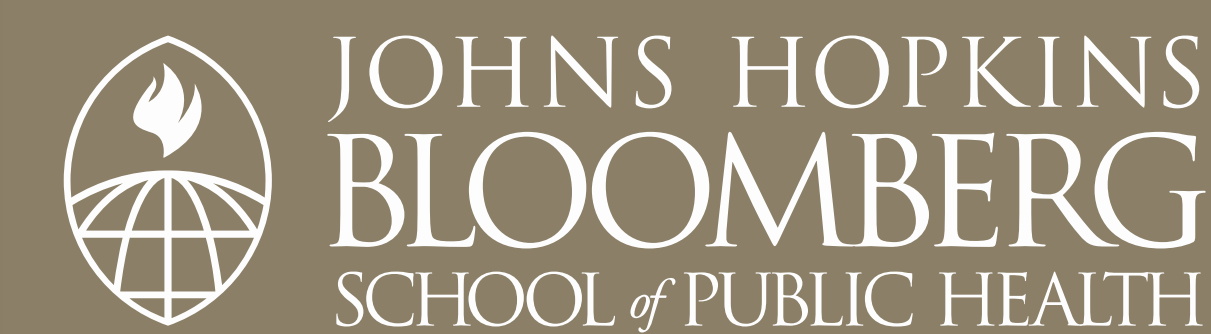




Social media as a tool to generate social norms among young adults to create demand for smoke-free policies

Mark Spires, MPH, Ashley Grant, MPH, Joanna Cohen, PhD
Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health



Objectives

- Describe a systematic approach of how one can test the efficacy of using social media (SM) and online social networking to create demand for stronger smoke-free policies by:
 - Understanding how young adults use SM via their mobile devices, and how it influences their decision on which entertainment venues to visit
 - Investigating what possible mobile SM approaches or 'concepts' may work best for changing perceptions and attitudes towards smoke-free (SF) policies in restaurants

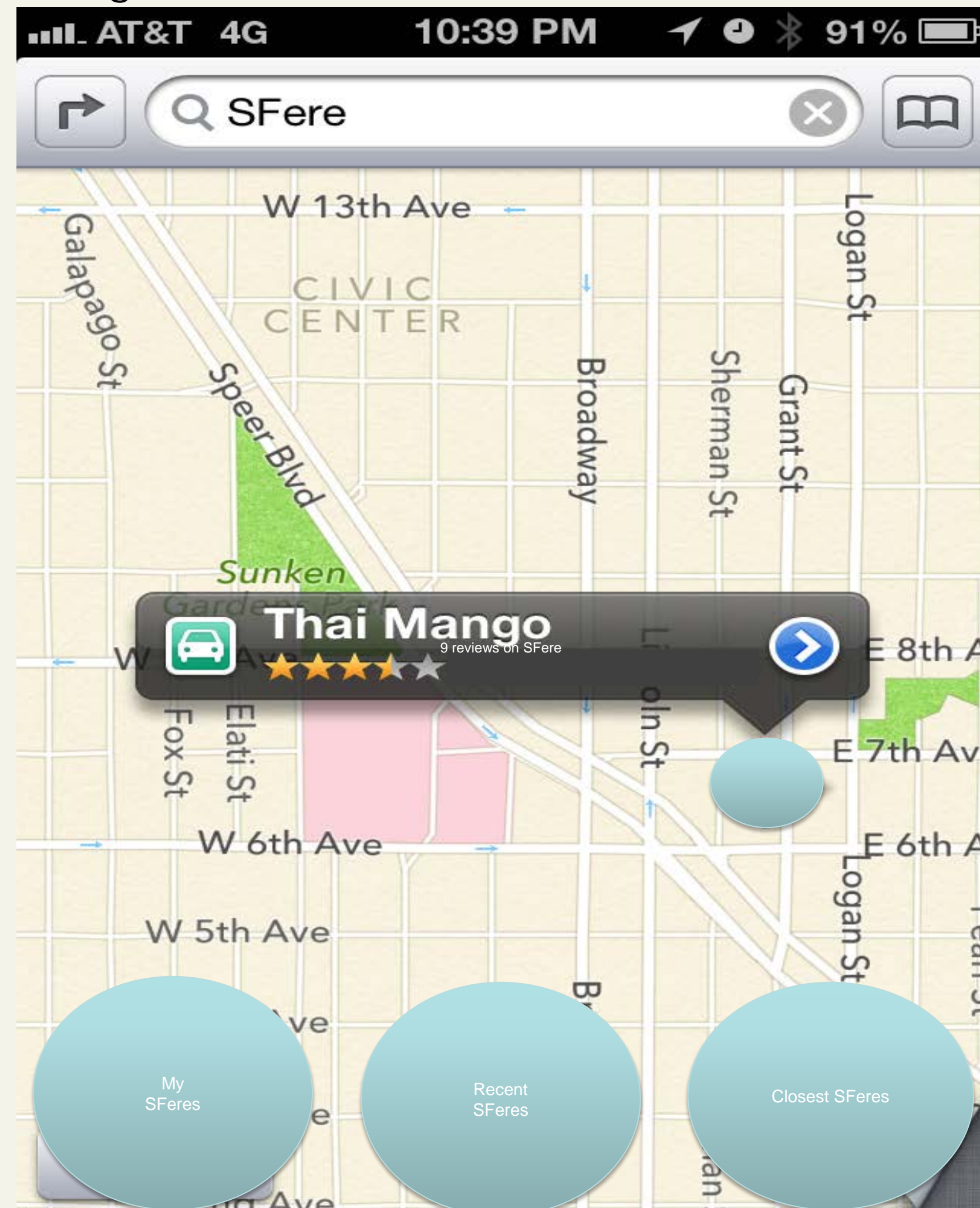
Methods

- Online survey conducted with 500 young adults to better understand SM use via their mobile devices
- Focus group discussions held to further investigate survey findings and identify possible concepts
- Possible concepts were developed in consultation with local partners and will be tested and refined through additional focus group discussions

Image 1



Image 2



Results

- Facebook is the most commonly used SM site, accessed via mobile devices several times a day by over 60% of respondents
- Almost 80% of respondents reported using Facebook as a resource when deciding where to go out
- Respondents indicated an overall feeling of empowerment to make their community a better place to live, influence social norms, and change policies
- 3 potential concepts were developed that use the Facebook platform:
 - The sharing of photos taken with camera phones in SF restaurants through a dedicated public Facebook page, with the provision of incentives to encourage further online engagement & networking (Image 1);
 - The creation of online SF zones representing SF restaurants generated by users employing the

GPS capabilities of their phones (Image 2)

- A mobile game that allows individuals to actively engage with their environment through their camera phone and utilize their phones' GPS capabilities to report SF violations (Image 3)

- Concepts will be tested and refined through additional focus group discussions with target population

Image 3



Conclusions

- Utilizing online surveys and following up with focus group discussions is useful to the development of possible mobile SM approaches for influencing social norms around exposure to secondhand smoke
- The experience of other SM platforms and experts in this field should be considered when testing approaches to reflect insights about online communities that are not expressed by the intended audience in surveys and focus groups
- Pilot testing a fully developed concept will ultimately offer the best indicators of success and allow for further refinement

Corresponding author:

Mark Spires (mspires@jhsph.edu)