EXTENDED PARALLEL PROCESS MODEL – Measures

Other researchers have used the extended parallel process model (EPPM) to study mammography adherence. Most of this work has been done by Kim Witte & colleagues. Note: The EPPM includes message-specific measures such as perceived manipulation, message derogation, and fear. You use those measures to evaluate reaction to a particular message.

**Susceptibility** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. I am at risk for breast cancer.
2. It is likely that I will develop breast cancer.
3. It is possible that I will develop breast cancer.

**Severity** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. I believe that breast cancer is a severe health problem.
2. I believe that breast cancer is serious threat to my health.
3. I believe that breast cancer is a significant disease.

**Self-Efficacy** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. I am able to get a mammogram to screen for breast cancer.
2. Getting a mammogram is easy for me.
3. It is NOT difficult to get a mammogram.

**Response Efficacy** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. Mammograms are effective in preventing breast cancer.
2. Mammograms are important to detect breast cancer.
3. Mammograms can save lives by catching breast cancer early.

**Defensive Avoidance** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

Please think about the message you read in answering the following questions.

1. When I see messages about breast cancer, I tend to avoid thought of breast cancer.
2. When I was reading the message and looking at the pictures, my instinct was to:   
   (1)Want to protect myself from breast cancer

(7)Not want to protect myself from breast cancer

**REVERSE SCORED**

3. When I was reading the message and looking at the pictures, my instinct was to:

(1) Want to talk about breast cancer

* + 1. Not want to talk about breast cancer

**REVERSE SCORED**

Message-specific measures:

**Perceived Manipulation** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. This message was manipulative.
2. This message was misleading.
3. This message tried to manipulate me.
4. This message was exploitative.

**Message Derogation** (measured on a scale of 1-7, from *strongly disagree* to *strongly agree*)

1. This message was EXAGGERATED.
2. This message was DISTORTED.
3. This message was OVERBLOWN.
4. This message was OVERSTATED.

**Fear** (measured on a scale of 1-7, from *not at all* to *very much*)

1. How much did this message make you feel frightened?
2. How much did this message make you feel tense?
3. How much did this message make you feel nervous?
4. How much did this message make you feel anxious?
5. How much did this message make you feel uncomfortable?
6. How much did this message make you feel nauseous?