The Theory of Reasoned Action and Intention to Seek Cancer Information

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***Objectives*: To evaluate the applicability of the theory of reasoned action to explain men's intentions to seek prostate cancer information. *Methods*: Three hundred randomly selected African American men participated in telephone interviews. Correlational and regression analyses were conducted to examine relationships among measures. *Results*: All relationships were significant in regression analyses. Attitudes and subjective norm were significantly related to intentions. Indirect measures of beliefs derived from elicitation research were associated with direct measures of attitude and subjective norms. *Conclusions*: The data are sufficiently clear to support the applicability of the theory for this behavioral domain with African American men and suggest several important areas for future research.**

***Key words*: African American men, theory of reasoned action, information seeking, prostate cancer**

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