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Innovative Model for Logo Counseling Website

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Abstract

Logo counseling is a counseling model specifically to treat low spiritual self-esteem problem affecting the life and attitudes of college students. Nevertheless, the problem relies on distance, time, and psychological burdens which preventing face-to-face logo counseling. By reviewing past research regarding online counseling practices, the innovative model for online logo counseling was designed and then demonstrated via logo counseling website. There are four objectives and thirty-five specifications defined in the model. The result showed that logo counseling website is helpful and easy to understand. Further research needed to address the issue of security and confidentiality, furthermore future research needed to examine the integration of text-mining and multimedia analysis techniques to better helping counselors in online counseling intervention.

Keywords: logo counseling, innovative model, website, online counseling, specifications

1. Introduction

Alcohol and drugs abuse, violence, sexual harassment, and spreading of sexual intercourse videos done by college students are problems facing educational institutions. Psychological and physical violence exposed by television and internet contents contribute to low spiritual self-esteem among college students. According to Branden [1] spiritual self-esteem has become an attribute imperative for adaptability to an increasingly complex, challenging, and competitive world. People may build healthy or low spiritual self-esteem [1].

People with healthy spiritual self-esteem can assess and know themselves meticulously in order to accept themselves completely [2]. Meanwhile, people with low spiritual self-esteem evaluate their competence and worthiness negatively. Low spiritual self-esteem has been commonly associated with clinical disorders, such as depression, stress, eating disorders, substance abuse, and psychosis [3,4]. Recent research indicates that symptoms shown in victims of human trafficking is low spiritual self-esteem problem [5], and these symptoms happened too at college students [6]. These theories and research confirm that there is low spiritual self-esteem problem among college students.

Logo counseling developed by Engel has specific intention to treat low spiritual self-esteem with seven empowerment strategies [7], namely self-exploration, self-acceptance, self-assertiveness, self-transcendence, values of attitudes, self-integrity, and orientation of meaning. The effectiveness of logo counseling to treat low spiritual self-esteem problem also had been conducted [5]. Nevertheless, the problem relies on the unwillingness of college students to come to counseling.

The limitations of physical mobility and psychological pressure become barriers for college students to seek help and counseling [8]. A survey in Australia revealed nearly 49% young men are reluctant to discuss their emotional experiences and problems for fear that people would react negatively and judge him [9]. The cultural stigma that they will be seen as mental illness patients and feeling of judgment are two major factors causing college students reluctant to seek help in counseling. However, technology-assisted distance counseling can provide its service for clients in their private own environment [10]. With the increasing adoption

of internet and the heavy usage of smartphones among college students nowadays [11], they can seek counseling when they need regardless of distance and time [12]. There were some implementations of technology-assisted distance counseling via phones[13], emails[14] and web [15,16]. Interestingly, Internet-based distance counseling or online counseling become more popular in recent years [17,18].

The usage of online counseling showed good results. Some counselors reported that online counseling could help them to lower emotional intensity, make more time to think and clients also could be more focused and expressive [19]. Barak [20] in his comprehensive review stated that online counseling is effective for treating depression and anxiety and as effective as face-to-face counseling. With regard to relationship and alliance, online counseling appears to be equal to face-to-face interventions [21]. They are proofs that Information technology can help in counseling process via internet and web, but there are no guidelines about which features contributing to online counseling processes. A static web containing only specifics steps in a counseling session is obviously different with a dynamic web letting counselor and client chat freely. It was also worth noted that email reminders for clients also contribute to the success of counseling process [18,20].

The selection of features included in an online counseling website is as important as translating sessions into web interactions. Therefore, the process to design and develop an online counseling web should include what features will be used from the beginning, the completion, and the post-completion of the sessions. Then, consideration needs to be done to determine the appropriate type of interaction between counselor and client in each session.

According to these facts, this study investigates what components and features of information technology and web that can support logo counseling website to achieve a greater result in treatment for low spiritual self-esteem. This research attempts to develop a model for logo counseling website. We need the model as a bridge between logo counseling theory and information technology (web development). This model is a representation and semantics that can be easily used to demonstrate our findings and if there is more research in the future, the model can be easily modified. Moreover, this research describes the implementation of the model into a web system and preliminary results from user testing. The results include user response about not only functionality but also reactions of using logo counseling website. Further research to include text-mining and multimedia analytics techniques for better counseling intervention is also discussed.

2. Research Method

Peffers described Design Science Research Methodology (DSRM) to design and develop artifacts, for example constructs, models, or methods [22]. We adopted Peffers's research method in this study. Our research method consists of four processes: (1) *Define the Objectives*, we define the objectives of the constructs put into the model and knowledge of what is possible and useful from journals and articles that are used; (2) *Design and Develop,* we combine all of the objectives into an innovative model; (3) *Demonstration*, we implement the model into logo counseling website; (4) *Evaluation*, we examine user interactions when using logo counseling website. Logo counseling consists of seven sessions [7] that have their own purposes, so we have to derive or translate these sessions into website page interactions as close as possible to face-to-face counseling. This matter is beyond the discussion of this article.

3. Results and Analysis
3.1. Model and Specifications

In order to develop the model which is a bridge between logo counseling theory and information technology adoption, this study identified some objectives that already researched in other journals and articles. After process reviews on works of literature, there are 4 (four) objectives that have impacts on online counseling process, which are in Table 1. According to the finding, this study collaborates each element into a new conceptual model that integrate objectives of the online counseling process and logo counseling theory, which is in Figure 1.

Table 1. Description of Objectives

| Objectives	Description	References
System Quality	Characteristics for good online counseling service	[10,12,15,16,19,21,23]
User Interactions	Client has several types of interactions with counselor based on needs	[15,16,18,19,20,21,23,24]
Retention Features	System makes sure that users will comeback and complete the counseling process	[16,18,20,24,25]
Counselor Assistances	Counselor can evaluate and examine session with client	[10,15,19,23,26]
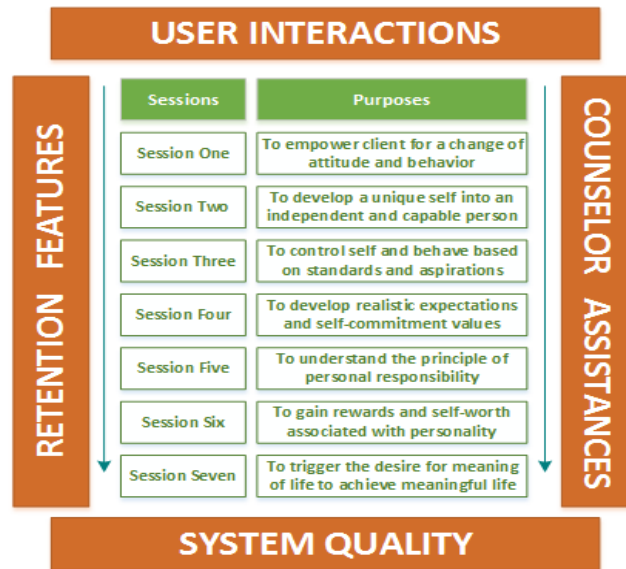
Figure 1. The Innovative Model of Logo Counseling Website

Based on the conceptual model and the needs of logo counseling, specifications of each objective now can be made to ensure the online counseling features for logo counseling website. All specifications are obtained from the already reviewed articles. The specifications for model of logo counseling website are described in Table 2.

Table 2. Objectives and Specifications

Objectives	Specifications
System Quality	SQ1: System should display information about logo counseling: objectives, goals, sessions, and ethics
	SQ2: System should be easy to use and easy to learn
	SQ3: System should be easy to be accessed
	SQ4: System should be accessible on various devices and hold its consistency
	SQ5: System should ensure the ethics of logo counseling practice
	SQ6: System should operate properly while in use (free of bugs and errors)
	SQ7: System should record time log of clients and counselors
	SQ8: System should be able to hold seven sessions of logo counseling
	SQ9: System should give prescreen survey for new clients
	SQ10: System should ensure the security of all activities in logo counseling website (use of encryption and free of malwares)
	SQ11: System should have minimum percentage of downtime
User Interactions	UI1: Client can read information about logo counseling
	UI2: Client can contact admin for further information
	UI3: Client can register and login
	UI4: Client can login as anonymous
	UI5: Client can use text messaging to communicate with the counselor
	UI6: Client can use voice call to communicate with the counselor
	UI7: Client can use video call to communicate with the counselor
	UI8: Client can schedule his or her session as agreed with the counselor
	UI9: Client can extend session duration as agreed with the counselor
	UI10: Client can view supplement slides, documents, and videos

Table 2. Objectives and Specifications

Objectives	Specifications
Retention Features	RF1: Email reminders are sent automatically to the client for continuing the counseling
	RF2: SMS reminders are sent automatically to the client for continuing the counseling
	RF3: Summary of the session is sent to client and counselor as soon as the session finished
	RF4: Response and satisfaction survey after finishing each session
	RF5: Motivational congratulations for completing a session and when finishing whole counseling process
	RF6: Reminder to follow up after 30 days finishing the complete counseling process
Counselor Assistances	CA1: System can record session: text, audio, or video, according to the agreement between client and counselor
	CA2: Counselor can only view his or her session with a client
	CA3: System can only hold recordings for a limited days
	CA4: Counselor can make personalized reminders
	CA5: Counselor can make public and or private notes about each session with the client
	CA6: Counselor can seek help from another licensed counselor for a special case of client after approved by admin
	CA7: Counselor can add or tailor prescreen survey after examining results from the first prescreen survey
	CA8: Counselor can get computer-assisted interactions analysis, such as from text-mining or multimedia-based analytics

In total, there are 35 specification items with 11 about System Quality, 10 about User Interactions, 6 about Retention Features, and 8 about Counselor Assistances. There are some notes about the specifications. System quality has SQ11 saying that system should have minimum percentage of downtime. There is no specific reference said about system downtime or uptime, but Mallen [23] inferred that if the disconnection of a session happened, especially if they were at a high emotional level or at a crisis level, this could be upsetting to both the client and the counselor. Counselor assistances have CA8 saying that counselor can get computer-assisted interactions analysis. There is no specific reference said about this, but McAdams [10] asserted that new innovative technology has to be considered in the regulation of distance counseling furthermore, Mallen [15] added that online counseling may include new technology, such as interpreting text messages written through chat.

3.2. System Development and User Testing

Logo counseling website built with HTML5, PHP, and multimedia technology. Seven sessions in logo counseling had been translated into clearly designed web user interfaces. Each session will be guided thoroughly by notifications and instructions. Via logo counseling website, clients can conduct logo counseling with counselors to overcome low spiritual self-esteem problem. This counseling only for one on one relationship, it means one counselor for one client. Each client will be assigned one counselor. Logo counseling website had been successfully deployed at www.logokonseling.com for limited use only for now. The sample of logo counseling website interfaces can be seen in Figure 2.
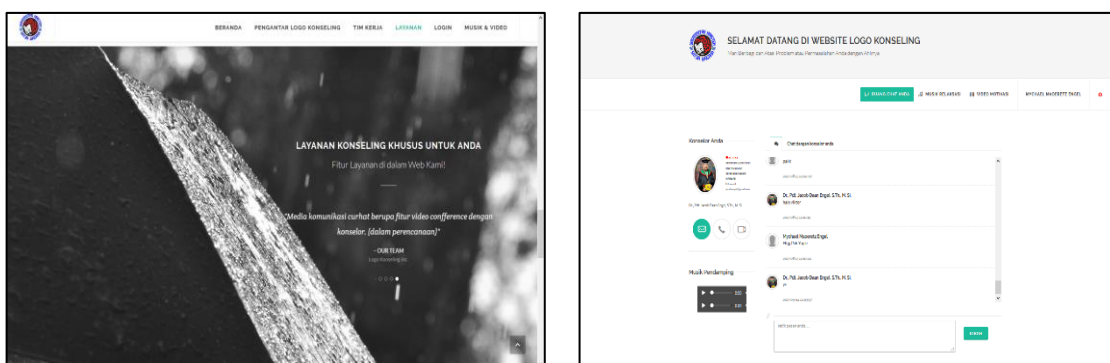

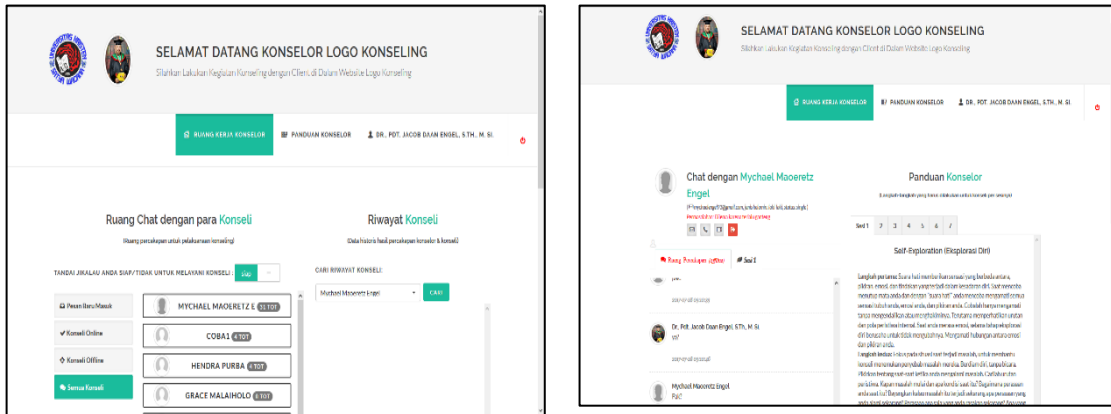Figure 2. User Interfaces of Logo Counseling Website

Figure 1. User Interfaces of Logo Counseling Website

System testing will be conducted in two stages, namely functionality testing and user testing. Functionality testing showed that 32 of 35 specifications had been met. Specification SQ10 was not implemented in recording management, but in communications via text and multimedia messaging SQ10 had been implemented. Specification SQ11 cannot be tested for now, it needed a longer time to ensure percentage of downtime. Specification CA8 was not implemented for now.

For user testing, fifteen respondents were involved in using online logo counseling. The respondents are college students with age between 18-22 years old. The respondents can easily access the website and share information with a previously assigned counselor. Respondents also filled out questionnaires with Yes or No questions. The result from user testing with logo counseling website can be summarized in Table 3.

Table 3. Respondent Interactions with Logo Counseling Website

No.	Questions	Yes*	No*
1	You find it difficult to seek help for counseling	86.7%	13.3%
2	You feel embarrassed or afraid to go to counselor office	80%	20%
3	Logo counseling website informs you with necessary informations about logo counseling	86.7%	13.3%
4	Logo counseling website makes it easy for you to get counseling help	100%	0%
5	Each session in logo counseling website is concise, clear, and clean	80%	20%
6	You can easily record and view your session for evaluating your progress	80%	20%
7	You want to use logo counseling website for your routine or based-on-needs counseling	73.3%	26.7%
8	You want to recommend logo counseling website to your friends and family	73.3%	26.7%
9	Doing sessions in logo counseling website probably will ease your burden about self-anxiety, depression, or negative thinking of life	80%	20%

*) 15 respondents = 100%

The questionnaire opened with verification question regarding their limitations to go to counselor office with 86.7% students find it difficult to seek help from a professional counselor. It is also showed that interaction with logo counseling website is clear and easy to understand. This statement is supported by 80% of students testing the logo counseling website. The use of website technology in logo counseling presents a new situation in the world of counseling. In the logo counseling website, there is music and videos available that help making the counseling process relaxed and conducive. Video call feature in counseling logo website helps students without being limited by space and time and cost saving for counseling. Logo counseling website may help students in seek of counseling without face-to-face meeting.

Despite its strengths and uniqueness, only 73.3% students want to use logo counseling website routinely or when needed. Further analysis, it is found that students feel insecure toward their data and session recording. They still feel afraid if their session and problems will be exposed. This thing also affected their preference to recommend online logo counseling to

their friends and family. The issue about security and confidentiality will be the next focus of logo counseling website further research.

4. Conclusion

Low spiritual self-esteem has been a problem facing college students affecting their life and their attitude toward others. Logo counseling is a counseling model specifically to treat low spiritual self-esteem problem. Nevertheless, the problem relies on distance, time, and psychological burdens which preventing face-to-face logo counseling.

By reviewing articles about online counseling and the good characteristics of it, we combine the objectives and logo counseling theory to construct a new conceptual model for logo counseling website. Then, we demonstrate and evaluate the model via logo counseling website deployed at www.logokonseling.com. Most of the specifications have been met and the website already run. User testing showed that logo counseling website is helpful and easy to understand. The need for doing counseling without face-to-face meeting now has been resolved. However, the problem in security and confidentiality arises. Further research needed to address the issue of security and confidentiality in online logo counseling, especially regarding specification SQ10.

It should also be noted that how and what of counselors' responses and advice to client are very important regarding the efficacy of counseling process [18,21,26]. Therefore, counselors need assistance along the counseling process. Use of text pattern analysis had been implemented to dynamic mood detection in chat application [27] and to community-based social media sentiment mining [28], further multimedia analytics [29] had been used in clinical practice and online therapies. Further research needed to include technology and technical aspects of integrating text-mining and multimedia analysis techniques in online counseling. Even, some research suggested the use of virtual reality in future online counseling [20,24,30].

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