

HINTS PROPOSAL

Proposed Title: The effect of media exposure on the self-efficacy of smokers to seek cancer information.

Co-authors:

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Primary research question:

1. Does exposure to media channels affect an individual's self-efficacy to seek relevant cancer information?

Secondary research questions:

2. How does the type of media source and amount of exposure affect self-efficacy?
3. What media channels do individuals believe are credible and trustworthy sources of health and cancer information?
4. How does is an individual's smoking status related to his or her self-efficacy skills to seek cancer information?

Study description/rationale:

The purpose of this paper is to investigate the effect that media exposure has on an individual's level of self-efficacy to seek out cancer information. Bandura's Social Cognitive Theory explains that behavior is determined by the interplay of personal and environmental factors. Within this theory, the construct of self-efficacy describes an individual's capacity to accomplish certain tasks or behaviors¹. Research has shown that an individual's level of self-efficacy is influenced by environmental factors. While previous studies have examined self-efficacy in the context of tobacco cessation or refusal skills², little is known about the media's influence on smokers' self-efficacy to seek out health information. In addition to the status of tobacco use being the number one preventable cause of death in the U.S., we live in a time where the media has a powerful role in shaping human communication. Therefore, it is pertinent to understand how media channels affect an individual's ability to seek relevant health information, especially related to cancer and tobacco. Since HINTS is a national representative survey, it is hoped that this data will enhance knowledge about the relationship between self-efficacy and media exposure among smokers and non-smokers.

Variable list:

How often individual uses radio, newspapers, other media:

HC-5

HC-6

HC-7

HC-22

Attention to health or medical topics

HC-8
Personally seeking cancer information/where information sought

HC-9
HC-13
HC-15
HC-24
HC-29

Confidence/self-efficacy to find cancer information

HC15A
HC-32
HC-33

Trust of cancer information source and satisfaction with source

HC-18
HC-19
HC-31

Independent variables:

- Type of media used
- Amount of media exposure
- Smoking status: smoker vs. non-smoker
 - TU-9: agreement about the relationship of exercise, vitamins, risk of getting cancer, and genetics to smoking
- Gender
- Age
- Socio-economic status
- Ethnicity
- Education

Dependent variables:

- Degree of self-efficacy
- Belief of credible and trustworthy media sources

Method of analysis:

Multivariate regression will be used to predict self-efficacy outcomes among smokers and non-smokers. Various descriptive statistical analysis techniques will be used to examine independent variables.

References:

1. Bandura A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84(2): 191-215.
 2. Garcia M.E., Schmitz J.M. (1990). A fine-grained analysis of the role of self-efficacy in self-initiated attempts to quit smoking. *Journal of Consulting and Clinical Psychology*, 58(3): 317-322.
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Targeted Journals:

Health Communication

Journal of Community Health

Health Education Quarterly