



# Impact of Art and Media on Changing Cancer Patients' Attitudes and Behaviors Towards Increased Population: A Questionnaire Design

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## ABSTRACT

**Introduction:** With the expansion of the population and the rising number of cancer patients, the need to address their changing attitudes and behaviors towards population-related issues has become increasingly crucial. This study examined the impact of art and media on influencing cancer patients' perceptions and actions regarding population growth.

**Methods and Materials:** This study was conducted in the summer of 2023 on 110 cancer patients at Seyed al-Shohada Hospital in Isfahan. The questionnaire was designed with 11 questions in three dimensions. The face validity of the questionnaire was determined using the impact score, and the content validity was determined using two content validity indexes and content validity ratios. To examine structural validity, exploratory factor analysis was used to categorize questions and identify dimensions. Cronbach's alpha was used to assess internal and test-retest reliability, and Pearson correlation and intraclass correlation coefficients were calculated. Exploratory factor analysis was also performed using Bartlett's test. Additionally, exploratory factor analysis was performed using the PCA extraction method and scree plot. All analyses were performed using SPSS and AMOS version 24 software with a significance level of 5%.

**Results:** The participants' mean (SD) age was 48.53 (13.08) years. The final version of the scale had 11 items in three dimensions. The overall Cronbach's alpha was 0.74, and the content validity index (S-CVI) was acceptable. The KMO measure for structural validity was 0.572, and Bartlett's test of sphericity was significant ( $p = 0.001$ ). The confirmatory factor analysis showed that the latent construct model had a good fit (CFI = 0.974, TLI = 0.965, RMSEA = 0.054, and NFI = 0.918).

**Conclusion and Discussion:** The present research demonstrates that art and media can be powerful tools to change cancer patients' attitudes and behaviors toward population growth.

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