ABSTRACT
Skin cancer is the most common form of cancer in the United States. Approximately two to three million adolescents use indoor tanning each year (Skin Cancer Foundation, 2014). Previous research suggests cognitive and developmental factors are related to adolescent increased self-esteem, and psychosocial factors are related to increased likelihood of tanning behavior. Quantitative data was collected via web-based survey from 277 college students at a large, southwestern university. Results indicated that a high close friend or family member with cancer increased the likelihood of indoor tanning use. Furthermore, the more the participant’s close friends tanned, the more likely the study participant was to tan. Higher self-esteem and conscientiousness were related to increased likelihood of tanning behavior.

INTRODUCTION
Annually, over two million people are diagnosed with skin cancer in the United States. Furthermore, people are diagnosed with skin cancer at a higher rate than all other cancers combined. More than 90% of non-melanoma skin cancers result from exposure to the sun and other ultraviolet rays. In the context of tanning, those who use tanning beds before age 35 increase their chances of skin cancer by 75% (Skin Cancer Foundation, 2014).

Demographic Factors: According to The Skin Cancer Foundation (2014), 71% of people who use tanning beds are females. Furthermore, the most common group of females likely to tan are white and between the ages of 18 to 29 (Heckman, Copus, & Manne, 2008). Indoor tanning is more prevalent among adolescents between 18-21 years. Adults who have some level of education or vocational degrees are more likely to tan (Hartman, Guy, Holman, & Plescia, 2012).

Tanning Knowledge and Experience Factors: Adolescents describe tanned skin as looking healthier and being more acceptable in their peer groups (Bagdasarov, Geschke, Olsen & Dent, 2000). Impulsivity, which has been linked with increased tanning behavior, has also been related to other forms of risk taking behavior (Wood, Dawe, & Gullu, 2013; Mosher and Danoff-Burg, 2010; Heckman, et al., 2011). The current study examines how demographic factors, personal history and knowledge of cancer, and psychosocial factors are related to tanning behavior.

METHODS AND PROCEDURE
The following demographic and cancer knowledge questions were asked: age, sex, major, education level, experience with cancer (familial, personal), knowledge about skin cancer, source of information about skin cancer, influence over opinion about skin cancer, disposition about skin cancer, knowledge of risks associated with skin cancer, and frequency of tanning. The following psychometrically tested scales were used: Rosenberg Self Esteem Scale -Big Five Personality Inventory 10-item Short Version -The Center for Epidemiological Studies Depression Scale Revised (CES-D-R) -The General Self-Efficacy Scale

RESULTS
Overall, the current study found that 75% of UCConn students do not tan indoors. Of those participants that tanned, a logistical regression was used to examine the relationship between demographic, tanning knowledge and experience factors, developmental factors, and increased risk taking behavior. The following results were observed (only statistically significant IV's are included in Table 3):

Tanning Experience and Knowledge: Participants who had a family or friend with a history of cancer were more likely to engage in tanning behavior. Individuals who had a depression or anxiety diagnosis and occasionally or frequently were more likely to tan compared to those who did not have friends who tanned. Those who had close friends that tanned occasionally were 7 times more likely to tan compared to those with non-tanning friends and those who tanned frequently were 9 times as likely to tan compared to those with non-tanning friends.

Psychosocial Factors: Conscientiousness and self-esteem were related to increased likelihood of tanning behavior. People with higher self-esteem were 1x as likely to tan than those with lower self-esteem.

REFERENCES