
Perceived Risk and Efficacy on Cancer Information Seeking

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Introduction

- Health information seeking is playing an increasingly important role in individual's health and well-being.
 - Perceived risk and self-efficacy are two factors that could affect individual's information seeking behavior
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Risk Perception Attitude Framework (Rimal & Real, 2003)

- Efficacy beliefs moderate the effect of perceived risk on people's self-protective motivations and behaviors
 - Based on individuals' risk perceptions and efficacy beliefs, four attitudinal groups are identified.
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Four attitudinal groups (Rimal & Real, 2003)

	High efficacy	Low efficacy
High risk	Responsive attitude	Avoidance attitude
Low risk	Proactive attitude	Indifference attitude

Purpose

- How these four different attitudinal groups affect individual's cancer information seeking behavior
 - Assess if other variables (social network, media consumption and media trust) also affect individual's information seeking behavior
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Method

- Data from the 2005 HINTS were used in this study
 - Only cancer-free respondents who answered mental models of skin cancer questions were included (N=951)
 - Four attitudinal groups were constructed based on respondents' answers to two variables: chance of getting skin cancer and “cannot lower chance of getting skin cancer”
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Method

- Analysis: Logistic Regression
 - Dependent variables:
 - Cancer information seeking
 - Knowledge on survival rate of skin cancer patients
 - Independent variables:
 - Four attitudinal groups
 - Social network participation
 - Media consumption
 - Trust in media
 - Control variables:
 - background characteristics
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Results

Variables	B	Sig.	Exp (B)
Indifferent	-.885	.003	.413
Proactive	-.420	.007	.657
Avoidance	-.983	.009	.374
Talk to friends	.635	.001	1.530
Community organization	.235	.003	1.265

Discussion

- This study supports the Risk Perception Attitude Framework.
 - Self-efficacy plays an important role in moderating the effects of perceived risk on individual's information seeking behavior.
 - Individuals with responsive attitudes are most active in information seeking, followed by proactive group, then by avoidance and indifferent group.
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Discussion

- Individuals who have extensive social networks are more likely to engage in cancer information seeking behavior.
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Implication

- Increasing people's efficacy beliefs may lead to more information seeking behavior
 - Stressing social networks and encouraging interpersonal communication may also increase information seeking behavior.
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