Youth Smoking and the Media

Funded by NCI

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Related Grants and Funding

Adjunct to **Bridging the Gap** project funded by RWJF and NIDA. Principal Investigators –

Frank Chaloupka (UIC), Lloyd Johnston (UMich)

The Research Team

Melanie Wakefield (ACCV Australia/UIC) [PI]

Frank Chaloupka (UIC) [Co-PI]

Brian Flay (UIC), George Balch (UIC), Sandy Slater (UIC), Sherry Emery (UCSD/UIC), Henry Saffer (NBER), Lloyd Johnston (U Mich)

Kate Smith (UIC), Glen Szczypka (UIC), Erin Ruel(UIC), Yvonne Terry (U Mich)

Advisory Teams

- **Advertising**

Bill Wells (U Minn), Phil Klafta (DDB, Needham),David Hill (ACCV Australia), Lois Biener (U Boston), Kim Worden (U Vermont)

- **News**

Doug Evans (Prospect Assoc), Alec Ulasevitch (Prospect Assoc), Simon Chapman (U Sydney Australia), Mark Nichter (U Arizona), Fran Stillman (NCI)

Aims of the Grant

- Describe counteradvertising & news coverage on tobacco issues in local communities
- Examine the relationship between counteradvertising, news media & youth smoking
- Examine the relationship between counteradvertising, and tobacco industry promotions. Identify specific strategies to undermine counteradvertising campaigns

Ultimate Outcome Measures

- MTF annual survey data from 400 schools each year from 1994-2002. Information regarding smoking attitudes and behaviors of 8th, 10th and 12th graders.

- Map counteradvertising and news data to survey results
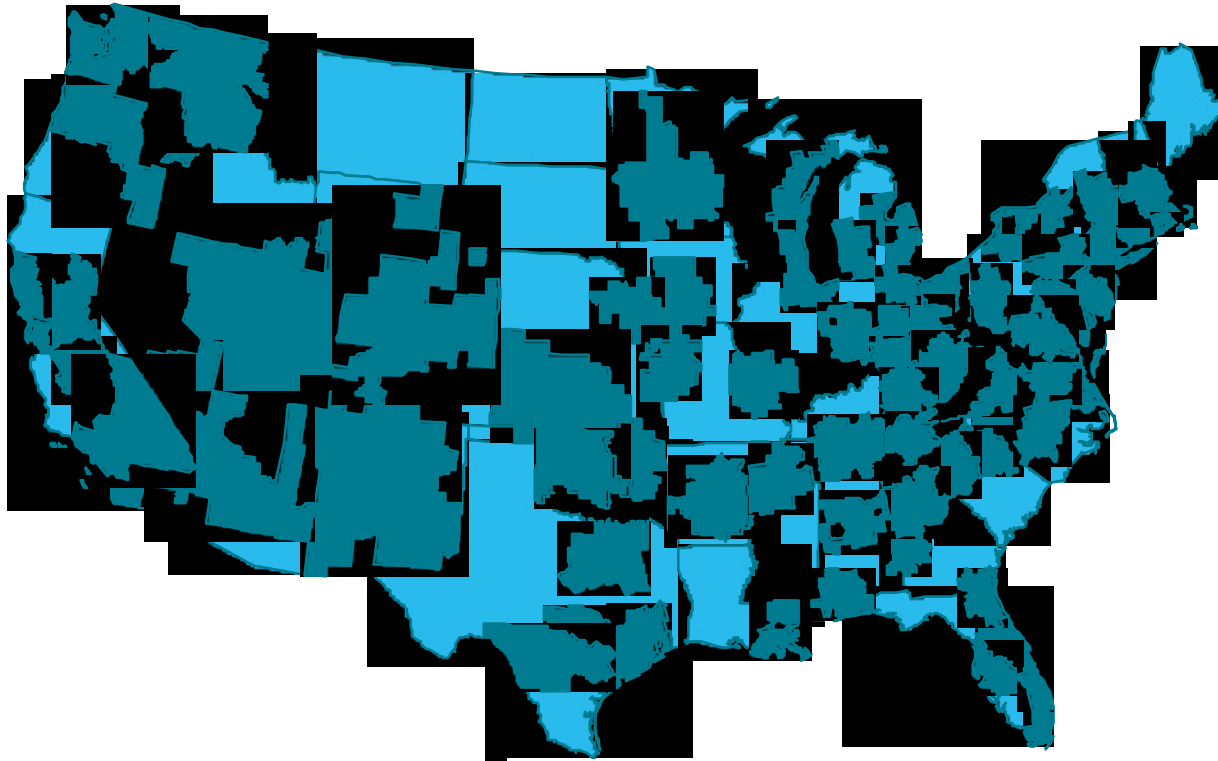
Advertising Aims

- To produce a series of aggregated measures of GRPs for each media market

- To calculate weighted GRPs/TRPs based on teen ratings of ad characteristics

- To match these data with MTF survey findings

The Nielsen Data

- Nielsen data from top 75 media markets

- Eventually we will have counteradvertising data from Jan. 1994–Dec. 2002

- Nielsen data are provided at the level of single occurrence. We know the time and station of ad, creative title, advertiser, program in which ad is shown, GRP and TRP, & $ expenditure for each ad

Identifying Counter Advertising

- Working with CDC & state contacts to build an archive of anti-smoking ads, and identify new products
- Nielsen provide us with a list of advertisers to choose from
- Nielsen is provided with a list of advertisers and generic search terms

Advertising Progress

Nielsen Data

• Received the first batch of Nielsen data

• Presently cleaning the data

• Beginning analyses looking at the relationship between Philip Morris advertising and court dates

• Submitted search terms for next batch of data

• Future analyses planned

Advertising Progress

Ad Ratings

•Aim to construct a series of indices of potential effectiveness of ads

•Teens shown tapes of 10 anti-smoking ads with mixed messages, executions and advertisers; phone follow-up at one week

•Pilot test in November 2000 (n=30)

•Full study in March with 50 ads (n=300)

•Conducting analyses

Newspaper Aims

- Follow newspaper coverage of tobacco/smoking issues in papers circulating in MTF sites

- Develop methodological approach to assess content and slant of coverage

- Map coverage to MTF survey data

The Newspapers

• Used Audit Bureau of Circulation data to identify all papers circulating at >5% in MTF communities

• Contracted Burrelle's Information Services to read papers & clip articles according to defined search terms

• Started receiving clips in September, 2000

• Currently reading clips from 335 newspapers

• Approximately 1,500 clips a month

Newspaper Coding

- Developed methodology from previous research

- Incorporated frame analysis as well as content analysis

- More sensitive measures (size & prominence of articles rather than just number of articles)

- Consensus approach to coding between a team of 4 coders

Newspaper Progress

• Received and organized 9 months of newspaper clips

•Developed theoretical model, code book, coding protocol and analytic approach

•Approaching good coding concordance within the team

•Pilot study underway

•Preparing an electronic archive of newspaper clips using a high quality scanner and OCR and archiving/data management software

Summary

- Project is well under way

- Both arms have developed considerably in theoretical and methodological terms.

- Nielsen data is being cleaned, Ad ratings data being entered and analyzed, Preliminary analysis has begun.

- Newspaper data is being collected, coding scheme being finalized, analysis is being developed

- Presentations and papers in progress