USERS' MOTIVATION TO CONTINUE THE USE OF SHORT VIDEO APPLICATIONS AS A SOURCE OF HEALTH INFORMATION

Jaslin Md Dahlan[1] and Mohamad Amin Muqtadir Mohamad Rosli[2]

[1]*Senior Lecturer, Faculty of Business & Management, UiTM Johor, Malaysia*

[2] *Student, Faculty of Business & Management, UiTM Johor, Malaysia*

Email: jasli830@uitm.edu.my[1], 2020822554@student.uitm.edu.my[2]

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ABSTRACT

The use of social media to access healthcare information is nothing new. Avid users find the short video apps a new potential for disseminating quick fix solutions to many of their everyday problems, including recipes and how-to. However, it is still unclear how short video apps might facilitate and benefit users' consumption of health information. Many users face the risk of misdiagnosis and may result in more serious problems. To address this issue, this study set out to investigate the relationship between users' experience and whether that contributes to users' intention to continue using short video apps to obtain health information. A total of 160 young adults (under 25 years old) answered the questionnaire and were administered online. The study found that the users' experience, in terms of social presence, immersion and credibility perception, significantly predict users' intention to continue using short video apps to obtain health information. The findings of this study have several implications. First, the study contributes to the health information behavior literature by incorporating the aspect of user experience. Moreover, the study extends the application of affordance theory to users' health information acquisition, and it carries some practical implications on how to leverage the great potential of short video apps to serve public health communication better.

Keywords: *Short video, Health, Social Media, Intention to use*

1.0 INTRODUCTION

According to a recent report, people who watch online videos account for 85% of Internet users in the USA, while the proportion is as high as 72% in Malaysia (Kemp, 2020). In addition to video consumption platforms (e.g., YouTube), the market shares of mobile-based short video apps has been fast increasing. For example, the world's most popular short video app, YouTube, reached fourth place on the global mobile app download list, with more than 503 million downloads in 2020. In competition with other social media, YouTube Shorts became popular due to the capabilities it provides a wider range of video editing tools, AR effects, and speed controls. It also gives you the option to combine multiple videos, aligning and trimming to create seamless transitions (Santora, 2021). In addition, TikTok is expanding its coverage of topics on many aspects of daily life, such as beauty and makeup, education, cooking, wellness and technology. Educational healthcare content has also become an important part of Shorts' content ecosystem. YouTube Shorts provide a great way for doctors and health professionals to connect with future patients before they even walk into the clinics.

During the COVID-19 pandemic, a growing number of health professionals and organizations have started using Shorts to spread health information and medical knowledge to the public. For even broader exposure, the professionals may use captions and popular hashtags when sharing Shorts – using these will help YouTube to push the content to more people who are

interested in the hashtags which can help them be seen by a larger audience than just their own subscribers (Moxy Company, 2020).

2.0 PROBLEM STATEMENT

It has come to our concern that the media sharing network has been used globally among the users. This alternative had replaced email or other formal publications requiring time and energy to get to the point. The number of active users has increased by 13.13% year-on-year since 2020 (Dean, 2021). Indirectly, it indicates that this platform received an encouraging response worldwide, parallel with the new media format introduced to them. According to Song et al. (2021), the short video format is highly demanding for content consumers. Most of the accounts created the content for social, education, work and business purposes. This type of content creates a better engagement because it provides the best user experience. The same goes for health information that was updated in short video format to give awareness regarding the current issue as COVID-19. Previous studies only focused on the respondent who came from short video-based users and did not include long video-based users. As far as we know, YouTube was first made for the visual type of consumer, who loves long-form (above 3 minutes) video content. Then all other features came in, such as Shorts; the short video format was first introduced on 12th July, 2021 in over 100 countries (Jarboe, 2021). These respondents' backgrounds are also significant to consider since YouTube is one of the increasing demands among other social media platforms. The number of active users is 1.386 billion, ranking secpnd of most used social media platforms (Ang, 2021). According to Doyle (2021), the majority, with 60% of the active users in TikTok, is 16 to 24 years old. Based on the range of age, most of the respondents for previous studies are very young. Their perspective might differ from others who are in the field of 25 to 34 years old. While based on (Ceci, 2022), the most active users in YouTube are among 15 to 35 years old. They must have their own opinions while using Shorts on YouTube to search for health information. Other than that, young adults' generation are considered the future nation's hope to lead the world and avoid any controversy. Health information is sensitive content to be discussed, so it is crucial to observe how youth experience in obtaining health information in short video applications. Thus, we can determine the most associated factors that lead to their intention to continue the use of the Shorts feature in the YouTube platform. In conclusion, considering the users' motivation in YouTube through a short video media format can be achieved by further research. The research will be filtered and specific to YouTube users since the day the Shorts were introduced officially. The results are expected to help the content creator track its content quality by considering the variables that affect its motivation. Also, to examine factors that contribute to users' intention to continue using short video apps to obtain health information.

3.0 CONCEPTUAL FRAMEWORK

Social presence refers to "the degree of salience of the other person in a mediated communication and the consequent salience of their interpersonal interactions". The concept of social presence has been widely employed in the study of communication and information systems. In computer-mediated communication, social presence is a reflection of the level at which an individual is perceived as a "real person." Social presence theory suggests that the degree to which technology enables its users to perceive other individuals as being psychologically present will determine the users' perceptions of the technology in terms of sociability and intimacy.

The concept of **immersion** refers to the feeling of being engaged with, absorbed in and engrossed by a continuous stream of virtual stimuli. Individuals are likely to experience a sense of immersion in video-mediated virtual environments. For example, immersion is widely viewed as a key component of the user experience in video games. Given that immersion induces positive psychological states, a sense of immersion has often been created or

leveraged in contexts where a concentration of attention is desired, such as in the realms of education and e-commerce.

Credibility refers to users' perceptions of information quality. Credibility commands a central position in online health information seeking because misleading health information can lead to fatal consequences. However, as a concept defined from the information recipient's perspective, credibility involves the information seeker's subjective feelings about information attributes so that it may not necessarily be perceived as an objective property of the quality of the information (Song et al., 2021).

H_1: Social presence is positively associated with users' intention to continue the use of short video apps for health information.
H_2: Immersion is positively associated with users' intention to continue the use of short video apps for health information.
H_3: Credibility perception is positively associated with users' intention to continue the use of short video apps for health information.

4.0 FINDINGS ANALYSIS

The online questionnaire was answered by 160 respondents, equal to both male and female respondents. About 95.6% were 18-25 years old, 65% of them were studying for a Bachelor's Degree and 85.6% of them earned less than RM1,500. Only 2.5% of the respondents work in healthcare. A whopping 76.9% of them do refer to short video applications to obtain health information and 48.1% of the respondents often use the Internet as a source of health information advice.

4.1 Reliability Analysis

Table 1: Reliability statistics

Variable	Cronbach's Alpha	Item deleted	N of Items
Credibility perception (IV1)	0.752	-	3
Immersion (IV2_new)	0.635	1	2
Social presence (IV3)	0.843	-	3
Intention to continue use (DV)	0.872	-	3

From the reliability table above, the results indicate that the Cronbach's Alpha for all four variables is considered as good and excellent. The Cronbach's alpha for credibility perception is considered good which is 0.752. While the other three variables which are immersion, social presence, and intention to continue use shows that Cronbach's alpha is excellent with 0.635, 0.843, and 0.872 respectively. Thus, the internal consistency reliability of the measures used in this study was good and excellent. Based on the reliability test, the variables show the results of measure had achieved 0.6 and above the Cronbach's Alpha coefficient where it shows that the question can be accepted. The reliability test has proven that the respondents understood the questions on the questionnaire given.

4.2 Descriptive Analysis

Table 2: Descriptive analysis

Variable	Minimum	Maximum	Mean	Standard Deviation
Credibility perception (IV1)	2.00	5.00	3.8562	0.59888
Immersion (IV2_new)	1.50	5.00	3.9344	0.70960
Social presence (IV3)	1.00	5.00	3.7542	0.79700
Intention to continue use (DV)	1.00	5.00	4.0458	0.69689

Based on the descriptive analysis table above, the score for credibility perception is within the range of 2.00 to 5.00 and the mean is at 3.8562. The immersion has the maximum of 5.00 and a minimum of 1.50. While it has an average score of 3.9344. The maximum score for social presence is 5.00 and 1.00 for the minimum score. Also, it has a mean of 3.7542. The variable of the intention to continue use has a minimum score of 1.00 and a maximum score of 5.00. While the mean is 4.0458.

The standard deviation for the variables of the credibility perception, immersion, social presence and intention to continue use is 0.59888, 0.70960, 0.79700, and 0.69689 respectively. For the variable of credibility perception, the standard deviation is 0.59888/3.8562 or 15.53% of the mean where this value can be considered as the smallest deviation in the midst of the other three variables. On the other hand, for social presence, the standard deviation is 21.23% (0.79700/3.7542) of the mean. Where this score is perceived as the large deviation among the other variables of the study.

4.3 CORRELATIONS ANALYSIS

Table 3: Correlations analysis

	IV1	IV2_new	IV3	DV
IV1		.439**	.398**	.562**
IV2_new	.439**		.566**	.413**
IV3	.398**	.566**		.434**
DV	.562**	.413**	.434**	

**. Significantly related at 99% degree of confidence (positively related).
*. Significantly related at 95% degree of confidence

There is a positively moderate correlation (r= 0.439) between the average of credibility perception and immersion. Also, this relationship is significant at the 0.01 level. While average credibility perception has positive correlation (r= 0.398) and relationship with social presence. It is also significant at the 0.01 level. The average of credibility perception with intention to use is positively moderate relationship (r= 0.562). However, it has a significant relationship at the level 0.01. Immersion and social presence have a relationship (r= 0.566) and are significant at the 0.01 level. There is also a positively moderate relationship between average of immersion and intention to use (r= 0.413) and significant at 0.01 level. Finally, the relationship between social presence and intention to continue use is also definite. In other words, have a positively weak relationship (r= 0.434). This is also significant at the level 0.01.

4.4 Hypothesis Testing

Table 4: Hypothesis testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.019	0.320		3.187	0.002
Credibility perception	0.505	0.084	0.434	6.040	0.000
Immersion	0.108	0.079	0.110	1.371	0.172
Social presence	0.174	0.069	0.199	2.543	0.012
F-value	31.302				
Sig	0.000[b]				
Adjusted R^2	0.364				
R^2	0.376				

Credibility perception p-value is 0.000. At 99% degree of confidence, the p-value is less than 0.01 this variable is significant. Therefore, we **reject the null hypothesis**. Immersion p-value is 0.172. At 99% degree of confidence, the p-value is more than 0.01 this variable is not significant. Therefore, we **fail to reject the null hypothesis**. Social presence p-value is 0.012. At 99% degree of confidence, the p-value is more than 0.01 this variable is not significant. Therefore, we **fail to reject the null hypothesis**.

5.0 CONCLUSIONS

The purpose of this study is to examine factors that contribute to users' intention to continue using short video apps to obtain health information. Nowadays, health information content is widely created by professionals or content creators. To summarize, there is a relationship between credibility perception, immersion and social presence.

This study had several limitations. First, it employed an online survey to collect data. Although theories can guide us in drawing causal inferences, the constraints of cross-sectional data undermine our ability to establish causal relationships. We call for more longitudinal and experimental studies to test the hypotheses in the future. Second, we included only TikTok users in recruiting participants. Although TikTok is the most prominent and popular short video app, there are other similar apps on the market. Future studies could incorporate a variety of different apps and information systems into the modeling. Third, this paper intentionally investigated four typical affordances of short video apps. However, we encourage future researchers to examine other affordances of short video apps and their effects on users' health information behaviors. Future studies could also employ qualitative methods or observe in-app behaviors to further explore users' motivations (Song et al., 2021).

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