



## **Review an Article on the Impact of Mass Media on Tobacco Use Among Youths**

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### **ABSTRACT:**

This article deals with impact of mass media on tobacco use in youths and shows the prevalence rate, risk factors, This study provides awareness about How mass media affect attitudes and behavioral intentions, Influence of mass media on tobacco use. As it is evident that success of mass media-based tobacco cessation intervention trials is highlighted in this review. We propose integrating tobacco cessation therapies within current well-liked mass media platforms because of the widespread use of mass media and its inexpensive cost. Youths are more likely to use e-cigarettes if they use mass media more frequently and are exposed to more marketing and e-cigarette-related content in social media posts. To prevent sponsored e-cigarette content on youth-used mass media platforms, legislation is required.

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### **INTRODUCTION**

Smoking tobacco with a waterpipe, also known as a nargileh, hookah, or shisha, is customary in the Middle East and South Asia, yet its prevalence among Middle Eastern populations in Western countries and among school and university students there is disturbingly high <sup>1</sup>. According to national data, 2.6% of youths in the US are currently using waterpipes, compared to 7.6% of high school students in London who smoke cigarettes <sup>2</sup> and 3.4% of whom smoke waterpipes <sup>3</sup>. Internet users frequently access mass media as a means of communication and as a source of information, including health-related information<sup>4</sup>. It has been demonstrated to appeal to a large audience, but its use in public health advocacy is still relatively new. Significantly, it can be a potent instrument for the tobacco industry's promotion <sup>5</sup>, but we are yet unsure of the most effective ways to employ social media campaigns for the aim of prevention <sup>6</sup>.

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### **PREVALENCE**

With one fatality from tobacco use every six seconds and 10% of all adult fatalities, tobacco use is the biggest global cause of preventable mortality <sup>7</sup>. Eighty percent of the world's one billion smokers reside in low- and middle-income nations <sup>7</sup>. A middle-income nation in South America, Argentina has a tobacco smoking prevalence of 27.1% <sup>8</sup>. In 2002, the tobacco business in Argentina invested over \$18 million in marketing and advertising. The World Health Organization (WHO) Framework Convention on Tobacco Control was signed by the president of Argentina in 2003; however, ratification has not yet occurred due to active lobbying by regional legislators from tobacco-growing provinces who have been swayed by tobacco industry positions <sup>9</sup>. One of the most popular forms of communication in the world today is the Internet. Despite the fact that many nations have banned the advertisement of dangerous goods like tobacco, internet-based marketing has the potential to circumvent these regulations <sup>10</sup> while still reaching a sizable audience. As a result, advertising on the internet has grown in popularity as a method of promoting tobacco goods, and the use of social networking and user-generated content websites is rising. More than 500 Facebook pages with links to BAT goods were found in a 2010 investigation <sup>11</sup>. Numerous pro-tobacco films were found, according to studies that examined the smoking-related content on the website YouTube <sup>12,13</sup>, which is consistent with indirect marketing activity by tobacco corporations or their agents <sup>12</sup>. Nearly 5 million houses in Argentina have broadband Internet access, which means that at least 55% of the population has access <sup>14,15</sup>. Numerous cigarette companies have created websites for the regional market that, whenever possible, encourage user engagement and focus on particular goods. For instance, it is common for a person who is exposed to a marketing promotion to be asked to go online in order to enter a lottery or to receive a gift, and similar advertisements are frequently found in cigarette packaging. Depending on the website, users can contribute brand marketing ideas and take part in marketing campaigns with content that may include online games and chatting. RJ Reynolds, for instance, created a plan that allowed users to critique the packaging for four different cigarette flavours on the mass media<sup>16</sup>

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## RISK FACTORS

Findings show that exposure to tobacco-related social media is a significant risk factor for young people's usage of cigarettes in the future. Federal regulation, anti-marketing, and health communication initiatives should concentrate on social media.<sup>17</sup>

Teenagers who use social media frequently may use e-cigarettes more frequently. Even a brief exposure to social media e-cigarette information was linked to increased use intention and more favourable attitudes regarding e-cigarettes. Regulations should be implemented to forbid sponsored e-cigarette content on young people's favourite social media platforms, including updates from youth-oriented influencers.<sup>18</sup>

Social media usage, including publishing and viewing tobacco-related information, is a countrywide predictor of youth tobacco use. The findings imply that in order to reduce social media's influence on juvenile tobacco usage, interventions and laws banning tobacco-related content on social media are required.<sup>19</sup>

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## EFFECTS OF SOCIAL MEDIA ON ATTITUDES AND BEHAVIOR REGARDING TOBACCO USE

The IPI model offers a theoretical framework for comprehending how public opinions and behaviors' regarding a certain problem are influenced by social media. According to the paradigm, a person may observe how media influences other people and change their own attitudes and behaviours to reflect that impression (Gunther & Storey, 2003). Three causal links between the essential elements that explain the mechanism of media influence are identified by the IPI model.<sup>20</sup>

The affiliation is the initial kind of relationship.

Speculative model

This study investigates the direct and indirect impacts of smoking-related messaging on social media on smoking attitudes and intentions among college students, guided by the theoretical underpinnings of the IPI model. The current study integrates two social media communication behaviors—message expression and reception—as well as two major categories of smoking-related messages—against and in favour of smoking—into the hypothesised model to more thoroughly examine these impacts.<sup>20</sup>

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## ADVANTAGES OF MASS MEDIA ON TOBACCO USE

- Decreased Youth Smoking;
- Decreased Tobacco Users;
- Increased Quit Rates

Other potential positive effects include decreased cigarette usage and increased utilisation of cessation therapies.<sup>21</sup>

### *MASS MEDIA'S IMPACT ON TOBACCO USE*

Participants described how certain Facebook pages and quick YouTube videos helped them become fascinated with smoking. Numerous interviewees claimed that their attitudes toward smoking were impacted by the smoking habits of well-known male protagonists and even antagonists who were portrayed on social media. A participant said: Some images and videos from the television programme "Narcos" were uploaded on Facebook. Pablo Escobar was the primary character and my favourite. He was a drug dealer and "Godfather" figure who led a group of criminals and had a distinctive smoking habit. I repeatedly mimicked that scene since I found it to be so fascinating.<sup>22</sup>

An individual who mostly viewed YouTube every day said:

On one occasion, I was watching the Satyajit Ray-helmed film "Agantuk" on YouTube. When the hero was questioned about whether or not there was a god, he lit his pipe, put some tobacco in it, and took a puff. I really enjoyed this scene.<sup>22</sup>

Another person attributed the beginning of their smoking habit to social media: When I first started using Facebook, I observed many beautiful photographs of smokers exhaling smoke in various styles, including smoke rings, and it was at that point that I first became attracted to and began smoking.<sup>22</sup>

This participant added that he continued using Facebook primarily because of these initial photographs of smokers because he wanted to hunt for additional pictures that were similar to them. These remarks and others like them can be analysed to indicate how tobacco portrayals on websites like Facebook and YouTube attracted students with appealing images of smoking, often utilising a likeable main character to demonstrate how "cool" smoking is. Imitation—students modelling their smoking habits after celebrities they identified with on social media—was another recurring theme. These and other quotes serve to clarify how social media can affect this age group's smoking behaviour.<sup>22</sup>

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## CONCLUSION

Social media has emerged as one of the most important platforms for debate and communication on public health concerns, including discussions around tobacco use. This study lends support to the idea that social media serve as a conduit for college students to create, distribute, receive, and discuss content

connected to smoking. More crucially, mass media can improve one-on-one conversations by enabling one-to-many or many-to-many connection. Regardless of accommodations or location, college students can connect with one another regarding smoking-related concerns like smoking habits, actions, and attitudes through social media.<sup>23</sup>

The success of mass media-based tobacco cessation intervention trials is highlighted in this review. We propose integrating tobacco cessation therapies within current well-liked mass media platforms because to the widespread use of mass media and its inexpensive cost.

Teenagers are more likely to use e-cigarettes if they use mass media more frequently and are exposed to more marketing and e-cigarette-related content in social media posts. To prevent sponsored e-cigarette content on youth-used mass media platforms, legislation is required.

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