

UNIVERSITY REPORT

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UNIVERSITY OF
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2014 • mississippi tobacco data

UNIVERSITY SURVEY OF TOBACCO CONTROL

/// UNIVERSITY OF MISSISSIPPI | 2014

ACKNOWLEDGMENT

This survey was made possible through support provided by the Mississippi State Department of Health. The opinions expressed herein are those of the authors and do not necessarily reflect the views of the Mississippi State Department of Health.

The survey instrument design was based on an extensive review of extant instruments such as the Social Climate Survey of Tobacco Control, the Current Population Survey – Tobacco Use Supplement, the National College Health Risk Behavior Survey, the Youth Tobacco Survey, the Harvard School of Public Health College Alcohol Survey, and was supplemented by additional relevant items.

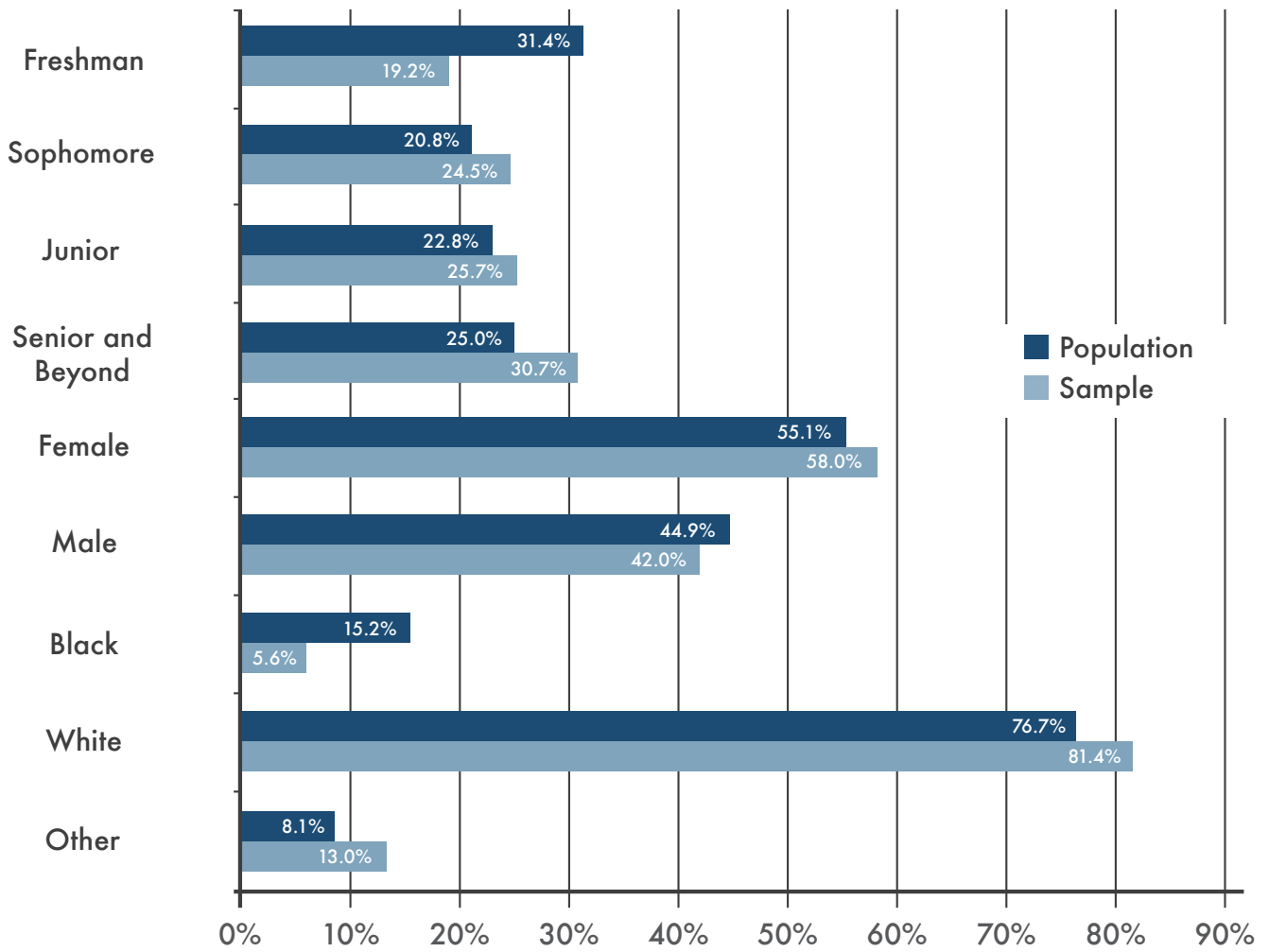
METHODS

Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to undergraduate students at the University of Mississippi (UM). This web-based approach has extraordinary potential as the university provides internet access to students in multiple settings and issues each student an e-mail account. Moreover, students rely on e-mail and the internet to communicate with peers, professors, and university administrators.

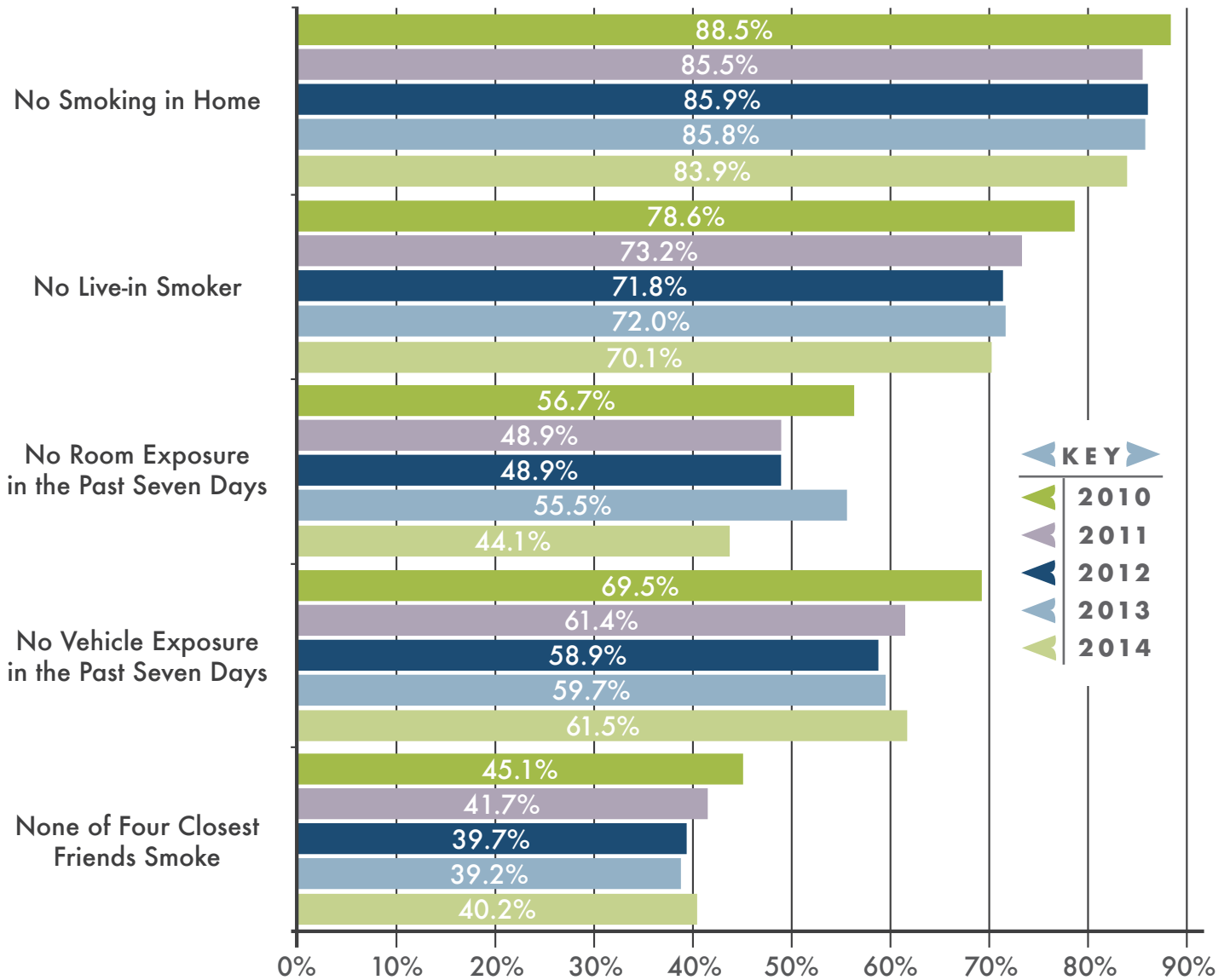
Information Technology Services at UM provided 15,560 undergraduate student e-mail addresses. Of these 15,560 students, 7,000 were sampled and 560 participated in the survey. All respondents were 18 years of age or older and undergraduate students at UM during the Spring 2014 term. Respondents were screened before beginning the survey, and students who were not yet 18 years of age or who were not currently full-time (i.e. enrolled in at least 12 credit hours) during the Spring 2014 term were not allowed to continue the survey.

Each student in the sample received an e-mail asking for their participation in the survey. Students who chose to participate clicked on an embedded URL address that linked the student to the survey web site. Respondents who did not complete the survey in one session were able to restart the survey at the last question answered. Up to two reminder e-mails were sent requesting the student's continued participation. Two reminder emails were also sent to each student who did not respond to the initial request for participation. No more than three emails were sent to any student in the sample. We also sent an e-mail to participants thanking them for their participation.

Several precautions were taken to protect the privacy of respondents. First, personal identifiers (e-mail addresses) were kept separate from the information collected from each respondent. This was accomplished by placing each set of information in a separate database. The only common identifier to both databases was a respondent ID number. This identifier was destroyed as soon as data collection was complete. Second, security protocols were in place to protect the anonymity of the respondents. Linking the data collected from a student to their email address would require access to the three separate systems: 1) The Survey Research Unit server which requires an account on the server, a login ID, and a password, 2) The sample database which requires a different login ID and password, and 3) The questionnaire database which requires a third and different login ID and password. This approach has been successfully applied by the Survey Research Unit at the Social Science Research Center to collect data via web-based surveys while protecting the confidentiality of the respondents.

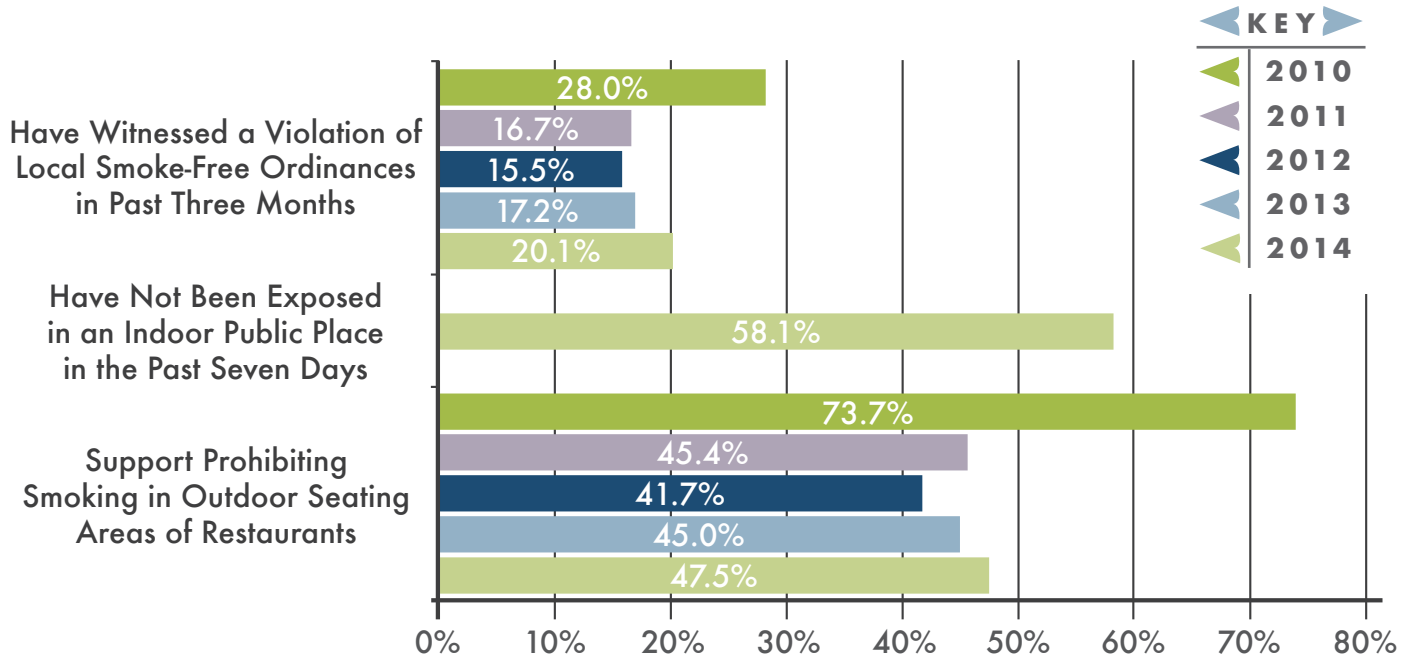


INDIVIDUAL PRACTICES & EXPOSURE TO TOBACCO SMOKE
 2010-2014



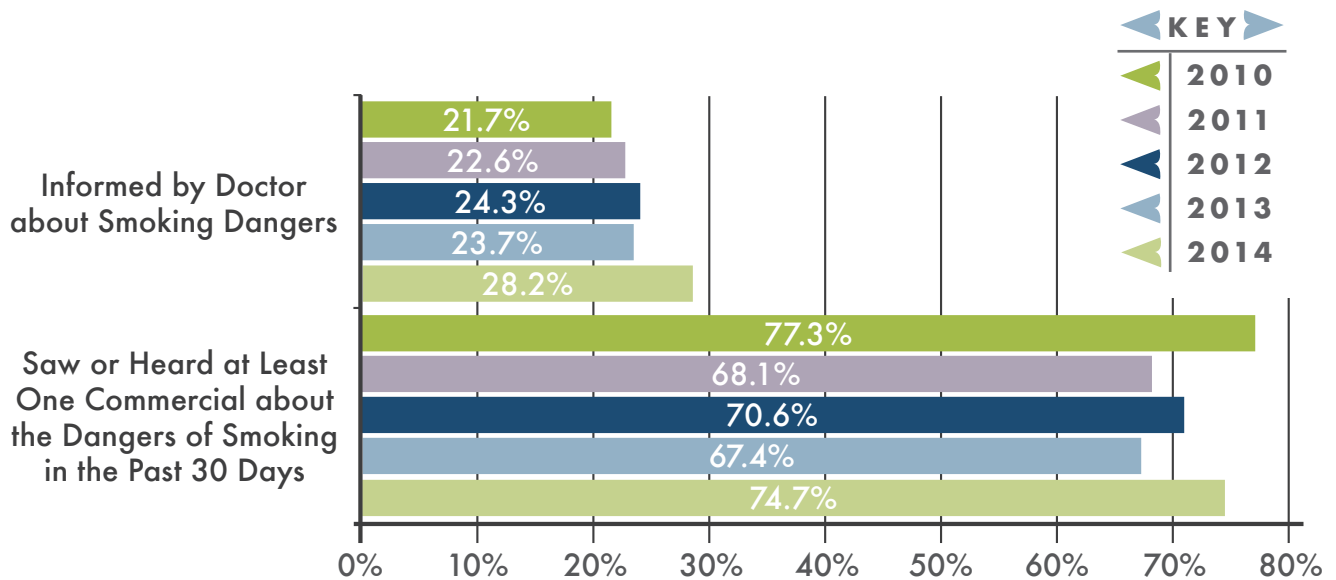
SMOKE-FREE POLICIES IN THE COMMUNITY

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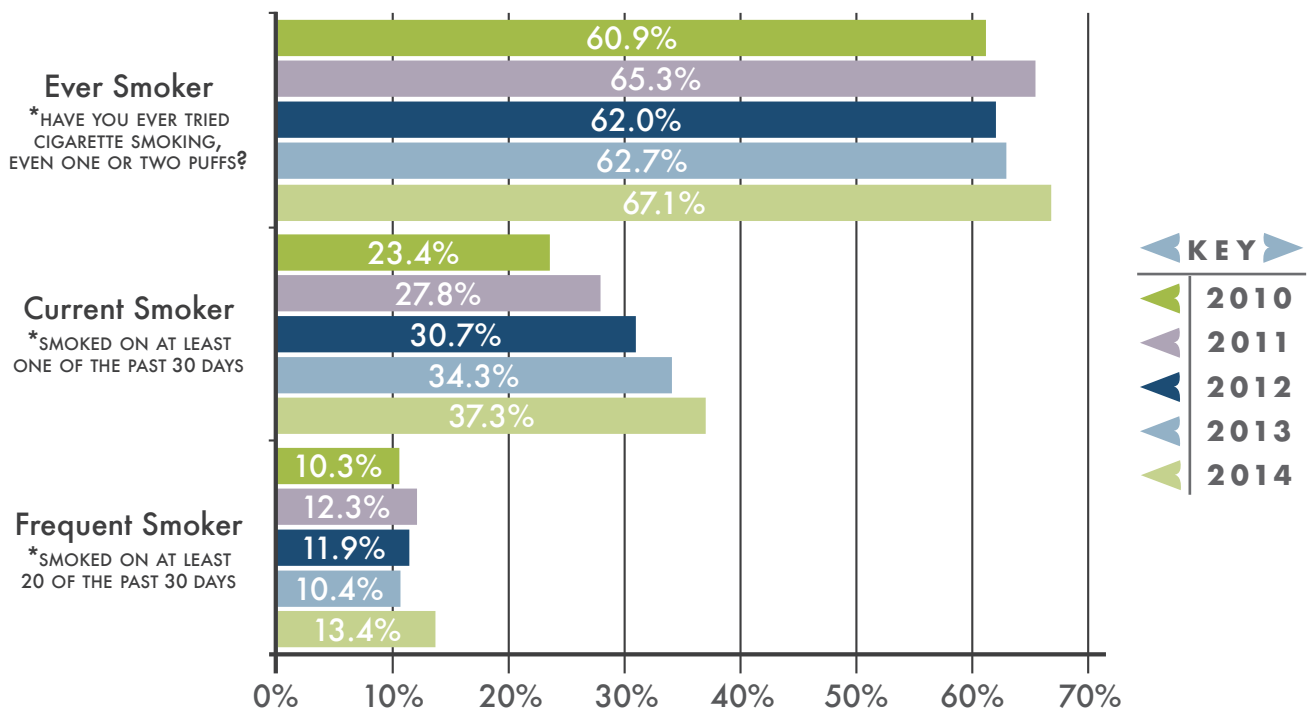


HEALTH BELIEFS & COUNSELING + MASS MEDIA

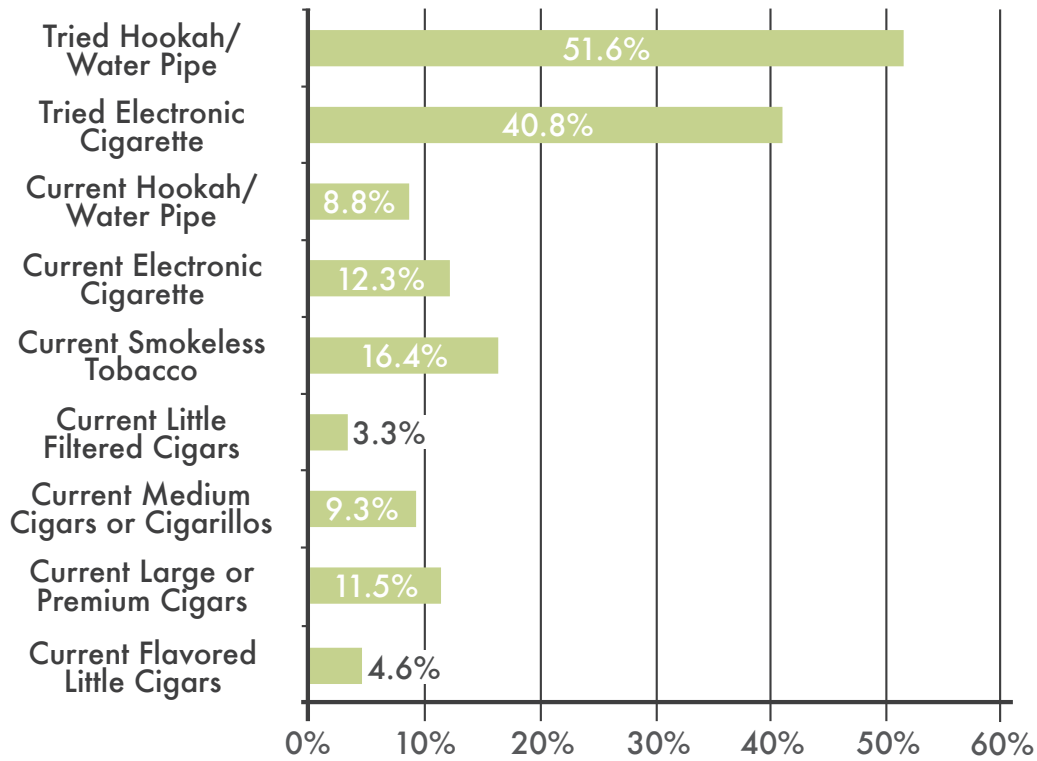
2010-2014



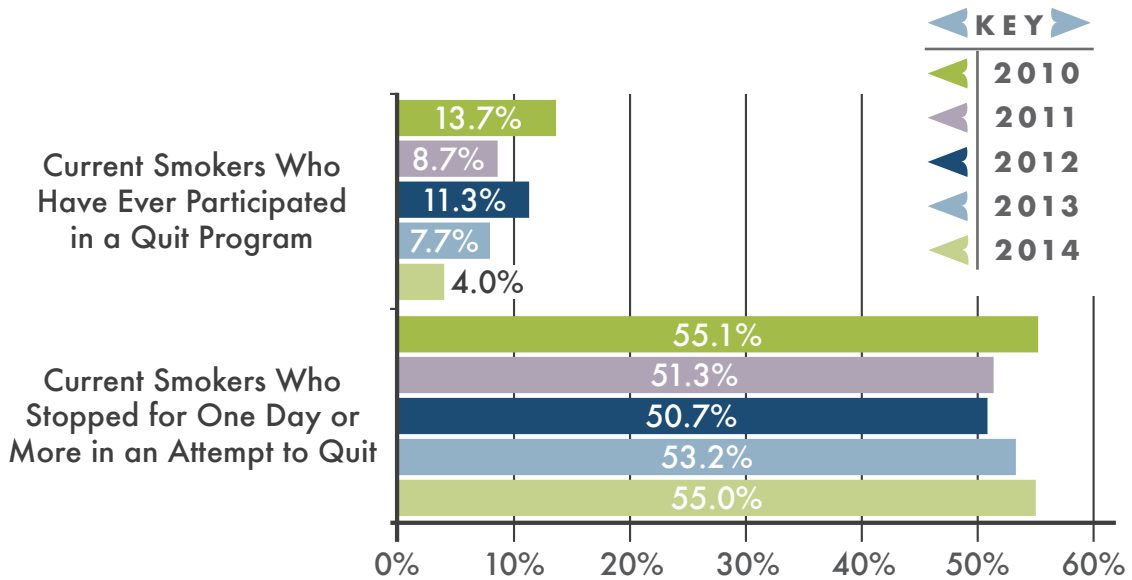
CIGARETTE SMOKING 2010-2014



TOBACCO PRODUCT USE ← 2014 →



SMOKING CESSATION ← 2010-2014 →



CONTACT INFORMATION



Robert McMillen, Ph.D.
Social Science Research Center
Mississippi State University

ROBERT.MCMILLEN@SSRC.MSSTATE.EDU
WWW.SSRC.MSSTATE.EDU
WWW.MSSTATE.EDU

One Research Blvd., Suite 103
Starkville, MS 39759

P: 662.325.7127
F: 662.325.7966

For more information visit

MSTOBACCODATA.ORG



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