

INTENTION TO SEEK BREAST CANCER INFORMATION AMONG EMERGING ADULT IN FACEBOOK

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Abstract: *Rapid development of the Internet has gained tremendous attention as a way of disseminating health information, possibly resulting in diverse knowledge preferences, needs and health knowledge-seeking styles. Thus, the study is to investigate the influence of perceived autonomy, perceived relatedness, emotional support and informational support toward the intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah. The sampling technique used in this study is called purposive sampling. This study included a total of 90 female emerging adult students who were in their final year of diploma or degree studies and enrolled at UiTM Merbok. The finding indicates that there was positive relationship between perceived autonomy, perceived relatedness, emotional support, and informational support toward the intention to seek breast cancer information in Facebook among emerging adults.*

Keywords: *Breast Cancer, Emerging Adult, Perceived Autonomy, Perceived Relatedness, Emotional Support and Informational Support*

Introduction

Globally, Facebook is recognised as one of the most popular social networking sites (SNSs) worldwide, has enormous potential for health promotion (Mitchell, 2022; Wijayanti, Handayani, & Azzahro, 2022; Zhang, He & Sang, 2013). Facebook penetration advancement significantly reduced the time and geographical barriers that previously prevented people from communicating with one another, giving them the opportunity to expand their social networks and maintain already-established social ties.

Around the world, it was noted that 77% of people have a Facebook account, with 530 million regular users (Bullas, 2012). According to Fox (2011), the use of Facebook for various health domains can be divided into sharing and updating health experience (23%), retrieving health information (15%), and sharing health information (9%). Additionally, Facebook also had significantly increase exposure and interest towards healthy behaviours thru enhancing their personal access to health information or influencing their perceptions towards various health domains (Morris et al. 2011).

On other hand, Facebook's dominance for acquiring health information is disputable given the growth of its usage as the additional platform among health advocates for health promotion and communication. Social networking sites like Facebook have gained popularity as platforms for businesses to disseminate health messages and encourage user involvement in health-related issues. Facebook has also developed into a popular tool for health communication due to its social and participatory features, which allows users get involved in the creation of supporting content and promote viral marketing (Korda & Itani, 2011). Facebook is being used more and more by different organisations, like non-profit and governmental health organisations, to reach and recruit their viewers (Thackeray, Keller, Heilbronner, & Dellinger, 2011).

On the other hand, the availability of Facebook application in smartphones also contributes toward Facebook's enormous success in the field of health promotion. Overall, the growth of the internet has expanded smartphone owners' willingness to seek out health information. Mobile social networking sites, according to Nielsen (2012), have expanded access and let users of smart phones participate in social media at any time. It effectively enables people to look for health information on mobile social media platforms wherever there is a chance of getting sick.

The use of the Internet, particularly Facebook, for health promotion and raising public awareness of the importance of reducing cancer burden was also noted in studies pertaining to the global pandemic of breast cancer. Balmer (2005) noted the importance of Facebook as a platform for population information sharing and called for increased awareness of this phenomenon by health professionals. Ziebland et al. (2004) discovered that Facebook offers a much wider range of cancer-related information than is likely to be provided by traditional healthcare. Facebook has evolved into a fantastic platform with many advantages over more conventional communication channels, including its ability to reach underserved minorities and be a cost-effective tool for the dissemination of health messages (Card et al. 2018; & McConell et al. 2018).

Literature Review

Facebook is the most widely used and rapidly expanding trend source for online health information seeking behaviour in Malaysia (Rahim et al., 2019). Based on report issued by Malaysian Communication and Multimedia Commission 77.2% of internet users in Malaysia used Facebook to seek health information online. The most common search for health-related information by users are for disease symptoms (91.4%), health care advice (89.8%), treatment methods (83.5%) and 73.7% of Malaysians also use the internet to look up information about medications and treatment facilities (63.8%). (Malaysia Communication and Multimedia Commission, 2017).

Malaysians' interest in looking for online health information about their health issue has grown over the past few years (Afiq et al., 2019). The rising Facebook popularity also had encouraged few different government agencies and organisations to use Facebook to promote health-related campaigns to spread information about health and raise public awareness of it (Ayub et al., 2017). In fact, the Ministry of Health (MOH) also set up Facebook page for spreading awareness and encouraging better health knowledge. The MOH Facebook page has the second-largest following, with more than 1.6 million total followers. Concisely, a study conducted by Bender et al. (2011) has revealed that there are nearly 620 total breast cancer groups on Facebook with just over one million members. The groups were established as support groups (44.7%), awareness-raising (38.1%), and fundraising (17.2%). In Malaysia, Facebook is most frequently sued for spreading awareness compared to other social media platforms. Facebook

thus plays a crucial role in assisting public participation in breast cancer awareness-raising and fundraising initiatives (Bender et al., 2011)

However, despite the huge promotion and social media advocacy on breast cancer awareness in Malaysia the issue of late presentation, lack of awareness coupled with negative stigma and delay information seeking behaviours among Malaysia necessity more answer into the influence of social networking sites towards information sharing behaviour.

Intention to Seek Information

Bezerra and Carvalho (2014) found intention to seek information is the act of obtaining information from existing resources in both human and technological context. According to Wilson (2006), the need of information will lead to information seeking behaviour. Gray et al., (2005) has found that intention to seek information through internet has become as the popular channel that can facilitate the user that can generate the right information from the expertise/trustworthiness of professional source and the feedback possible with personal source also can become a potential to combine all the best features of existing in the health information.

Previous studies found that information seeking behaviour has become a significant important issue in daily health information seeking studies (Anjuwon & Popoola 2015). In fact, most of the individual seeking health information on the internet are sometimes based on their specific health related needs and conditions (Nettleton et al., 2005). According Burrows et al., (2000) internet as an information seeking to help individuals in evaluating the benefits and risk in order to reduce uncertainty regarding of health care treatment and the author also found that another benefit of online health information seeking is to help the patients which having a chronic disease such as cancer can use the information in internet and get the support from the individual that have been experience with the same disease by exchanging the information and ideas. Moreover, it was postulated the individual's gaining information about health in the internet has create a platform in which individuals can manage to get support regarding of their health issue through chat room which give people the ability to share their experience, offer advice when it is required, provide emotional support as well as receiving benefits in kind (Loader et al., 2002; Rogers & Mead, 2004).

According to Deci & Ryan in their studies reveal that Self Determination Theory is one of the general theory of human motivation that have been applied to domain such as health, education, work and sport. This theory can create human motivations that explicitly identify autonomy as human need. In fact, the satisfaction of self-determination theory as perceived autonomy and perceived relatedness in health has help patient in stabilizing their mental health problems. Previous studies have found that there is a strong relationship between perceived autonomy and intention to seek health (Li & Wang, 2018).

In addition, another researcher had discuss regarding of the application of Self Determination Theory in term of perceived relatedness is can be define as the level of social connectedness toward the needs. Different people need a different level of connectedness with others (Jih, 2016). Also, present research has reveal when the user feel connected with other it will inspired them to participate in online community in seeking information activities (Roca & Gagne, 2008). It is supported from study done zhang et al., (2015) when users notice that when they are connected with others in seeking health information, they are more likely to be motivated to adopt the values of evaluating online content in order to help them in maintain a healthy community when they interact with others people through online communities. In fact, it can

produce a better environment toward online health communities when a user's need for relatedness is likely to be taken care of after they are gaining the information through internet (zhang et al., 2015). Additionally, need of relatedness is important in connecting with others in online platform because engaging with people online or with content that shared the stories of other's help seeking journeys help to provide relatedness and improve mental health literacy. As such the internet playing a vital role between different stages of help seeking process and also increasing motivation toward health information seeking (Pretorius et al., 2019).

Perceived Autonomy

According to Deci and Ryan (2002) autonomy is defines at the human need to consciously participate in the determination of one's own behaviour. Based on the principle of self-determination, perceived autonomy can promote the incorporation of behaviours into the interest of individuals (Ryan and Deci, 2000). Perceived autonomy support was strong predictors of self-determined motivation. Previous research has shown that higher perceived autonomy and relatedness can contribute to positive outcomes, such as frequent emotional well-being (Reis et al., 2000), relationship well-being (Patrick, Knee, Canevello, & Lonsbary, 2007) and satisfaction with social network sites (Wang & Li, 2015). Chatzisarantis et al. (2007) found the effect of autonomy support on behaviour has been shown to be robust and independent of a number of other structures, such as descriptive norms, contextual norms, social support and past behaviour. In fact, perceived autonomy of individuals is also increased; as their desire for privacy is fulfilled as they can choose when to access sites and what health information they desire (Li & Wang, 2018). In other words, the incorporation of benevolence experience into the meaning of the person involves a profound and systemic transformation, and this transition is accompanied by a sense of choice and autonomy (Ryan and Deci, 2000). Therefore, perceived relatedness and perceived autonomy are crucial to support individuals' benevolence trust beliefs.

Additionally, previous research has shown that perceived autonomy enhances psychological well-being and also affects the motivation and success of health behaviors (Williams et al. 2002). Based on the principles of the philosophy of self-determination (Ryan & Deci, 2000), the motivational development model (Sundar, Bellur & Jia, 2012), reported that customization in mobile health apps is expected to provide autonomy support in the sense that it enhances the user's perceived active control over the mobile app environment and thereby helps users form autonomous motivation to use mobile health apps. Meanwhile, customization refers to the ability to self-tailor the mediated environment such as mobile health app content and features to match one's individual preferences (Kalyanaraman & Sundar, 2006). The formation of autonomous motivation, that is, when a person experiences free choice and makes a conscious decision to do something, is vital to initiate health behaviour change in the long-term (Deci & Ryan, 2000). Even though self-determination theory proposes that everyone has a basic need for autonomy, individual differences exist in the need for autonomy concerning health-related decisions (Resnicow et al., 2014). The motivational technology model relates customization to the principle of autonomy of self-determination theory, because having active control over online content and functionality and the ability to adapt them to one's needs may generate a sense of autonomy (Bol et al., 2019).

In addition, based self-determination theory, which is a general theory of human motivation (Deci & Ryan, 1985), Autonomy suggests the human need to consciously participate in the determination of one's own actions (Deci & Ryan, 2002). Therefore, perceived autonomy is characterized as the degree to which an person perceives his or her actions as a result of his or

her own free will, without external intervention in a particular situation. When individuals assume that their decisions depend entirely on their self-determination, they feel mentally free and are emotionally motivated (Deci & Ryan, 1985). The culture that promotes autonomy, therefore, enhances the inner drive and contributes to the goal of continuity.

Perceived autonomy has also been seen as a significant factor in understanding the productivity of individuals (Sheldon, 1995), the well-being of individuals (Sheldon et al., 1996). People's confidence in their sovereignty is rooted in part in the affirmation of the social community (Abeles, 1991; Skinner, 1995). When individuals interact with the social environment; they expect feedbacks to their inputs. If they believe that they have enough feedbacks to their behaviour from the environment, then they may have perceived autonomy (Bandura, 1977).

Perceived Relatedness

According to Karren (2008) perceived relatedness have been define as the degree to which someone feels a sense of connected to others in the immediate environment. Perceived relatedness also refers to people's inherent need to feel connected to and accepted by others, where each of the members in the social media showing their care toward others person and all the individuals having a sense of belongingness as a one community (Deci, 2000). Hence, relatedness reflects the need to feel close to and understood by important others. When people experience the satisfaction of these needs in a given context, they are more likely to be autonomously self-regulated around the behaviours relevant to that context (Patrick & William, 2012).

In health care this is so vulnerable individuals who often lacking in technical expertise, they trying to look for input or guidance of professionals. Due this, it is one of the process a sense of being respected, understood, and cared for is essential to forming the experiences of connection and that trust that allow for externalization too occurs. The impact of relatedness toward health information seeking openness to information and like hood of complying with others recommendations (Richard et al., 2008). In the concept of perceived relatedness in the healthcare context is providing unconditional positive regard being empathic with the patients' concern and providing a consistently warm interpersonal environment.

The study performed by Seow & Julian (2016) utilizing self-determination theory related to online health information seeking has defined perceived relatedness people need to feel psychological connection with each other that they interact with through online communities that will create one decisions and to support and be supported by these important people. Apart from this, the users used internet as a platform to seek health information because individual want to be treated with respect, understanding, and support and to experience a sense of psychological connection, of feeling less alone, of being cared for, and of being able to trust the source of the health information. In fact, this can create a positive atmosphere in online communities where a user's need for relatedness a more likely to be taking care of (Roca & Gagne, 2008). Supported with other researcher, engaging with people online or with content that shared the stories of other's help seeking journeys help to provide relatedness and improve mental health literacy. As such the internet has become the important thing that playing the role between different stages of help seeking process and also increasing motivation toward health information seeking (Pretorius et al., 2019).

Emotional Support

According to Zhang, He & Sang (2017) media social influence one's health by providing four wide category of support which are emotional support, instrumental support, informational support and appraisal support. Following this, to cope with stressful health challenges and leading into a better health outcome those support which are emotional support, instrumental support, informational support and appraisal support could help improve one's abilities (Matteo, M.R., 2004). Many studies have propose in dealing with difficult health issues online health communities can help internet users to get emotional support (Maloney, D., and Preece, J., 2005; Setoyama et al., 2011). For example, in exploring the effects of insightful disclosure on outcomes in peer led internet breast cancer support, Shaw et al (2006), found that insightful disclosure led to reduce negative mood an improve emotional well-being among users of the groups. Meanwhile, another study found that by participating in a web based online community a group of elderly adults with diabetes showed improvement in quality of life, depression and self-efficacy (Bond et al., 2010).

In addition, people who experiencing with the same problem emotional support could be the effective tools in helping that person who facing in the same problem (Campbell et al., 2004). Apart from this, peers believed that emotional support had given them sympathy and encouragement. Perhaps, the researcher also stated that in their study there are many people expressed their own feelings through messages, with positive and uplifting affections outnumbering negatives ones in sharing their experience toward the disease that they have been face. Similarly, member in online community support group in Facebook can receive emotional support either directly, through private messages of showing caring and concern, or indirectly, through comparison with other people who have had similar experience before (Bambina, A., (2007).

Moreover, Grandinetti, (2000) found that user rated online support group more helpful than physicians in numerous ways such as convenience, emotional support, cost effectiveness and in depth information. In contrast, according to social interaction theory, the interaction of doctor in solving patients' health problem is more useful as compared to the patients who seeking information through social media where when the patients' meet the doctor it will provide emotional support to patients both significantly influence patients' satisfaction and trust toward physicians (Yuxin et al., 2019). Subsequently, Case et al, (2005), the limitation of unpleasant information that may cause mental discomfort.

Informational Support

Zhang, He & Sang (2017) found that social networks have an impact on one's wellbeing by offering four specific forms of support, including informational support, instrumental support, information support and emotional support. As a result, informational support could help develop one's ability to cope with stressful health problems and contribute to enhance health outcomes (Matteo, 2004). Information support is "contact that offers valuable or essential knowledge (Mattson and Hall, 2011). In addition, educational support provided realistic tools such as objective knowledge, recommendations, guidance and evaluation of circumstances that enabled recipients to minimize anxiety and cope with illness (Oh et al. 2013).

Moreover, the use of social media to share information was established by seeking care advice (Setoyama, Yamazaki & Namayama, 2011) "helping fellow sufferers by exchanging experiences and relevant knowledge about the disease" (Chiu & Hsieh, 2013) and "ask questions about the illness" (Coulson, 2013). In addition, "Informational support" refers to

information provided via online forums in which participants can ask about health problems and gained information and advice about treatments, coping with symptoms, side effects, and financial and other burdens (Chuang, 2013; McCormack, 2010). Some researchers identified a variety of types of informative support offered by social media posts and examined how these types of support contribute to individual health outcomes (Zhang, Liu, Deng, Chen, 2017; Kirk and Milnes, 2016; Greene, Choudhry, Kilabuk, Shrank, 2011).

Furthermore, social media empowers health care users, providing them with direct access to an enormous amount of health knowledge and a range of viewpoints on health issues. Information and knowledge that used to be limited to health care professionals has now become available to all users of social media (Ker et al., 2014; Lambert and Loisselle, 2007). In addition, compared to Web 1.0 technologies such as static websites, Social networking not only encourages health information-seeking behaviours, but also allows people to exchange health information. Users may share their awareness, understanding, and symptoms of health care and post reviews of health products, medications, and physicians. In fact, of those who seek health information on social media, 40% also shared their personal health experiences (Fox and Duggan, 2013). Previous studies have shown that this health information can help to provide educational, emotional and social support to help them cope with their illnesses (Maloney, Krichmar & Preece, 2005).

Likewise, the use of the Internet will provide greater opportunities to create and sustain broader networks of relationships from which individuals will theoretically draw social support services. When people use the Internet more often to check for health information, they can often gain more social support from online peers and healthcare providers (Wright & Bell, 2003). Moreover, Social networking may help find knowledge about cancer. Seventy-two per cent of adult Internet users checked online for health information (Pew Research, 2014).

In addition, information support provided practical tools such as reliable information, recommendations, advice and evaluation of circumstances that enabled recipients to minimize anxiety and cope with illness. Network support messages, which include broadening the social networks of users, were more frequently found in the online board than in conventional types of social support. Moreover, studies show that the informational support provided via online health communities can help the members of these communities in a number of ways (McCormack, 2010), for example, found that exchanging information and support can improve a someone's ability to deal with stress. Rodgers and Chen (2005) observed that someone who related frequently with other members of an online breast-cancer community had better mood profiles than those who did not. Braithwaite, Waldron, and Finn (1999) found that the informational support provided by online communities for chronic diseases is especially useful.

Huge numbers of American adults involve with online health communities to seek health-related informational support (Qiu et al., 2011). General research has been conducted into the informational support provided via online health communities. This research has primarily observed the information exchanged via these communities and the effects of such exchanges. Many studies on informational support have examined the contents of posts to forums (Xing, Goggins & Intron, 2018). Zhang, He, and Sang (2013) qualitatively analysed the content of 1352 posts sampled from various online health communities. Hwang et al. (2010) observed the informational support provided via an online weight-loss community. Semi-structured interviews with 13 adults characterized the help provided to these adults by qualitative review of the transcripts of their interviews. Several other research have looked at informational

support from a partnership perspective, exploring how informational support applies to other problems and institutions, such as disease prevention and community knowledge. For instance, Welbourne, Blanchard & Boughton (2009) administered surveys to 122 members of the online infertility community. Researchers find that informational support increases the sense of community of the patient and serves as a buffer between their symptoms of physical health and their stress.

Research framework

Based on the literature review that emphasizing all the significance independent variables, researchers had developed the conceptual framework that propose a relationship between the factors influence the intention to seek breast cancer information in Facebook among emerging adult at Merbok, Sungai Petani Kedah.

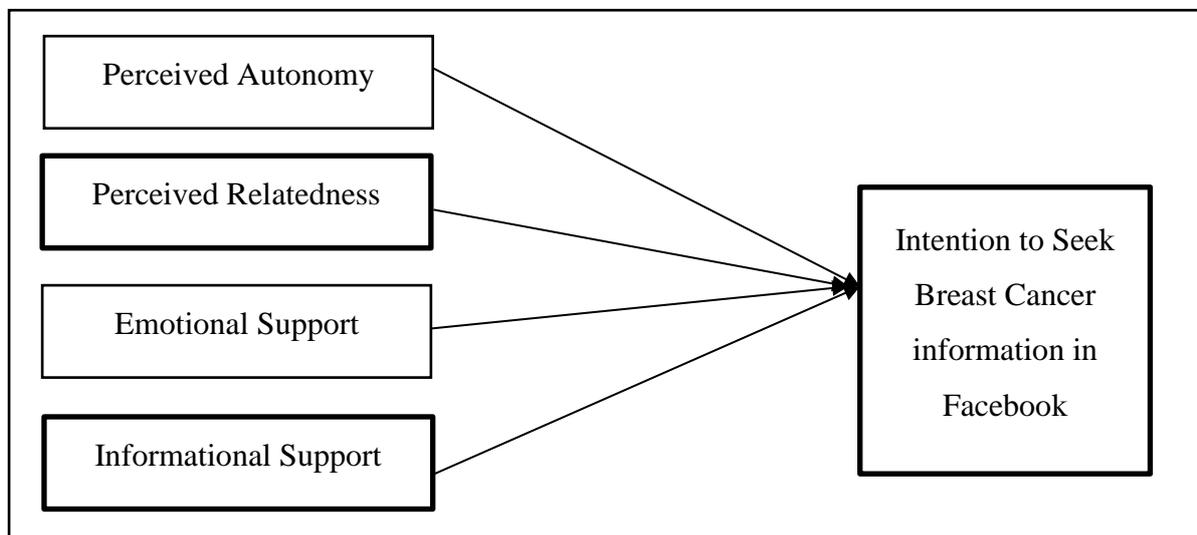


Figure 1: Conceptual Framework of the Study

Methodology

The study conducted used a quantitative method. Data collected through structured questions. The target population of the study were the female emerging adults currently enrolling their tertiary education specifically in final year Diploma and bachelor's degree program at UiTM Kedah branch. This study specifically focusses on young women known as emerging adults. Arnett (2000) conceptualise emerging adults as the age from the late teens through the twenties, with a focus on those aged 18 to 25. This study excluded male student because the issue of the research is most significant with female students. A total of 90 respondents have responded the questionnaire. The respondents were currently full-time female students enrolling their Diploma and bachelor's degree which in the range between 18 to 25 years old and enrolling the studies at UiTM Kedah. the measurement of the constructs are adopted, adapted or modified from previous study. Table 3.0 shows the summary of the measurement instruments used in this study (Table 1). For analysing findings, Descriptive Statistics and Pearson Correlations by utilizing SPSS version 26.0 was employed.

Table 1: Summary of Research Measurement Instrument

Section	Variable	Items	Source
A	Screening Question	3	Self-Developed
B	Demographic Information	2	Self-Developed
C	Exposure of searching health information	2	Norfadzila & Aderus (2017)
D	Perceived Autonomy	5	Li & Wang (2018); Williams & Deci (2001); Ke & Zhang (2010)
E	Perceived Relatedness	5	Li & Wang (2018)
F	Emotional Support	5	Nielsen (2010)
G	Informational Support	5	Smaillhodzic & Attema (2016)
H	Intention to seek Breast Cancer in Facebook	5	Li & Wang (2018)

Results and Discussion

A total of 90 questionnaires were collected. Descriptive statistics are computed on the intention to seek breast cancer based on five points of Likert Scale. The finding shows the average mean score for intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah is at 3.74 (Table 2). The findings indicate that the majority of female emerging adult in UiTM Merbok have positive extent on the intention to seek breast cancer information in Facebook. It is because the mean score of 5 items used in measuring the extent of intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah is above 3.50.

Table 2. Descriptive Statistic of the Intention to Seek Breast Cancer Information

No	Item	Mean
1	I intend to keep seeking breast cancer information on Facebook in the future	3.74
2	I intend to seek breast cancer information on Facebook frequently in the future	3.69
3	I am willing to seek breast cancer information on Facebook	3.84
4	I will seek related breast cancer information on Facebook when I need to.	3.80
5	I intend to seek suggestion on Facebook before I make a decision regarding breast cancer issue	3.66
Average Mean Score		3.7467

Table 3 presents a summary of Correlation Analysis Result. Result of Correlation Coefficient between the perceived Autonomy and intention to seek breast cancer that shows there is moderate positive relationship (r -value = 0.484, p -value = 0.000). The finding implied that perceived autonomy had a significant on intention to seek breast cancer information because thru facebook platform people freely can express their feeling and thought. For the second independent variable, which is perceived relatedness, finding indicated that there is moderate positive relationship between perceived relatedness and intention to seek breast cancer information in Facebook, where r -value = 0.411, p -value = 0.000. The findings is consistent with previous studies (Lin & Lu, 2011; Liang et al. 2011) which found that individuals have a higher level of perceived when they feel that others they interact with on social media care

about their health and well-being and are not just trying to promote certain health services and earn money. For the third independent variable, which is emotional support, finding indicated that there is there is strong positive relationship between emotional support and intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah ($r = 0.567$, $p = .000 < .05$). It shows that emotional support had strong influence towards intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah. And finally, for the last independent variable, which is informational support, finding indicated that there is there is strong positive relationship between Informational Support and intention to seek breast cancer information in Facebook among emerging adult in UiTM Merbok, Sungai Petani Kedah ($r = 0.632$, $p = .000 < .05$).

Table 3: Summary Result of Correlation Coefficient

Variables	r- value	p- value	Decisions
Relationship between Perceived Autonomy and intention to seek breast cancer information in Facebook	0.484	P= .000, <0.05	Supported
Relationship between Perceived Relatedness and intention to seek breast cancer information in Facebook	0.411	P= .000, <0.05	Supported
Relationship between Emotional Support and intention to seek breast cancer information in Facebook	0.567	P= .000, <0.05	Supported
Relationship between Informational Support and intention to seek breast cancer information in Facebook	0.632	P= .000, <0.05	Supported

Conclusions

The study has utilized Self- Determination Theory to illustrate the independent variables in the study and found all variables to be associated with the the intention to seek breast cancer information in Facebook among female emerging adult in UiTM Merbok. The findings hopefully can enhance the knowledge and be a functional information source among future researcher in understanding intention to seek breast cancer information in Facebook among emerging adults.

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