

GLOBAL E-CIGARETTE ADVERTISING ON TWITTER AND INSTAGRAM

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Background

Social media platforms Twitter and Instagram represent an important medium for advertising. We searched these platforms systemically to identify ads for e-cigarettes and reviewed content of these ads.

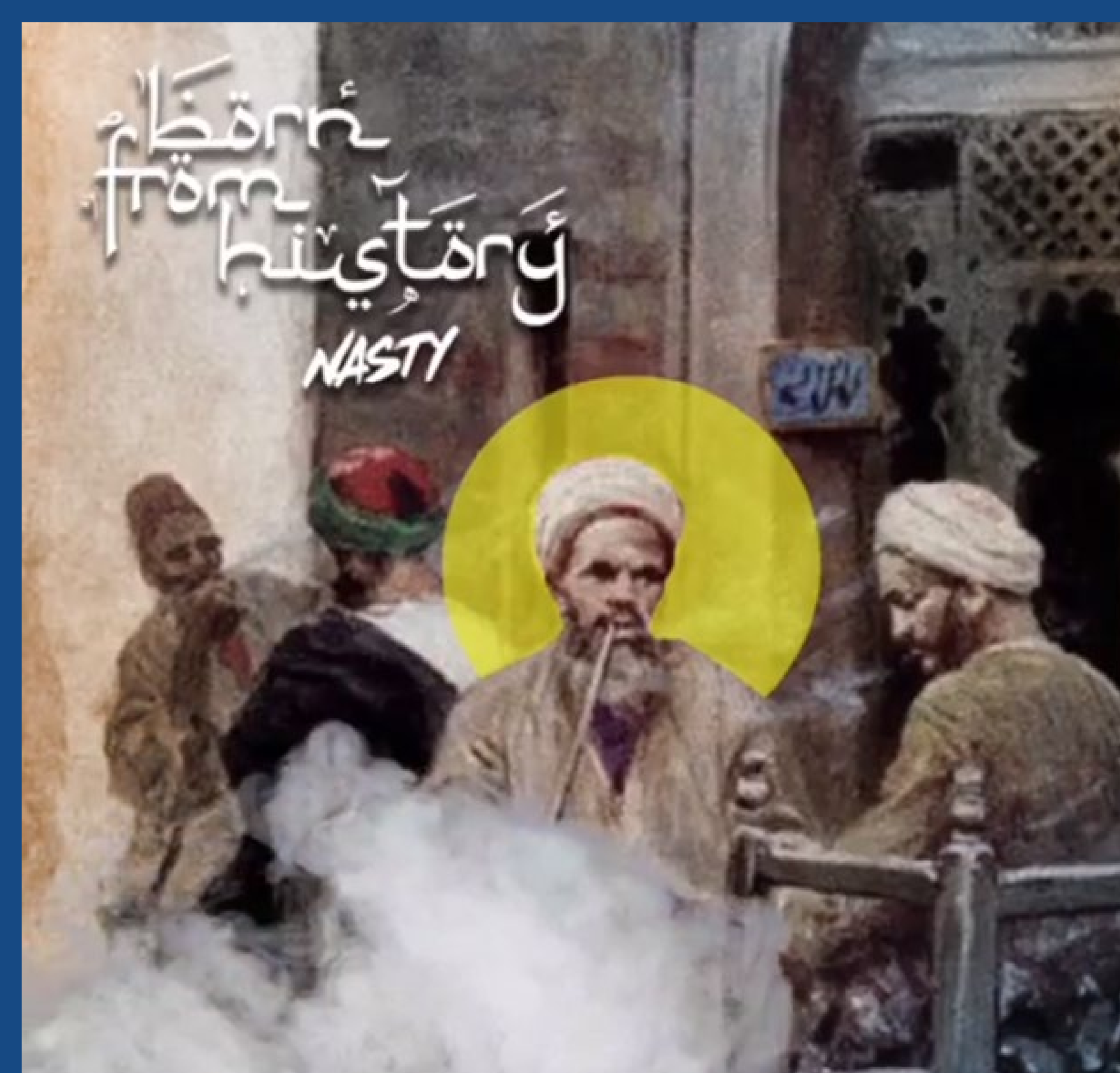
Methods

- Used search terms “#vape” + “#(country name)” on Instagram and Twitter for 194 World Health Organization members
- Up to 3 e-cigarette ads from each country, and each platform were identified and assessed for lexical and visual content related to flavor, nicotine, and health warnings

Results

WHO Region (# of countries)	Countries with ads identified	Ad Count
AFRO (n=46)	57% (n=26)	n=84
EMRO (n=22)	95% (n=21)	n=102
EURO (n=53)	100% (n=53)	n=267
PAHO (n=35)	74% (n=26)	n=135
SEARO (n=11)	82% (n=9)	n=42
WPRO (n=27)	52% (n=14)	n=70
Global (N=194)	77% (n=149)	N=700

Twitter and Instagram are used to market e-cigarettes in most of the world.



Social media posts from Pakistan, Indonesia, and Australia. Ads were identified using search terms #vape(country name).

Results of ad content

WHO Region	Health Warning %	Nicotine Lexical %	Flavor Lexical %
AFRO	1 (n=1)	29 (n=24)	75 (n=63)
EMRO	1 (n=1)	16 (n=17)	49 (n=50)
EURO	2 (n=5)	16 (n=44)	53 (n=141)
PAHO	2 (n=3)	10 (n=14)	41 (n=55)
SEARO	0 (n=0)	7 (n=3)	45 (n=19)
WPRO	4 (n=3)	16 (n=11)	49 (n=34)
Global	2 (n=13)	16 (n=113)	52 (n=362)

WHO Region	Design Feature Lexical %	Image Device %	Image E-Liquid %
AFRO	18 (n=15)	26 (n=22)	73 (n=61)
EMRO	46 (n=47)	50 (n=51)	49 (n=50)
EURO	44 (n=117)	53 (n=142)	55 (n=148)
PAHO	53 (n=72)	64 (n=86)	44 (n=59)
SEARO	50 (n=21)	60 (n=25)	45 (n=19)
WPRO	51 (n=36)	60 (n=42)	50 (n=35)
Global	44 (n=308)	53 (n=368)	53 (n=372)

Conclusions

- E-cigarette ads are being promoted using Twitter and Instagram
- Country-specific hashtags were identified for most WHO member states, including all members of the EURO region
- The majority of ads identified included a lexical flavor feature
- Almost no ads identified had a health warning

www.globaltobaccocontrol.org

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