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The Power of Collective Intelligence: Online Deliberation Effects on Intention to Participate in Genetic Research: An Extended Theory of Planned Behavior Approach

Abstract

The study examined how a series of online deliberations among the representative U. S. publics would directly or indirectly influence various constructs of the Theory of Planned Behavior (TPB) including intention to take part in genetic testing and research. Consistent with the TPB framework, attitudes, injunctive norm, descriptive norm, and perceived self-efficacy were positively associated with higher intention to participate in genetic testing and research. Further, behavioral beliefs, injunctive norms, and perceived self-efficacy were directly positively affected by online deliberations. Those participating in online deliberations had less negative beliefs about volunteering for genetic testing as a part of genetic research. These reduced negative beliefs, in turn, contributed to more positive attitudes, increased injunctive and descriptive norms, and enhanced self-efficacy. These relationships, in turn, were associated with higher intention to participate in genetic testing and research. Further discussion on the study findings is offered.