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The Effects of Social Media Virality Metrics, Message Framing, and Perceived Susceptibility on Cancer Screening Intention: The Mediating Role of Fear

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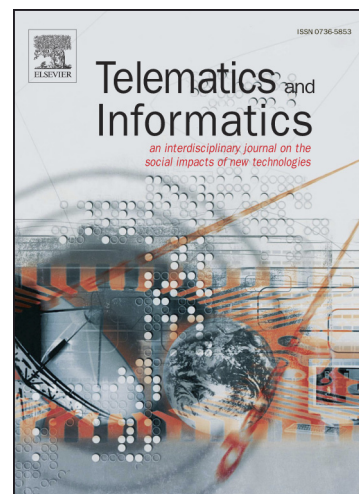
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**The Effects of Social Media Virality Metrics, Message Framing, and Perceived  
Susceptibility on Cancer Screening Intention: The Mediating Role of Fear**

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