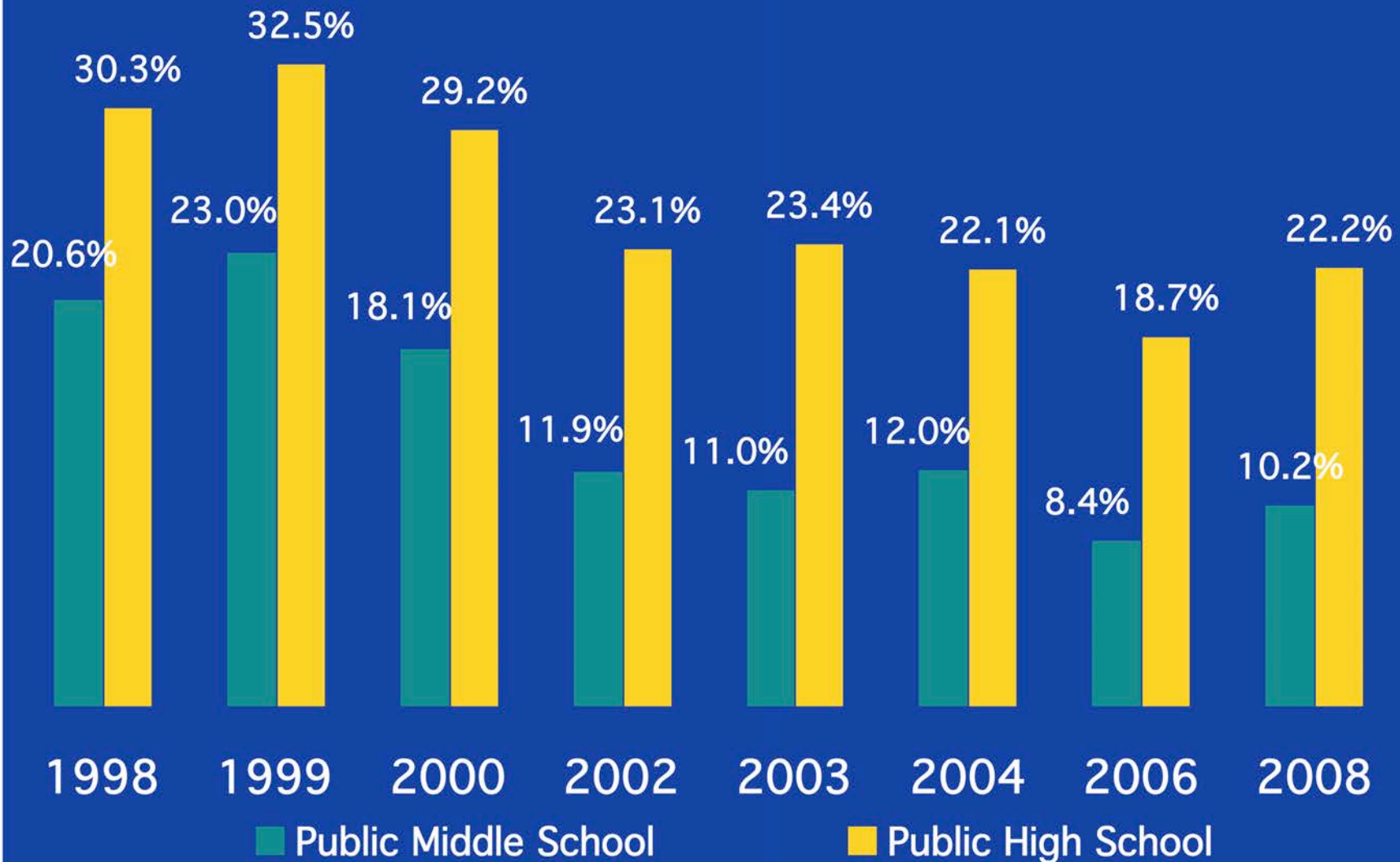


Media and Social Influences on Cigarette Smoking among Youth

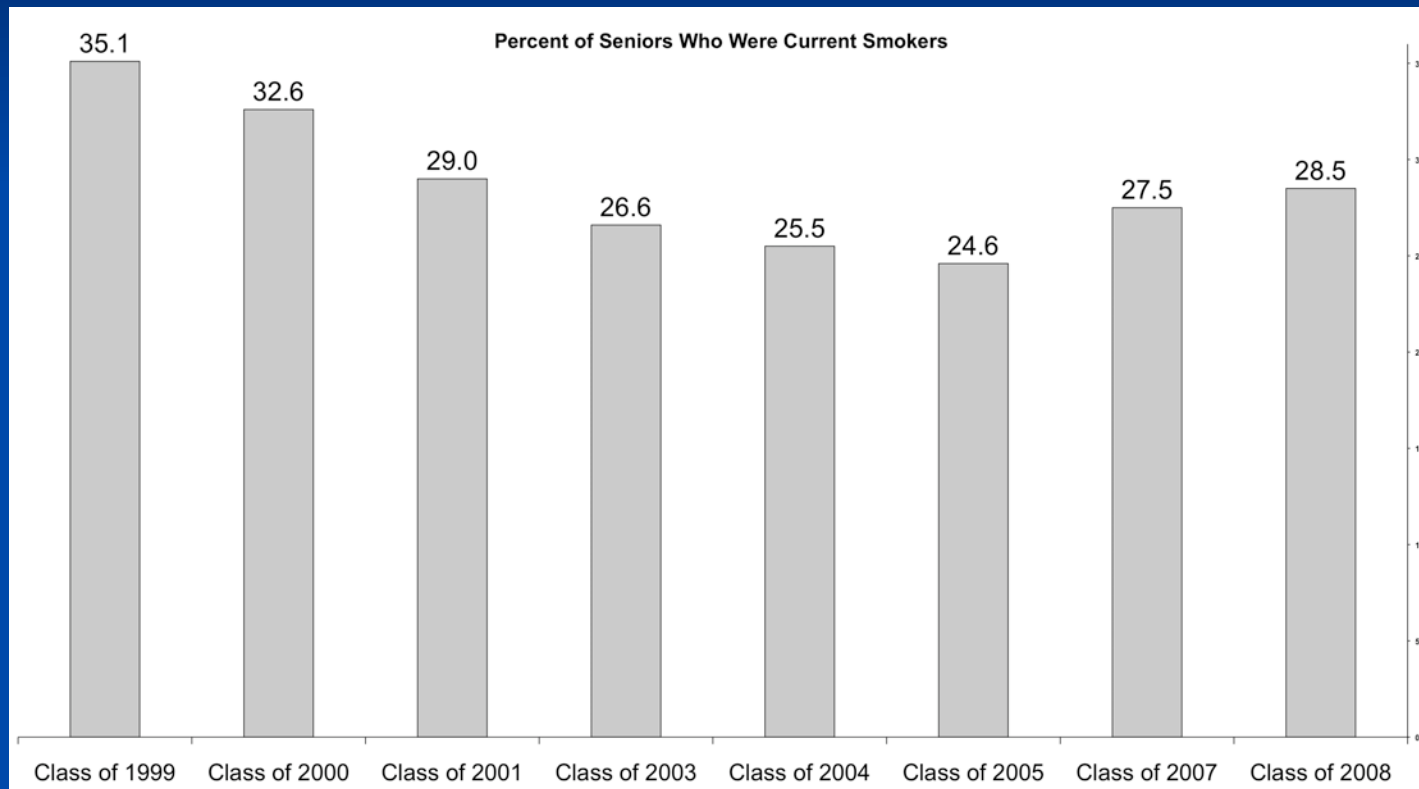
Robert Cameron McMillen, PhD



Current Smokers, 2008



Percent of Seniors Who Were Current Smokers



Design and Methods

- Youth Tobacco Survey
- Two-Stage Cluster Sample Design
- Public Middle and High Schools

Response Rate

- Public Middle Schools: 63.2%, N=3,906
 - School Response Rate: 82.6%
 - Student Response Rate: 76.5%
- Public High Schools: 58.0%, N=3,598
 - School Response Rate: 80.0%
 - Student Response Rate: 72.5%

Models

- Logistic Regression Models
- Outcomes: Trajectory of Smoking
 - Susceptible
 - Experimenter
 - Established Smoker
 - Frequent Smoker

Predictors and Controls

- Exposure to Actors Smoking on TV and in the Movies
- Grade
- Race
- Gender
- Social and Contextual Influences