

## Introduction

- Research has shown that electronic cigarette use has increased dramatically in the United States. However, use of e-cigarettes have been linked to growing numbers of serious respiratory illness and deaths in otherwise healthy individuals.
- In response to many deaths nationwide that resulted from vaping, news stories about the dangers of e-cigarette use and the bans on e-cigarette products were common on television, newspapers, and social media.
- The study examined the effects of reading negative news stories on people's attitudes and behaviors regarding e-cigarette use.
- We hypothesized that people who read negative news stories would be more likely to have negative views on e-cigarettes and would be less likely to use e-cigarettes.



## Methods

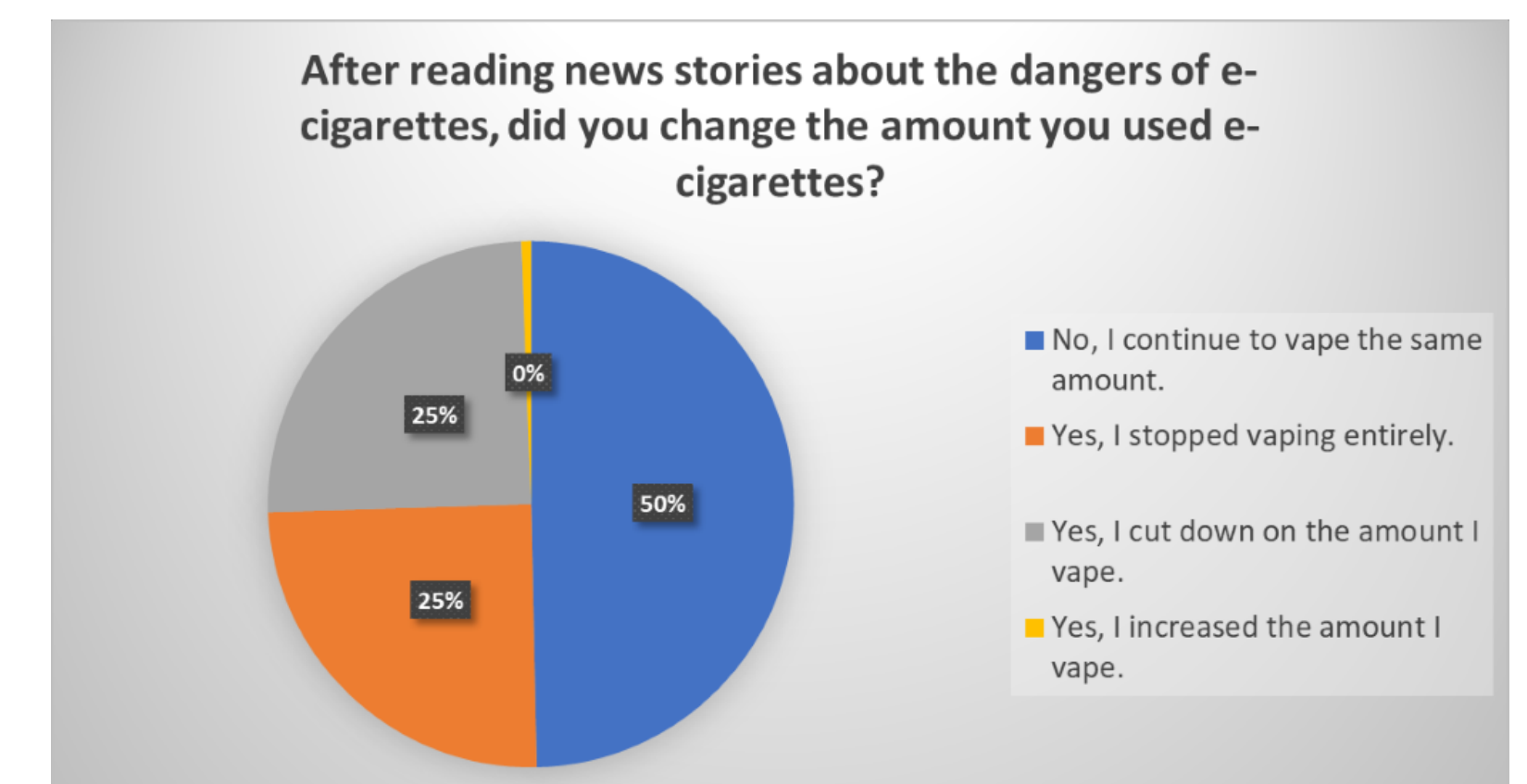
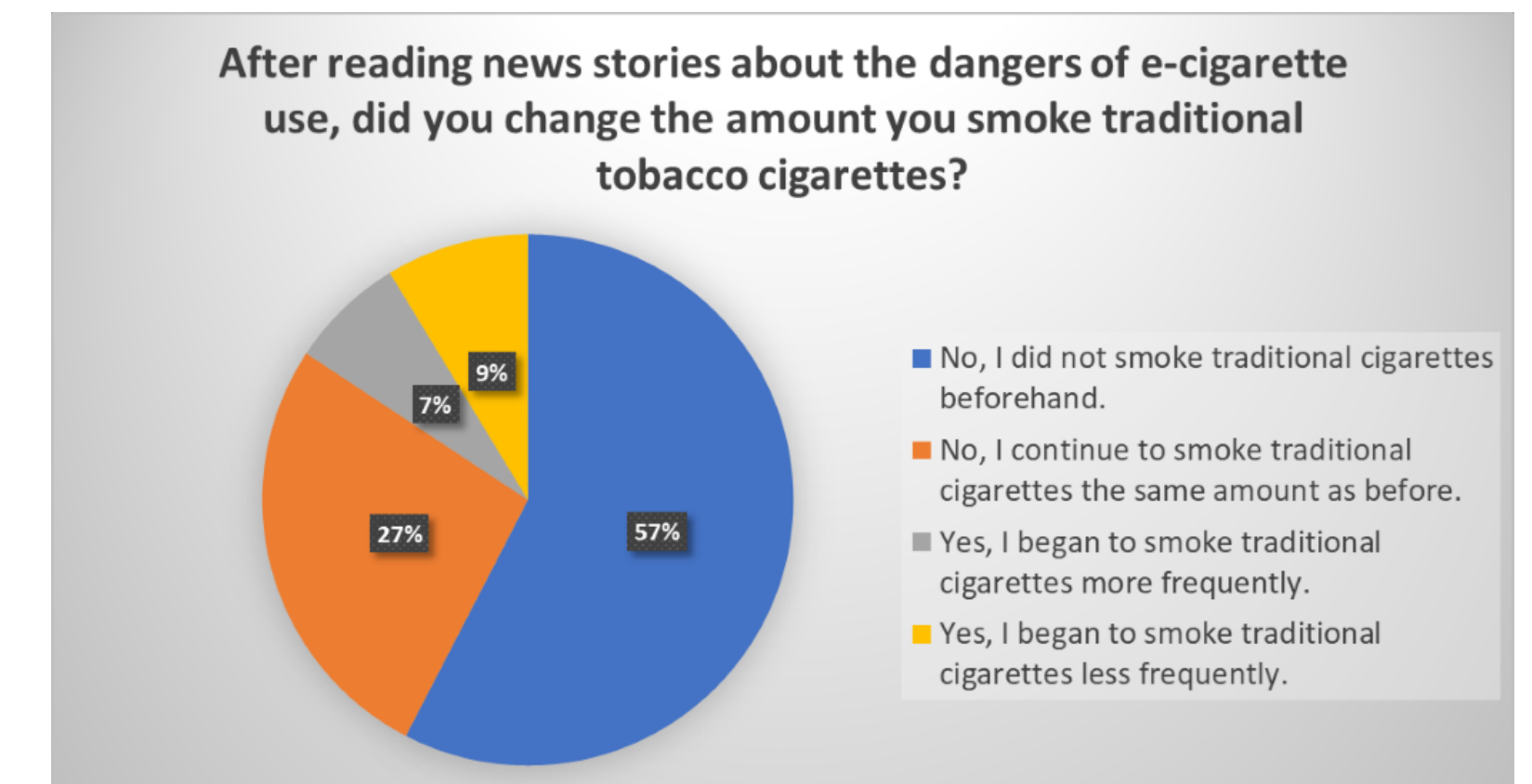
- Participants included 380 adults (206 male, 176 female, 2 non-binary) who completed an online survey from Amazon Mechanical Turk analyzing traditional cigarette and e-cigarette use. The mean age was 36.2 years (SD=10.4). 37% reported currently using e-cigarette devices, 43% reported never used an e-cigarette device, and 19% classified as former users.
- Data were collected on exposure to negative stories about e-cigarettes, stigma toward those using e-cigarettes, health risks, outcome expectancies, and descriptive and injunctive norms of using e-cigarettes.

## Results

Table 1

*Independent samples t-tests comparing people who have read negative news stories about e-cigarettes with those who have not read negative news stories about e-cigarettes on all variables.*

Variable	News Stories <i>M (SD)</i>	No News Stories <i>M (SD)</i>	<i>t</i>	<i>p</i>
Stigma	3.31 (0.92)	3.67 (1.08)	2.90	<.001
Health Risk	12.93 (3.98)	14.17 (3.86)	2.44	0.015
Positive Expectancies	14.22 (5.87)	15.53 (5.33)	1.79	0.074
% who have Vaped in past 30	28.47 (20.08)	37.14 (24.35)	2.89	0.005
Perceived Negative Opinion	4.36 (1.40)	4.03 (1.41)	-1.88	0.060



## Discussion

- Our study indicates that people who have read negative news stories report more negative attitudes towards e-cigarette use and a reduction in e-cigarette use.
- These results suggest that reading negative news stories on bans and death, strongly influences attitudes towards vaping and e-cigarette use.
- These results also show that negative news stories influence vaping and e-cigarette behavior after people read them.