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.
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.
### Four attitudinal groups (Rimal & Real, 2003)

<table>
<thead>
<tr>
<th>Risk Level</th>
<th>High Efficacy</th>
<th>Low Efficacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>High risk</td>
<td>Responsive attitude</td>
<td>Avoidance attitude</td>
</tr>
<tr>
<td>Low risk</td>
<td>Proactive attitude</td>
<td>Indifference attitude</td>
</tr>
</tbody>
</table>
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
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.”
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
## Results

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>Sig.</th>
<th>Exp (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indifferent</td>
<td>-.885</td>
<td>.003</td>
<td>.413</td>
</tr>
<tr>
<td>Proactive</td>
<td>-.420</td>
<td>.007</td>
<td>.657</td>
</tr>
<tr>
<td>Avoidance</td>
<td>-.983</td>
<td>.009</td>
<td>.374</td>
</tr>
<tr>
<td>Talk to friends</td>
<td>.635</td>
<td>.001</td>
<td>1.530</td>
</tr>
<tr>
<td>Community organization</td>
<td>.235</td>
<td>.003</td>
<td>1.265</td>
</tr>
</tbody>
</table>
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.
Discussion

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