Determining Trustworthiness of Health Information Shared in Social Networking Sites (SNS)

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Abstract: This study investigates the level of trustworthiness of health information shared in Social Networking Sites (SNS) by examining three main factors namely benevolence, integrity and ability. The research adopted survey approach where a questionnaire has been tailored to ascertain the level of trustworthiness of health information shared via SNS. The questionnaire was distributed among health administration staff in IIUM Medical Center and the respondents were randomly selected. The collected questionnaire was than analysed using SPSS version 26. Descriptive statistics was used to obtain the frequency and percentage of the respondent profile. Finding of the research was obtained by using reliability analysis, frequency analysis, correlation analysis and multiple regression analysis. The result proved that all three (3) variables can influence trustworthiness of health information. Analysis outcome indicate the hypothesis testing of the relationship between three (3) variables with trustworthiness of health information is significant. The variables benevolence and integrity have a positive relationship with trustworthiness while variable ability have a negative relationship with trustworthiness. Between all three factors, result show that the most influential factor towards trustworthiness is benevolence.

1 INTRODUCTION

The use of Internet has created a culture of depending and trusting information shared on the Internet sites. According to Malaysian Communications and Multimedia Commission (MCMC) (2019), the percentage of Internet Users at national level increases from 76.9% (2016) to 87.4% (2018) and majority of the users relied on Internet for information seeking (85.5%). Evidence shows that among Internet users one of the most common activities is social networking (85.6%). Currently SNS has become an important platform for communications and socializing. SNS is the tool to connect people, building communities, interest group, expressing one's opinion, educating, creating awareness and business purposes. Findings estimated in 2018 there are 24.6 million SNS users, the most preferred SNS platform in Malaysia is Facebook; 97.3% owned a Facebook account, followed by Instagram 57.0% have, YouTube 48.3% and Twitter 23.8%. MCMC also reported that the majority of Internet user do shared content online via social

media (73.8%) and educational content are among the most frequently shared content. The importance and impacts of SNS towards users is very significant and undeniable (Zhou, Zhang, Yang & Wang, 2018) Thus, the situation has created windows of opportunities for many parties to share and spread information with the intention to help creating health awareness (Lapointe, Ramaprasad, & Vedel, 2014).

The most common problem faced by Internet users is that there is various and overloaded of information shared in the Internet specifically SNS. This have led to caused confusion whether the Information is genuinely true with the right facts or the information is just a myth created by parties that uses misleading facts for personal satisfaction or self-interest. Li, Wang, Lin, & Hajli (2018) stated that having untrue and unreliable information causes health problems among individual that tend to believe all sort of information and may also causes effect to the society and also the government. Similarly Waszak, & Kubanek, (2018) also addressed the alarming harm of false and unauthorised health information as the information influences the mentality and action of the people that read and

accept such information. Therefore, this study seeks to determine the trustworthiness of health information as it able to help in creating solution to control the damage and harm caused by unauthorised and irresponsible personal or organization. Health practitioner can do an intervention through SNS as an effort to form a better understanding of health issues and uses SNS as a tool to educate the people to choose the right and true information regarding health. SNS can overcome the constraint of physical location and differences of time.

The objectives of this research are to identify the relationship between the independent variables (benevolence, integrity, and ability) and the dependent variable (trustworthiness of health information) and to determine the most influential factor towards trustworthiness of health information. The research hypotheses are shown in Table 1:

Table 1: Research Hypothesis

H1: Benevolence	There is a significant relationship between benevolence and trustworthiness.
H2: Integrity	There is a significant relationship between integrity and trustworthiness.
H3: Ability	There is a significant relationship between ability and trustworthiness.

2 LITERATURE REVIEW

2.1 Social Network Sites

Social network sites have become the current trend of communicating and engaging with people that we know and also to strangers. People tend to use SNS for various reason such as a platform to communicate and socializing with family, friends and people with the same interest and sharing information in different form like video, text, images and infographic. According to Boyd & Ellison (2008) Social network sites is a web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The way SNS function will may vary from each other although all SNS share the same purposes. The are many SNS in the Internet among the major SNS are Facebook, Instagram, Twitter, YouTube and LinkedIn.

2.2 Uses of SNS for Health Information Communication

Health information in this research referred as any information related to health wellness, health concern, facts regarding diseases and illness, clinical information and clinical notes. This study focuses about health information in a digital format. SNS have become one of the platforms used to seek and shared information. The main objective of SNS to increase interaction with others, facilitating, sharing and obtaining health messages have been acknowledged and welcome by the Ministry of Health in Malaysia (Balchin, 2017). According to Denecke & Nejdl (2009); Hwang et. Al (2010); Hu & sundar (2010); Sanford (2010) the general public mainly use SNS to obtain and share information on a wide range of health issues. The advance of technology will provide more opportunities and challenge to use social media for health care purposes. The challenge will vary from the communication between health professional and patient and also between patient and patient. Thus, a study to know and understand the behaviour and trustworthiness of information should be done and used to ensure that this trend brings more benefit than harm.

2.3 Trustworthiness

Colquitt, Scott, and LePine (2007) identify the trustworthiness for consumer is when they make decision based on their trust towards a certain belief which influence them to have trusting attitude that lead towards a certain behaviour. Previous literature on trustworthiness has consider a variety of beliefs while the present research focused on four specific factors, which are, ability, benevolence, integrity and predictability, which capture the concept of trustworthiness (Colquitt et al., 2007; Mayer, Davis, & Schoorman, 1995; McKnight, Cummings, & Chervany, 1998). Akter, D'Ambra, and Ray (2011) defined trustworthiness as set of beliefs on the other party that enable willingness while Yahia, Al-Neama, & Kerbache, (2018) explain trustworthiness as a perceptions of competence, benevolence, and integrity.

Majority of Internet users relied on Internet for information seeking (85.5%). Moreover, various forms of media presentation – such as video, audio and infographic – for information dissemination has made Internet an interactive and commonly preferred source of knowledge. Recently people choose SNS as a platform to share and read information regarding all

kind of issues as it provides access to all type of result in an instant. Besides that, different forms of media presentation as such as video, audio and infographic have made the usage of SNS as an interactive and preferred source of information and knowledge. However, since SNS have different views on a variety of topics, it is difficult to distinguish which information is considered to be the most accurate and trustworthy and which information is not (Warner-Søderholm et al., 2018).

For this research, trust research constructs will be used as the most valid and parsimonious resource in this study to determine the trustworthiness of health information in SNS. Lin, Zhang, Song, and Omori (2016) have indicated that people trust of online health information is a major factor that influence their follow- up actions after information search, for example, to further discuss health topics, or to be willing to share health information and this statement also been supported by Metzger and Flanagin (2011). Currently people engage in online health information seeking to verify the prescriptions offered by medical professionals, especially when they experience uncertainties about a certain prescription (Lin et al., 2016). The level of trust in communication channels and organisations has been found to be important in determining the respond and action of oneself Lin et al. (2016) found that the greater level of trust in online drug information, the more likely it would be to engage in three types of behaviour, such as communicating with doctors, talking to others and attempting more health information. Thus, research regarding the trustworthiness information in SNS is crucial as it have potential of influencing people lifestyle and mindset. It is also operationalized to consider whether the probability of trust is high enough for us to consider cooperating with this party in some way.

2.4 Benevolence

According to Mayer et al. (1995) benevolence stands for loyalty, tolerance, caring and support. Benevolence is crucial to trust because it implies to what extent an individual feels interpersonal care and concern for others and is prepared to do well for reasons besides ego and profit (Robert et al., 2009). Benevolence is described by other scholars as a key component in close relationships and a history of trustworthiness (Elangovan & Shapiro, 1998; Koscik & Tranel, 2011; Mayer et al., 1995). As been discussed by Urbano, Rocha, and Oliveira (2013) benevolence is either a willingness to do good and an act of kindness, in which the person has a sense of

goodwill towards the interacting partner, excluding any intention to harm him. Benevolence means that one cares for the benefits of the other person and is motivated to act in the interest of the other person without any act of opportunistically. Therefore, perceived benevolence significantly linked to positive attitude towards the continued use of health information. Benevolence can be seen as the healthcare provider ability to satisfy patients with best intentions, apart from any reasons for profit (Akter et al., 2011). .

2.5 Integrity

Akter et al. (2011) defined integrity as the believes to confirm moral and ethical principles. Integrity is the assumption that others will act in accordance with a socially accepted level of ethics or a set of values accepted by the person. In the interim, Colquitt et al. (2007) referred integrity as logical reason for trusting someone based upon the sense of fairness or moral character offers for long term predictability that help during uncertainties occurring. While Gefen, Karahanna, and Straub (2003), believed integrity could decrease a variety of social unacceptable behaviours. Perceived integrity shows adherence to an appropriate set of principles and integrity is important because it instils trust in person behaviour and lowers doubt and potential consequences (Bhattacherjee, 2002). Lee et al. (2008) states it will influence overall trust because it allows for future events to be predicted, especially under great uncertainty.

2.6 Ability

Ability in this research, according to Akter et al. (2011) is a set of skills, competencies, and characteristics that enable a party to have an influence within some specific domains whereas Urbano et al. (2013) have described ability as a potential competence to perform a specific task. By having ability, it allows an individual to have influence in a certain area. This applies in the context of virtual communities because Internet users usually focus on a specific common interest, hobby, life event, occupation, and concerns. Therefore ability is believed to have potential to be a factor in determining trustworthiness as referred to Jarvenpaa, Knoll, and Leidner (1998) ability is critical to trust, because the believer must be assured that the trustee is able to perform the task that he or she trusts.

3 METHOD

As regards to the literature review the variables benevolence, integrity and ability is being used to determine the trustworthiness. The purpose theoretical framework is been adapted and adopted from Mayer et al. (1995),Warner-Søderholm et al. (2018), and Colquitt et al. (2007)
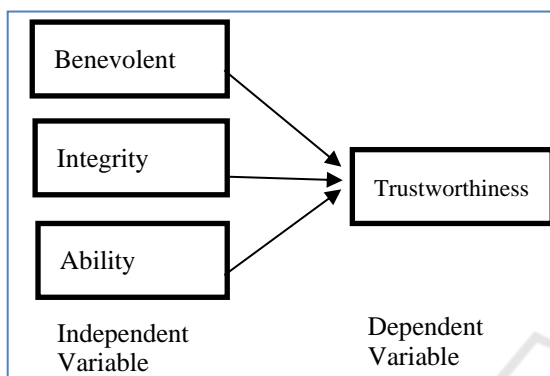

Figure 1: The Theoretical Framework of the trustworthiness of health information shared through social media.

3.1 Data Collection Method

Questionnaires have been distributed at Islamic University Malaysia Medical Centre (IIUMMC) Kuantan, Pahang. The questionnaire has been divided into Parts A and B. Part A contains demographic issues while Part B represents both the dependent variable and independent variables. The research sampling technique is non probability sampling convenience and the administration staff at IIUM Medical Centre were the target population. The population is 93 according to Krejcie Morgan's table sample size should be 81 which involved employees as the respondents.

4 RESULTS AND DISCUSSION

4.1 Reliability Analysis

81 questionnaires were distributed to four different departments which is finance department, human resource department, operation department and quality management department. The reliability analysis was tested after all questionnaires were collected. Table 2 indicates the results of the actual reliability analysis test. This analysis has shown that every item in every variable is reliable. Two variables have excellent internal consistency, one has excellent

internal consistency, the other has good internal consistency

Table 2: Cronbach's Alpha of Variables

Variables	Cronbach's Alpha	N of Items
Trustworthiness	.931	5
Benevolence	.860	5
Integrity	.915	5
Ability	.735	5

4.2 Descriptive Analysis

Analysis of the frequency distribution was carried out to analyse the respondent demographic profile. The demographic profile comprises age, gender, race and level of education. The demographic profile results are shown as shown below in Table 3.

Table 3: Demographic Profile

No.	Profile	Description	Frequency	Percentage (%)
1	Gender	Male	31	38.3
		Female	50	61.7
		Total	81	100.0
2	Age	20-29	39	48.1
		30-39	31	38.3
		40-49	9	11.1
		50 and above	2	2.5
		Total	81	100.0
3	Race	Malay	81	100.0
4	Education Level	Secondary	33	40.7
		Diploma and Degree	36	44.4
		Master and above	12	14.8
		Total	81	100.0

The survey found that 63% of the respondent visit SNS within hour and will browse through the SNS more than once in a day. While 32.1% of the respondent visit SNS daily meaning once in a day and only 4.9% of the respondent use SNS minimally as they visit SNS once a week. This show how SNS is one of the main platform that is visited by the Internet users as all respondent have an SNS account and do browse through their SNS everyday. Table 4 summarize the frequent usage of SNSs.

Table 4: Frequency Usage of SNS

Frequent		%
Hourly	51	63.0
Daily	26	32.1
Weekly	4	4.9
Total	81	100.0

According to the collected data the most frequent SNS that is used by the respondent is Facebook 39.5% followed by Instagram that 34.6%. The third most popular SNS is twitter 17% and the lesser amount of used SNS by the respondent is YouTube 4.9%.

Table 5: Types of SNS

SNS	Frequency	%
Facebook	32	39.5
Instagram	28	34.6
Twitter	17	21.0
YouTube	4	4.9
Total	81	100.0

The mean value for trustworthiness is 3.58 respectively. The standard deviation 0.944 and the skewness are -0.297. While for Benevolence the mean is 4.22 respectively. The standard deviation 0.859 and the skewness coefficient is -0.858. Result for Integrity shows mean value is 3.36 respectively. The standard deviation 0.860 and the skewness coefficient is -0.189. From the variables data mention above indicates the values the distribution data are skewed to the left. This means that a large portion of sample concentrated at the larger values (agree and strongly agree) with a few extremely small values (strongly disagree). Differently for ability the mean value is 2.86 respectively. The standard deviation 0.660 and the skewness coefficient 0.440 that indicates the value the distribution data are skewed to the right. This means that a large portion of sample concentrated at the small value (disagree and strongly disagree) with a few extremely larger values (Strongly agree). This index skewness indicates that using mean is not a good indicator to measure the central location of average value. Median needed to be used as the average value for all variables.

4.3 Correlation Analysis

Correlational studies have led to the knowledge of the relationship between four variables: trustworthiness, benevolence, integrity and ability. Pearson Correlation Matrix is referred to Hair, Babin, Money, Samuel (2006). Result show that there is moderate and significant relationship between trustworthiness and benevolence (r=.560, p-value =.000) and Integrity is moderate and significant relationship (5=0.443 and p-value=.000). While the relationship between trustworthiness and ability is a negative weak significant relationship (r=-.346, .002)

Table 6: Correlation Analysis

		Benevolence	Integrity	Ability
Trustworthiness	Pearson Correlation	0.560**	0.443**	-0.346
	Sig. (2-tailed)	0.000	0.000	0.000
	N	81	81	81
** Correlation is significant at the 0.01 level (2-tailed)				

4.4 Regression Analysis Trustworthiness and Independent Variable (Benevolence, Integrity, and Ability)

R-Square is the proportion of variance in the dependant variable (Trustworthiness) which can be predicted from the independent variable. This value indicates that 31.3% of the variance in Trustworthiness can be predicted from the variable benevolence, 19.6% of the variance in trustworthiness can be predicted by integrity and only 12% of the variance in Trustworthiness can be predicted by Ability.

Table 7: Summary of Regression Analysis for Each Variables

	Unstandardized Coefficient		Stand. Coefficients	t	Sig.
	B	Std. Err	Beta		
Constant	1.105	.421		2.624	.010
Benevolent	.615	.102	.560	6.006	.000
Constant	1.941	.384		5.053	.000
Integrity	.487	.111	.443	4.395	.000
Constant	4.988	.441		11.317	.000
Ability	-.493	.150	-.346	-3.283	.002

The p-value associate with the F value for Benevolence and integrity is very small (0.000) and the p-value associate with F value for ability is also

small (0.002) the result show statistically benevolence, integrity and ability can be used to reliable predict Trustworthiness.

Table 8: The P-value associate with the F value

Model		Sum of Squares	Mean Square	F	Sig.
Benevolent	Regression	22.369	22.369	36.070	.000[b]
	Residual	48.991	.620		
	Total	71.360			
Integrity	Regression	14.022	14.022	19.319	.000[b]
	Residual	57.338	.726		
	Total	71.360			
Ability	Regression	8.566	8.566	10.777	.002[b]
	Residual	62.794	.795		
	Total	71.360			

The coefficient for benevolence is 0.615 hence for every unit increase in benevolence is expected 0.615 increases the trustworthiness. This is statistically significant at t= 6.006, p<0.05. For Integrity the coefficient is 0.487 hence for every unit increase in integrity is expected 0.487 increases the trustworthiness. This is statistically significant at t= 4.395, p<0.05. The coefficient value for ability is -0.493 for every unit increases in ability is expected -0.493 decreases the trustworthiness. This is statistically significant at t= -3.283, p<0.05.

Table 9: Coefficient Result of Regression Analysis

	Trustworthiness	Benevolent	Integrity	Ability
Mean	3.58	4.02	3.36	2.86
Median	3.74	4.22	3.47[a]	2.74[a]
Mode	4	5	3	3
Std.Dev.	.944	.859	.860	.664
Skewness	-.297	-.858	-.189	.493

4.5 Multiple Regression Analysis

R-Square is the proportion of variance in the dependant variable (Trustworthiness) which can be predicted from the independent variable (benevolence, integrity and ability. The value indicates that 32.3% of the variance of trustworthiness can be predicted from the variables

mention above. The p-value associate with the F value 12.266 is very small (0.000) this show that the independent variable consisting benevolence, integrity and ability can be used reliable predict trustworthiness of health information in SNS. This means that the model is valid and the relationship's outcome is not by chance, the independent variable which are benevolence, integrity and ability can Influence trustworthiness. Further analysis by regression produces standardized measurements (beta weights) of the strength of the association of each dimension with trustworthiness. The results of the three independent variables are: benevolence (β 0.503, p<0.001), integrity (β 0.008, p<0.955), and ability (β -0.110, p<0.325). This result shows that benevolence is the most influential factor towards trustworthiness.

Table 10: Summary of Multiple Regression Analysis

Summary			ANOVA	
R		R Square	F	Sig.
.569[a]		.323	12.266	.000[b]
Dimensions		Standardized Coefficients B	T	Sig.
1	(Constant)		2.173	.033
	Benevolence	.503	3.525	.001
	Integrity	.008	.056	.955
	Ability	-.110	-.991	.325

5 CONCLUSIONS

The research analysis result represents three main findings. Firstly, there are three significant factors that can contribute to trustworthiness which are benevolence, integrity, and ability. Based on the result between all variable there is a significant relationship with benevolence and integrity have a positive relationship and concurrently there is a weak negative relationship between ability and trustworthiness. This indicates that benevolence can influence positively towards the trustworthiness of health information shared through SNS. While ability show tendency to affect trustworthiness in inverse ways. Finally, the most influential factor towards trustworthiness due to the respond of the users is benevolence. This means that users believed information shared by those who have good intention without any profitable intuition and mindset do share

genuinely true information for the beneficial proposes gain by others. From the foregoing therefore, the following of result hypotheses testing are displayed in Table 11.

Table 11: Summary of Hypotheses Result

	Hypotheses	Result
H₁	There is a significant relationship between benevolence and the trustworthiness.	H₁ Supported P = 0.00 (p<0.01)
H₂	There is a significant relationship between integrity and the trustworthiness.	H₂ Supported P = 0.00 (p<0.01)
H₃	There is a significant relationship between the ability and the trustworthiness.	H₃ Supported P = 0.002 (p<0.01)

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