Abstract

Eight hundred college students in the United States, Hong Kong, and Japan were surveyed to determine the associations between the components of the theory of reasoned action and early communication about organ donation decisions within the family. Results showed that among the three ethnic groups, Japanese students reported the least favorable attitudes and subjective norms about organ donation and were also the least likely to discuss this topic with their family. Moreover, the moderating effect of ethnicity indicated that attitudes were a significant factor of family discussion among American and Japanese, but not among Chinese students; and subjective norms were more predictive of family discussion among Chinese than among American and Japanese students.

Keywords: Organ donation, Culture, Family Communication