

**UNIVERSITI TEKNOLOGI MARA**

**VIRAL PHENOMENA ON SOCIAL  
MEDIA:  
FACTORS LEAD TO HEALTHCARE  
INFORMATION VIRAL AMONG SOCIAL  
MEDIA USERS**

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## ABSTRACT

In this next generation era, social media become main platform because it is now easier than ever for anyone to share information with many people at once, causing some content to be consumed by an enormous audience solely by being forwarded from one to another virally. Therefore, information viral become phenomenon where information is spreading rapidly through the social media. The main objectives of this research is (1) to determine the type of healthcare information mostly shared through social media. Then, (2) to identify the factors that lead to healthcare information viral on social media. (3) To investigate on the relationship between the healthcare information and the virality of information on social media. To achieve all three (3) objectives, method of quantitative is used to collect data from social media users. The questionnaire based on four (4) constructs which is demographic background, social media, environment, personal factor and healthcare information, interact with one (1) action which is information sharing that will evaluate the social media user behavior. This study focused on social media user behavior towards healthcare information sharing as a form of content and examined what makes people share them online through their social networks. Specifically, this study used the Theory of Planned Behavior (TPB) as the theoretical framework to examine factors that lead to healthcare information viral among social media users. The online survey is conducted with 254 respondents, who use social media to share healthcare information, answer whether they would share that information. Therefore, those action will lead to the factor of viral healthcare information among social media users. This study will provide a better understanding on the concept of healthcare information viral on social media. Thus, this report discusses the background and issues that related to the healthcare information viral on social media.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

As social media is coming out as a platform for disseminating and sharing health-linked information, masses tend to interact in such social networks before making health care determinations, such as choosing health care suppliers, determining a course of treatment and management their health hazards. Social media networks such as Facebook, Twitter, Instagram and YouTube have attracted millions of users whom have integrated these sites into their day-to-day exercises. According to Dwyer et al (2007) the focus of social network services is on building online communities of people who share interests or actions. The platform allow users to build on-line profiles, share information, pictures, blog entries, video and etc. Besides that, users in social media are prompted to identify others in the system which they have a relationship such as “Friends”, “Contacts”, and “Followers”. However, it is difficult to organize a team of experts to supervise health data on social networks for a long period of time. Consequently, patients need to rely on the knowledge of one another, but in the real universe we cannot presume that all anonymous users would act honestly or would have correct health information to share.

### 1.2 RESEARCH BACKGROUND

According to West, T. (2011) Web 2.0 has provided the necessary tools to create and share their own content. Currently, web 2.0 applications are the most important developments related to new media. The Facebook increased their user number more than Google in the Month of March 2010. This shows how many people are involved in social networking sites and given the most ideal platform being used by the internet users. According to Pawat (2012) there are various sources of health info online that people today reply on which we categorize them into following four major types of services:-