The Objective and Subjective Social Climates of Smokers and Non-Smokers

Robert McMillen, Liesel Ritchie, Ashley Robinson, and Arthur Cosby
Social Science Research Center, Mississippi State University

ABSTRACT

The introduction of the social objective climate to reflect its impact on people's beliefs and behaviors concerning tobacco—the subjective social climate. We further hypothesized that there would be more substantive differences in the social climates of smokers and non-smokers as well. Smokers and non-smokers were hypothesized to have different perceptions of the social climates of the community and the state, and the health risks of tobacco. Finally, smokers and non-smokers were expected to differ in their opinions of tobacco control issues.

METHODS

The purpose of this report was to illustrate variations in the social climate of smokers and non-smokers within several institutional settings toward tobacco use and tobacco control in the state of Mississippi. We employed an institutional approach to assist in integrating the Social Climate Survey.

RESULTS

All of the results from the Social Climate Survey support the hypothesis that the objective social climates of smokers and non-smokers would differ. Smokers reported a higher percentage of family members, close friends, and co-workers who smoked. However, smokers lived in households with more rules concerning the use of tobacco in the home and in the community. The survey also revealed substantive differences in the subjective norm of smokers and non-smokers. Smokers and non-smokers were also asked about their perceptions of the extent of the social climates of the community and the state. The institutional arenas of recreation, leisure, and sport are the most likely to be affected by tobacco sales and advertising since they are sites of public use.

DISCUSSION

The purpose of this report was to illustrate variations in the social climate of smokers and non-smokers within several institutional settings toward tobacco use and tobacco control in the state of Mississippi. We employed an institutional approach to assist in integrating the Social Climate Survey.

REFERENCES


