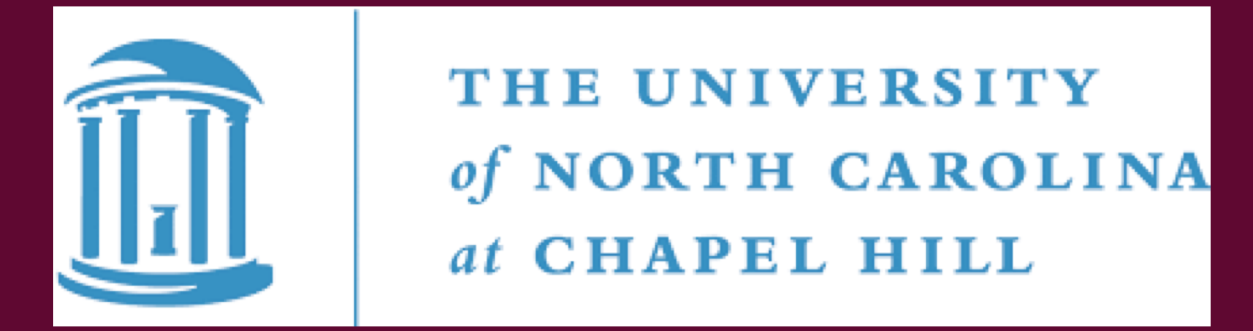


Effectiveness of antismoking ads across the socioeconomic spectrum

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Background

- Tobacco use is the greatest cause of preventable death and disease in the United States¹
- Health effects from smoking disproportionately affect low socioeconomic status (SES) communities¹
- National cigarette smoking rate in 2017 was 14%²
- 26.0% of people with an annual household income under \$35,000 used tobacco products in 2017²
- Social psychology suggests that low-SES cultural norms are more interdependent (other-focused) while high-SES cultural norms are more independent (self-focused)³
- Tailoring antismoking ads to these cultural norms may help improve their effectiveness among low SES populations, translating to greater public health outcomes
- We hypothesized that low SES people would perceived other focused ads as more effective than self focused ads**

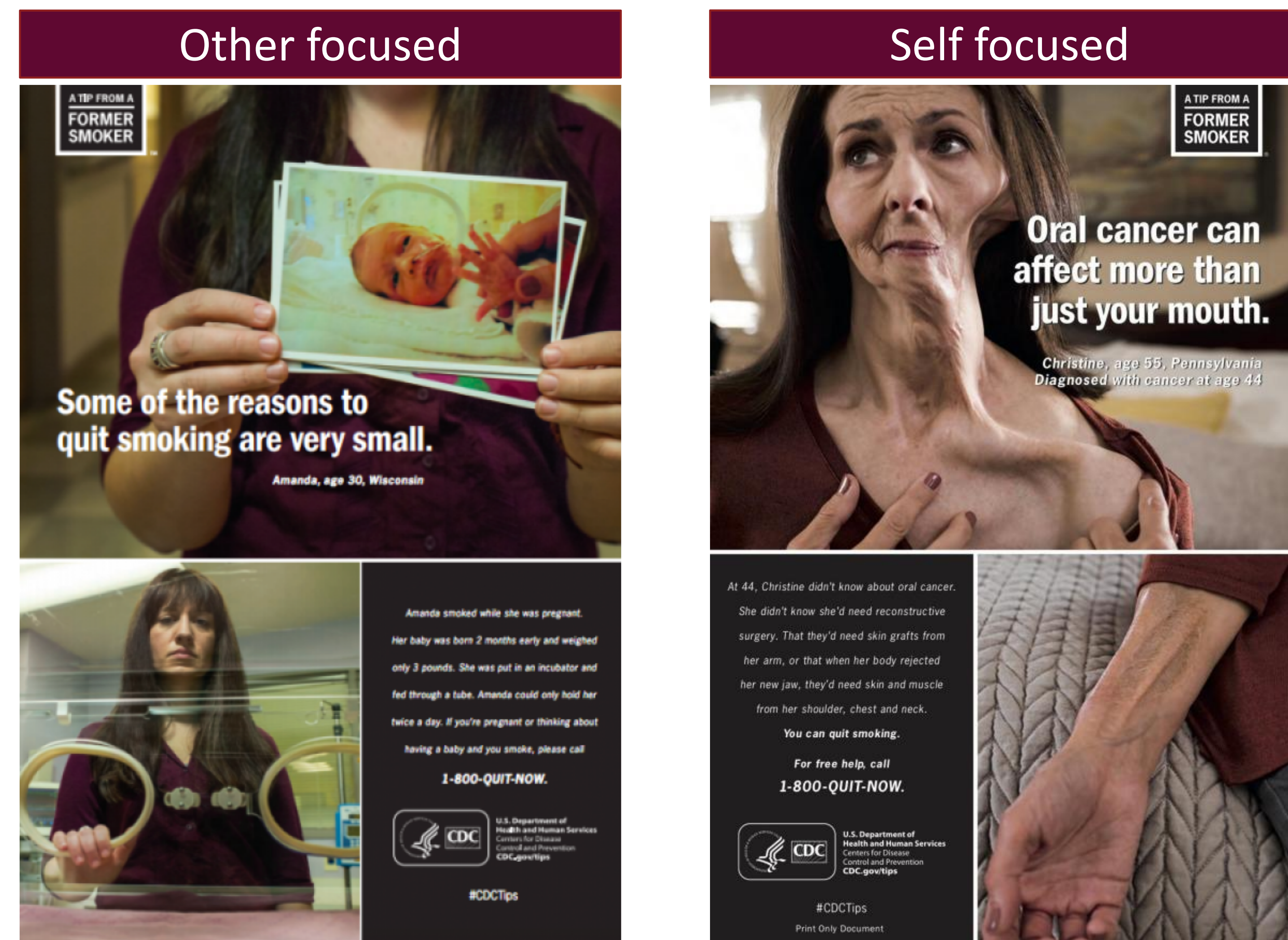
Research Questions:

- Can antismoking ads be categorized as self or other focused?
- Will the other focused ads be perceived as more effective than the self focused ads by low SES people?

Methods

- We assessed ads from the highly effective CDC: “Tips from Former Smokers” campaign⁴ using two online (MTurk) surveys
- Survey 1: categorizing ads as self focused versus other focused**
 - Participants viewed each ad and rated how self-focused and how other-focused the ad was from 1–8
- Survey 2: Assessing the perceived effectiveness of the ads**
 - Participants viewed each ad and rated the effectiveness on 6 measures (e.g. how memorable or convincing the ad was)
 - For each ad, the ratings were added up for a composite effectiveness score out of 30
- Each survey also included questions about the participants:
 - Demographics and socioeconomic status
 - Smoking status

Results: Categorizing Ads



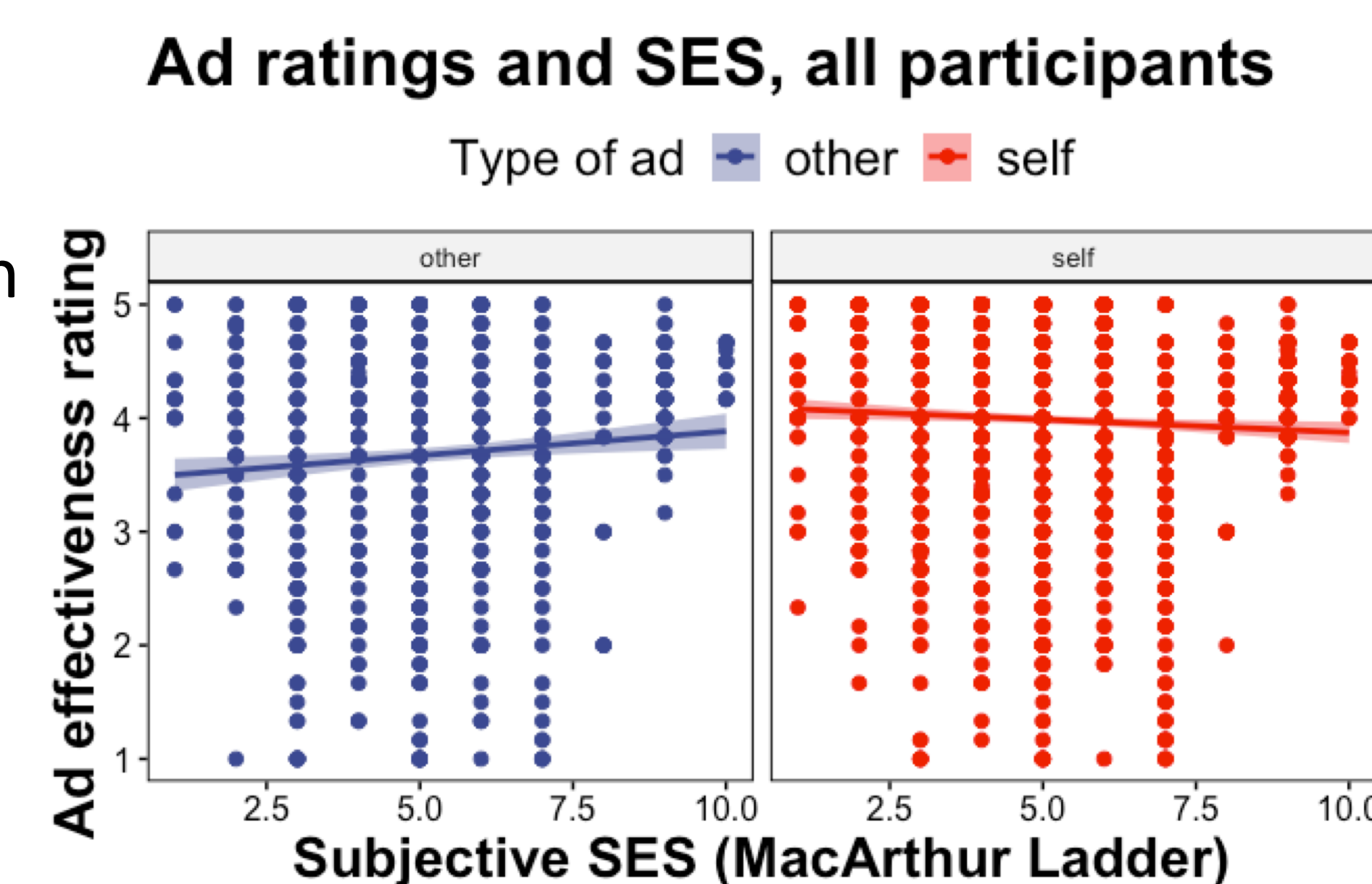
The most effective “other” ad.
Self-focused rating = 3.66, other-focused rating = 6.73,
average composite effectiveness = 24.08

The most effective “self” ad.
Self-focused rating = 7.06, other-focused rating = 2.63,
average composite effectiveness = 26.29

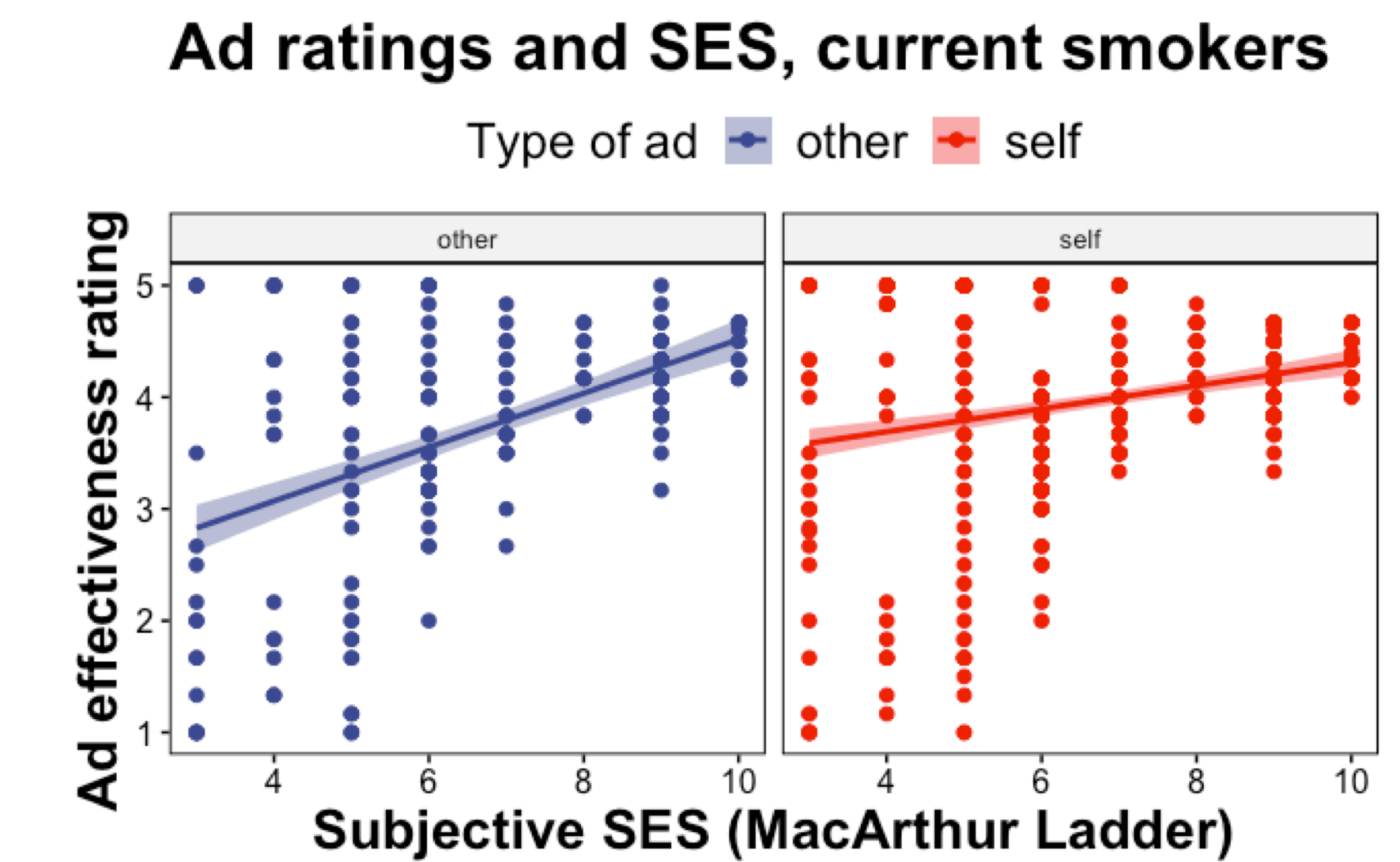
- Out of 28 ads, 9 were classified as other (higher other-focused rating than self-focused rating)
- Overall, other ads were rated as less effective than self ads

Results: Ad Effectiveness and SES

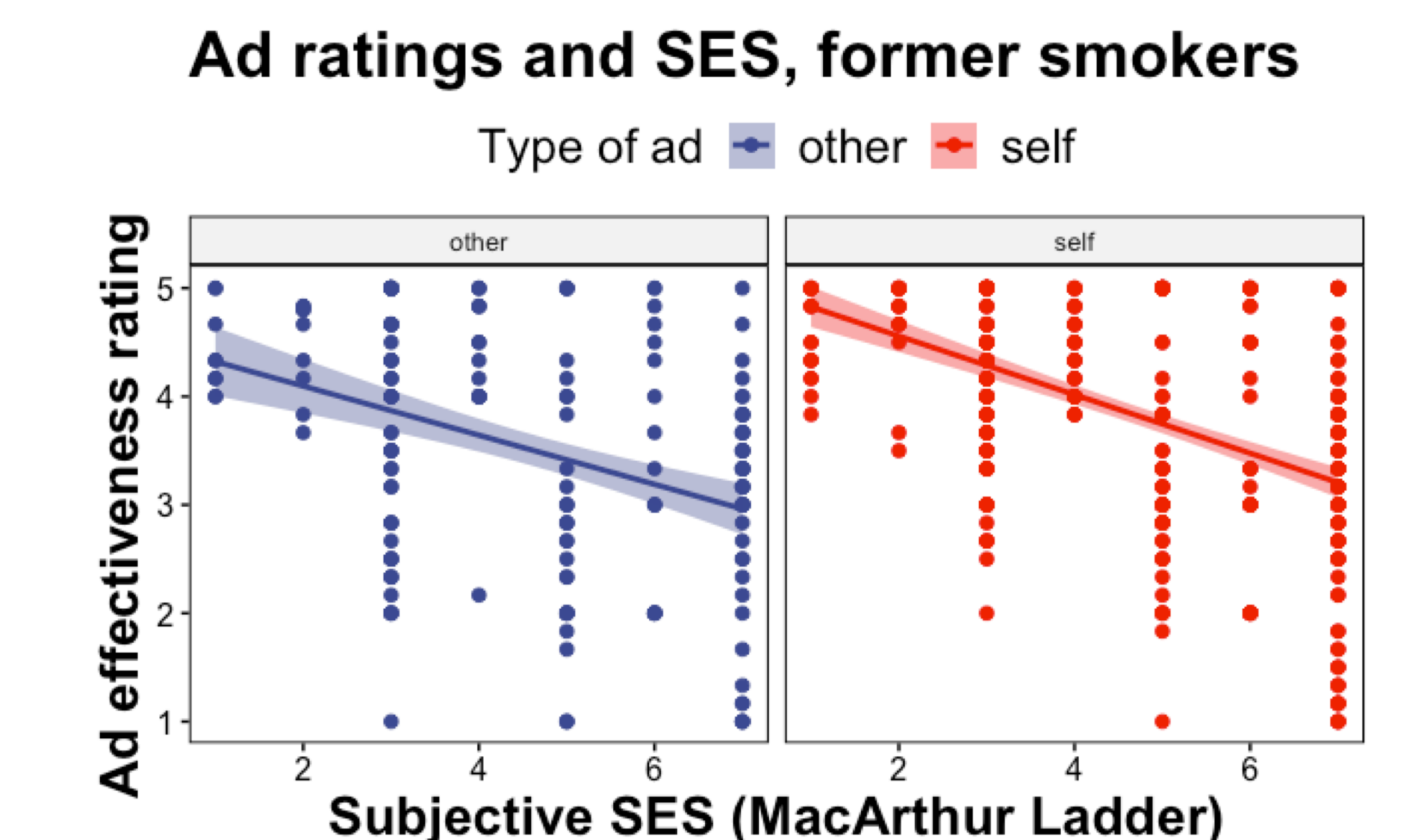
- There was a significant difference between ad effectiveness by ad type (self vs other)
- There was a significant interaction between ad type and subjective SES
- Lower SES people rated self-focused ads as more effective than other-focused ads
- Higher SES people rated both ad types as almost equally effective



Results: How Smokers Rated Ads



- Self focused ads** were more effective for both lower and higher SES current smokers



- Other focused ads** were more effective for both lower and higher SES former smokers
- The interaction between ad type and SES was nonsignificant for former smokers, however, there was a significant difference between ad effectiveness by ad type

Conclusions and Future Directions

- Antismoking ads can be classified as self or other focused
- For all participants (smokers and non-smokers), self ads were rated more effective
 - One possible explanation: the self focused ads were more graphic, while the other focused ads were more story-driven
- Our hypothesis that other ads would be more effective for low SES people was not supported
 - Research on health behavior change ads in other domains is warranted to test the theoretical framework
- Future research should explore other aspect of the ads to understand the relationship between ad effectiveness and SES

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