A MODEL FOR ENHANCING PERFORMANCE IN USING SOCIAL NETWORK SITES FOR BREAST CANCER PATIENTS

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TO MY BELOVED HUSBAND AND PARENTS

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ABSTRACT

Social network communities that promote information about cancer are able to develop an interactive environment where there are virtual relationships among cancer patients. The current research into the assessment of cancer patients' performance in using Social Network Sites (SNS) continues to be limited, despite the potential of SNS as a platform for providing cancer information. Most of the studies are descriptive and there is still lack of using theories for studying the impact of SNS on cancer patients. To investigate the factors that influence the performance of cancer patients in using SNS, this study proposes a research model by integrating Social Cognitive Theory (SCT) and Task-Technology Fit (TTF) theory. This research applied a quantitative approach using survey method. Based on purposive sampling, questionnaires were distributed to 178 Breast Cancer (BC) patients in two hospitals and four cancer support groups in Peninsular Malaysia. Data were analysed using Smart PLS 2.0 M3 and SPSS Version 16. Results indicated that Self-Efficacy, Social Support, Negative Affect and Positive Affect, Outcome Expectation, Task Characteristics and Technology Characteristics are significant factors that influence on the performance of cancer patients in using SNS. Meanwhile, Social Support and Self-Efficacy have significant negative relationships with Negative Affect and significant positive relationships with Positive Affect. In addition, this study found significant differences between the different age, race/ethnic, education, and employment status with respect to performance in using SNS. Finally, this study provides recommendations to online cancer support groups to assist them in providing better support through SNS. Mainly, online support groups should support cancer patients by providing them Social Support and assist in increasing their Self-Efficacy in using SNS.

ABSTRAK

Komuniti dalam talian yang berkongsi maklumat tentang kanser dapat mewujudkan suasana interaktif serta hubungan maya antara pesakit-pesakit kanser. Penyelidikan terkini bagi menilai prestasi pesakit kanser dalam menggunakan SNS dilihat masih terhad walaupun Laman Jaringan Sosial (SNS) berpotensi sebagai platform bagi menyalurkan maklumat berkaitan kanser. Kebanyakan kajian adalah bersifat deskriptif dan kurang melibatkan teori dalam mengkaji kesan SNS terhadap pesakit kanser. Bagi mengkaji faktor yang mempengaruhi prestasi pesakit kanser dalam menggunakan SNS, kajian ini mencadangkan satu model kajian yang menyatukan Teori Kognitif Sosial (SCT) dan Teori Padanan Tugas–Teknologi (TTF). Kajian ini melibatkan pendekatan kuantitatif dengan menggunakan kaedah tinjauan. Berdasarkan pensampelan bertujuan, borang soal selidik diagihkan kepada 178 pesakit Kanser Payudara (BC) di dua buah hospital dan empat buah kumpulan sokongan kanser di Semenanjung Malaysia. Data dianalisis menggunakan *Smart PLS 2.0 M3* dan SPSS Versi 20. Keputusan menunjukkan bahawa Kecekapan Diri, Sokongan Sosial, Kesan Negatif dan Kesan Positif, Jangkaan Hasil, Ciri-ciri Tugas, serta Ciri-ciri Teknologi merupakan faktor-faktor signifikan yang mempengaruhi prestasi pesakit kanser dalam menggunakan SNS. Sokongan Sosial dan Kecekapan Diri mempunyai hubungan negatif yang signifikan dengan Kesan Negatif dan hubungan positif yang signifikan dengan Kesan Positif. Kajian ini juga mendapati terdapat perbezaan signifikan antara faktor umur, bangsa/etnik, pendidikan, dan status pekerjaan, berkaitan prestasi mereka dalam menggunakan SNS. Akhir sekali, kajian ini mengutarakan beberapa cadangan kepada kumpulan sokongan kanser atas talian agar pesakit kanser diberi sokongan yang lebih baik melalui SNS. Lebih utama, sokongan kumpulan atas talian seharusnya boleh menyokong pesakit kanser dengan menyediakan Sokongan Sosial dan membantu di dalam menambahkan Kecekapan Diri di dalam penggunaan SNS.