordable, scalable, and readily available treatments to help with mental health issues. Rural and underprivileged communities have a disproportionately high need for this. The major goal of this study is to find out whether online counselling platforms may help enhance mental health treatment in the Chinese province of Yunnan. The demand for mental health treatments is presently outpacing the supply of such services, notwithstanding the varied population that calls this province home. To further understand how digital counselling services affect accessibility, user satisfaction, and therapeutic benefits, a demographic study of the province may be conducted. In order to gather information, the researchers used quantitative and qualitative methods to poll mental health professionals, platform users, and community health department officials. Focussing on participation, mental health initiatives, and barriers to utilisation, the findings of the five most popular online counselling platforms in Yunnan were shared. Younger generations and those residing in more remote regions have a higher probability of success when it pertains to mental health therapies that can be accessible online, according to the statistics. Among the many reasons given by customers who were somewhat happy with the product, the three most common were the product's simplicity of use, the ability to maintain anonymity, and the reduction of social embarrassment. A dearth of data on technological developments, inadequate platform regulation, poor service quality, privacy worries, and so on are only a few of the many problems that need fixing. This is only a small sampling of the many issues that need attention; there are many more.

Keywords: *Mental Health Issues, Community Health Department, Younger Generations, Participation, Mental Health Initiatives.*

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1. INTRODUCTION

No one can say for sure that everyone, especially those in rural areas. Technological reliability and usability have equitable access to the mental health treatment they need, even if this is becoming more of a problem all around the globe. Those who are already in a vulnerable position can feel the effects of this the most. In the southern Chinese province of Yunnan, the conventional ways of delivering face-to-face mental health treatment are facing serious problems. This area has its own unique set of problems, which are exacerbated by the large variety of cultures and ethnicities who call it home (Gao et al., 2023). The region is a famous tourist destination because to its picturesque hill agricultural areas. Some places may be on the extreme edge of the province when all factors are considered. This study aims to quantify the amount to which personal characteristics, such internet speed and computer proficiency, impact the efficacy of online counselling tools. The major goal of this study project, which is being conducted in the province of Yunnan, is to increase access to treatment for mental

health issues. To better understand how these characteristics impact the efficacy of online counselling systems, the researchers conducting this study set out to collect additional data on the topic. A large chunk of China's younger population and low-income neighbourhoods have been disproportionately affected by the recent spike in reported instances of mental illness. This is how China has traditionally dealt with issues. Research, development, and implementation of therapies for those suffering from mental disorders still have gaps, despite the government's significant attention on mental health. This is in direct opposition to the policy objective set by the government, which is to prioritise mental health above all else. The government's emphasis on mental health is a major factor in this increased awareness. There are several cultural and practical barriers that people in Yunnan face when trying to get mental health treatment (Gao & Fan, 2020).

2. BACKGROUND OF THE STUDY

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A great deal of progress has been made in the delivery of mental health treatment in China during the new century. The complex interplay of Technological reliability and usability is what ultimately leads to this change. Because there aren't enough conveniently located healthcare facilities, people in Yunnan's hilly area sometimes have trouble getting the mental health treatment they need. The procedure for acquiring help for mental health concerns is therefore become more and more complicated. People who are already having financial troubles have an extra barrier that makes getting the help they need for their mental health issues much more challenging. The lack of readily accessible specialists with the necessary expertise and the stigma associated with mental illness are two of the many variables that contribute to this problem. This illness would not be occurring if neither of these chemicals were present. Digital health solutions, especially online counselling services, are becoming more popular among the Chinese people as a means to help them cope with their problems. This has come to pass because of the challenges that have arisen. Online platforms like Jiandanxinli and HaoXinLai allow clients to connect with credentialed mental health doctors for virtual consultations at their convenience. The organisation's mission includes providing mental health services to low-income areas, but it also seeks to increase access to treatment for emotional and mental diseases and decrease the stigma that surrounds them. Both of these objectives are intended to be achieved by this technique. Many different elements may affect both the outcomes that buyers experience and the level of engagement they have with the products (Wang, & Wu, 2022).

3. PURPOSE OF THE STUDY

This project intends to Technological reliability and usability in Yunnan Province, China, by conducting a complete review of online counselling platforms. The platforms evaluated based on their efficacy, usability, and situational appropriateness. Cultural variety, geographical challenges, and societal inequalities all contribute to the national pandemic of mental illness, which in turn worsens the shortage of conventional mental health treatment in Yunnan and related regions. The primary objective of this study is to determine if the rising popularity of online counselling platforms has had a positive effect on the mental health of disadvantaged and marginalised groups. Studying how people in Yunnan Province take in, analyse, and use different kinds of digital data is the main objective of this project. The goals of educational mental health initiatives are to enhance students' mental health, raise

public awareness of mental health issues, and link students to necessary services. A "mental health app" refers to any of a number of applications that use mobile devices to improve the emotional and mental health of its users. Some of these may be used by meditation and other kinds of self-awareness to improve health. When conducting assessments and developing treatments, mental health practitioners may find some of these helpful. One of the several potential advantages of treatment is that the researcher may have a deeper understanding of their own thought processes.

4. LITREATURE REVIEW

The two most important things that affect how well online counselling systems perform in Yunnan province are how simple they are to use and how well they work all the time. Young people would gain a lot from technology solutions that let them stay connected all the time, keep their data safe, and get service all the time. So they would be able to keep going to school and obtain better medical care. If the solutions are put into effect, the possibilities of this happening increase up. But patients may discontinue treatment at any time if they experience any form of discomfort while they are at their facility. Lot of thought into how easy the platform is to use. A simple-to-use interface, designs that are sensitive to other cultures, and easy access for those in rural regions or with low literacy rates are all things that make the product more useful and keep people using it. The end result is that more people can use it. The problem is made worse by the fact that Yunnan's infrastructure isn't evenly distributed out over the province, which makes things further harder since the region has a lot of different people. The region's growing dependence on reliable and easy-to-use platforms, notably social applications, has made things a lot simpler. These solutions operate with a lot of well-known social networking programs. How effectively and dependably online counselling services work determine how successfully they can help people in the province with mental health issues and access barriers. Dependability and user-friendliness are two attributes that go hand in hand (Wang et al., 2025).

5. RESEARCH QUESTION

How does the technology's reliability and usability of counselling websites affect their impact on enhancing mental health care?

6. RESEARCH METHODOLOGY

a. Research design:

Data was analysed quantitatively using SPSS version 25. To determine the magnitude and direction of the statistical link, the researchers used the odds ratio and

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the 95% confidence interval. At $p < 0.05$, the researchers set a threshold that was considered statistically significant. The data's key characteristics were elucidated by a thorough analysis. Quantitative techniques are often used to assess data obtained from surveys, polls, and questionnaires as well as data examined using computer statistical methods.

6.2 Sampling:

Research participants completed questionnaires to furnish information for the study. Utilising the Raosoft tool, researchers ascertained that the study comprised 657 individuals. Researchers disseminated 896 questionnaires to the public. The researchers obtained 823 replies, eliminating 45 due to incompleteness, yielding a final sample size of 778.

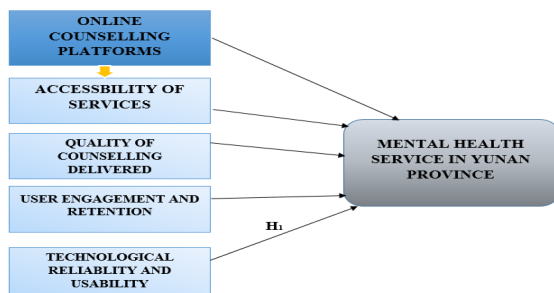
6.3 Data and Measurement:

The research mostly utilised data obtained from a questionnaire survey. The participant's fundamental demographic information was solicited first. Participants were thereafter provided with a 5-point Likert scale to assess the online and offline channels. The researchers meticulously examined several resources, particularly online databases, for this secondary data collection.

6.4 Statistical Software: The statistical study was performed utilising SPSS 25 and Microsoft Excel.

6.5 Statistical Tools: Descriptive analysis was utilised to understand the fundamental characteristics of the data. The researcher must analyse the data using ANOVA.

7. CONCEPTUAL FRAMEWORK



8. RESULTS

• Factor Analysis

Factor Analysis (FA) is often used to find hidden variables in observable data. It is common practice to use regression coefficients to generate ratings when there are no easily visible visual or diagnostic signs. Models have an essential role in FA. Using models, one may look for errors, intrusions, and evident relationships. The Kaiser-Meyer-Olkin (KMO) Test is one tool for evaluating datasets that have been generated by numerous regression analyses. They

ensure the model and variables in the sample are accurate representations of the whole. Data duplication is evident from the numbers. The data becomes more comprehensible with smaller proportions. The result of running KMO is a number between 0 and 1. The sample size ought to be sufficient if the KMO value falls within the range of 0.8 to 1. Kaiser lays up the acceptable limits as follows: The standards that Kaiser has established for admission are as follows: The range is a dismal 0.050 to 0.059,

Well below the 60–069 norm.

The typical range for middle grades is between 0.70 and 0.79.

Having a quality point score between 0.80 and 0.89.

What fascinates them is the interval from 0.90 to 1.00.

The KMO and Bartlett's Tests for Sampling Adequacy are shown in Table 1. According to the Kaiser-Meyer-Olkin.957 metric

This is what Bartlett's sphericity test came up with: around 190, significance level =.000, chi-square test.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Furthermore, Bartlett's Test of Sphericity validated the extensive application of correlation matrices. The Kaiser-Meyer-Olkin measure of sample adequacy is 0.957. The researchers employed Bartlett's sphericity test, yielding a p-value of 0.00. The correlation matrix was proven ineffective by a significant outcome of Bartlett's sphericity test.

❖ INDEPENDENT VARIABLE

• Online Counselling Platforms:

Thanks to recent technological advancements, online counselling platforms have been available for use in mental health therapy. These platforms have introduced innovations that have significantly changed the way psychological aid is delivered and received. Patients no longer have to physically visit a clinic or hospital to communicate with licensed mental health specialists. The reason for this is because these platforms provide digital ways like live video conferences, instant messaging, and app-based solutions. It is possible that these platforms may be used to do this instead. It has been difficult to provide timely and effective treatment in certain areas, including China's Yunnan Province, for a long time. This trend has persisted for a considerable amount of time. Location, infrastructure, and the accessibility of

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mental health professionals are only a few of the many elements that contribute to these problems. The use of this innovation was expected to help address some of those problems. There are many barriers to getting help for mental health difficulties, but internet therapy might be one solution. Concerns around cost, accessibility, privacy, and the stigmatisation of seeking treatment for certain conditions are among these obstacles (Ying et al., 2023).

❖ FACTOR

• Technological Reliability and Usability:

Dependability is the extent to which a technological item can perform its intended function throughout a certain time frame and environment. In my opinion, this one provides the strongest illustration of the trustworthy method. Using a user-friendly and straightforward system allows users to engage in activities in a way that is not only safe, but also productive and enjoyable. Thinking about the measurement's validity and reliability is crucial when trying to figure out how accurate it is. Reliability of a measurement is dependent on its ability to retain its value when repeated under the same circumstances. The evidence presented here lends credence to the claim that it can provide it. When describing a measuring equipment, the term "validity" refers to the instrument's ability to precisely get the required value. When talking about the features, stability, usability, and general performance of digital platforms that are in charge of service delivery, the words "reliability" and "usability" often come up (Yue et al., 2021).

❖ DEPENDENT VARIABLE

• Mental Health Services in Yunnan Province:

One way to measure a strategy's "effectiveness" is by looking at how much it improves the access, outcomes, and quality of treatments. This description might be useful in the realm of mental health therapy. One example of this approach is the use of the internet for therapeutic purposes. In this specific context, a multitude of indicators are used to ascertain the efficacy of the treatment. Wait times, symptom reductions, user satisfaction, therapeutic treatment adherence, and coverage of underserved groups are some of the metrics studied in this field. Using these indicators that are now accessible, it is possible to assess the level of effectiveness. It is seen as a beneficial development if it enables more personalised care, lowers entry barriers, and improves the quality of current services without compromising quantity. Whenever internet platforms are a part of the bigger mental health infrastructure, it is seen as a beneficial development when they are in existence. Because of

the scarcity of mental health professionals and limited funding, online services are particularly crucial in places like Yunnan Province (Ying et al., 2023).

• Relationship Between Technological Reliability and Usability and Mental Health Services in Yunnan Province

In Yunnan Province, there is a complex and important link between the availability of mental health services and the quality of those services, as well as the dependability and usability of technology. This connection is referred to as the "mental health service quality." particularly in light of the fact that online therapy platforms are becoming more popular, this is particularly true. It has a relationship that is inversely proportional to the technical dependability of a service, which refers to the capacity of the platform to operate in a consistent manner and without any disruptions, delays, or mistakes (Zeng et al., 2024). The technical dependability of a service is inversely related to the level of confidence that users have in that service. The degree to which a digital system is easy to understand, straightforward, and accessible to use is referred to as its usability. Usability is a factor that determines the whole experience that a user has with a platform, as well as the likelihood that they will continue to keep using that platform. In Yunnan, a region that is well-known for its difficult terrain, remote settlements, and ethnically diverse population, these technological characteristics are more than just technical specifications; they are variables that play a significant role in determining treatment accessibility, participation, and mental health outcomes. In other words, they are more than just technical specifications. This is particularly true in regions with low incomes or rural areas, where a big number of people do not have access to modern technology and programs that teach digital literacy (Zeng & Li, 2021).

On the basis of the above discussion, the researcher formulated the following hypothesis, which will analyse the relationship between Technological Reliability and Usability and Mental Health Services in Yunnan Province.

H₀: There is no significant relationship between Technological Reliability and Usability and Mental Health Services in Yunnan Province.

H₁: There is a significant relationship between Technological Reliability and Usability and Mental Health Services in Yunnan Province.

Table 2: H₁ ANOVA Test

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ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	273	5473.518	1043.568	.000
Within Groups	492.770	504	5.245		
Total	40081.390	777			

In this study, the result is significant. The value of F is 1043.568, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the ***“H₁: There is a significant relationship between Technological Reliability and Usability and Mental Health Services in Yunnan Province.”*** is accepted and the null hypothesis is rejected.

9. DISCUSSION

The study suggests that two factors—the organisation's level of preparedness and the challenges related to knowledge—may determine the success or failure of an online consultation. Therapists' primary focus was on the organisation's function as a provider of public service. This trend might be because therapists in the private sector have more freedom and access to the tools (such training and experience) they need to perform online therapy sessions. One of the likely consequences of this occurrence is this. A key player, according to the study's findings, is the therapist. A number of factors come together to make the treatment effective. The therapist's competence, expertise, understanding, and experience are all important considerations, as is how the therapist handles challenges and unexpected events that crop up throughout therapy. As an additional piece of information, it is highly suggested to evaluate the therapist's previous experience with online therapy. Clients may not feel secure enough to use the internet during treatment if the therapists involved in the therapy do not feel comfortable doing so themselves. The establishment of online counselling platforms in Yunnan Province has tremendous potential in improving the availability of mental healthcare, particularly for economically disadvantaged and rural communities. There is a lot of promise in these platforms. By connecting users with trained therapists or research-based digital tools, these platforms remove barriers related to location and the social stigma that typically accompanies in-person treatment. Internet therapies such as chatbots, tele therapy, and self-help modules may one day replace human counsellors in the treatment of mental health issues including anxiety, depression, and stress. Furthermore, these treatments may boost user engagement, which means they can enhance user participation even further by including interactive elements. There are still underlying issues, and this won't fix them. Many individuals, especially

those in more remote locations or who are elderly, lack the knowledge and experience to effectively use digital technology, and their connection to the internet is often unreliable. This is particularly the case for those who do not have access to the internet. Regarding telepsychology, there have been ongoing worries about privacy. The lack of appropriate data protection regulations contributing to their management is one aspect that exacerbates these difficulties. Culture, local attitudes about shame, and family reputation all play a role in making it hard for those with mental illness to seek help.

10. CONCLUSION

My deepest hope is that this study can technologically reliability and usability better understand how mental health services in Yunnan Province, China, could benefit from online counselling platforms. Digital mental health treatment has the potential to address stigma, lack of resources, and accessibility in this culturally and linguistically diverse region. Online mental health services may provide some respite from these challenges. The purpose of this study was to offer a comprehensive review of therapeutic options by combining quantitative research on patient and provider experiences with quantitative evaluations of mental health care outcomes. Scientists want to inform politicians, doctors, and programmers about their results in the hopes that they can improve online mental health services. The objectives in Yunnan are on improving mental health and expanding access to mental healthcare. In order to do this, researchers are eager to publicise their results. The findings of this research emphasise the potential of digital innovation to expand the availability of user-centred, culturally competent, and scalable mental health treatments in underprivileged and rural communities. Researchers may see the evolution of China's MHPSS systems during the last two decades in response to the social and emotional consequences of public health emergencies and natural disasters. Prior to the Wenchuan earthquake of 2008, victims of natural disasters in China did not have access to expert psychological assistance. As the Wenchuan earthquake made abundantly obvious, there is an immediate need for more comprehensive, coordinated, and evidence-based MHPSS initiatives. The federal government agencies responsible for directing and allocating funds to improve the provision of psychosocial and mental health services in the aftermath of disasters issued the recommendations. There have been a plethora of new approaches to catastrophe preparedness and mental recovery since

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then. The aim of developing more diverse psychological outcomes has motivated the development of many innovative therapies in recent years.

background of “Double High Plan”. Vocational and Technical Education.

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