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ABSTRACT

This study examined how sixty-two (62) participants of the #HealthXPH network uses Twitter for healthcare practice, learning, and collaboration through the lenses of the Uses and Gratification (U&G) theory. Results from the survey describe an online community largely composed of healthcare practitioners. The t-tests carried out revealed these users are primarily driven by information-seeking motivation, although the mean difference between gratifications sought and obtained suggest Twitter did not satisfy these motivations. On the other hand, chi-square test showed the media attribute of usability and interactivity have a significant relationship with information-seeking gratification sought and obtained while time spent on Twitter and the length of time as a Twitter user also showed significant relationships with gratifications obtained – interpersonal utility in the former, and information-seeking in the latter.

Combined with data from the analytics tools, the #HealthXPh networks was found to use Twitter as a learning and collaborative platform wherein participants crowdsource experience, expertise, and ideas to improve healthcare practice, guide social media conduct, and regulate relationships between stakeholders. This is primarily carried out through moderated online discussions called tweet chats that leverage Twitter’s usability and interactivity, particularly using Twitter features like the hashtag. Even if findings showed that the platform did not fully satisfy the gratifications sought by network participants, the data presents a model of healthcare practice, learning, and collaboration via social media.