

The Role of Online Counselling Platforms in Improving Mental Health Services in the Province of Yunnan in China

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ABSTRACT

The main goal of this study is to look at the possible advantages of online counselling services for mental health treatment in Yunnan province, China. People who live in rural regions like Yunnan may have a harder time getting the mental health treatment they need because of a number of problems. Some of the reasons that might cause this include being far away from other people, not having enough resources, and cultural differences. Even though mental health is becoming a national issue, this problem still exists. There are a variety of things that make it hard for people to get therapy in person. Long travel times, not having enough money, and feeling embarrassed about getting medical care are some of the problems. Online counselling platforms are changing the game by giving consumers new, easier, and more private methods to obtain treatment. People can do this since it's easy to go to these sites. The findings show that online counselling platforms are becoming increasingly significant for those who wouldn't have access to the tools listed in this article otherwise. These services may help individuals feel less alone by immediately linking them with specialists in far-off regions. But there are still issues that need to be fixed. Online counselling services are a big step forward in the battle for mental health equality, even if they may not be the ideal choice compared to traditional in-person therapy. People in Yunnan may benefit from these platforms in many ways, such as being able to get aid more easily when they need it and being more accessible in general. There are other sections of China that are like Yunnan, and they might be used as examples for other parts of the nation.

Keywords: *Online Counselling, Mental Health Services, Yunnan Province, Cultural differences, China.*

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1. INTRODUCTION

More and more people across the globe are realising how vital it is to take care of their mental health so that they may be successful, happy, and helpful to others. Mental health issues are becoming more important to public health systems all around the globe. A number of Chinese people have recently requested for help with their mental health. Even if there are still huge problems with justice and access, this is the case. These issues are particularly serious in Yunnan since it is cut off from the rest of China, has a number of distinct cultures, and has a big disparity between wealthy and poor. Everyone can see how tough things are for people here. In many regions of Yunnan province, people still look down on mental health problems, there aren't enough qualified healthcare staff, and the healthcare facilities aren't adequate enough. The ones who need to find a way to fix these problems. Because of these constraints, it has become more difficult for people in both cities and the country to get care with mental health issues. As the problems develop worse, it gets harder to seek care quickly, and the whole process of caring for the patient takes longer. Because of this,

people care about various things. Because digital technology is growing so quickly, the researcher can now develop new solutions to deal with these problems. If researcher take advantage of these chances, researcher can get over these challenges. Online treatment programs may be quite helpful for those who need help with mental health issues. These new technologies have made it simpler for people to communicate to specialists who are far away, which has saved them time and money on travel. There are several things that make this happen, such as differences in computing skills, challenges with infrastructure, and cultural norms (Dey & Kumar, 2020). Even yet, a lot of China's research on digital health care has been done on individuals who reside in cities. This is the fundamental reason why people in the city don't care about the less developed and rural areas. They need to know how the internet counselling sites in Yunnan province perform extremely well. This helps public health services use the latest digital tools and makes it simpler for people to seek mental health care. None of these factors is less important than the others. The objective of this study is to assess the influence of

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online counselling platforms on the improvement of mental health services in Yunnan. The researcher placed fixing problems with cost, cultural sensitivity, usability, and fundamental system failures at the top of the agenda. Researchers think that the study's results can help lawmakers, doctors, and platform builder's work together to make mental health treatment more equitable in places where it isn't getting enough of it. These groups are doing all they can to make sure that everyone can get mental health care that is equitable (Ahmed & Rahman, 2021).

2. BACKGROUND OF THE STUDY

Since their earliest identification, mental health disorders have garnered significant attention as critical components of general health and wellness. The World Health Organisation reports that a significant portion of the global disease burden is attributable to mental diseases. These kinds of issues impact people from many walks of life and all corners of the globe. Depression, anxiety, and stress-related diseases are more common in China, which may explain why the country's mental health population is on the rise. The distribution of resources for mental health treatment is still quite uneven. Rural and low-income communities get a pittance compared to urban regions. There has been no change despite the skyrocketing need for mental health services. The Chinese province of Yunnan is a great example of the operation of these differences. Healthcare delivery is complicated by factors such as cultural diversity, difficult terrain, and geographical isolation. People in more remote areas or provinces may feel ashamed or unable to get the mental health treatment they need. The province's rural areas are home to a large number of ethnic minorities. Because there aren't enough specialist service providers and certified authorities, many individuals have also received unsatisfactory service. Some of the factors that contribute to the unfairness of treatment include distance, price, and a lack of accurate information. Because of these factors, conventional, in-person treatment is unable to take place, which exacerbates the problem (Chen et al., 2023). Innovations in digital technology have paved the door for fresh approaches to old problems. A growing number of people are taking advantage of online counselling services, which put them in touch with mental health professionals from anywhere in the world. Private, adaptable mental health treatment is now more accessible than ever because to these platforms, which remove barriers like cost, cultural norms, and travel. Since more and more people in China are using mobile internet and becoming used to

digital platforms, the market is prepared to receive these services. These three factors have facilitated the occurrence of these positive outcomes. But others are still concerned about its efficacy, especially in regions like Yunnan where computer literacy, cultural norms, and internet availability vary from the rest of the country. Examining the operation of online counselling platforms in Yunnan may provide light on how digital health therapies might contribute to filling gaps in mental health care. It can become possible to gather crucial information in this way. All parties involved must have complete information on the platforms' strengths and shortcomings in order to formulate programs that meet the specific social, cultural, and economic demands of the province (Appleton et al., 2021).

3. PURPOSE OF THE STUDY

This research seeks to evaluate the efficacy, engagement, and retention rates of online mental health counselling systems in the Chinese province of Yunnan. They need to utilise these services regularly and actively to get the most out of them. More and more people are using digital platforms to make it simpler to get mental health treatment. Participation and retention may be essential for long-term health in Yunnan owing to the state's restrictions on conventional mental health treatment stemming from social stigma, financial limits, and geographic remoteness. This study examines the quality, continuity, and results of online counselling in the province by analysing the impacts of engagement and retention. People think about four things while deciding whether or not to retain a relationship: how trustworthy the person is, how culturally sensitive they are, how inexpensive it is, and how simple it is to use. Elements of disengagement are taken into consideration. Concerns include insufficient technical proficiency, privacy, and internet accessibility. The objective of this research is to elucidate the difficulties encountered in the development and implementation of online counselling services for Yunnan's varied and economically disadvantaged population. The researcher can achieve this by paying attention to what is happening right now. The main goal is to provide a case for how digital platforms may help get rid of unfairness in mental health care. In addition to looking at internet resources, this is. This research shows that online therapy in Yunnan Province might go from being an extra mental health service to a main one. The researcher don't know when this modification will happen, but it may happen in the future. To achieve this aim, put user engagement first.

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4. LITERATURE REVIEW

Digital health technologies have been increasing significantly in the last several years, researchers are particularly interested in how they may be used in mental health care settings. This interest has risen throughout the years. A lot of people across the globe can't access the mental health care they need, but online counselling services are working to alter that. Says that internet-based treatment has made it easier to deal with problems including stress, anxiety, and depression. The outcomes of these approaches often match those of traditional, face-to-face therapy. Studies have shown that this results in improved treatment adherence and increased patient satisfaction. The huge number of cell phones in China has happened at the same time as the huge growth of internet treatment. Studies indicate that the stigma surrounding mental health significantly contributes to the reluctance of individuals in China to pursue in-person treatment. There are still problems that need to be solved, even if these things have been done. Online platforms have a hard time reaching their target audience in rural places like Yunnan since many people there don't know how to use computers or have regular internet access. There has to be greater control and better standards of quality when it comes to competence, ethics, and privacy. Cultural variables are another thing that might affect the outcomes of a service. Assert that it is essential to provide culturally relevant treatments that include the language, traditions, and social norms of the local populace (Cao et al., 2024). This is particularly true in places where there are a lot of different ethnic groups. The researcher know that internet treatment has a lot of promise, but there are also some big problems with it. Research indicates that these activities may enhance accessibility and reduce stigma; nevertheless, their efficacy in low-income areas with little resources remains ambiguous. There is a paucity of research on the efficacy, acceptability, and sustainability of online therapy within the social and cultural framework of Yunnan Province. This makes us unsure about how well internet treatment works. This study seeks to assess the impact of digital platforms in enhancing Yunnan's mental health care system, with the objective of making treatments more accessible, affordable, and culturally suitable. The researcher now doing this study to meet this need (Browne & Roberts, 2022).

5. RESEARCH QUESTION

- What role do user engagement and retention play in mental health services in Yunnan Province?

6. RESEARCH METHODOLOGY

6.1 Research design:

Quantitative data analysis was performed using SPSS version 25. The researchers utilised the odds ratio and the 95% confidence interval to evaluate the strength and direction of the statistical link. The researchers determined a statistically significant criterion at $p < 0.05$. A comprehensive analysis elucidated the fundamental characteristics of the data. Data obtained from surveys, polls, and questionnaires, as well as data examined with computational tools for statistical assessment, are often assessed using quantitative approaches.

6.2 Sampling:

Research participants completed questionnaires to furnish data for the study. Utilising the Rao-soft 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.

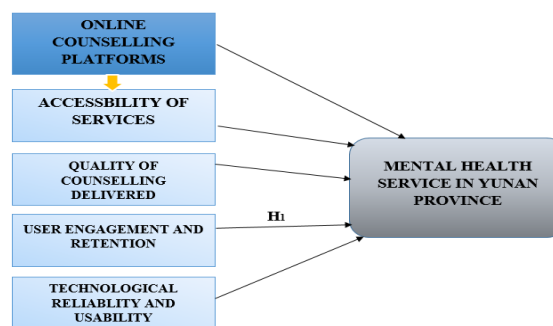
6.3 Data and Measurement:

The study mostly utilised data acquired from a questionnaire survey. The participant's essential demographic information was requested first. Participants were subsequently given a 5-point Likert scale to evaluate the online and offline channels. The researchers rigorously analysed several resources, especially internet databases, for this secondary data acquisition.

6.4 Statistical Software: The statistical analysis was conducted using SPSS 25 and MS Excel.

6.5 Statistical Tools: Descriptive analysis was utilised to comprehend the essential attributes of the data. The researcher must analyse the data utilising ANOVA.

7. CONCEPTUAL FRAMEWORK



8. RESULTS

• Factor Analysis

A common application of Factor Analysis (FA) is to ascertain the presence of latent variables within observable data. In the absence of readily discernible visual or diagnostic indicators, it is customary to employ regression coefficients to provide ratings. In

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FA, models are crucial for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser: A pitiful 0.050 to 0.059, below average 0.60 to 0.69 Middle grades often fall within the range of 0.70-0.79. With a quality point score ranging from 0.80 to 0.89. They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .957

The results of Bartlett's test of sphericity are as follows:

approx. chi-square

DF=190

sig. =.000

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:

While "online counsellor" is one name for this occupation, there are a few others that define it. These non-traditional counselling methods have many names, including cyber-counselling, e-therapy, tele therapy, online therapy, and online assistance for mental health issues. The purpose of providing support with service delivery may be achieved via a variety of technological means. It is possible to do this. A few instances of these approaches are as follows: methods of electronic communication such as e-mail, text, video, chat, messaging, internet phone, etc. This list, meanwhile,

does not claim to be complete. When it comes to mental health, online counselling is just as effective as traditional in-person therapy. Similar to conventional treatment, online counselling may help with a variety of issues. Any technological communication channel, including mobile apps, video conferencing, texting, email, etc., is used to carry out the task (Feng et al., 2022).

❖ FACTOR

• User Engagement and Retention:

Monitoring the frequency with which the researcher product, service, or content is engaged with by the audience that it was built for is referred to as "user engagement," and the word "user engagement" refers to the practice of monitoring this frequency. This statistic takes into consideration a variety of various variables when calculating the value that the researcher product delivers to consumers. Some of these characteristics include the level of happiness that customers have, their loyalty, and their entire experience. There is a great variety of information that can be collected on user engagement and the ways in which it might have an impact on marketing and product development endeavours. There is a good measure of the amount of employee engagement that exists inside the business, and that is the degree of interest that employees have in both their fellow workers and the company as a whole. Because they set a high value on the achievements of their fellow workers, they take great pleasure in the job that they perform. This is the source of their pride. In the event that the rate of employee retention is lower than the proportion of employees who leave their jobs, this indicates that a lesser number of workers are actively looking for work elsewhere. For the purpose of achieving this aim, it is very necessary to keep a robust staff. One of the most important KPIs that any company need to be monitoring on their own is user engagement (Barnett et al., 2021).

❖ DEPENDENT VARIABLE

• Mental Health Services in Yunnan Province:

A strategy's "effectiveness" may be characterised as how much it raises the bar for treatment accessibility, treatment results, and treatment quality. The field of mental health treatment may make use of this description. The use of the internet as a therapeutic tool is one instance that illustrates this method. In this particular setting, a number of signs are used to find out whether the therapy is working. Among the indicators covered in this area are wait time reductions, coverage of disadvantaged populations, symptom reductions, user contentment, therapeutic treatment adherence, and

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wait times. It is feasible to evaluate the level of efficacy by using these indicators that are currently available (Forman-Hoffman, 2021). In each case where it allows for more individualised care, less barriers to entry, and enhanced quality of existing services without sacrificing quantity, it is seen as a positive step forward. When they are in place, it is seen as a positive development anytime online platforms are included into the larger mental health infrastructure. Online services are especially important in areas like Yunnan Province, where mental health specialists are hard to come by and finances are tight (Batterham et al., 2023).

• Relationship Between User Engagement and Retention and Mental Health Services in Yunnan Province

As a potential answer to the chronic shortage of mental health facilities in Yunnan Province, internet treatment platforms are gaining popularity as a means of addressing this issue. On the other hand, the degree to which users engage with these services and continue to use them is the determining factor in determining the efficacy, availability, and success of these services. When the researcher's speak about user engagement in the context of digital mental health care, the researchers are using the term to refer to the extent to which individuals actively participate in the counselling process (Evans & Green, 2024). All of these activities are covered in this, including taking part in sessions, talking with therapists, making use of the features of the platform, and working on projects that are self-guided. On the other hand, retention is a performance measure that is used to ascertain the length of time that this involvement has been maintained. A big number of rural areas, a limited number of mental health experts who are readily accessible, and a great quantity of cultural diversity are all factors that influence people's decisions on whether or not to seek aid. Yunnan is a province that has all of these characteristics. It is fascinating to learn that these factors are associated with the overall effectiveness of mental health treatments in the province of Yunnan. The services, particularly those that are provided online, are more effective and give better quality mental health treatments when clients actively engage in the counselling process. This is especially true for services that are supplied online. It is more likely that this approach was result in enhanced psychological outcomes, stronger therapy connections, and the use of coping skills that are successful throughout the course of a longer period of time (Chen et al., 2022).

On the basis of the above discussion, the researcher formulated the following hypothesis, which was

analyse the relationship between User Engagement and Retention and Mental Health Services in Yunnan Province.

"H₀: There is no significant relationship between User Engagement and Retention and Mental Health Services in Yunnan Province."

"H₁: There is a significant relationship between User Engagement and Retention and Mental Health Services in Yunnan Province."

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	332	5672.418	1061.257	.000
Within Groups	492.770	445	5.345		
Total	40081.390	777			

The outcome is substantial in this research. Statistical significance is achieved with a p-value of .000 (below the .05 alpha level), and the F value is 1061.257. This suggests that researchers might support the alternative view, ***"H₁: There is a significant relationship between User Engagement and Retention and Mental Health Services in Yunnan Province"*** is accepted and reject the null hypothesis.

9. DISCUSSION

Users' involvement, retention, and the overall efficacy of mental health services are strongly correlated, highlighting the need of consistent delivery of psychological treatment in Yunnan Province. As an additional example, there is the extensive efficacy of mental health treatment. In order to participate, one must convince them to speak with an online therapist. When thinking about the impact these services may have, customer retention is crucial. People in Yunnan could have trouble going to someone in person for help because of things like how far away it is, how much it will cost, and the social stigma that comes with it. This demand is met by offering therapeutic treatments online. For these services to be most effective, customers must have enough social ties to regularly reap the benefits of coordinated advice and assistance. When working with delicate mental health issues, it is crucial to establish a strong rapport with a counsellor who can help to trust them and develop meaningful connections with them. Through ongoing conversation, counsellors may cultivate these qualities in their clients. Another perk is that patients may learn to manage their emotions one step at a time since therapeutic interventions are done gradually. Substantial advantages are provided by this. For many people living in remote and sometimes ignored areas of Yunnan, the discernible consistency may be an essential step in moving from getting little care to

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attaining substantial health improvements over time. However, issues including sluggish internet, lack of funds, and privacy concerns may make it hard to keep customers engaged and even cause subscription cancellations. In order to promote greater and ongoing interaction, this website goes beyond just providing access to digital resources. It emphasises the importance of creating platforms that users view as safe, culturally aware, and really beneficial. In order to dispel misconceptions and build confidence in digital therapy, public awareness and community involvement efforts may play a significant role. Factors that significantly impact engagement and retention include trustworthiness, accessibility, and relevance. This proves that technology challenges aren't the main cause of these issues. Understanding that these problems extend much beyond the domain of technology is crucial in the end. Online therapy platforms in Yunnan have evolved to match the demands of the province's residents, and the fact that people there are still committed to using them is evidence of that. Better mental health results and a treatment method that is more fair and accessible to all areas and individuals within the province might be the effect of placing a focus on continued involvement.

10. CONCLUSION

There is a connection between Yunnan's mental health services and user engagement and retention. This shows that psychological treatment has to be ongoing. This link includes both the delivery of mental health services and the involvement of patients. Stigma, cost, and distance have all made it harder for people in the area to get mental health care in the past. Online counselling platforms are creating new ways to get over these problems, which have made it hard for people in the area to get mental health treatment in the past. On the other hand, people need to start using these platforms and keep using them for a long time in order to get the most out of them. Being involved for a long time may help can reach a lot of objectives, such as building trust, making therapeutic progress, and improving long-term health. The most essential thing to do to reach all of these goals is to keep trying. To solve these problems, need to do more than merely employ technology. Taking these data into account, it is clear that user engagement and retention are key factors in determining the platform's performance and, by extension, the consequences for mental health. Online treatment in Yunnan has the potential to evolve from a supplementary option to a fundamental element of the state's established mental health system. Online therapy might become available to more individuals by

building trust, making it easier to go to, and making sure that the culture fits. One way to reach this aim may be to achieve cultural congruence. Making this relationship stronger might lead to a framework that is more fair and kind when it comes to supporting mental health throughout the province. This partnership might lead to two things: lessening the long-standing differences in access to treatment and building a framework that is better for mental health.

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