

The Influence of Appearance, Health, and Future Orientations on Tanning Behavior

Carolyn J. Heckman, PhD; Diane B. Wilson, EdD, MS, RD; Karen S. Ingersoll, PhD

Objective: To compare the influence of appearance, health, and future orientations on tanning attitudes and behaviors. **Methods:** The study was an online survey of 406 volunteers from a university community. **Results:** Appearance and future orientations were more closely related to ultraviolet radiation expo-

sure and protection than was health orientation. **Conclusions:** Future research and interventions may benefit from closer attention to associations between specific motivational orientations and behaviors.

Key words: appearance, tanning, skin cancer prevention

Am J Health Behav. 2009;33(3):238-243
