



Canadian Cancer Society
Société canadienne du cancer



Patient perspective:

How consumers perceive the benefits and deficits of social media

Heather Sinardo
Canadian Cancer Society





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Overview

- **Perceived advantages and disadvantages**
- **Impact**





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ADVANTAGES AND DISADVANTAGES





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Available 24/7



Cancer 24/7



Anonymous



No travel needed



Fatigue factor





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Choose who to connect with



Many perspectives



Speed of response



Safe place to vent

**One size does not fit all,
so provide a range of options**

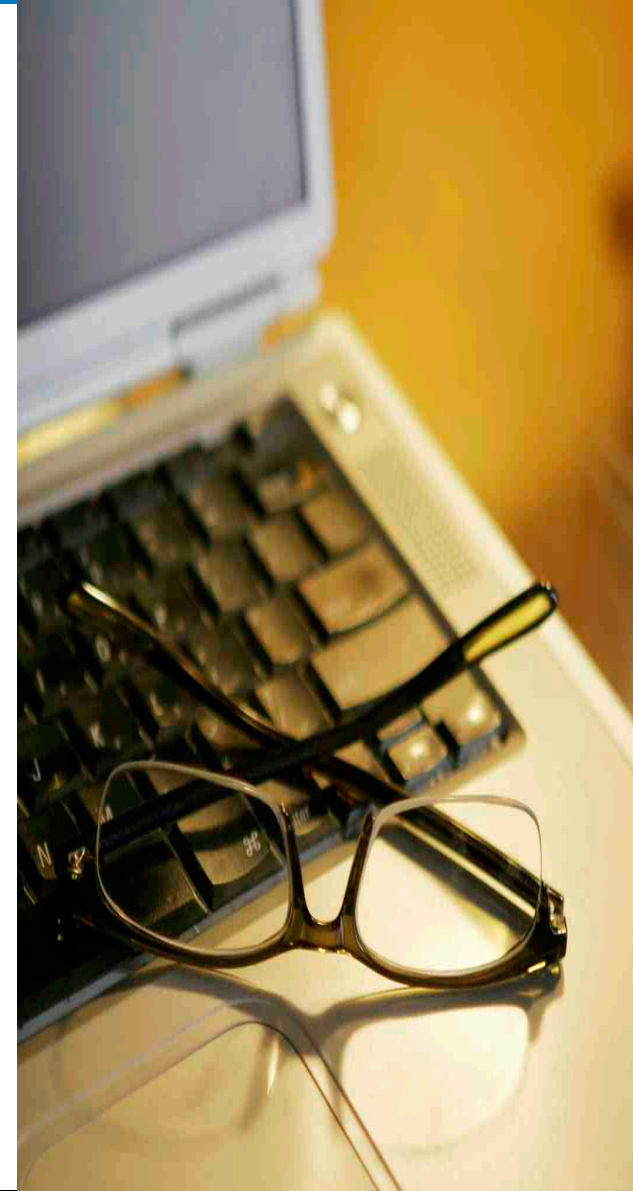




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I love this website. I am the kind of person that needs my **OWN** space and my own time to recover. This web site allows me to chat, write, air my stress, etc. in my own time and in my own space.





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IMPACT





Normalizes feelings

This venue is proving to be a great spot to feel "normal" and see that other people are going through what I am.

Almost exactly. Wow.



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Empowers

Thank you very much -- this has been a wonderful and very valuable tool and resource in this roller coaster ride -- I have gathered much information and sharing my feelings with others has also helped me become stronger --- one day at a time ...



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Decreases anxiety

Thank you Mist! You have described so perfectly what can happen when we ask for help, accept help, appreciate everyone's contribution to our journey, and look for the silver lining in every scary event.

This community has been my place when my thoughts were too scary to share out loud with family. It is a blessing.



Increases support and coping

I am so glad to have found you both, the effect you have already made in my life by just saying hello. I no longer feel alone, in fact it has made me see all sorts of things I was just missing in my state of grief. You were both right, Today is really all that matters.



Feels good to help others

I too am thankful that I can express my feeling and experiences to someone who listens (I have people around me that I can talk to but for some reason it doesn't seem the same.)

Now I too have someone that is behind me (EJ). I was the new guy... Now I can share my experiences to someone that is going to go through what I did (As you did for me).



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A quick note about “lurkers”

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Caregiver stress

But the group on this site is the best of all. I don't know you personally but you are all closer to me than anyone in my actual life because we are all living with the terrible thing.

I am slowly becoming used to being the driver of the family. Sleep is still pretty bad even with a mild sleeping pill and I still cry a lot but I try to live more in the moment and I think of all of you and feel some comfort. Hugs to all.



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The “last word”

Thank you Kaimana and HappyBunny.
I've read your responses over and over
and do feel better... Thank you again
for caring and answering me ;-)

With all the appreciation I can put into
these pixels, thanks for the hope!