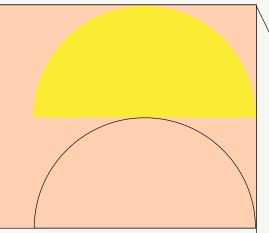
HOPELAB





Young people today are navigating mental health challenges in a time of constant digital connection. Social media and digital technology are woven into nearly every aspect of their daily lives. For rural young people, experiences with mental health, social media, and help-seeking are shaped by a mix of isolation and opportunity. Digital spaces can serve as both a lifeline and a landscape to navigate with care.



Nearly one in six young people in the United States lives in rural areas.¹ These young people often face conditions that affect their well-being, including higher rates of poverty, fewer educational and job opportunities, and limited access to healthcare services.² Mental health challenges are especially relevant, as rural areas frequently lack adequate mental health professionals and resources.³.⁴ These factors can amplify risk and create unique barriers to care that differ from those faced by their suburban/urban peers.

Despite these challenges, many rural young people find ways to connect and express themselves, often turning to online spaces that offer a sense of community, understanding, and affirmation. These digital spaces can provide important opportunities to engage with peers, access support, and build a sense of belonging both within and beyond their immediate communities.⁵

In this report, Hopelab examines the mental health, well-being, and online behaviors of young people aged 14-22 (n = 1,274) living in rural communities (21% of those sampled) compared to those living in suburban/urban communities (77%). The term "rural" refers to respondents who selected "rural" when asked to choose the option that best describes where they live, while "suburban/urban" includes those who selected either "suburban" or "urban." This report explores how rural young people engage with social media, experience mental health and well-being, and access support for mental health needs in comparison to their suburban/ urban peers. This project centers the voices and experiences of rural young people and was developed using youth co-design practices. Youth co-distillation also informed the interpretation of results.6

¹ Bettenhausen, J. L., Winterer, C. M., & Colvin, J. D. (2021). Health and poverty of rural children: An under-researched and under-resourced vulnerable population. *Academic Pediatrics*, 21(8), S126-S133. https://doi.org/10.1016/j.acap.2021.08.001

² Hung, P., Workman, M., & Mohan, K. (2020). Overview of rural child health. National Rural Health Association. https://www.ruralhealth.us/getmedia/fb3bb6ea-1652-4b0f-a591-1f2c6e7ac9a2/2020-NRHA-Policy-Document-Overview-of-Rural-Child-Health.pdf

³ Smalley, K. B., Warren, J. C., & Rainer, J. P. (2012). Rural mental health: Issues, policies, and best practices. Springer Publishing Company.

⁴ Summers-Gabr, N. M. (2020). Rural-urban mental health disparities in the United States during COVID-19. *Psychological Trauma: Theory, Research, Practice, and Policy, 12*(S1), S222–S224. https://doi.org/10.1037/tra0000871

⁵ Hampton, K. N., & Shin, I. (2022). Disconnection more problematic for adolescent self-esteem than heavy social media use: Evidence from access inequalities and restrictive media parenting in rural America. *Social Science Computer Review, 41*(2), 626–647. https://doi.org/10.1177/08944393221117466

⁶ Winer, E., Bruehlman-Senecal, E., Lara, E., Weinstein, E., & Green, A. (2024). Demystifying youth-engaged research: Practical insights and lessons learned from two case studies. Hopelab. https://hopelab.org/stories/demystifying-youth-engaged-research

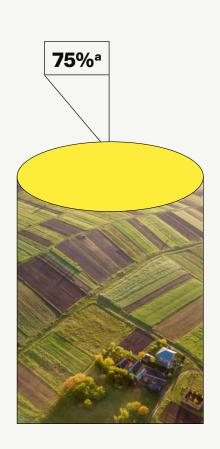
Key Finding 1: Rural young people are *less likely to use social media daily* compared to their suburban/urban peers.

Among survey respondents, 75% of rural young people reported using social media daily, compared to 85% of those in suburban/urban areas. When asked to select the two platforms they used most often, rural young people most frequently selected TikTok (45%) and Snapchat (39%), while suburban/urban young people most often selected TikTok (46%) and Instagram (43%).

YOUNG PEOPLE'S DAILY SOCIAL MEDIA USAGE

RURAL

SUBURBAN/URBAN





Note. Differing superscripts reflect significant differences between groups at p < .05. Data reflect responses to the item,

"How often are you on social media?" Values represent the proportion of participants who selected "Almost constantly," "Several times a day," or "Once a day."

In co-distillation interviews, rural young people noted that daily social media use was less common in their communities.

"A lot of my friends and classmates, we didn't really use a whole lot of social media. And what we did was mostly just between us and in our school. There wasn't really anybody outside who we already knew that was on social media. And a lot of the times when we were using it, it was kind of just, let's plan to meet up and actually hang out in person, rather than using it as a different method of communication and interaction."

WHITE, ASEXUAL, NONBINARY YOUNG ADULT

Others noted structural barriers, including limited internet access.

"I didn't live in an area where there was fiber [internet]. So, data was really bad. Internet was really bad too. I think it's better now, but I completely did not think that the Internet was reliable. So I just feel like even if I had a phone, [social media] was not something that I would use pretty often."

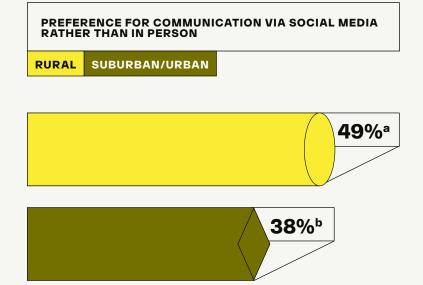
ASIAN, STRAIGHT, CISGENDER YOUNG WOMAN



Key Finding 2: Rural young people are *more likely to prefer communicating via social media* rather than in person, and *they use social media differently* than their suburban/urban peers.

Rural young people are significantly more likely than their suburban/urban peers to prefer communicating through social media rather than in person (49% vs. 38%).

In co-distillation interviews, rural young people explained that although they may use social media less frequently overall, it remains a meaningful way to connect with people in ways that feel safer both within and beyond their rural communities.

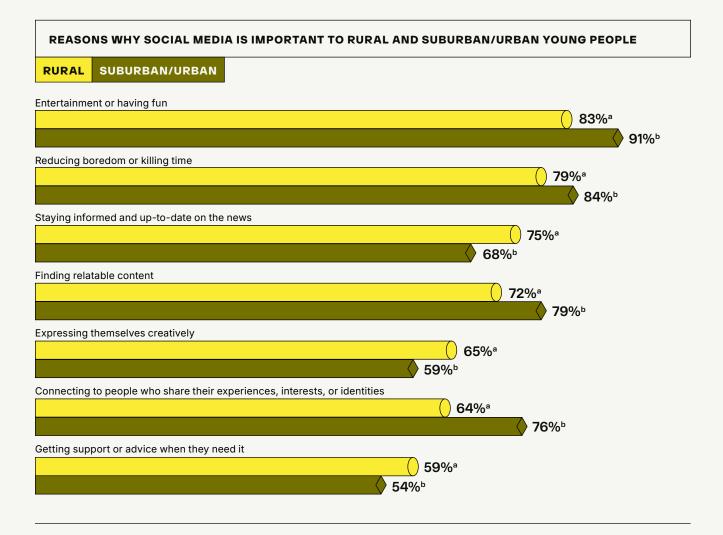


Note. Differing superscripts indicate significant differences between groups at p < .05. Data reflect responses to the item, "I prefer to communicate with people through social media rather than in person." Values represent the proportion of participants who selected "Somewhat agree" or "Strongly agree."

Source: NORC survey for Hopelab and Common Sense, conducted Oct. 4–Nov. 14, 2023, with 1,274 social media users aged 14–22 nationwide.

"As a rural young person, especially in the LGBTQ community, personal interactions you have are more than most times gonna be bad interactions. You'll either be judged for your behaviors or your appearance, so it makes sense that people would rather use social *media* rather than personal interaction, and I was the same whenever I was growing up. I did not like to leave the house or anything. I much prefer to use social media for my communication."

MULTIRACIAL, LESBIAN, CISGENDER YOUNG WOMAN



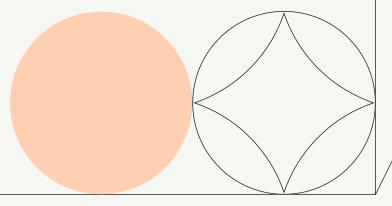
Note. Differing superscripts indicate significant differences between groups at p < .05. Data reflect responses to the item, "How important is social media to you for..." Values represent the proportion of participants who selected "Somewhat important" or "Very important" for each listed item.

Source: NORC survey for Hopelab and Common Sense, conducted Oct. 4–Nov. 14, 2023, with 1,274 social media users aged 14–22 nationwide.

Compared to their suburban/urban peers, rural young people were more likely to describe social media as important for getting support or advice when they needed it (59% vs. 54%), expressing themselves creatively (65% vs. 59%), and staying informed about the news (75% vs. 68%). However, they were less likely to describe social media as necessary for connecting to people who share their experiences, interests, and identities (64% vs. 76%), finding relatable content (72% vs. 79%), reducing boredom (79% vs. 84%), and entertainment and fun (83% vs. 91%).

Co-distillation interviews echoed these findings. Rural young people described social media as an essential space for receiving

support, especially for those who struggled to find support at home or in their local communities. One Asian, straight, cisgender teen girl explained that she found support through online friends who shared similar personal experiences to her as an Asian person, which was difficult to find in her rural community.



Others emphasized using social media to stay informed about local, national, and global news, especially when their perspectives diverged from those around them.

Rural young people also described social media as an important tool for creative expression, especially when their creative interests didn't match those of the people around them.

"Whenever I saw my parents watching a certain news channel, I would get so uncomfortable. And *I just wanted to see* other standpoints that actually aligned with mine. And the only way I could do that was through social media or online."

ASIAN, QUEER, CISGENDER YOUNG WOMAN

"I feel like creativity, it's kind of known that in [my rural state] if you're not around people your age, you're gonna have a bunch of flavorless people...I remember I had a goth phase and it was just like, 'Oh, girl. What are you doing?' There was no one else kinda doing it. So when you look on social media, you see people, especially Black women, wear stuff. This helps. And it makes you feel okay."



BLACK, BISEXUAL, CISGENDER YOUNG WOMAN

When it came to finding people with shared experiences, some rural young people in co-distillation interviews said that even when they connected with others online who shared similar interests or identities, it was difficult to fully relate, because those people didn't share the experience of living in a rural community.

"There aren't that many people on social media with similar experiences to rural people. I've tried to connect with people, like when I got diagnosed with ADHD. I was searching online for other [rural] people with ADHD, and it's very hard to find things like that near you."

WHITE, BISEXUAL, CISGENDER YOUNG WOMAN

Key Finding 3: Rural and suburban/ urban young people *experience depression and anxiety at similar rates*.

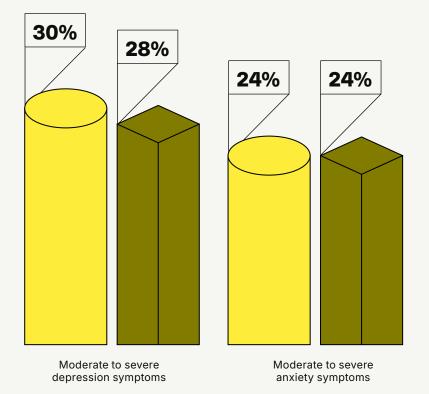
Rural young people report rates of moderate to severe depression (30% vs. 28%) and moderate to severe anxiety (24% vs. 24%) that are comparable to those of their suburban/urban peers.

Young people in co-distillation interviews resonated with these findings. Rural young people shared that depression and anxiety felt similar, regardless of where someone lives, largely because mental health isn't widely discussed or prioritized for young people.

Note. Data reflect responses to the PHQ-8 and GAD-7. Values represent scores above clinical cutoffs, which were 3 for both the PHQ-8 and GAD-7.

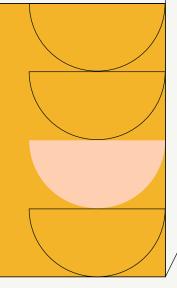
Source: NORC survey for Hopelab and Common Sense, conducted Oct. 4–Nov. 14, 2023, with 1,274 social media users aged 14–22 nationwide.





"I feel like a lot of young people, rural and suburban and urban, they all experience some type of mental health issue. For rural people, because you don't really speak much about mental health, you're not going to reach out and talk to somebody, so you're kind of internally struggling with that depression or anxiety."

BLACK, STRAIGHT, CISGENDER YOUNG WOMAN

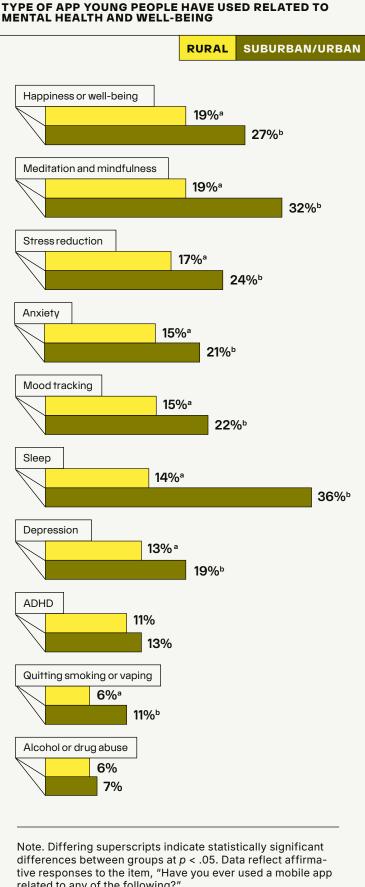


Key Finding 4: Rural young people are

less likely to use mental health and well-being mobile apps, even when experiencing depression or anxiety.

Despite having comparable rates of moderate to severe depression and anxiety compared to their suburban/urban peers, rural young people are less likely to use apps related to mental health and well-being for most topics. Specifically, rural participants were less likely than their suburban/urban peers to report using apps for quitting smoking or vaping (6% vs. 11%), depression (13% vs. 19%), sleep (14% vs. 36%), anxiety (15% vs. 21%), mood tracking (15% vs. 22%), stress reduction (17% vs. 24%), happiness or well-being (19% vs. 27%), and meditation/mindfulness (19% vs. 32%).

There were no significant differences in the use of apps related to ADHD (11% vs. 13%) or alcohol and drug use (6% vs. 7%).



related to any of the following?"

In co-distillation interviews, rural young people explained that mental health was often not viewed as a priority in their communities or households.

"I believe in mental health, but it's ingrained that my family does not believe in mental health. They don't believe in therapy. They don't believe in well-being, and stuff like that. It's just from the generation that they come from, and I could say the same thing for some of my other peers, they don't believe in that type of thing."

MULTIRACIAL, LESBIAN, CISGENDER YOUNG WOMAN

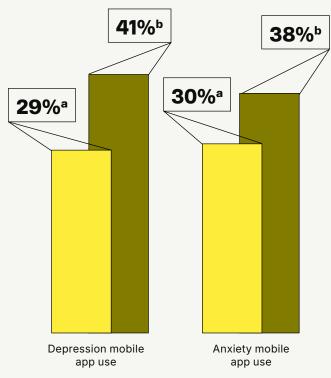


These disparities in mental health app use persisted among young people experiencing moderate to severe symptoms of depression or anxiety. Among participants with moderate to severe depression, rural young people were less likely to use depression-related apps (29%) compared to their suburban/urban peers (41%). Similarly, among those with moderate to severe anxiety, rural participants were less likely to use anxiety-related apps (30%) compared to suburban/urban participants (38%).

USE OF MENTAL HEALTH MOBILE APPS AMONG YOUNG PEOPLE WITH MODERATE TO SEVERE DEPRESSION SYMPTOMS

RURAL

SUBURBAN/URBAN



Note. Differing superscripts indicate statistically significant differences between groups at p < .05. Depression and anxiety symptoms represent responses to the PHQ-8 and GAD-7. Values reflect scores above the clinical cutoffs (3 for both the PHQ-8 and GAD-7). Data reflect affirmative responses to the item, "Have you ever used a mobile app related to any of the following?" for depression-related mobile apps and anxiety-related mobile apps.

Co-distillation interviews reflected these findings. Rural young people explained that while mental health challenges are equally present across rural and suburban/ urban communities, seeking care is often stigmatized in rural environments.

Some young people explained that this lack of support for mental health among rural young people was connected to multiple factors, including the cost of care, lack of parental and adult support, and stigma around open conversations about mental health and well-being. One white, straight, young man explained that lower app usage for depression and anxiety was not due to lower rates of these mental health challenges among rural young people, but rather the stigma surrounding discussing and accepting mental health.

"I know especially for most [rural] young people, and I was especially like this in school, not following what the rest of my close friends or my classmates were doing stressed me out. So, if I was doing something that at least my close friends weren't doing, it was like, oh, maybe they're gonna judge me for this."

WHITE, ASEXUAL, NONBINARY YOUNG ADULT

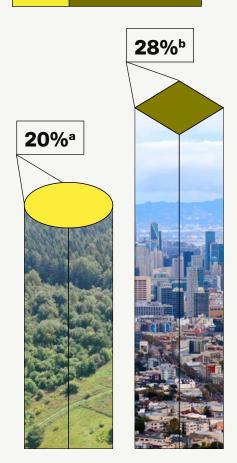


Key Finding 5: Rural young people are *less likely to have attended online therapy* to support their mental health and well-being.

YOUNG PEOPLE WHO HAVE EVER ENGAGED IN ONLINE THERAPY

RURAL

SUBURBAN/URBAN



Note. Differing superscripts indicate statistically significant differences between groups at p < .05. Data reflect affirmative responses to the item, "Have you ever attended online therapy—that is, connected with a therapist remotely by computer or phone—to support your mental health and well-being?"

Source: NORC survey for Hopelab and Common Sense, conducted Oct. 4–Nov. 14, 2023, with 1,274 social media users aged 14–22 nationwide. Rural young people are significantly less likely to report having ever attended online therapy (20%) compared to their suburban/urban young peers (28%).

In co-distillation interviews, rural young people agreed that engaging in online therapy was less common among rural young people and their communities. Many attributed this to barriers such as limited internet access, discomfort in seeking support, and resistance from parents or guardians.

"I'm personally, with the way *I grew up*, very uncomfortable with sharing things with people. And living in a rural community, you kind of just assume that the whole world is like that, and they all have the same beliefs and points of view. And so I feel like attending an online therapy session, you just feel like it's going to be the same thing that you experience in your community."

MULTIRACIAL, LESBIAN, YOUNG WOMAN

Others pointed to connectivity issues and a lack of private spaces as additional barriers to telehealth.

"Connectivity is a huge issue. Here, the only place outside of the school that has public Wi-Fi is our library. And I know not a lot of people would be thrilled to have an online therapy session in the library."

WHITE, ASEXUAL, NONBINARY YOUNG ADULT

Key Finding 6: Rural young people are *more likely to permanently stop using social media* due to harassment, negative experiences, or concerns about time spent online.

Rural young people are more likely than suburban/urban young people to report permanently stopping social media use in the past 12 months because of harassment and negative experiences (36% vs. 26%) and because they felt tempted to spend too much time on it (47% vs. 39%).

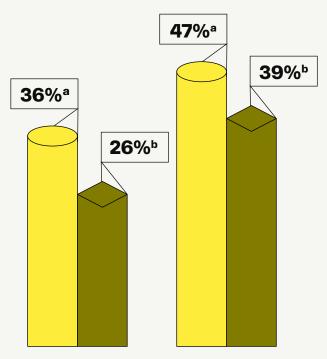
In co-distillation interviews, rural young people, particularly those with marginalized racial, ethnic, gender, and sexuality identities, described experiencing frequent harassment online.

"I am a Black woman who is bisexual, so I got fifteen hundred different things that kinda make me a part of a marginalized community. And so when I go online, I already know it's gonna be a war zone anyway. Like, the moment that someone finds out I'm Black, that's it. So I've dealt with the experiences where I've been called slurs for being Black or being a woman or being a part of the LGBTQ community."

BLACK, BISEXUAL, CISGENDER YOUNG WOMAN

REASONS YOUNG PEOPLE STOPPED USING SOCIAL MEDIA IN THE PAST 12 MONTHS

RURAL SUBURBAN/URBAN



Stopped using social media due to harassment & negative experiences

Stopped using social media due to spending too much time on it

Note. Differing superscripts reflect significant differences between groups at p < .05. Data reflect responses to the item, "In the past 12 months, how often have you engaged in the following behaviors on social media?" Values represent the proportion of young people who selected "Only once or twice," "Monthly or less," "Weekly," or "Daily or more" for the items listed.

Rural young people said that permanently leaving social media felt like a natural response to this harassment.

"Social media can be pretty annoying and hateful, and it makes sense that younger people, especially rural younger people, are more likely to stop using it because it's kind of their only real escape from the hatred in real life. So whenever there's hatred online too, it just feels like you can't escape it. And it is better at that point to get rid of social media so that you don't have to have hatred thrown at you in two different media."

MULTIRACIAL, LESBIAN, CISGENDER YOUNG WOMAN



Rural young people also noted that they were more likely to stop using social media because of concerns about spending too much time on it. They described how lower daily usage among rural young people made it easier to step away entirely.

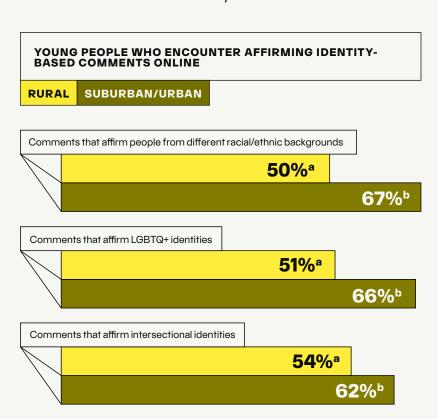
"Rural people are much quicker to be like, 'oh, I'm using this too much. I need to back off."

More urban areas use social media to post and share, so it's more meaningful to them, so they're more okay with spending more time on [social media]."

WHITE, BISEXUAL, CISGENDER YOUNG WOMAN

Key Finding 7: Rural young people are less likely to encounter affirming content about diverse identities on social media.

Rural young people are significantly less likely than their suburban/urban peers to encounter comments on social media that affirm people from different racial and ethnic backgrounds (50% vs. 67%), LGBTQ+ identities (51% vs. 66%), and intersectional identities (54% vs. 62%). In co-distillation interviews, rural young people noted that a lack of diversity in their in-person communities often translated into a lack of diversity online. They attributed this to several factors, including different content being shown to different users on social media platforms, lower overall engagement with social media in rural communities, and the reality that online spaces often mirror the lack of diversity in offline environments.



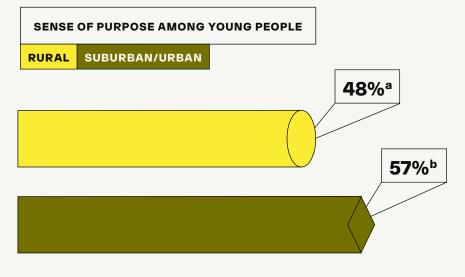
"In a rural area, I tended to not get as much diverse content. It was just the same thing, I didn't get stuff from multiple people's different backgrounds. But once I moved outside of a rural area, I definitely got to see more diverse stuff. And not only just online, even in everyday surroundings."

WHITE, BISEXUAL, CISGENDER TEEN BOY

Note. Differing superscripts indicate statistically significant differences between groups at p < .05. Data reflect responses to the item, "How often, if ever, have you encountered the following types of comments in social media?" Values represent the proportion of participants who selected "Often" or "Sometimes."

Key Finding 8: Rural young people are *less likely to report high levels of life purpose*.

Rural young people are significantly less likely to report having a high sense of life purpose compared to suburban/urban young people (48% vs. 57%).





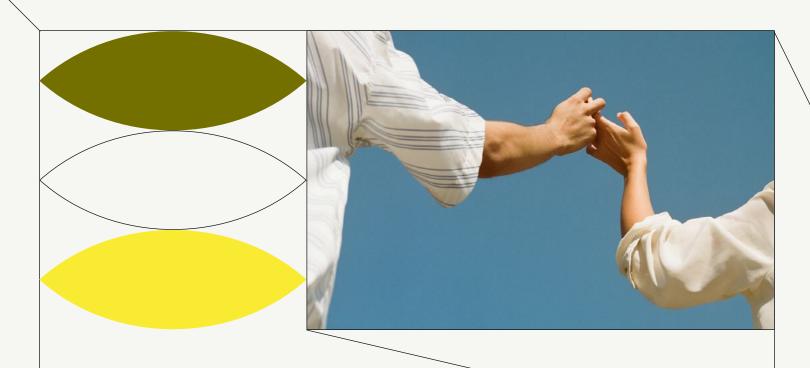
Note. Differing superscripts indicate statistically significant differences between groups at p < .05. Data reflect the proportion of young people with mean scores on the Brief Purpose in Life Scale of 5-7 on a 1-7 scale.

Source: NORC survey for Hopelab and Common Sense, conducted Oct. 4–Nov. 14, 2023, with 1,274 social media users aged 14–22 nationwide.

In co-distillation interviews, rural young people described how a sense of life purpose was closely tied to having long-term professional and academic goals. For many rural young people, these goals felt constrained by limited resources, such as a lack of professional opportunities and barriers to pursuing higher education elsewhere.

"A lot of us feel stuck. I personally do relate to that. I've kind of struggled figuring out what I wanna do as a professional, so I bounced around between different possible career paths. So it does feel like being in a place where if you don't automatically kind of have an in somewhere or you don't have the resources to almost escape, it's like you're stuck."

WHITE, ASEXUAL, NONBINARY YOUNG ADULT



Conclusion

Young people in rural areas report distinct patterns in how they engage with digital technologies compared to their suburban and urban peers. These notable patterns are both shaped by and contribute to their experiences with digital connection, mental health, and well-being. This report highlights how rural young people engage with social media in unique ways and raises an important concern: despite the potential benefits of digital tools for supporting mental health, rural young people are less likely to access or use online health and well-being resources.

Although online communities can provide an important source of connection and support, rural young people report lower daily social media use than their suburban/urban peers. Notable differences also emerged in how and why they use these platforms.

Engagement with online therapy and mental health apps is consistently lower among rural young people, including among those

experiencing moderate to severe symptoms of depression and anxiety. Despite the early promise that teletherapy and mental health apps would help close gaps for rural communities where access to providers is limited, the data suggest that promise is yet to be realized.⁷

Rural young people are especially likely to use social media to connect with others, express themselves creatively, and stay up-to-date with news. However, they are also more likely to disengage from social media when faced with harassment, negativity, or concerns about overuse. Additionally, rural young people are less likely to find affirming content about diverse identities on social media compared to their suburban/urban peers.

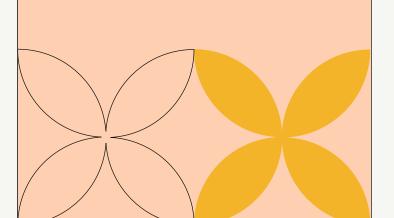
Despite reporting similar rates of depression and anxiety, rural young people are less likely to report a strong sense of life purpose. Often, this means facing challenges in finding opportunities and resources to pursue long-term goals.

7 Cooper, S. E., Campbell, L. F., & Smucker Barnwell, S. (2020). Telepsychology: A primer for counseling psychologists. *The Counseling Psychologist*, 47(8), 1074–1114. https://doi.org/10.1177/0011000019895276

In co-distillation interviews, rural young people emphasized the importance of open, stigma-free conversations about mental health and well-being.

"Conversation is such an important thing that doesn't get done in rural areas. And people talk plenty about the weather and this and that. But bringing up that you're going to therapy or that you're on medication puts a blanket over the entire room. Everybody's kinda like, 'Oh, what's wrong with you?' It's not a normal conversation. So I think just being able to talk openly about things without it being seen as weird or super different when it's really a common thing for people."

WHITE, BISEXUAL, CISGENDER YOUNG WOMAN



As it relates to how social media can serve as a positive tool for rural young people, one multiracial, lesbian, cisgender young woman shared,

"I think it's important that [adults] can view social media as a community rather than just something that you're wasting your time on because I feel like a lot of adults, in general, don't really understand the importance of social media...social media can be a very good thing to use to help you feel less alone."

While rural young people spoke about the benefits of being online, connectivity challenges were a persistent issue raised in co-distillation interviews. One white, bisexual, young man said that a reliable internet connection was a barrier to seeking support for his mental health and well-being.

Despite these ongoing infrastructure challenges, young people emphasized that digital technologies still hold meaningful potential as a tool for improving mental health and well-being. As one Black, straight, cisgender young man put it simply,

"I use technology to find acceptance."

Summary of Methodology

A full description of the research methodology is available in the complete <u>report</u>.

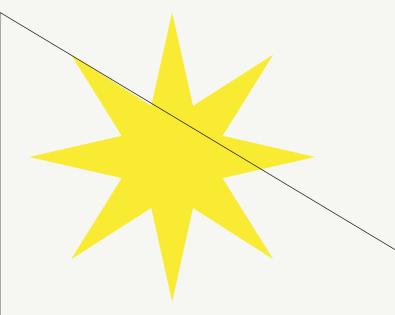
Instrument development. Following Institutional Review Board (IRB) approval, the survey was fielded by NORC at the University of Chicago on behalf of Hopelab and Common Sense Media. The study was funded by Hopelab, with additional data reporting support from Common Sense Media.

Procedure. Data was collected using a combination of probability-based and non-probability-based sample sources. The survey was conducted from October 4 through November 14, 2023, with a nationally representative sample of 1,274 survey participants, including 517 teens (aged 14 to 17) and 757 young adults (aged 18 to 22).

Data analyses. Data segmentation in this report focused on urbanicity (rural vs. suburban/urban). Rural vs. suburban/urban living was determined based on participants' responses to a single item asking them to indicate where they live, following methods consistent with prior research on rural young people. All reported differences are statistically significant at the p < .05 level.

Co-distillation. Following quantitative data analysis, the research team conducted co-distillation interviews with 12 young people aged 15 to 22 who currently live in, or have previously lived in, a rural area. These conversations were designed to contextualize and prioritize the findings. Select quotes, lightly edited for length and clarity, are included throughout the report to reflect lived experiences.

8 Price-Feeney, M., Ybarra, M. L., & Mitchell, K. J. (2019). Health indicators of lesbian, gay, bisexual, and other sexual minority (LGB+) youth living in rural communities. *The Journal of Pediatrics*, 205, 236–243. https://doi.org/10.1016/j.jpeds.2018.09.059



Acknowledgments

We would like to extend deep gratitude to all of the young people who generously shared their time, expertise, and lived experiences to help shape this study. Their contributions, including participating in the survey and providing valuable insights that informed the interpretation and presentation of these findings, were essential to this work.

About

Hopelab envisions a future where all young people have equitable opportunities to live joyful and purposeful lives. As a funder, connector, and science translator, Hopelab supports and builds equity-centered solutions for the mental health of Brown, Black, and Queer young people. For more information, visit hopelab.org.

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