HPV VACCINATION RECEPTIVITY
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BACKGROUND
- The HPV vaccine is recommended for ages 11-12, but ages 13-26 are the catch-up period. (Division of STD Prevention, 2015)
- College students age 20-24 are the most at risk for contracting HPV. (Miller, 2002)
- Women are about four times as likely to pursue vaccination when they perceive a recommendation to be strong. (Rosenthal et al., 2011)

PRESENT STUDY

HYPOTHESIS 1
Strength of a provider’s recommendation for the vaccine is positively correlated to perceived quality of medical care.

HYPOTHESIS 2
Perceived quality of medical care is positively correlated to willingness to pursue vaccination.

RESEARCH QUESTION 1
Do males and females understand strength of recommendation in a similar way?

RESULTS

HYPOTHESIS 1
- Significant positive correlation between strength of recommendation and PQMC

HYPOTHESIS 2
- Significant positive correlation between PQMC and willingness to pursue vaccination

RESEARCH QUESTION 1
- No significant difference between males and females in strength of recommendation.

METHODOLOGY

SAMPLE
- N = 126
- 98 Female, 28 Male
- M_{Age} = 22.11 Years

SURVEY
- Strength of Recommendation
- Perceived Quality of Medical Care
- Vaccine Receptivity

MANIPULATION CHECK
- Scenario 1 (strong): M = 5.27
- Scenario 2 (moderate): M = 4.98
- Scenario 3 (weak): M = 4.86

LIMITATIONS
- No significant difference was found in perceived strength of recommendation amongst provider recommendation scenarios.
- Further message testing is needed.

IMPLICATIONS
- Providers should focus on improving patients’ PQMC as it is similar to strength of recommendation in increasing willingness to pursue vaccination.
- Future: Readdress definition of a “Strong Recommendation”