TOBACCO CENTER
OF REGULATORY SCIENCE
Georgia State University

The Science of Decision Making: Connecting People and Policy

Michael Eriksen, ScD
Program Director
Overall Theme

To focus on the understanding of human and economic factors that contribute to decision-making regarding the use of tobacco products.
What is special about the GSU TCORS?

• Virtual collaboration with tobacco control experts
Research Project #1

• Title: Enhancing the Economic Impact Analysis used in FDA’s Rules for Tobacco Products
• University of Illinois at Chicago
• Principal Investigator: Frank Chaloupka, PhD
What is special about the UIC project?

• One of the few TCORS to include a behavioral economics experiment
• Focus on “consumer preference”
• Analysis of economic impact of FDA rule-making
Research Project #2

• Title: Testing Tobacco Ad Restrictions and Counterads in a 3D Virtual Retail Store
• RTI International
• Principal Investigator: Matthew Farrelly, PhD
What is special about the RTI project?

- The only TCORS with a virtual reality, point of sale research project – iShoppe
Research Project #3

• Title: Conducting Consumer Behavior, Risk Perception and Media Research on Novel Tobacco Products
• Georgia State University
• Principal Investigator: Michael Eriksen, ScD
What is special about the GSU project?

• Focus on novel products, including e-cigarettes, snus, dissolvables and little cigars
What is special about the GSU project?

- Utilizes risk perception theory to understand tobacco use behavior

- Paul Slovic, PhD
Administrative Core

• Director: Pamela Redmon, MPH
• Executive Director, China Tobacco Program, Emory University, Global Health Institute
• Former Director, Tobacco Technical Assistance Consortium (TTAC)
Research Core

• Director: Laura Salazar, PhD
• Associate Dean for Research, GSU School of Public Health
Training and Education Core

- Richard Rothenberg, MD, MPH
- Regents Professor, GSU School of Public Health
- Senior Scientific Editor for 1992 and 2000 Surgeon General’s Reports
- Editor-in-Chief, *Annals of Epidemiology*
How can the GSU TCORS collaborate with other TCORS?

- Annual national market research survey
- iShoppe virtual reality platform
- Access to risk perception expert, Paul Slovic
- Access to state of the art Digital Arts and Entertainment Lab
How will the GSU TCORS help FDA?

Will respond to FDA Research Priorities:

• Understanding the diversity of tobacco products (1),
• Understanding communications about tobacco products (5),
• Understanding tobacco product marketing (6), and
• Understanding how economics and policies affect tobacco product use (7).