

Public Abstract

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Title:SOCIOCULTURAL TAILORING IN BREAST CANCER WEBSITES:  
A CONTENT ANALYSIS

African American women are at a higher incidence of breast cancer mortality than Caucasian women. This study uses a unique search option to determine the extent to which breast cancer websites target African American women with information about breast cancer. In addition, the websites were reviewed based on their use of three sociocultural factors (collectivism, spirituality/religiosity and racial pride) that have been known to be well-received by African Americans. Since African American women are a high-risk segment for breast cancer, it is important to examine the extent to which these sociocultural cues are used within websites, which is a growing method of health information.

Results show that ethnic targeting of African Americans was present in some of the websites, though the use of targeting varied from zero to as many as 2,672. There was limited use of sociocultural cues; collectivism was the most dominant cue used, followed by spirituality and racial pride. Government websites (versus non-profit or commercial) were most likely to provide information that targeted African Americans. In short, while there is a moderate use of targeting, the use of sociocultural cues that would resonate with African Americans are largely absent in breast cancer websites.