

Title of Paper: Gender Patterns and Smoking Susceptibility among Adolescents Who View Actors Smoking

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Abstract

This study reports the relationship between regularly viewing actors smoking on television or in movies and smoking susceptibility among 2,507 high school students, ages 14 to 18, who reported they had never smoked before. Logistical regression analysis indicated an increased level of susceptibility was associated with frequent viewing of actors smoking. This relationship was stronger among younger than older adolescents and among females compared to males. Additionally, tests indicated significant interactions between sex, age and viewing actors smoking when predicting adolescents' susceptibility to smoking.

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