

HINTS PROPOSAL

Proposed Title: The relationship between media consumption and perceived risk of lung cancer from smoking, among smokers and non-smokers of different ethnic groups.

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Research questions:

Examples:

1. What are the differences among smokers and non-smokers of different ethnic groups in their perceived risk of lung cancer from smoking?
2. Does media consumption have a dose effect (negative or positive) on perceived risk of lung cancer from smoking, among smokers and non-smokers of different ethnic groups?
3. What is the relationship between a possible dose effect of media consumption and ethnicity, among smokers and non-smokers?
4. How accurate is the perceived risk of lung cancer from smoking for smokers and non-smokers of different ethnic groups?
5. How does the type of media consumed relate to perceived risk of lung cancer from smoking among smokers and non-smokers of different ethnic groups?

Study description/rationale:

Expert recommendations for tobacco control typically include expensive paid media components. Utilizing the HINTS data set, this paper seeks to discover whether the amount of general exposure to different types of media is having a positive or negative effect on perceived risk of health effects from smoking for different ethnic groups among smokers and non-smokers. This analysis could inform media planning, indicating which types of media are associated with lowered perceived risks, as well as informing methods of media placement that may help to reduce health disparities.

Variable List:

Demographics/SES: Ethnicity, Age, Gender, Education, Income
Smoking Status (TU-1 through TU-7)
Perceived Risk of Lung Cancer (TU-9C, TU-9D, TU-16 through TU-19)
Hours of Television Watched (HC-6A)
Hours of Radio Listened (HC-6B)
Days Reading Magazine (HC-7B)
Days Reading Newspaper (HC-7A)

Methods of analysis:

Initial stages of analysis will focus on descriptive and univariate techniques including t-tests, nonparametric analyses (i.e. Chi-square), correlations, and frequency counts. Principle independent variables will be ethnicity, perceived risk of lung cancer, media consumption and smoking status. We will also consider multivariate analyses based on univariate results.

References:

Weinstein, N. D. (2001). Smokers' recognition of their vulnerability to harm. In P. Slovic (Ed.), *Smoking: Risk, perception, and policy*, pp. 81-96. Thousand Oaks, CA: Sage.

Chen X, Cruz TB, Schuster DV, Unger JB, Johnson CA. Receptivity to protobacco media and its impact on cigarette smoking among ethnic minority youth in California. *Journal of Health Communication*. 2002 May-Jun;7(3):245-8.

Targeted Journal:

American Journal of Public Health
Journal of Health Communication