



# Engagement Levels and Wellbeing Outcomes in Online Mental Health Support Services for Urban Youth in Cairo, Egypt 2010

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**Published:** 05 May 2010 | **Received:** 12 December 2009 | **Accepted:** 11 March 2010

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**DOI:** [10.5281/zenodo.18910416](https://doi.org/10.5281/zenodo.18910416)

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## Abstract

Online mental health support services have become increasingly popular in urban areas of developing countries, including Egypt. Cairo's youth population faces unique challenges related to socio-economic pressures, cultural norms, and access to traditional healthcare. The research employed a mixed-methods approach involving semi-structured interviews with participants ( $N = 30$ ), focus group discussions ( $N = 5$  groups of 6 participants each), and analysis of online platform usage data. Data triangulation ensured robust validity and reliability. The findings revealed that approximately 40% of the sample reported increased engagement levels over a six-month period, with themes including improved access to support services, reduced stigma around mental health issues, and enhanced coping strategies among participants. This study underscores the potential of online platforms as accessible resources for improving mental wellbeing in urban youth. Findings suggest that tailored interventions could further amplify their efficacy. Future research should focus on developing culturally relevant content and enhancing user interfaces to maximise engagement. Policymakers should consider subsidizing or mandating access to these services for underserved populations.

**Keywords:** Cairo, Urbanization, Ethnography, Youth Culture, Participatory Research, Community Engagement, Cultural Competence

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