

ABSTRACT

This study has verified Rothman and Salovey's (1997) model of health communications and examined the role of individuals' self-construal in moderating the message-framing effects on oral health behavior. Participants ($N = 293$) were randomly assigned to read health messages with introductory paragraphs of different focuses. Hierarchical regression analyses indicated that benefits-focused frames were more effective in motivating individuals with high independent self to increase their intentions to perform oral health behavior. In contrast, costs-focused frames were more persuasive for people with low independent self. Furthermore, outcome expectancy and anticipated feelings regarding the health behavior mediated the message-self compatibility effects on behavioral intentions. Whereas this study entailed applied significance in health communications, it has contributed to the existing persuasion literature by further substantiating the understandings of the message-framing effects.