

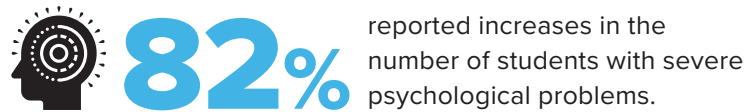
# Mental health, digital technology and the college campus

Younger people are the greatest consumers of social media with 90% of individuals 18-29 using social media. Social media use has both positive and negative effects, as shown below.

- |  |   |  |
|--|---|--|
| <p><b>- Negative mental health effects</b></p> | <ul style="list-style-type: none"> <li>• Isolation</li> <li>• Anxiety</li> <li>• Compulsive behavior</li> </ul>                                 | <ul style="list-style-type: none"> <li>• “Facebook” depression – when status updates, photos etc. make users feel unpopular or in some way diminished</li> </ul> |
| <p><b>+ Positive mental health effects</b></p> | <ul style="list-style-type: none"> <li>• Enhanced communication skills and social connections</li> <li>• Increased exchange of ideas</li> </ul> | <ul style="list-style-type: none"> <li>• Development of new interests</li> <li>• Building on social communication and friendships</li> </ul>                     |



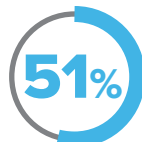
**American College Counseling Association’s 2013 survey of college counseling centers:**



Survey of **123,000 students:**



So depressed in the last 12 months it was hard to function



Overwhelmingly anxious

Youth and social-media technology to help address mental health issues:

*“Highly usable, engaging and supportive,”*

according to a *Journal of Medical Internet Research* study. Campuses are capitalizing on that mindset.



**Online visits** – where student and counselor connect by online video or phone – augment existing counseling services.



**Tweets and other posts** can send links on how to handle stress, for example, when counselors are out of the office.

## Digital technology is a win-win for students:

- Addresses mental health stigma; there is little or no coming in or out of the counseling center
- Provides the flexibility to meet the needs of a population that tends to work and play almost all hours of the day
- Offers an option that may be more relaxed than meeting a mental health professional in person