

# 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	<b>Responsive attitude</b>	<b>Avoidance attitude</b>
Low risk	<b>Proactive attitude</b>	<b>Indifference attitude</b>

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# 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"

# 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

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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