The article “Anti-Smoking Media Campaign Messages: Theory and Practice” written by Cohen, Shumate, and Gold sought to determine if anti-smoking advertisements were effective, based on the methods used in the advertisement. The authors sought to determine if the advertising message reflected core health communication theories that were created to change behavior in a health campaign message as well as test the affective presentation of these advertisements. The authors chose to use advertisements focusing on the youth, young adults, and adults that “utilized addiction, cessation, tobacco industry manipulation, youth-prevention, youth-access, pregnancy, and general health messages” (95). The authors chose not to use advertisements focusing on second hand smoke or smokeless tobacco. This study brought advertisements from the MCRC database and coders viewed advertisements and used content analysis to analyze the advertisements.

The study had four research questions: “What theory-based persuasive health messages are most prevalent in anti-smoking advertisements?”, “What affective appeals are most prevalent in antismoking advertisements?”, “Are there significant differences among advertisements with different theory-based persuasive health messages with respect to their indication of benefits of not smoking or quitting smoking?” According to the findings the most prevalent persuasive health message was attitudes. Although coders found no appeal in twenty-four percent of the advertisements, the advertisements that did have an appeal tended to use information and humor rather than sadness or anger, with fear falling in between the two groups. The coders discovered that sixty-one percent of advertisements listed benefits for not smoking or quitting smoking and sixty-nine percent of those advertisements had a persuasive individual health message targeting attitudes. The researchers also discovered that most ads had no (or very little) self-efficacy and strong severity of consequences.

This study was helpful in improving contemporary knowledge due to its content analysis, but still had limitations. This study focused on television advertisements and ignored print, radio, and outdoor advertisements. The coders also exchanged some reliability for validity by testing mutually exclusive persuasive health messages. Future research should examine advertisements sponsored by tobacco companies as well as private health insurance companies.

“Comparative study of young people’s response to anti-smoking messages” is the study conducted by Elinor Devlin, Douglas Eadie, Martine Stead, and Kirsty Evans to judge how young people respond to anti-smoking advertisements. The authors sought to explore young people’s views, attitudes, and behaviors about smoking and what types of messages appealed to the young people. The authors examined fear appeals, social norms, and industry manipulation. The authors used qualitative research by constructing friendship pairs and focus groups. Friendship pairs were used establish better rapport with the interviewee and gain a deeper understanding of attitudes and the reasons behind their behaviors. Focus groups were used to understand how audiences process and make sense of advertisements as well as to use group interviews in order to exploit the social dynamics of group discussions. The study was conducted by using eighteen friendship pairs and twelve focus groups. Friendship pairs used a picture mapping exercise by arranging smoking images from health campaigns in order of most to least liked. The focus groups were shown advertisements from each message category and were asked about the credibility, perception, and believability of the advertisements, as well as their appreciation of style and tone.
The authors focused on measuring the effectiveness of fear appeal, social norms, and industry manipulation in the messages. Fear appeals were most effective in cutting through media clutter to encourage heavy smokers to consider the dangers of their habit. Light smokers were reluctant to associate themselves as “smokers” and failed to identify with a message designed for “smokers.” Testing social norms showed that heavy smokers found it normal, and sometimes even “required”, to smoke in their normal environment, while light smokers only found smoking normal in certain peer groups. The social norm approach proved to work best for young smokers who question the benefits of smoking, yet heavy smokers did not identify with the message that smoking did not have benefits. Industry manipulation was challenging and had barriers, but suggested that heavy smokers held positive views towards the tobacco companies.

The authors did an excellent job explaining what messages are influential to particular groups, but left out some important variables including source and message. Fear appeal also needs to be tested based on the advice and support offered in the message, as well as which audience, young or old, it is targeted to. The authors note that care should be taken at the creative development phase to follow established research development principles.

“The Contribution of Anti-Smoking Advertising to Quitting: Intra- and Inter-Personal Processes” explored the roles of transportability. Transportability deals with the audience’s tendency to become absorbed in a narrative and interpersonal discussion in the use anti-smoking advertisements on television. The authors sought to examine the intra-personal process of engaging in messages and how narratives affect beliefs, attitudes, intentions, and behaviors. The first hypothesis was that individuals with higher transportability will be more engaged with an advertisement and be more likely to recall the advertisement than individuals with low transportability. The authors also believed that individuals that measure higher in transportability will be more likely to recall an advertisement featuring a narrative than those measuring lower in transportability. The third hypothesis was that more transportable individuals would be more likely to claim that anti-smoking advertisements helped them quit, or attempt to quit. The authors used a representative population survey of smokers and individuals who had quit smoking within the last five years. A phone interview was conducted amongst this group and the survey response rate was nearly fifty-five percent. The researchers used logistic regression analysis to evaluate the data.

The first research question, dealing with intra-personal messaging process, proved that transportability had a positive correlation with recall; as well as age and TV-watching habits. It was also determined that transportability had an effect on the type of ad recalled, with negative visceral ads being recalled at a much higher rate than narrative ads. The authors determined that heavy smokers were more likely to have made a quitting attempt and smokers who recalled an advertisement and discussed it with others were more likely to have made a quit attempt. The authors correctly hypothesized that more transportable individuals would recall anti-smoking advertisements better than less transportable individuals. The authors were correct that highly transportable individuals would recall an ad with a narrative, but did not hypothesize that negative visceral advertisements would be recalled at a higher rate. The authors were also correct in their hypothesis that individuals measuring higher in transportability would be more likely to attempt to quit because of an advertisement.
One problem with this study was the use of people who had quit smoking five years ago. This time-lapse may have caused these individuals to have a distorted memory about anti-smoking advertisements. The authors note that transportability may be a moderator of transportation, but it could also interfere with an underlying propensity to engage with any media, not just narrative media. Future studies should also consider advertisements that are longer than thirty second commercials to determine if thirty seconds is enough time to elicit transportation in viewers.

Edwin C. Hackleman Jr. produced the study in “The Effects Of Persuasive Communication on Attitudes of Smokers and Non-Smokers of Cigarettes.” The author sought to determine if the degree or magnitude of discrepant information would affect the amount of change in attitudes of individuals towards smoking. The author also examined the relationship between an individual’s cigarette consumption and his or her change in attitude due to the discrepant information that individual receives concerning cigarette smoking. The author hypothesized that smokers maintain a stronger attitude for cigarette smoking than non-smokers. Participants in the study were 120 males from Eastern Illinois University and fell within the age range of 18-25. The participants were assigned a treatment combination in accordance to their level of cigarette smoking. The semantic differential was used two weeks prior to the participants viewing persuasive communication to determine their attitudes toward cigarette smoking. Two weeks later two groups received information while a third group, the control group, received no information. The groups filled out questionnaires and evaluated cigarette smoking immediately after being exposed to the message.

The study proved the first hypothesis incorrect by stating that there were no significant effects of cigarette consumption upon attitude change when exposed to discrepant information. It was determined that whether an individual is a smoker or not overall attitude change will not be significantly affected by his smoking habits. Individuals who had never smoked were the only group to change their attitudes more as a result of exposure to high discrepant information than low discrepant information. The final hypothesis was rejected because there appeared to be very little interaction between cigarette consumption and discrepant information to significantly affect attitude change.

The authors mention that dissonance may have been created in cigarette smokers and therefore contributed to attitude change. The study failed to determine that amount of time between someone beginning and quitting smoking, because the individual’s involvement with the issue and the experiment, and therefore with his attitudes toward smoking. It is also argued that the pre-test, treatment, post-test method may not be effective in yielding information about attitude change.

Hye-Jin Paek’s study “Mechanisms through Which Adolescents Attend and Respond to Antismoking Media Campaigns” used the O-S-O-R model to explore which pre and post-orientations are associated with the effectiveness of anti-smoking campaigns. The author measured smoking intention, sensation seeking, antismoking education, exposure to Truth campaigns, self-reported exposure to pro-smoking messages, negative attitudes towards tobacco companies, and peer smoking norm. The authors sought to determine differences between young adolescents (12-14) and older adolescents (15-17). The first hypothesis predicted that individuals
with higher sensation would be more prone to recall *Truth* advertisements and greater exposure to pro-smoking messages. The hypothesis also predicted that high-sensation seekers would have greater intent of smoking. The second hypothesis stated that children taught about smoking in class would: Report higher exposure to *Truth* commercials and pro-smoking messages, would less favorably perceive peer smoking norm, would have a negative view of tobacco companies and would have less intent to smoke. Hypothesis three predicted that children exposed to *Truth* commercials would have negative views of tobacco companies and less intention to smoke. The fourth hypothesis predicted a positive correlation between exposure to pro-smoking messages and peer smoking norm as well as smoking intention. The fifth hypothesis stated that there would be a negative association between negative views of tobacco companies and smoking intentions. The last hypothesis predicted a positive association between peer smoking norm and intentions to smoke.

The first hypothesis was supported, except for the correlation with peer smoking norms amongst the older adolescents. Hypothesis two was only partly supported due to the variances between the younger and older adolescents. Only negative attitudes towards tobacco companies had a positive correlation and were only supported by the older adolescents. The fourth hypothesis was supported by younger adolescents, but only the idea that greater levels of exposure to pro-smoking messages would lead to an attitude about peers approving of smoking was supported by the older adolescents. Hypothesis number five was heavily supported by both younger and older adolescents. The last hypothesis was also supported by both adolescent groups.

This study did a good job of explaining that school-based education works best for younger adolescents and television advertisements work best on the older adolescents, but had some limitations. The author notes that concerns may arise from concerns between stimuli and post-orientations. The authors used a secondary data set which could question the validity and reliability because of some limited measures. The author mentions that future studies should explore more mediating and moderating variables that may play a role in predicting adolescents’ smoking.

Erin L. Sutfin, Lisa R. Szykman, and Marian Chapman Moore proposed the study “Adolescents' Responses to Anti-tobacco Advertising: Exploring the Role of Adolescents’ Smoking Status and Advertisement Theme.” The authors explored the different messages used as anti-smoking tools to determine which was the most effective. The study evaluated adolescents’ responses to three different thematic approaches: Endangering others, negative life circumstances, and industry manipulation. 488 high school students (16 groups) were randomly assigned to one of the three approaches, or a control group, to view advertisements in their particular area. The authors hypothesized that smokers would react negatively towards ads that portrayed smokers in negative ways, such as negative life circumstance ads and industry manipulation, therefore increasing their desire to smoke. The second hypothesis stated that older adolescents would better comprehend industry manipulation ads, which would make them more effective in reducing the intentions to smoke.

The first hypothesis had limited support. Negative life circumstance advertisements decreased intention to smoke in the sample, but industry manipulation advertisements showed an
increase in intentions to smoke, especially amongst smokers. The findings in the study show that humor may have been an effective way to decrease intent amongst smokers in negative life circumstance advertisements. The authors suggest that smokers may have experienced a mild form of reactance when viewing industry manipulation advertisements. The authors cite the cognitive dissonance theory to explain why smokers, young or old adolescents, had less comprehension of the anti-smoking advertisements. Smokers who confront advertisements that display messages that are inconsistent with their beliefs may choose to ignore it.

One major limitation of this experiment is the fact that it was conducted in only one state, which was also a major tobacco-producing state. Future research should use multiple geographic locations to gain validity. Longitudinal research should be used to determine whether viewing the ads have any long-term effect on attitudes and smoking behavior. Some viewers received different messages from the same advertisement, so pre-viewing should be done with adolescents to make sure they exhibit the correct message. The sample size should also be increased to correctly predict the population.

Melanie Wakefield, Brian Flay, and Mark Nichter’s study “Effects of Anti-Smoking Advertising on Youth Smoking: A Review” reviewed empirical studies and evaluates government-funded anti-smoking campaigns, ecologic studies of population impact of anti-smoking advertisements and qualitative studies that examined teenagers and anti-smoking campaigns. The authors set up their study by collecting a massive amount of information by using PubMed and Psychlit searches including many popular key terms such as “anti-smoking advertising”, “adolescence”, “teens”, “youth”, “mass media”, and others. The authors studied numerous field experiments and performed evaluations on government-funded tobacco control programs and other anti-smoking themes.

The authors determined that anti-smoking campaigns have a stronger effect on young adolescents and pre-adolescents that have not smoked by preventing the commencement of smoking. The authors note that there is no significant evidence as to whether the reasoning behind this discovery is because of developmental reasons, smoking experience, or a combination of the two. The authors also note that social interaction, whether with family or friends, plays an important role in reinforcing, denying, or neutralizing the potential effects of anti-smoking advertisements. Finally, the authors note that anti-smoking campaigns are most effective when coupled with other tobacco control strategies, but the advertising and marketing of tobacco products can reverse the trend. The authors note that there is clearly no “one best way” for advertisers to reduce smoking by teenagers.

The authors mention that some research shows that graphic advertising about the health effects of smoking, social normative advertising, and tobacco industry manipulation can positively influence teenagers, but this research is not consistent. The author notes that future research should be done to assess what characteristics of anti-smoking advertisements cause the most reflection with adolescents. The authors determine that anti-smoking campaigns can influence teenagers behaviors and attitudes, but whether or not it does needs to be closely examined.