

การสำรวจเนื้อหาด้านสุขภาพจิตของวิดีโอใน TikTok

Exploring Mental Health Content in TikTok Videos

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์ 1) เพื่อสำรวจเนื้อหาด้านสุขภาพจิตของวิดีโอที่เผยแพร่ใน TikTok และการมีส่วนร่วมของผู้ชมที่มีต่อเนื้อหา และ 2) เพื่อศึกษาเป้าหมายของเนื้อหาด้านสุขภาพจิตของวิดีโอที่เผยแพร่ใน TikTok และการมีส่วนร่วมของผู้ชมที่มีต่อเป้าหมาย โดยเลือกตัวอย่างแบบเจาะจงจากวิดีโอที่มีแฮชแท็ก #สุขภาพจิต ใน TikTok จำนวน 100 วิดีโอแรกที่ปรากฏในช่องการค้นหา เครื่องมือที่ใช้ในการวิจัยคือ แบบบันทึกเนื้อหา วิเคราะห์เนื้อหาโดยใช้ความถี่และร้อยละ

ผลการวิจัยพบว่า 1) จำนวนวิดีโอส่วนใหญ่ที่เผยแพร่ใน TikTok มีเนื้อหาเกี่ยวกับโรคซึมเศร้า (ร้อยละ 21) รองลงมาคือ สุขภาพจิตทั่วไป (ร้อยละ 19) ความวิตกกังวล/ความกลัว (ร้อยละ 14) เทคนิค/วิธีการแก้ปัญหา (ร้อยละ 13) ความสัมพันธ์ระหว่างบุคคล (ร้อยละ 10) ประสบการณ์ส่วนบุคคล (ร้อยละ 9) ความเครียด (ร้อยละ 6) สุขภาพจิตเด็กและวัยรุ่น (ร้อยละ 4) อิทธิพลของชีวภาพ/ระบบประสาทที่มีต่อสุขภาพจิต (ร้อยละ 2) และโรคหลงตัวเอง (ร้อยละ 2) เมื่อพิจารณาในด้านการมีส่วนร่วมของผู้ชม พบว่า เนื้อหาสุขภาพจิตทั่วไป มีจำนวนการรับชม การกดไลก์ และการแสดงความคิดเห็นมากที่สุด คือ 12,939,512 ครั้ง (ร้อยละ 46.03) 1,483,371 ครั้ง (ร้อยละ 51.62) และ 14,147 ครั้ง (ร้อยละ 53.90) ตามลำดับ และ 2) เป้าหมายส่วนใหญ่ของเนื้อหาสุขภาพจิตของวิดีโอใน TikTok คือ การอธิบายประเด็นทางสุขภาพจิต (ร้อยละ 43) เมื่อพิจารณาในด้านการมีส่วนร่วมของผู้ชม พบว่า เนื้อหาที่มีเป้าหมายด้านการแบ่งปันกลยุทธ์/ประสบการณ์ในการเยียวยา มีจำนวนการรับชม และการกดไลก์มากที่สุด คือ 13,648,077 ครั้ง (ร้อยละ 48.56) และ 1,393,146 ครั้ง (ร้อยละ 48.48) ตามลำดับ ในขณะที่ เนื้อหาที่มีเป้าหมายเพื่อให้ความช่วยเหลือ มีจำนวนการแสดงความคิดเห็นมากที่สุด คือ 10,894 ครั้ง (ร้อยละ 41.50)

คำสำคัญ: สุขภาพจิต, สื่อสังคมออนไลน์, การวิเคราะห์เนื้อหา, การมีส่วนร่วมของผู้ชม

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Abstract

This research aimed to: 1) explore the content of mental health videos published on TikTok and viewer engagement with that content, and 2) investigate the goals of mental health content in TikTok videos and viewer engagement with those goals. Samples were purposively selected from the first 100 Thai-language videos with the hashtag #สุขภาพจิต (mental health) that appeared on the TikTok search bar. A content recording form was used to collect data, which was then analyzed using frequency and percentage.

The results revealed that: 1) The majority of published videos on TikTok were related to depression (21%), followed by general mental health (19%), anxiety/fear (14%), problem-solving techniques/methods (13%), interpersonal relationships (10%), personal experiences (9%), stress (6%), child and adolescent mental health (4%), influences of biological and nervous systems on mental health (2%), and narcissistic personality disorder (2%). Content related to general mental health received the highest viewer engagement (views, likes, and comments), with 12,939,512 views (46.03%), 1,483,371 likes (51.62%), and 14,147 comments (53.90%). 2) The primary goal of most mental health content in TikTok videos was to explain mental health issues (43%). However, when considering viewer engagement, content focused on sharing strategies and healing experiences received the most views (13,648,077 views, 48.56%) and likes (1,393,146 likes, 48.48%). While content focused on providing support received the most comments (10,894 comments, 41.50%).

Keywords: Mental Health, Social Media, Content Analysis, Viewer Engagement

Introduction

Mental health is a crucial issue for both individuals and society. Good mental health enables individuals to achieve holistic well-being, both physically and mentally. It empowers them to adapt and coexist with others in society without causing harm to themselves or others. Consequently, it leads to positive outcomes for both individuals and society, ultimately contributing to a happier life (Tuicomepee & Suksawat, 2016, pp. 6-4-6-6). Adolescence is a period of significant physical, emotional, and social change. According to the

World Health Organization [WHO] (2021), One in seven adolescents worldwide experience mental health problems, including emotional disorders like anxiety and depression, behavioral disorders such as attention deficit hyperactivity disorder (ADHD) and conduct disorder, and eating disorders. However, effective decision-making for adolescent health comes partly from information received from family, friends, experts, and social media. Social media is a technology that connects people in social activities. It has a great impact because it can connect a large number of people who are far apart. It also allows people to not only

receive messages but also to send messages to others (Macionis, 2015, p. 184). Especially nowadays, teenagers live a hybrid life between the offline and online worlds. They seek information from social media about various aspects of healthy living, including mental health. Influencers, or those who have influence over the thoughts and decisions of the target group, who are content creators on social media, are considered an important source of information about mental health for teenagers (Basch et al., 2022, pp. 1-2).

TikTok, a video-sharing social media platform, allows anyone, from celebrities to ordinary people, to create and share short clips. It is one of the most downloaded apps globally on the App Store and Google Play, including in Thailand (TikTok Thailand, 2021). Sensor Tower Company reported high download numbers in the first quarter of 2022, contributing to its billions of cumulative downloads (Sensor Tower Company, 2022, p. 6). TikTok allows users to consume and create videos using effects to customize, edit, or add details to the videos. Captions can also be added, which may be in the form of hashtags (#) to search for or identify specific content of the video (Mandzufas et al., 2023, p. 97). The main feature of TikTok is that the content of each video is presented to users through an algorithm and is tailored to the user's interaction with the video, such as watching, liking, and commenting. This has led to the rapid and widespread spread of viral videos, especially among children and young people (McCashin & Murphu, 2023, p. 280).

Content published on this platform is diverse, including online product advertising, creative daily life presentations, foreign language teaching, and campaigns to raise awareness of social issues (TikTok Thailand, 2021). While the primary goal of TikTok users is to search for and watch entertaining videos, TikTok also serves as a space for creative expression, influencer marketing, social networking, and health-related discussions and advice. Its engaging features, such as music integration and humorous content, combined with mimetic behavior, make it a powerful tool for promoting behavior change. This platform has been utilized to disseminate knowledge and influence targeted TikTok users (Mandzufas et al., 2023, p. 98). Over the past few years, social media platforms, especially TikTok, have been used to provide information and knowledge about COVID-19 prevention and healthcare to the public. Recently, there has been a growing trend of using TikTok to disseminate and promote mental health information to teenagers (Eghtesadi & Florea, 2020; McCashin & Murphu, 2023).

From a review of related international research (Basch et al., 2022; McCashin & Murphy, 2023), it was found that there have been studies on the content of videos published on TikTok on various health issues, including COVID-19, dermatology, eating disorders, cancer, sexual health, health promotion, and mental health. In terms of mental health, it was found that teenagers prefer to receive information through TikTok because it is a peer-to-peer platform that is easily

accessible and does not discriminate. This makes it a good source of learning about mental health. However, there has been no research on mental health content published on TikTok in the Thai social context. In addition, this study of Thai-language video content selected from the hashtag #สุขภาพจิต (mental health) is considered to be a collection of digital data for social research that will help to understand current social phenomena (Viphathumprathes, 2019, pp. 50-51). Therefore, this research aims to understand the current state of knowledge about mental health content disseminated on TikTok, its goals, and viewer engagement through views, likes, and comments. The findings of this research will be used to provide recommendations for the creation of mental health videos that can provide appropriate guidance for Thai adolescents.

Research Objectives

1. To explore the mental health content of TikTok videos and viewer engagement with the content.
2. To investigate the goals of mental health content of TikTok videos and viewer engagement with the goals.

Literature Review

1. Mental Health

Mental health is a state of well-being that empowers individuals to manage life's stress, perform well in learning and work settings, and actively engage in their community (World Health Organization [WHO], 2022). Mental health is an essential component

of health and well-being, and it affects how we think, feel, and act. It also helps us to make informed decisions, build relationships, and create a healthy environment. Good mental health empowers individuals to thrive in all aspects of life. This includes managing stress, adapting to social situations, achieving personal and societal goals, and experiencing overall happiness. (Tuicomepee & Suksawat, 2016, pp. 6-4-6-6). Mental health concerns can arise throughout life, but are especially damaging during critical growth stages like childhood and adolescence. This period is marked by significant transformations-physical, emotional, and social. World Health Organization [WHO] (2021) reports that approximately 14% of adolescents worldwide experience mental health issues, including emotional disorders like anxiety and depression, behavioral disorders like ADHD and disruptive behavior, and eating disorders.

Therefore, this research aims to study the content of mental health that appears in videos on TikTok as a social media platform that is an important source of mental health information for adolescents. Based on a review of related research (Basch et al., 2022; Mandzufas et al., 2023; McCashin & Murphy, 2023), the research scope of mental health content was defined to include the following aspects: general mental health, personal experiences, interpersonal relationships, depression, techniques/methods for solving problems, mental health of children and adolescents, influences of biological and nervous systems on mental

health, anxiety/fear, stress, and narcissistic personality disorder.

2. Social Media

Social media is a tool used as a channel for communication between people in society on the internet. It uses computer network technology and information and communication technology to increase the convenience of accessing a large number of people quickly and widely. This allows for the sharing of news, information, and knowledge between individuals and creates virtual communities in the digital age. Social media plays a role in many areas, including (Wongrujira, 2020, pp. 9-5-9-13):

1) Public space: It provides a space for people in society to come together to criticize, discuss, and exchange ideas.

2) Source of information and knowledge: It acts as a medium for internet users around the world to share information with each other. This opens up minds and creates networks in various areas that are beneficial to users interested in specific topics.

3) Connecting people in society: It enables communication and interaction with people to send information, news, announcements, inquiries, follow-up coordination, and connect people in the online community.

4) Entertainment: It provides a source of relaxation for users.

As for types of social media, some of the most popular include the following (Aichner & Jacob, 2015, pp. 258-260; Indeed Editorial Team, 2023):

1) Social Networking and Content Sharing: These platforms allow users to connect, share ideas, post text, images, and videos, and build communities around interests. Examples include Facebook, Twitter (currently known as X), Instagram, LinkedIn, WordPress, and Tumblr.

2) Discussion forums: Encourage people to answer questions, share opinions, and discuss news and information. Examples include Reddit and Clubhouse.

3) Image-sharing networks: Allow users to share photos and related content, often sparking conversations. Examples include Instagram and Flickr.

4) Bookmarking networks: Platforms where users save content for future reference and discover content based on interests. Examples include Flipboard and Pinterest.

5) E-commerce platforms: Help people keep up with trends, shop for products, and follow brands. Examples include Instagram and Facebook.

6) Video-sharing platforms: Allow users to upload, share, and view videos. Examples include YouTube and TikTok.

Viewer engagement (Baatti, 2023; Medina et al., 2023) is a key factor in measuring the success of social media's audiovisual content. It focuses on how deeply viewers connect with the content, as evidenced by their interactions and expressions of interest. By analyzing metrics such as views, watch time, comments, shares, and likes, content creators

gain valuable insights into viewers' reactions and behaviors towards the content. This data unveils audience preferences, needs, and expectations. With this knowledge, content creators can refine their content strategy to produce even more engaging material in the future.

This research aims to study the content of mental health on TikTok. This platform is chosen because it is a platform where videos from various content creators, ranging from ordinary people to celebrities, are widely shared. It is also a popular platform among teenagers both internationally and in Thailand (McCashin & Murphu, 2023; TikTok Thailand, 2021). Moreover, influencers who disseminate content are considered important sources of mental health information for this age group. This research examines Thai-language mental health content on TikTok by analyzing content tagged with the hashtag #สุขภาพจิต (mental health). Based on a review of relevant literature (Baatti, 2023; Basch et al., 2022; Mandzufas, et al., 2023; McCashin & Murphy, 2023; Medina et al., 2023; Rutherford et al., 2022), the scope of this study aims to understand the goals and content of mental health videos on TikTok, as well as viewer engagement (measured by views, likes, and comments).

3. Health Communication

Communication is the process of transmitting information, news, knowledge, feelings, opinions, and experiences from the sender to the receiver through various channels with the purpose or goal of creating shared

understanding (Lertbumroongchai, 2022). As for health communication, it has evolved from being a mere component of health education and medical/public health training to an integrated discipline that encompasses individual, community, and organizational health. It utilizes effective communication and mass communication theories drawn from various disciplines, including social sciences (sociology, anthropology, psychology, and social psychology), humanities (languages, linguistics, and culture), ecological and environmental science, and medical science (Malikhao, 2020, p. 1016).

Health communication is a type of communication that allows receivers to access health information and news, exchange and learn from experiences, and be persuaded through the presentation of content, images, or factual messages. Health communication content covers a variety of topics, such as providing general information, providing assistance, promoting risk awareness, preventing disease outbreaks, and exchanging opinions (Maneehaet & Chuathong, 2020, pp. 94-98). In short, health communication has expanded its scope from biomedical interventions at the individual level to communication about health that is increasingly grounded in the social context that affects individual health. It also utilizes a wider range of media, especially new media or social media. A key strategy for communication at the individual level is to provide knowledge through social media. This can be done by uploading videos on topics such as disease causes, transmission, symptoms,

and prevention. (Malikhao, 2020, p. 1032).

This research focuses on digital health communication, specifically the use of TikTok as a channel to communicate mental health content to audiences. Based on a review of relevant literature (Basch et al., 2022; Lertbumroongchai, 2022; Maneehaet & Chuathong, 2020; Mandzufas et al., 2023; McCashin & Murphy, 2023; Treadwell, 2014; Viphatphumiprathes, 2022; Yusoff & Mohd-Roffe, 2023), this research investigates the specific goals of mental health content on TikTok, which include: providing support, explaining mental health issues, and sharing strategies and experiences for healing.

Methods

1. Research Design

The content analysis used in this research is based on the approach proposed by Cheyjunya (2023, pp. 12-4-12-8). This approach involves analyzing content in a quantitative dimension, focusing on studying the content by observing and interpreting the data obtained from counting the issues and concepts that appear in the content and converting them into numerical data for interpretation. The analysis uses theoretical concepts and related research as a basis for pre-determining data classification and categorization to identify key concepts and assign codes. In this study, the content analysis focuses on counting aspects of mental health videos on TikTok, including content itself, content goals, and viewer engagement (views, likes, and comments).

2. Population and Sample

The population in this study was Thai-language TikTok videos with the hashtag #สุขภาพจิต (mental health). These videos were searched on the TikTok video search bar on November 15, 2023, and 131 videos were found. A purposive sampling method was employed to select a sample of TikTok videos, based on prior research by Basch et al. (2022) and Mandzufas et al. (2023). This involved choosing the first 100 videos that appeared in the search bar. To avoid bias from the TikTok algorithm, video searches for research were conducted without logging into an account or using Incognito Mode. This aligns with research ethics principles (Viphatphumiprathes, 2015, p. 55; Viphatphumiprathes, 2020, p. 8) that emphasize avoiding bias in sample selection.

3. Research Instrument

Based on related research (Basch et al., 2022; Lertbumroongchai, 2022; Maneehaet & Chuathong, 2020; Mandzufas et al., 2023; McCashin & Murphy, 2023; Rutherford et al., 2022; Viphatphumiprathes, 2022; Yusoff & Mohd-Roffe, 2023) and the guidelines for creating research instruments for content analysis (Cheyjunya, 2023; Treadwell, 2014), a content recording form was developed to collect data on each TikTok video across various topics, including:

- 1) Mental health content: Video content is coded according to 10 categories: general mental health, personal experiences, interpersonal relationships, depression, techniques/methods for solving problems, mental health of children

and adolescents, influences of biological and nervous systems on mental health, anxiety/fear, stress, and narcissistic personality disorder.

2) Content goals: Content goals are coded according to 3 categories: providing support, explaining mental health issues, and sharing strategies and experiences for healing.

3) Viewer engagement: This involves recording the number of views, likes, and comments for each video.

4. Data Analysis

Content analysis was conducted following the content analysis guidelines of Yoddumnern-Attig and Tangchonlatip (2009, pp. 38-39). This involved first comprehending

the videos' content and messages by listening and reading. The data was then coded and categorized into themes using a content recording form. Finally, the findings were summarized and explained using numerical data, as recommended by Cheyjunya (2023, pp. 12-4-12-8), Podhisita (2019, pp. 265-266), and Treadwell (2014, p. 225). This analysis used frequency and percentage to describe the content, content goals, and viewer engagement of mental health videos on TikTok.

Results

1. Mental Health Content of Videos Published on TikTok and Viewer Engagement

Table 1 Mental health content of TikTok videos classified by the number of videos and viewer engagement.

| Mental Health Content | Number of Videos (%) | Viewer Engagement | | |
|--|----------------------|------------------------|-----------------------|------------------------|
| | | Number of Views (%) | Number of Likes (%) | Number of Comments (%) |
| General mental health | 19 (19.00%) | 12,939,512 (46.03%) | 1,483,371 (51.62%) | 14,147 (53.90%) |
| Personal experiences | 9 (9.00%) | 2,490,800 (8.86%) | 294,561 (10.25%) | 3,104 (11.82%) |
| Interpersonal relationships | 10 (10.00%) | 3,838,000 (13.66%) | 497,046 (17.30%) | 2,727 (10.39%) |
| Depression | 21 (21.00%) | 3,242,134 (11.54%) | 331,871 (11.55%) | 2,781 (10.59%) |
| Techniques/ methods for solving problems | 13 (13.00%) | 1,991,041 (7.08%) | 122,802 (4.27%) | 1,222 (4.65%) |
| Child and adolescent mental health | 4 (4.00%) | 127,900 (0.46%) | 9,358 (0.33%) | 41 (0.16%) |

Table 1 Mental health content of TikTok videos classified by the number of videos and viewer engagement. (cont.)

| Mental Health Content | Number of Videos (%) | Viewer Engagement | | |
|---|-----------------------|------------------------------|-----------------------------|--------------------------|
| | | Number of Views (%) | Number of Likes (%) | Number of Comments (%) |
| Influences of biological and nervous systems on mental health | 2 (2.00%) | 560,700 (1.99%) | 6,857 (0.24%) | 225 (0.86%) |
| Anxiety/ fear | 14 (14.00%) | 1,750,000 (6.23%) | 93,329 (3.25%) | 1,538 (5.86%) |
| Stress | 6 (6.00%) | 960,259 (3.42%) | 23,673 (0.82%) | 219 (0.83%) |
| Narcissistic personality disorder | 2 (2.00%) | 206,300 (0.73%) | 10,502 (0.37%) | 248 (0.94%) |
| Total | 100 (100%) | 28,106,646 (100%) | 2,873,370 (100%) | 26,252 (100%) |

From Table 1, it was found that the most published videos on TikTok were about depression (21%). Mental health content that was published below 20% included general mental health (19%), anxiety/fear (14%), techniques/methods for solving problems (13%), and interpersonal relationships (10%). Mental health content that was published below 10% included personal experiences (9%), stress (6%), child and adolescent mental health (4%), influences of biological and nervous systems on mental health (2%), and narcissistic personality disorder (2%).

When considering viewer engagement as measured by the number of views, the top 3 most viewed mental health contents were:

general mental health (12,939,512 views, 46.03%), interpersonal relationships (3,838,000 views, 13.66%), and depression (3,242,134 views, 11.54%). In terms of the number of likes, the top 3 most liked mental health contents were: general mental health (1,483,371 likes, 51.62%), interpersonal relationships (497,046 likes, 17.30%), and depression (331,871 likes, 11.55%). As for the number of comments, the top 3 most commented mental health contents were: general mental health (14,147 comments, 53.90%), personal experiences (3,104 comments, 11.82%), and depression (2,781 comments, 10.59%).

2. Goals of Mental Health Content in TikTok Videos and Viewer Engagement

Table 2 Goals of mental health content on TikTok videos classified by the number of videos and viewer engagement.

| Content Goal | Number of Videos (%) | Viewer Engagement | | |
|--|-----------------------|------------------------------|-----------------------------|--------------------------|
| | | Number of Views (%) | Number of Likes (%) | Number of Comments (%) |
| Providing support | 21 (21.00%) | 7,031,553 (25.02%) | 859,599 (29.92%) | 10,894 (41.50%) |
| Explaining mental health issues | 43 (43.00%) | 7,427,016 (26.42%) | 620,625 (21.60%) | 5,843 (22.26%) |
| Sharing strategies/ experiences in healing | 36 (36.00%) | 13,648,077 (48.56%) | 1,393,146 (48.48%) | 9,515 (36.24%) |
| Total | 100 (100%) | 28,106,646 (100%) | 2,873,370 (100%) | 26,252 (100%) |

From Table 2, the most common goal of mental health videos posted on TikTok was to explain mental health issues (43%), followed by sharing strategies/experiences in healing (36%), and providing support (21%).

When considering viewer engagement as measured by the number of views, sharing strategies/experiences in healing had the highest number of views at 13,648,077 (48.56%), followed by explaining mental health issues at 7,427,016 (26.42%), and providing support at 7,031,553 (25.02%).

In terms of the number of likes, sharing strategies/experiences in healing received the highest number at 1,393,146 (48.48%), followed by providing support at 859,599 (29.92%), and explaining mental health issues at 620,625 (21.60%). Similarly, for the number of comments, providing support had the most at 10,894 (41.50%), followed by sharing strategies/experiences in healing at 9,515

(36.24%), and explaining mental health issues at 5,843 (22.26%).

Conclusion and Discussion

1. The research found that the majority of TikTok videos using the hashtag #สุขภาพจิต (mental health) had content related to depression, accounting for 21 videos or 21% of all videos surveyed. This finding differs from the international research of Basch et al. (2022), which found that TikTok videos explored through the hashtag #mentalhealth mostly contained general mental health content (51 videos, 51%). This may be due to the differences in context between Thailand and other countries. A report on patients who received mental health services in Thailand (Department of Mental Health, Ministry of Public Health, 2022), it was found that the number of patients with depression was the highest, at 359,737 people, or 14.53%. Additionally, according to the mental health assessment data of Thai people (Office

of Information Technology, Department of Mental Health, 2023), children and adolescents under the age of 20 were found to be at high risk of depression (86,283 people or 29.29%). Therefore, the increasing number of people with depression in Thailand may have led to more public interest in the disease, resulting in a significant increase in the dissemination of information about depression on TikTok.

However, when considering mental health content classified by viewer engagement, it was found that general mental health videos (19 videos) had the highest total number of views, likes, and comments, accounting for 12,939,512 views, 1,483,371 likes, and 14,147 comments or 46.03%, 51.62%, and 53.90%, respectively. This may be due to the fact that the presenters or creators are celebrities or influencers, like the well-known psychotherapist Koendani, who has 1.7 million TikTok followers. According to Basch et al. (2022, pp. 1-2), influencers are considered to be important sources of information about mental health for teenagers. The findings of this research are consistent with those of Basch et al. (2022), which found that general mental health videos had the highest total views, likes, and comments, with 703,700,000 views, 149,000,000 likes, and 1,331,622 comments or 51.97%, 55.83%, and 52.93% respectively. This aligns with the concept of social media, which serves as a public space for a large number of people to present and communicate information. Social media platforms, especially video-centric ones like TikTok, offer convenient and quick access to information and knowledge (Indeed

Editorial Team, 2023; Macionis, 2015; Wongrujira, 2020). Furthermore, this research aligns with the concept of health communication. As Malikhao (2020, p. 1032) points out, health communication emphasizes the importance of disseminating health information via social media, and uploading videos on symptom overviews and prevention is a key strategy within this approach.

2. The research found that the primary goal of most videos (43%) was to explain mental health issues. This aligns with a key strategy of health communication, which is to provide general information to audiences through social media (Malikhao, 2020, p. 1032; Maneehaet & Chuathong, 2020, p. 94). However, this finding differs from previous international research by Basch et al. (2022), which found that the majority of videos, 61 videos (61%), had a helping or supporting goal. This could be due to the content of most Thai-language videos focusing on depression (21%), which typically explained the causes and symptoms to viewers. Additionally, the Thai presenters and creators of the videos were themselves a diverse group, not limited to psychiatrists or those directly affiliated with organizations like the Department of Mental Health. The group included both celebrities and ordinary people. Therefore, the focus was more on general explanation than on providing support. Similar to the research of Munoz et al. (2024), it was found that the majority of mental health video creators on TikTok regarding dissociative identity disorder were independent users rather than mental health professionals (90 out of 97 video

creators, or 92.8%). Therefore, the content was aimed more at explaining personal stories than at providing advice or assistance.

In terms of viewer engagement, videos aimed at sharing strategies or experiences in healing received the most views (48.56%) and likes (48.48%). This finding differs from the international research of Basch, et al. (2022), which found that the majority of views and likes were for videos aimed at providing support (65.31% and 66.88%, respectively). This reflects that viewers in the Thai context prefer to learn from direct experiences or presentations of different strategies/methods of individuals in healing mental health problems themselves rather than seeking formal treatment. This is in line with the findings of Sriwichai and Kuwivatchai (2021) that a small number of Thai adolescents (10.6%) have ever received mental health treatment. However, videos aimed at providing support received the most comments (41.50%). This finding aligns with research by Basch et al. (2022), who found that support-oriented videos received the most comments (66.12%). This high level of interaction through comments reflects TikTok's popularity as a source of information that addresses viewers' needs (Baatti, 2023; McCashin & Murphu, 2023).

Recommendations

1. Recommendations for Applying Research Findings

1.1 Due to the higher viewer engagement (views, likes, and comments) with TikTok videos on general mental health, it is recommended

to encourage the creation and sharing of more such content to address viewers' needs.

1.2 The findings showed that TikTok videos focused mostly on depression, and most videos aimed to explain mental health issues rather than provide help. Therefore, relevant agencies, such as the Department of Mental Health, psychiatrists, and other mental health professionals, should be supported in disseminating accurate information about depression, including resources for accessing treatment and support.

1.3 The research found that TikTok videos aiming to share strategies and experiences in overcoming mental health problems received the highest viewer engagement (both views and likes). Therefore, influencers or content creators who have successfully overcome mental health treatment should be encouraged to share their experiences to help viewers learn and understand.

1.4 The research found that TikTok videos aimed at providing help received the highest interaction in terms of the number of comments. Therefore, psychiatrists, other mental health professionals, influencers, and content creators should collaborate in producing videos that provide suggestions on how to seek help for viewers experiencing mental health problems.

2. Recommendations for Future Research

Future research should focus on the following areas:

2.1 Investigating the effects of mental health videos on adolescents' mental health attitudes and behaviors on popular social media platforms like TikTok, Facebook, and YouTube.

2.2 Exploring social media content through a variety of mental health-related

hashtags to gain a comprehensive understanding of current social phenomena.

2.3 Examining the role of psychiatrists and other mental health professionals in sharing mental health information on social media.

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