

Preferences for e-mental health services among Hong Kong Chinese**Abstract**

People are increasingly exposed to alternative forms of mental health services other than traditional face-to-face mental health service. This research analyzes difference between people who prefer e-mental health services (e-preferers) and traditional face-to-face mental health services (non e-preferers). This survey was divided into 5 parts and the participants were guided through different areas including demographic information (e.g. gender, age, level of education, marital status, employment status and income), previous experiences on mental health services, concerns about e-mental health services, perceptions towards e-mental health services and the likelihood of future use of mental health services. There are two-hundred and fifty-four valid responses (female = 197, male = 57) age range from 18 to 60 ($M = 25.3$, $SD = 8.0$) accessed and finished the entire online survey. Among all the available data used in the analysis, there are one-hundred and twenty-four e-preferers (48.8%) and one-hundred and thirty (51.2%) non e-preferers. The study aims to identify any variable that is significantly different between e-preferers and non-preferers, and second part is to analyze the extent of impact on health from 6 dimensions. This study revealed a gap between previous help-seeking behavior and the indicated future use of mental health services. E-preferers are more likely to choose internet/app-based programme in future use, yet both e-preferers and non e-preferers showed equally assessable to different mental health services in past experiences and perceptions.