

**Demonstrative 2: Empirical Studies on the Relationships between Self-Image, Smoker Image, and Adolescent Smoking**

U.S. Exhibit 17,556

Study	Sample (N)	Independent Variables	Dependent Variables	Outcomes
1. Barton, Chassin, Presson, & Sherman, 1982 (U.S. Exhibit 72,847)	286 sixth graders and 248 tenth graders	Subjects asked to rate pictures of adolescents in which the presence of a cigarette was systematically manipulated.	Ratings of the pictures on 12 adjective rating scales (e.g., tough-timid)	The majority of youth at both ages saw some of these attributes—being tough, having an interest in the opposite sex, and being with a group—as good things that they aspired to. Sixth grade girls, intentions to smoke were higher if the girls’ self-image was closer to their image of a smoker on each of five attributes: wise, relaxed, good, drinks, and obeys. Both male and female tenth graders were more likely to intend to smoke if they saw smokers as closer to their ideal than nonsmokers are on being interested in the opposite sex.
2. Chassin, Presson, Sherman, & Margolis, 1988 (U.S. Exhibit 72,869)	429 high school students	Pictures of a boy holding either: (a) a can of chew, (b) a pack of cigarettes, or (c) a bag of corn chips.	Ratings of the boy on adjective rating scales (e.g., timid-brave; rough, rugged, vs. gentle, delicate)	Smoker seen as more rebellious, more brave, more rough/rugged, more likely to use drugs and alcohol, as well as more phony, less good at school, more unhappy, more lazy, more unhealthy, and getting along less well with family. Girls who admired the smoker image were more likely to smoke and boys who admired the non-smoker image were less likely to smoke.

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3. Amos, Currie, Gray, & Elton, 1998 (U.S. Exhibit 77,283)	897 adolescents age 12 to 19.	Pictures of youth from youth and style magazines. The pictures were altered to create one version in which the person held a cigarette and the other in which the young person did not have a cigarette.	Ratings of the pictures on a set of attributes.	“It was found that the presence of a cigarette affected how the pictures were rated ... In general, smoking images were rated as being more druggie, wild, and depressed. In contrast the matched nonsmoking images were rated as being more healthy, rich, nice, fashionable, slim, and attractive. Smokers and nonsmokers differentially rated themselves in the same way that they differentiated between smokers and nonsmokers in the photographs. It is argued that these magazine images of smoking may be acting to reinforce smoking among young people.” The authors suggest that smoking is as a strategy for gaining entry to certain groups, such as those that are wild, rebellious, not interested in school, or into taking risks.
4. Chassin, Presson, Sherman, Corty, & Olshavsky, 1981 (U.S. Exhibit 72,872)	175 Ninth and tenth grade students	Rated attributes of actual self, ideal self, ideal date, smokers, and nonsmokers	Smoking behavior and intentions to smoke (as a function of similarity of self-concept to that of a smoker.)	Smokers more likely than nonsmokers to have a self-concept that was like that for the image of smoking adolescents (than like that for the image of the nonsmoking adolescent). Nonsmokers whose ideal date was closer to that of the smoker than the nonsmoker were more likely to intend to smoke. Those who rated their self-image as closer to the smoking than the nonsmoking image in terms of toughness, foolishness, acts big, disobedient, and interested in the opposite sex, were significantly more likely to report an intention to smoke.

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Study	Sample (N)	Independent Variables	Dependent Variables	Outcomes
5. Aloise-Young, Hennigan, & Graham, 1996 (U.S. Exhibit 77,282)	1,222 nonsmoking students assessed initially in 5 <sup>th</sup> through 8 <sup>th</sup> grades and assessed again in the following academic year	Composite score ratings of self-image and smoker image on three traits: cool, sociable, and smart	Teens whose self-image was consistent with their rated image of a smoker on 2 of these 3 traits significantly more likely to start smoking in the next academic year.	Looking at individual traits, when young people’s self-image was consistent with the way they had rated smokers on the traits involving “cool” and “smart,” they were significantly more likely to take up smoking.
6. Perry, Murray, & Klepp, 1987 (U.S. Exhibit 72,778)	1,286 7 <sup>th</sup> grade students, 2,587 9 <sup>th</sup> and 10 <sup>th</sup> grade students	Ratings of the functional meanings of smoking, e.g., how much you could get over feeling bored or lonely by smoking	Smoking behavior.	More likely to be smokers if they felt that smoking made them feel older.
7. Burton, Sussman, Hansen, Johnson & Flay, 1989 (U.S. Exhibit 77,293)	122 7 <sup>th</sup> grade students	Ratings of self-image, ideal self-image, image of smoker, and images in cigarette ads. Rated on: healthy, wise, tough, and interested in the opposite sex.	Rated intention to smoke	Intention to smoke was highest for those who had the smallest difference between their self-image and the image of smokers. The results indicated that these youths had both less positive self-images and more positive images of smokers than other students. The authors argue that “...youth with relatively lower self-concepts, who do not perceive themselves as distinctive in terms of being especially healthy, wise, tough or interested in the opposite sex, may be drawn toward smoking as a way of ‘adding something’ to their identity.” (at 661)

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### **References in Above Table**

1. Barton, J., Chassin, L., Presson, C.C., & Sherman, S.J. (1982). Social image factors as motivators of smoking initiation in early and middle adolescence. *Child Development, 53*, 1499-1511. (U.S. Exhibit 72,847)
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5. Aloise-Young, P.A., Hennigan, K.M., & Graham, J.W. (1996). Role of the self-image and smoker stereotype in smoking onset during early adolescence: A longitudinal study. *Health Psychology, 15*(6), 494-497. (U.S. Exhibit 72,282)
6. Perry, C. L., Murray, D. M., & Klepp, K.-I. (1987). Predictors of adolescent smoking and implications for prevention. *Morbidity and Mortality Weekly Report, 36* (4S), 41-47. (U.S. Exhibit 72,778)
7. Burton, D., Sussman, S., Hansen, W.B., & Johnson, C.A. (1989). Image attributions and smoking intentions among seventh grade students. *Journal of Applied Social Psychology, 19*(8, Pt 1), 656-664. (U.S. Exhibit 72,293)