

The Science of Decision-Making: Connecting People and Policy

**Tobacco Center
of Regulatory Science**

*Conducting Consumer Behavior, Risk Perception and Media
Research on Novel Tobacco Products*



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Goal & Priorities

Goal: Create and test 12 media messages to inform consumers about novel and alternative products and how they compare to traditional cigarettes.

FDA Research Priorities:

#1 Understanding the diversity of tobacco products

#5: Understanding communications about tobacco products

Aims

- (1) Assess the patterns of use and perceptions of risk of novel and alternative products
- (2) Develop and test media messages to improve the quality and accuracy of the consumer's risk perceptions for traditional and alternative tobacco products

Mixed-Methods Approach

- Cross-sectional, online panel survey of 6000 adults with an oversample of 600 smokers (Y1-5)
- Focus groups of adults including cigarette smokers and non-smokers (6 focus groups with 6 participants in each group in Y1, Y3, & Y5)
- Key informant interviews with 20 adults (Y1-5)

Cross-collaborations with other GSU-TCORS projects and other TCORS

Tasks	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Quantitative Survey Development and Pilot Testing	■	■				■				■				■				■		
Quantitative Survey Administration and Consumer Behavior Analysis			■				■				■				■				■	
Data Analysis and Interpretation				■				■				■				■				■
Focus Groups on Alternative Nicotine Products																				
Focus Groups on Mental Models and Cultural Worldviews								■				■				■				■
Media Message Development and Pre-Testing								■				■				■				■
Media Message Testing and Revision					■				■				■				■			

Acknowledgements

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