|  |  |
| --- | --- |
| **About the Measure** | |
| **Protocol Id** | 740101 |
| **Domain:** | Tobacco Regulatory Research: Vector |
| **Measure:** | Exposure to Tobacco Marketing through Internet and Social Media Use |
| **Definition:** | Instrument used to assess exposure to tobacco marketing through new media channels, such as the Internet and social media. |
| **Purpose:** | The purpose of this measure is to assess the frequency of exposure to tobacco marketing and tobacco-related content on the Internet and in social media. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** | Media Use [750701] |
| **Measure Release Date:** | June 24, 2015 |

|  |  |
| --- | --- |
| **About the Protocol** | |
| **Protocol Release Date:** | June 24, 2015 |
| **Protocol Review Date:** | June 24, 2015 |
| **PhenX Protocol Name:** | Exposure to Tobacco Marketing through Internet and Social Media Use |
| **Keywords:** | exposure to tobacco marketing through internet and social media use; Tobacco marketing; social networking; Facebook; Google Plus; Twitter; MySpace; Population Assessment of Tobacco and Health Study; PATH; National Youth Tobacco Survey; NYTS; marketing; Internet; social media; media; social; advertising; tobacco |
| **Description:** | Items that assess exposure to tobacco marketing on the Internet and in social media were chosen from the 2012 National Youth Tobacco Survey (NYTS) and the 2013 Population Assessment of Tobacco and Health (PATH) Wave 1 Youth Module. Specifically, questions related to the opportunities for exposure and frequency of exposure to tobacco marketing on the Internet and in social media and to tobacco-related content. |
| **Specific Instructions:** | Although the questions were taken from the Population Assessment of Tobacco and Health (PATH) Youth questionnaire and National Youth Tobacco Survey (NYTS), the Working Group (WG) believes that questions may be asked of all respondents who are 12 years of age and older.  In addition, the WG recommends that investigators consider *clearly* defining "tobacco products" *by noting whether that definition includes or excludes* certain types of related products *based on these criteria*: products that are intended for human consumption; are made or derived from tobacco; typically contain nicotine, but sometimes do not; and are not U.S. Food and Drug Administration-approved tobacco cessation products. |
| **Protocol:** | 1. When you are using the Internet, how often do you see any ads or promotions for cigarettes or other tobacco products?  [ ] A. I do not use the Internet GO TO Q7  [ ] B. Never  [ ] C. Rarely  [ ] D. Sometimes  [ ] E. Most of the time  [ ] F. Always  2. Overall, how often do you use the Internet?  [ ] 1 Several times a day  [ ] 2 About once a day  [ ] 3 3-5 days a week  [ ] 4 1-2 days a week  [ ] 5 Every few weeks  [ ] 6 Less often  7 [ ] Don’t have regular internet access  [ ] -8 DON’T KNOW  [ ] -7 REFUSED  **ASK: All respondents**  3. Do you have a Facebook, Google Plus, MySpace, Twitter, or other social networking account?  [ ] 1 Yes  [ ] 2 No GO TO Q6  [ ] -8 DON’T KNOW GO TO Q6  [ ] -7 REFUSED GO TO Q6  4. How often do you visit your Facebook, Google Plus, MySpace, Twitter, or other social networking account?  [ ] 1 Several times a day  [ ] 2 Daily  [ ] 3 Weekly  [ ] 4 Monthly or less  [ ] -8 DON’T KNOW  [ ] -7 REFUSED  **ASK: Respondents who have a Facebook or other social networking account (Q3 = 1).**  5. Has anyone discussed tobacco products on your Facebook, Google Plus, MySpace, Twitter, or other social networking account?  [ ] 1 Yes  [ ] 2 No  [ ] -8 DON’T KNOW  [ ] -7 REFUSED  **ASK: Respondents who have a Facebook or other social networking account (Q3 = 1).**  6. In the past 6 months, have you ever signed up for e-mail alerts about tobacco products, read articles online about tobacco products, or watched a video online about tobacco products?  [ ] 1 Yes  [ ] 2 No  [ ] -8 DON’T KNOW  [ ] -7 REFUSED  **ASK: Respondents who have access to the Internet (Q2 NE 7, -8 or -7)**  7. During the past 30 days, did a tobacco company send you information (other than coupons) through … (**CHOOSE ALL THAT APPLY**)  [ ] A. The mail  [ ] B. E-mail  [ ] C. A text message  [ ] D. Some other way  [ ] E. I did not receive any information from a tobacco company  8. In the past 6 months, did a tobacco company send you any information other than coupons?  [ ] 1 Yes  [ ] 2 No [END QUESTIONNAIRE]  [ ] -8 DON’T KNOW [END QUESTIONNAIRE]  [ ] -7 REFUSED [END QUESTIONNAIRE]  **ASK: All respondents**  9. How did a tobacco company send you any information other than coupons? Choose all that apply.  [ ] 1 The mail  [ ] 2 E-mail  [ ] 3 The Internet  [ ] 4 Social Networks (such as Facebook and Twitter)  [ ] 5 A text message  [ ] 6 Some other way: SPECIFY \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] -8 DON’T KNOW  [ ] -7 REFUSED  **ASK: Respondents who have received information (Q6 = 1).** |
| **Selection Rationale:** | The Population Assessment of Tobacco and Health (PATH) Study is a nationally representative, in-person longitudinal cohort study of nonusers and users of tobacco products and those at risk for tobacco use across the United States. Respondents 12 years old and up are asked questions on tobacco use, attitudes, and health, and biospecimens (buccal cell, urine, and blood) are collected from adults. The PATH Study was implemented to provide an evidence base for assessing and monitoring the U.S. Food and Drug Administration’s regulatory actions in meeting its mandate under the Family Smoking Prevention and Tobacco Control Act. Regulatory domains include product standards, new and modified risk products, health warnings, and health education campaigns.  The National Youth Tobacco Survey (NYTS) is a nationally representative study of youth in grades 6-12 within randomly selected public and private schools. The main objectives of the 81-question, self-administered survey are to provide national data on long-term, intermediate, and short-term indicators key to the design, implementation, and evaluation of the Tobacco Prevention and Control Program (TPCP) and to offer nationally representative data about middle and high school youths’ tobacco-related beliefs, attitudes, behaviors and their exposure to pro- and anti-tobacco influences. |
| **Source:** | National Institutes of Health (NIH), U.S. Food and Drug Administration (FDA). (2012). Population Assessment of Tobacco and Health (PATH) Study, PATH Wave 1 Youth Extended Interview 7.5. Items YX0486, YX0062, YX0063 YX0490, YX0487, YX0526, and YX0480.  Centers for Disease Control and Prevention (CDC). (2012). National Youth Tobacco Survey (NYTS). Items 45 and 48. |
| **Language** | English Other languages available at source |
| **Participant:** | Youth and adults (12+ years of age) |
| **Personnel and Training Required:** | None |
| **Equipment Needs:** | None |
| **Standards** |  |
| **General References:** | National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study: Final Youth Baseline (Wave 1) Questionnaire. Bethesda, MD: National Institutes of Health.  National Youth Tobacco Survey (NYTS): [link[www.cdc.gov/tobacco/data\_statistics/surveys/nyts/|www.cdc.gov/tobacco/data\_statistics/surveys/nyts/]] |
| **Mode of Administration:** | Self-administered or interviewer-administered questionnaire |
| **Derived Variables:** | None |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required (Yes/No)** | | **Major equipment** | No | | **Specialized training** | No | | **Specialized requirements for biospecimen collection** | No | | **Average time of greater than 15 minutes in an unaffected individual** | No | |
| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable. |