Actual behavioral Control

<table>
<thead>
<tr>
<th>Social Class</th>
<th>Gender</th>
<th>Education</th>
<th>Occupation</th>
<th>Personality</th>
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</thead>
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Subjective norm
1) Perceived view and support of friends and family
2) Perceived social stigmatization and cultural factors
3) Perceived media portrayal

Perceived behavioral control
1) Ability to go to seek help
2) Will VS Can

Accessibility & affordability

Incidents

Actual practical support from friends and family

Attitude toward help-seeking for depression
1) View on nature and cause of depression
2) View on treatment and help seeking for depression

Intention to seek help

Yes

Help-seeking behavior

No