



SEMINARIO

“The Lie of E-Cigarettes and the Comeback of Big Tobacco”



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Electronic cigarette use (e-cigs) is increasing rapidly among youth, and research only has begun to examine the relationship between their use and social norms, attitudes, intentions to resist, and use of traditional tobacco cigarettes and marijuana. The current studies are meant to help fill this void. They address these relationships in a high-risk population of 788 high-school students. Previous research has investigated prevalence of e-cig and tobacco cigarette use in adolescent populations, but have ignored the link of e-cig use with tobacco and marijuana use in adolescents. Data for the analyses were collected as part of a longitudinal panel study. Using descriptive analyses, analyses of covariance, and binary logistic regression, my students and I assessed the relations between self-reported e-cig use, social norms, cigarette use, attitudes towards cigarettes, and marijuana use. Path model analysis was conducted to examine the predictive relationships between e-cig, tobacco, and marijuana use. Higher reported e-cig use norms in close friends and peers were associated significantly with stronger intentions to smoke cigarettes in respondents with no prior tobacco use, as well as more positive attitudes towards tobacco use. Path model analysis revealed a direct predictive path from prior e-cig use to later tobacco and marijuana use, in addition to greater willingness to try cigarettes and positive expectancies towards tobacco use.

Lunedì 9 Luglio 2018

ore 11.00

Aula 6

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