

## Appendix A

### Mental Health Help Seeking Perceptions

These questions assesses whether participants know anyone who has sought help for mental health problems and what they perceive this person's help-seeking experience to be like. This is to better understand whether participants have a positive or negative view of mental health help-seeking generally.

1. How many people do you know that have sought professional help for mental health or emotional problems?
2. Thinking of the person you are closest to...  
How close are you to this person? Very close, Quite close, Sort of close, Not very close, Not close at all.
3. Where did this people go to find help (e.g. GP, mental health specialist, phone helpline)?
4. To your knowledge, how would you rate this person's experience with the professional?  
Unsure, Very positive/helpful, Somewhat positive/helpful, Neutral, Somewhat negative/unhelpful, Very negative/unhelpful.

Figure A1. Questions about mental health help-seeking perceptions.

### Expectations Met Questionnaire

These questions were adapted from Retolaza and Grandes (2003) about whether their expectations were met in the post-test and one-month follow-up surveys. The language was adapted for use in online settings rather than face-to-face. These items (listed in Figure A.1) were scored from 1 (strongly disagree) to 5 (strongly agree). The measure is summed with a range from 10 to 50.

When thinking about the help-seeking strategy you used, how much do you agree

with the following statements?

1. My search helped me make decisions about my mental health
2. I found information about services or resources that was helpful
3. I understood the information
4. My questions were answered
5. I found treatment for my problem
6. My symptoms or problems improved
7. I was guided to seek help from an appropriate service
8. I felt surer of myself
9. My mood was more positive
10. Searching for help this way helped me understand my problems better

Figure A2. The items in the adapted Retolaza form.