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Effectiveness of Antismoking Campaign Strategies on Smoking Cessation of Chinese Smokers: An Application of Taylor's Six-segment Message Strategy Wheel

Xizi Cai
xcai3@utk.edu

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To the Graduate Council:

I am submitting herewith a thesis written by Xizi Cai entitled "Effectiveness of Antismoking Campaign Strategies on Smoking Cessation of Chinese Smokers: An Application of Taylor's Six-segment Message Strategy Wheel." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communication and Information.

Roxanne Hovland, Major Professor

We have read this thesis and recommend its acceptance:

Ronald E. Taylor, Eric Haley

Accepted for the Council:
Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

Effectiveness of Antismoking Campaign Strategies on Smoking Cessation of Chinese Smokers: An Application of Taylor's Six-segment Message Strategy Wheel

A Thesis Presented for the

Master of Science Degree

The University of Tennessee, Knoxville

Xizi Cai

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Acknowledgement

About two years ago, I came to the University of Tennessee at Knoxville to start my Master's study in Advertising. I still remember the girl who appeared shy but tried to be strong and confident in her heart, who had a pure and naïve baby face but looked forward to her new life with full of passion and dreams. Today as a Master's candidate, I want to thank my university and College of Communication and Information for developing me into a more mature and well-rounded professional who always knows her dream, and has the ability to make her own valuable contribution to the world.

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I want to give special thanks to my parents, who love me so much and are always my strongest backing to support me both financially and spiritually.

Finally I want to thank the LORD my God with all my heart and all my soul. Thanks for everything both He give to me and take away from me, both the good and the bad. Without Him, I couldn't have faith, hope, love, and endless strength in my heart!

ABSTRACT

China has the largest smoker population in the world. Since 2006, with China as a member country of WHO FCTC (World Health Organization Framework Convention on Tobacco Control), the country has seen more and more antismoking campaigns on various kinds of media both national and local. However, the effectiveness of these antismoking campaigns is still not clear, especially within Chinese traditional smoking culture background.

Adopting an in-depth interview approach, this study explores how different antismoking campaign strategies in terms of Taylor's Six-segment Massage Strategy Wheel could influence smoking cessation of Chinese adult smokers who have quitting experience. Research questions focus on identifying participants' experience, feelings, and attitudes toward smoking, quitting or restarting smoking, as well as antismoking campaigns in terms of different message strategies. Based on the interview feedback, the social, rational and routine message strategies are suggested to be more positive in changing both people's opinion and behavior. According to the author's discussion, making any combinations among these three strategies might be ideal alternatives for effective Chinese antismoking campaigns. These results are expected to help Chinese decision makers conduct effective tobacco control.

Key words: Advertising effectiveness, Taylor's Six-segment Strategy Wheel, Chinese antismoking advertising, Chinese smoking cessation

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INTRODUCTION

Tobacco use in China is the single most serious and urgent public health problem in the world (Leo, 2006). China has more than 350 million smokers and more than 540 million who experience second hand smoke from tobacco use (Chung, 2007). According to the data from Global Tobacco Surveillance System (2011), 53% of Chinese men smoke. China also produces more tobacco than any other country in the world, and the Chinese National Tobacco Company remains a significant source of government revenue (Mackay, 1997). Two national studies involving 1.25 million Chinese people indicate that China has the largest number of smoking-related deaths in the world. Because of a sharp increase in cigarette sales in the last 30 years, about 2,000 people a day are currently dying from smoking in China. By 2050, the researchers expect this number could rise to 8,000 a day - some three million people a year (Gopalan, 2008).

In the past several decades, the progress of tobacco control in China has been slow and hindered by the deeply entrenched culture of smoking, lack of funding for tobacco control, and insufficient capacity for delivering effective interventions (Ma et al., 2008). Since 2006, with China as a member country of WHO FCTC (World Health Organization Framework Convention on Tobacco Control), Chinese public health authorities have been pressed to implement more policies on tobacco control (Global Times, 2010). Recent years have seen more mass media antismoking campaigns on TV, Internet, mobile media, magazines, outdoor and electric billboards in China. However, the effectiveness of these antismoking campaigns is still in question – while they may be preventing young teens from smoking, or leading to

an increased awareness of the link between smoking and health, there is no evidence shows that antismoking campaigns have had a manifest effect on changing the behavior of those who already smoke (Mullin, Prasad, Kaur, & Turk, 2011). The situation is, although the rate of quitting increased from 9.4% in 1996 to 11.5% in 2002, 74% of smokers still indicated no intention of quitting (Yang et al., 2005).

Currently antismoking campaigns are more likely to use informational appeals, rather than emotional appeals; they seem to underemphasize messages related to social norms, barriers to quitting smoking, and individuals' self-efficacy (Cohen, Shumate, & Gold, 2007). But there has been little or no study focusing on the effectiveness of different message strategies used in antismoking campaigns, especially in developing countries such as China. Therefore, this study will explore how antismoking campaigns in terms of message strategies based on Taylor's Six-segment Massage Strategy Wheel could influence smoking cessation of Chinese adult smokers.

Since interview data can explain how stories, ideas, attitudes, and experiences function within a certain cultural setting (Ma et al., 2008), a in-depth interview approach will be adopted to investigate Chinese smokers' experience, feelings, and attitudes toward antismoking campaigns in terms of different message strategies as well as its role in influencing their intention to change smoking behavior in this study. The results suggest what message strategies of Taylor's six-segment model could more effectively persuade smokers to reduce or give up smoking. In addition, combining participant's opinions, attitudes and reasons for

smoking, quitting or restarting smoke will give further direction for an effective message strategy in Chinese antismoking campaign.

These results are expected to play a positive role in conducting and managing effective antismoking campaigns and should help reduce smoking in China.

LITERATURE REVIEW

Effectiveness of Antismoking Campaigns

Over the past few decades, best practice mass media tobacco control campaigns have been found to be successful in changing the public's knowledge and attitude, as well as reducing negative health behaviors in western countries (Wakefield, Loken, & Hornik, 2010). Numbers of studies have examined relationships between mass media antismoking campaigns and people's cognition, knowledge, attitude and behavior change toward smoking through both quantitative methods (Wakefield, Flay, Nichter, & Giovino, 2003; Strasser et al., 2009; Shen, 2010; Harakeh, 2010; Hanewinkel, Isensee, Sargent, & Morgenstern, 2010; Cater, Donovan, & Jalleh, 2011) and qualitative methods (Ferketich et al., 2004; Wolburg, 2006; Gagné, 2008; Durkin & Wakefield, 2010). The results showed that mass media antismoking campaigns do have significant effects on preventing the public from smoking, increasing people's antismoking attitude and belief, and leading to an increased people's awareness of the link between smoking and disease (Wakefield, Freeman, & Donovan, 2003; Richardson, Green, Xiao, Sokol and Vallone, 2010). *Morbidity & Mortality Weekly Report* (MMWR) (2004) provided evidence that the budget reduction in antismoking campaign on Minnesota adolescents increased in the percentage of adolescents who are susceptible to smoking.

Within the context of low- and middle-income countries, mass media can be the most cost-effective medium to reach broad population segments (Creese, Floyd, Alban, & Guinness, 2000). Therefore, despite the relatively recent developments of mass media tobacco control campaigns in developing country contexts, their efficacy could be very

significant in these countries. In Thailand, mass media antismoking campaigns are known to have the second largest impact in reducing the prevalence of smoking and reducing the number of lives lost to smoking, which shows the potential of antismoking campaigns in a developing country (Levy, Benjakul, Ross, & Ritthiphakdee, 2008). According to a pan-national campaign evaluation using a multistage, household-survey methodology in India in 2010, antismoking campaign awareness was associated with better knowledge, more antismoking attitudes, and greater cessation-related thoughts and behaviors (Murukutla et al., 2011). In China, a pre-and post-campaign evaluation conducted in Beijing and Guangzhou (Chinese Center for Disease Control and Prevention [CCDCP], 2010) reported an increased awareness of the link between smoking and cardiovascular disease, with fewer respondents thinking that cigarettes are a valuable gift or one that most people would like, after that particular antismoking campaign intervention. However, these results from the national survey methodology could merely support the success of antismoking campaigns in increasing the public's awareness and attitude towards antismoking, changing the public's knowledge about the link of smoking and disease, or preventing young people from smoking; there is no evidence that shows antismoking campaigns have a manifest effect on changing the behavior of those who already smoke, especially people who have quitted before and start smoking again. Also nation-wide survey method may not profoundly reflect smokers' real experience, opinion, and attitude toward antismoking campaigns and their smoking behavior change. This study concentrates on the effectiveness of antismoking campaigns in China, a country only having five years history of nation-wide antismoking control. The way of mess media antismoking campaigns impact those Chinese smokers' behavior change as well as

their effectiveness on changing smoking behavior in China are still unclear.

Advertising Creative Strategies of Antismoking Campaigns

Advertising creative strategies are basically classified into two broad types: an informational or transformational approach. While the former refers to advertising that appeal to ones' cognition or logic, the latter refers to advertising that appeal to consumers' emotions, experience or senses (Puto & Wells, 1984). Cohen et al. (2007) indicated that antismoking advertising was more likely to use an informational approach with humor appeals, rather than transformational appeals such as focusing on emotional and experiential anxiety, sadness, fear, or anger. Current antismoking advertisements overemphasize attitudes while underemphasizing social norms, barriers to quitting smoking, and individuals' self-efficacy (Cohen et al., 2007). These health-issue-related antismoking campaigns, always characterizing by addressing the harms of a number of different tobacco uses, are widely used both in western and developing countries (Thompson, Barnett, & Pearce, 2009; Mullin, et al. 2011). On the one hand, these campaigns do help increase people's cognition, awareness, and attitude toward antismoking. On the other hand, no evidence shows a significant relationship between these antismoking campaigns and smokers' actual behavior change, especially quitting the smoke - more attention needs to be paid to different strategies to attempt to address the undeniable health implications for those who continue to smoke (Thompson, Barnett, & Pearce, 2009).

China's national wide mass media antismoking campaigns emerged from 2006 and have

prevailed in recent years. Given that the different background and complex social and culture context in China, it is necessary to find the effective strategic approaches used in antismoking campaigns to make the scarce public health promotion funding go further.

Taylor's Six-segment Strategy Wheel

Moving beyond the informational and transformational strategy taxonomy introduced by Puto and Wells (1984), Taylor (1999) built the six-segment message strategy wheel as a comprehensive model to generate message strategy, to plot competitive strategies, and to compare message strategies across cultures. Consistent with previous research, Taylor introduced two basic advertising approaches, the informational view and the transformational view. Then three subcategories within each of the two dimensions are identified in the model, thus offering a more sophisticated tool for analyzing advertising message strategies.

According to Taylor's six-segment message strategy model, the informational view is composed of three segments: *ration*, *acute need*, and *routine*, while the transformational view is composed of the *ego*, *social*, and *sensory* segments. It is important to note that under Taylor's model, either a single advertising approach (for example, social) or a combination of approaches (for example, social and ego) can be selected for an advertising strategy.

The Informational View

The *ration* segment of Taylor's model is based on consumers' need for information which is sometimes referred to as containing "reason why" copy (Taylor, 1999). According to Taylor

(1999) the role of communication in this segment is to inform and persuade based on logic. The *acute need* segment of Taylor's model largely focuses on consumers' immediate needs. This is used in a situation where the consumer does not have a lot of time to gather information before making a decision (Taylor, 1999). The following segment of the informational half of Taylor's model is *routine*. Advertising in this segment either take advantage of routines that exist or try to create one (Taylor,1999).

The Transformational View

Advertising following the *ego* segment under the transformational side of Taylor's model focuses on showing how the product appeals to individual's perceptions of whom they are (or whom they want to be). This strategy is largely based on individual needs for respect or recognition through consumption. The *social* segment of Taylor's model shifts away from the individual and towards the collective (Golan and Zaidner, 2008). Here, the role of advertising is to place the consumption of a product/service within a social situation. The *sensory* segment is the final segment under the transformational half of Taylor's model. Within this segment, advertisers appeal to consumers' senses of smell, touch, hearing, taste, or sight. Any advertising messages that directly appeals to consumers' senses will fall under this segment.

Since first introduced by Taylor in 1999, the six-segment message strategy wheel has been found to be useful for capturing and identifying strategies in use. Morrison and White (2000) used the wheel to analyze message strategies used by Super Bowl advertisers. Lee (2000) applied the wheel to analysis of differences between American and Korean automobile

advertising, and Lee, Nam, and Hwang (2001) further applied it to compare strategies used in television commercials by American and Korean advertisers. Cunningham and Jenner (2000) applied the wheel to political decision-making. Hwang, McMillan, and Lee (2003) found a preference for informational strategies in their study of advertising on corporate websites. Taylor (2005) used the wheel to predict the direction of changes in message strategy. Golan and Zaidner (2008) adopted the wheel to analyze viral advertising and found ego strategies was heavily relied. Venger and Wolburg (2008) used the model to find differences in strategies used in tobacco advertising in the Ukraine and in the United States. Lee, Taylor, and Chung (2011) applied the wheel to analyze changes in advertising strategies during an economic crisis and demonstrated that financial service advertisers shifted away from transformational approaches in favor of informational approaches.

This current study applies Taylor's six-segment strategy wheel in the analysis of antismoking campaigns in China, which is somewhat different from previous analysis of commercial ads. According to Taylor's model, Chinese antismoking campaigns are classified into different strategy segments according to the descriptions as standard of classification in Appendix A.

RESEARCH QUESTIONS

In order to explore effective message strategies for Chinese antismoking campaigns, this study concerns with answering three general research questions. The first is a contextual question that aims to identify attitudes, thoughts and opinions about using cigarette of those Chinese smokers who ever have quitting experience. The second question aims at figuring out participant's reasons of starting, quitting or restarting smoke which is supposed to be helpful to understand the effectiveness of antismoking campaigns. The final, and the main, question deals with the effectiveness of Chinese antismoking campaigns in terms of different message strategies on people's smoking cessation.

The prevailing misperceptions about smoking can influence a person's decision to start smoking, can play a role in maintaining smoking behavior, and can deter a person from quitting (Frieden & Blakeman, 2005). The progress in Chinese tobacco control also has been slow and hindered by the deeply entrenched culture of smoking. It is necessary to better understand these prevailing misperceptions and cultural norms which are barriers to the development and implementation of effective antismoking campaigns. Thus, in order to identify the effectiveness of Chinese antismoking campaigns in terms of different message strategies, a background and contextual understanding of participant's knowledge, opinions and attitudes toward smoking needs to be identified first.

RQ1: What are the thoughts, opinions, and attitudes toward cigarette and smoking of those Chinese smokers who ever have quitting experience?

The reasons that smokers want to quit or restart smoke are probably helpful to suggest effective strategies for Chinese antismoking campaigns that can affect smokers' intentions of quitting and behavior of smoking. Thus, the second research question is,

RQ2: What are the reasons that the participants want to quit smoking or restart smoking?

Though the history of tobacco control through mass media in China is very short, antismoking campaigns on TV, Internet, mobile media, magazines, outdoor and electric billboards in China are growing fast these recent years. But how much these antismoking campaigns in terms of different message strategies could affect Chinese smoker's behavior of smoking is not clear. Therefore, two specific sub research questions, also the major questions for this study are set as below,

RQ3-1: How much do antismoking campaigns affect the participants' smoking cessation?

RQ3-2: What kinds of antismoking campaigns, in terms of Taylor's Six-segment Message Strategy Wheel, is the most effective in changing their smoking behavior?

METHOD

Looking for patterns of interrelationship between many categories rather than the sharply delineated relationship between a limited set of them (McCracken, 1988), this study adopts a qualitative research method. Because the purpose of this research is to explore effective message strategies for Chinese antismoking campaigns based on Chinese smokers' personal experience, attitudes, and opinions, in-depth interviews provide a ready way to tap into appropriate information, which can explain how stories, ideas, attitudes, and experiences function within a certain cultural background (Ma et al., 2008). Additionally, in-depth interview method is also a valuable tool for exploring how points of view are constructed and how they are expressed (Kitzinger, 1999). "It can take us into the mental world of the individual; to glimpse the categories and logic by which he or she sees the world" (McCracken, 1988).

In this study, in-depth interviews were conducted from December 2011 to February 2012 in an urban area of each of the four Chinese cities: Beijing, Shenyang, Wuhan, Foshan. Participants are limited to both current smokers with quitting experiences and former smokers. A purposive sampling method gathered seventeen participants from Chinese social networking sites (Renren.com and Weibo.com) and the author's friendship network. Table 1 details the main characteristics of the participants.

Table 1. Research Participants Characteristics

Identifier	Gender	Age	Marriage Status
A	Male	30	Single
B	Male	24	Single
C	Male	49	Married
D	Male	54	Married
E	Female	25	Single
F	Male	26	Single
G	Male	27	Married
H	Male	30	Single
I	Male	43	Married
J	Female	27	Single
K	Female	34	Married
L	Male	49	Married
M	Male	25	Single
N	Male	32	Married
O	Male	24	Single
P	Female	25	Single
Q	Male	38	Married

The developed interview guide is based on a review of the literature and includes five main questions with associated probes (Appendix B). The questions initially explore each respondent's personal background, thoughts and opinions about smoking; their smoking experience including reasons of quitting or restarting smoke; and their attitudes toward different antismoking campaigns and their impacts. Even though the interview guide includes associated probes, the questions depend on information provided by the participants; that is, a participant's response to the main questions determines which probes follow. All interviews are through face-to-face conversations from one hour to more than two hours each.

As an additional process of the in-depth interview, participants watched twelve advertisements in pairs categorized by Taylor's Six-Segment Message Wheel (1999). Each segment has two antismoking campaigns (print or video/TV ads) which are categorized in Table 2.

Table 2. Categorized Antismoking Ads by Taylor's Six-Segment Message Wheel

Segment	Campaigns
Ego:	- Show a health, bright, happy, friendly, social, individual image of people who do not smoke. *(TV/video ads – personal charisma; print ads –I'm a former smoker)*
Social:	- Focus on issue of secondhand smoking, talking about influence of smoking in social occasions with family, friends, lover, colleagues, etc., and their opinions on smoking. *(Ads 1: Secondhand smoking TV ads made by Ministry of Health, etc.)* - Challenge the current social norm and smoking culture (giving tobacco as a gift, view tobacco as a social-connection builder, etc.) *(Ads 2: Billboard campaign –"Giving Cigarettes Is Giving Harm")*
Sensor	- Using real pictures or video that make people feel sick and nauseated. - Lungs are getting black; teeth are getting black and broken. *(Ads 1)* - A broken black hole on lip made by cigarette. *(Ads 2)*
Routine:	- Replaced cigarette packs to beautiful flowers on one's desk. *(Ads 1)* - The smoking time is changed to walking-around time with family and friends (combine social segment). *(Ads 2)*
Acute need:	- Negative ads. - It's getting harder to go up to stairs. *(Ads 1)* - Talking about some diseases occurred in the bed, e.g. erectile dysfunction. *(Ads 2)*
Ration:	- Calculate many kinds of factors that smoking/stopping smoking could have influence on one's life. *(Ads 1 & Ads 2)*

All the campaigns are presented in Chinese, featured by unknown actors, and carefully selected from Internet resources. Some of them are created by the government organizations such as Ministry of Health of the People's Republic of China, some of them are made by mass media like China Central Television, Phoenix Television, People.com.cn, Sina.com.cn, etc. Besides, all participants reported that they haven't seen these campaigns examples before.

In accordance with the in-depth interview technique by McCracken (1988), all of the interview contents were audio recorded and subsequently transcribed verbatim on Word processor files by professional typist. After completing transcription, the data were reviewed and analyzed to identify interconnection and emerging themes. The notes taken regarding these relevant themes provide the basis of the findings. Finally all organized notes were translated from Chinese to English.

FINDINGS

Before attempting to answer the three research questions, the study process identifies the marriage status, smoking behaviors and habits of the participants. Nine participants indicate that they are single while the other eight married. Most participants describe themselves as medium or heavy users of tobacco before quitting smoking; fourteen participants indicate that they smoked more than eight cigarettes on average per day before quitting. Eleven participants report that they currently start smoking again. But all those “re-smoking” people smoke much less than before (Table 3).

Table 3. Smoking Behaviors and Habits of the Participants

Participants	Average Cigarettes Smoked Before Quitting (daily)	Restart Smoking?	Average Cigarettes Smoked After Restarting (daily)
A	10	Yes	2
B	8	No	0
C	10	Yes	1
D	10	No	0
E	8	Yes	3
F	12	Yes	5
G	5	No	0
H	10	Yes	5
I	10	No	0
J	5	Yes	1
K	8	No	0
L	20	No	8
M	10	Yes	2
N	20	Yes	2
O	8	Yes	1
P	5	Yes	1
Q	10	No	0

- **RQ1:**

To answer RQ1, the interview specifically asks the participants about their thoughts, feelings, and attitudes toward tobacco. Results indicate that all respondents are aware of the harmfulness of smoking; however, they still have several misperceptions on tobacco's health impact and the role and functions of smoking. In the respondents' mind, giving tobacco as a gift or using tobacco for social communication is still an important cultural and social tradition in China's society.

According to the participants' response, everyone is aware that smoking is absolutely not good to health; however, some misperceptions on smoking's health effect are found from the interviews. One misperception is people think only heavy smoking can cause disease.

> "I have not seen any good aspects of smoking in terms of health effect, but I don't think it is that dangerous if you smoke infrequently… I think it won't cause disease unless you smoke heavily," commented by one participant who restart smoke but smoke much less than before.

> "Of course I know smoking is harmful to health…But I think if you use cigarette only for social communication, it does not cause harm. Like me, I am used to sharing cigarette with my friends and colleagues, and using cigarette for building social interactions. I do smoke occasionally but I don't think I am addicted to cigarette… Light smoking won't cause severe disease like cancer," responded by another participant who has similar re-smoking experience.

Some participants also mentioned,

> “As is known to all, smoking is harmful… The warning message can be seen on every cigarette box… However, sometimes I do feel confused about cigarette’s health impact… You know, lots of people who are heavy smokers still have lived long lives, even longer than nonsmokers, how do you explain that?”

> “Now I reduced the number of cigarettes smoked per day, I do feel fine…I think diseases are multi-causal, at least I won’t identify smoking as the cause of death in most cases.”

Another misperception of participants is the harms caused by secondhand or passive smoking are less than the harms caused by smoking. Most participants are aware of the secondhand smoking’s harmful effects but think it is not that hazardous to health comparing to active smoking. They also believe the risks of secondhand smoke can be reduced by good air circulation. A participant who is single and restart to smoke commended:

> ‘‘I know smoking is harmful to others. But in my points of view, it is definitely not as harmful as to smokers themselves… I definitely won’t smoke in the places which are not allowed to smoke, or in a small, narrow indoor space, but I think it is Okay to smoke in a relatively large space which has good air circulation… I think smoking will not have much bad influence on others in this situation.’’

Former smoking participants also think the harms caused by secondhand smoke are not much hazardous and could be eliminated if air circulation is good. A married participant who currently is nonsmoker said, “I am fine if people do not smoke together, or smoke in a large space… I don’t think the risks of secondhand smoke are so severe.”

From the participants' feedback, tobacco use is still playing a significant role in social exchange and communication in China. Many participants regard offering cigarettes to others especially smokers as a social and cultural tradition in China. One male participant commended,

> "Sharing tobacco among men is a very common social custom… It is a way to show your respect to others, especially when you know they are smokers."

Though females do not share tobacco very frequently in China probably due to the small population of female smokers, they still agree that offering tobacco to others is a way to help foster friendship and promote interpersonal interactions.

> "In some social exchange situation, it is possible for me to offer cigarettes to people who smoke, though I like smoking alone in my daily life… I absolutely believe that using tobacco can break down social barriers and develop friendship between men." A female respondent said.

Some participants who restart smoke indicated that, "I quitted smoking before but now I smoke again… because I need cigarettes to do social communication with my friends and colleagues… Every year I still buy tobacco as gifts for people who smoke during Chinese New Year time."

- **RQ2:**

RQ2 aims to explore the reasons that smokers want to quit or restart smoke which may contribute to suggest effective strategies for Chinese antismoking campaigns. To answer this question, the interviews mainly focus on talking about participants' personal smoking experience, including experience of starting, quitting, and restarting smoke.

Results show that participants start smoking no matter the first time or with previous quitting experience mainly because smoking can release stress, reduce tension, and increase energy.

> "I started smoking when I was a junior student in university. I was super busy with my study at that time and always felt stressful and tired… So I started smoking in order to release my tension and pressure… and I found it was indeed useful… I used to feel refreshing after using cigarettes," commented by a former smoker participant.

Another participant who restarted smoking explained, "I used to smoke when I feel upset, down, or tired… it could help refresh myself… Although I tried to quit smoking but now I smoke again because I really need cigarettes to help me relax."

The second reason of smoking is that it is a cultural and social custom to foster friendship and build social relationship with others. One former smoker respondent said, "I first began to smoke because lots of my friends around me were smokers… You know, it was hard for me to avoid smoking in many social communication situations…Then I became addicted to it."

Another single young respondent who restart smoke commended, “I have quitted smoking before... But now I find it is really difficult for me to get rid of tobacco since it is a necessary way to do social communication with friends.”

Besides, addiction to nicotine is another factor to restart smoking. Some participants who restart smoke also think it is not much harmful to their health if they smoke infrequently. A married participant said, “I used to smoke a package per day… I tried to quit but I’m kind of addicted to cigarette and always feel uncomfortable and tired if I do not smoke sometimes… Now I smoke much less than before and I think it is fine, because I feel better.”

As to the reasons of quitting, the interviews indicate that the tobacco’s health effects either on participants themselves or their families are the major reasons that participants wanted to quit.

Participants indicated, they intended to quit smoking because they do not feel well and care about their health situation. A heavy former smoker reported,

> “I often found my body uncomfortable before quitting smoke, for example, I coughed a lot, and my friends said I looked unhealthy… I felt so tired when I was working out. I was aware of that and wanted to change, so I decided to quit.”

Another participant explained, “I suffered lung disease and my doctor recommended me to

quit smoking as soon as possible… I think I had no choice but quit smoking to keep myself healthy."

For people who married, especially those who have children in home, another significant purpose of tobacco cessation is they care about their family's health. A female former smoker who married believed that the perspective parents have to quit smoking before having a baby:

> "I quitted smoking because I was gonna pregnant. My husband also understood this and decided to quit too. As parents, we have the responsibility and have to avoid any side effects of smoking on our newborn baby."

A male married former smoker commented, "My wife always wanted me to quit because she thought smoking was very harmful to our little daughter's health. I felt sorry and even guilty because of the harms caused by smoking to my daughter and my wife… Now I have quitted for 3 years and I'm happy that my 8 years old daughter is very healthy."

Some single participants also reported that they quitted smoke because of the cigarette's side effects on others and also other people's negative opinion on them. One participant mentioned, "I noticed that my friends especially females hate smoking and the bad smell of smokers… even I don't like tobacco's bad smell on my body too. Every time after I smoked I would wash my hands and teeth carefully before I went to other places."

- **RQ3:**

The main purpose of this study is to explore the effectiveness of antismoking campaign strategies in terms of Taylor's Six-segment Message Strategy Wheel on smoking cessation of Chinese smokers. Based on the feedback of RQ1 and RQ2, two specific sub research questions are set to identify participants' thoughts and attitudes toward the effectiveness of Chinese antismoking campaigns and their different message strategies.

RQ3-1 discusses how much the antismoking campaigns affect the participants' smoking cessation. Results show that Chinese antismoking campaigns do play a role in increasing participants' awareness of tobacco's harmful effects both on themselves and other people around them. In addition, some participants said they do have quitting intention or at least want to smoke less after watching some ads. However, participants commented that antismoking campaign is more like a reminder or alarm; they won't simply make a decision on quitting after watching antismoking campaigns. It is also reported that antismoking campaigns are more effective in preventing smoking rather than changing smoker's behavior. Here are some comments from participants:

> "I think antismoking campaigns are helpful in educating people. They indeed make me pay more attention on the tobacco's bad effects and provoke my thoughts on quitting… I think they are more or less having effect on my behavioral change."

> "I admit that antismoking campaigns do encourage my thoughts in giving up smoking…

I always think about quitting or at least smoking less after watching some antismoking ads… At least I would stop smoking immediately when I see an antismoking advertisement… But I think its impact is more important in preventing young people from smoking, or increasing the antismoking atmosphere of our society. For heavy smokers like me, I don't think it is much helpful."

"In my opinion, antismoking campaigns are definitely necessary. We should have more thought-provoke antismoking ads…… For me, I can't say antismoking ads changed my smoking behavior a lot, but they definitely reinforce my thoughts and prepare my intention of quitting tobacco."

"Antismoking campaigns are more or less useful in changing people's behavior of smoking…But it's very hard to say antismoking advertisement can be the direct factor of quitting smoke."

RQ3-2 helps identify what antismoking campaigns strategy in terms of Taylor's Six-segment Message Strategy Wheel is more effective in changing their smoking behavior. To answer this question, the author showed participants twelve antismoking campaigns in pairs which are previously categorized according to Taylor's model.

According to the feedback, social, ration and routine strategy are obviously more effective in changing participants' behavior of smoking than the other three strategies. People are more

likely to think about quitting or reducing smoke after seeing antismoking campaigns using these three strategies.

Social Strategy

Participants were showed to two campaigns which adopt social strategy. The first one is a video campaign, describing situations and both smoker and nonsmokers' reactions to secondhand smoking in public areas (bus, railway station, restaurant, and office). All participants said they would definitely stop smoking if seeing this kind of advertising in public areas. Some participants also commented that this campaign indeed made them intend to reduce smoking.

> "This campaign is great. I think it is very effective in both educating people and changing people's behavior… I think I won't smoke anymore in some public areas, and undoubtedly I would stop smoking immediately as seeing this campaign."

> "I absolutely will smoke less after watching this campaign… We need more this kind of antismoking ads, especially in public areas. I think it can be helpful in reducing smoking in our society."

> "I think this campaign can be very effective in stopping smoking in public areas. If I was smoking, I would feel guilty and sorry while seeing this campaign."

The second campaign “Giving Cigarette is Giving Harm” is a billboard print campaign, which focuses on challenging the traditional custom of giving cigarette as gifts and sharing cigarette with friends to build social communication. Participants reported that this campaign changes their opinion about the social norm of using tobacco as social communication builder. The majority also mentioned that this campaign is somehow effective in reducing their behavior of giving cigarette as gifts.

> “This campaign is my favorite, which I think can change people’s opinion and attitude towards our social norm…Today health is considered as the most significant factor. This ad is like a good reminder, or warning that warns us giving cigarette is not a healthy choice. I think I won’t consider buying tobacco as gifts in the future. ”

> “I think this campaign is great, very creative. Because it is not like any other traditional antismoking ads which directly warn people the harms of smoking. That’s too boring… Personally, I do think deeply about giving cigarette as a social norm after seeing this ad, and I think it is effective both in changing my mind and behavior. For example, instead of purchasing cigarettes as gifts, I will choose other things that are not harmful to people’s health. I also want to try to avoid giving cigarette to friends in some situations. ..Next time I may choose drinking tea with friends to do social communication.”

Rational Strategy

Antismoking campaigns that use rational strategy are still very effective in changing people's behavior of smoking according to participants' feedback. Two rational antismoking campaigns were presented to the participants, both talking about the harms of smoking, giving data and numbers, calculating factors that smoking could have influence on one's life. Most participants think that tobacco's health impact is still the most important reason of quitting smoke. They mentioned that these two rational antismoking campaigns do have influence on their thoughts and smoking behavior.

> "I think this kind of antismoking advertisement is useful in reducing smoking… People all care about health. For me, I feel uncomfortable and anxious after watching these two ads. I would at least smoke less than before."

> "These campaigns really make me thinking a lot. Of course I know smoking is harmful, and causes diseases, but when I smoke I just forget all the bad impacts… Sometimes I think people just need this kind of reminder to remind them the dangers of smoking."

> "I quitted smoking mainly because I really worried about my health. So I believe these two campaigns could help control people's smoking behavior, at least let people pay more attention on the bad effect of smoking."

Routine Strategy

The two antismoking campaigns with routine strategy approach focus more on creating a healthy life style. The first one is about replacing cigarette packs to beautiful flowers on one's desk. The second tells a story about changing the smoking time to walking-around time with

family (combining social strategy). Most participants were interested and showed positive attitudes toward these two routine antismoking campaigns. This kind of life style change antismoking campaign is reported to be effective in change of smoking behavior.

> "These two ads are very impressive, which are kinda different from other informational antismoking ads. These ads make me feel warm, conformable and fresh…especially the fresh, health atmosphere created in the second campaign (smoking time is changed to family walking-around time). It reminds me the time I tried to quit smoking, because at that time I was always expecting and dreaming the beautiful and fresh life in the future, especially the time with my family... I think this kind of ads is positive in changing smokers' behavior."

> "I really like the idea in these two ads, making a comparison and focusing on life style. As I watching them, I was keeping thinking of the bad aspects in my life caused by smoking, I felt I was really encouraged by the ads. Though I smoke less than before now, I guess I may try to completely give up cigarette in the near future… All in all smoking is not a healthy way of enjoying life."

Ego, Sensory and Acute Need Strategy

Participants' feedbacks to advertisements with ego, sensory or acute need approach are not much positive comparing to campaigns of the three strategies mentioned above. Generally speaking, participants seem impervious or tired to antismoking campaigns in these three categories. The most negative feedbacks are from ego and sensory strategies. Acute need strategy is reported to be half positive half negative – it may be effective in increasing people's awareness of the risks of smoking but it may be difficult to persuade people of

stopping smoking. Below are participants' typical responses toward these three types of antismoking campaigns:

Ego

"In fact these ads are not that impressive and the topic is too big, too abstract, though they maybe kinda creative and different from other ads, especially the first one (*TV ads personal charisma*). But I kinda don't know what it wants to say exactly; just the healthy image of nonsmokers that everyone knows? Perhaps making a comparison with smokers' image could impress and touch me more."

"The idea in this campaign is good, giving people a fresh, healthy, bright image of nonsmokers. But I still feel it's none of my business… like it's not quite close to my life. I may like the image of nonsmokers, but my heart is hardly touched by this point. Maybe using famous stars in this kind of ads could be more impressive."

Sensory

"I have seen lots of antismoking ads like this. They can truly shock me before but to be honest, I'm kinda tired of these ads. I do feel sick but I also feel indifferent of this sick feeling…In today's competitive environment, I think advertising has to be more creative to impress people."

"If several years ago when I saw these ads, I would definitely feel frighten and shocked by this pictures and message. They do educate people a lot. But now I really don't like such threaten ads… Honestly now every time I see this kind of antismoking ads, I just change channel or turn page immediately. I just want to skip them at all."

Acute Need

"I think this kind of campaigns is good at revealing the risks of smoking. After seeing them, I do have an immediate crisis awareness of smoking and tension… I guess I would think of stopping smoking if I see this kind of ads frequently."

"These two ads are the type of traditional antismoking ads that I have seen before. Now I already have little sense of such ads. At least they could not catch my eye… As an old heavy smoker, actually I know all the information that the ads want to tell me. I already feel indifferent whatever risks or diseases would be possibly caused by cigarette… But of course this type of ads can act as a reminder. So it's not bad."

DISCUSSION

Nationwide tobacco control in China has been seen since the year of 2003 when the Chinese government ratified the WHO's FCTC. However, Chinese antismoking advertising is still at the stage of exploration. Considering that tobacco-related disease is the most common causes of death in Chinese men (Chen, Xu, Collins, Li, & Peto, 1997; Shi, Hart, Sherman, & Tegeler, 1989), effective behavioral change campaigns are desperately needed in China. Findings of this research are significantly meaningful in many aspects. The results support deep understanding of people's thoughts and attitudes toward smoking and quitting, as well as antismoking advertising in China. Based on this understanding, the study provides Chinese government and decision makers with guidelines to conduct and manage more effective antismoking campaigns.

Misperceptions on Smoking

According to the interviews, participants have several misperceptions on tobacco's health impacts and the role and functions of smoking. First, participants think the dangers of light or moderate smoking are not severe and only heavy smoking may cause disease. At least they do not always identify smoking as the cause of death. In fact, many previous studies have disproved this notion during the past several decades. Research results show that the risks for cardiovascular disease become evident with the consumption of three to five cigarettes a day (Frieden & Blakeman 2005). According to the data provided by International Agency for Research on Cancer in 2002, there is some risk of cancer at any level of smoking. Therefore, in order to effectively increase smoker's intension of quitting, decision makers of antismoking campaigns have to emphasize more on the risks of light or moderate smoking:

quitting completely is the best way to reduce the risk of death caused by tobacco.

The second misperception is the harms caused by secondhand or passive smoking are less than the harms caused by active smoking. People also believe the dangers of secondhand smoke can be eliminated by good air circulation. Unfortunately, the 2006 Surgeon General's Report indicates that no safe level of exposure to secondhand smoking is found based on evidence on the harmful effects of secondhand smoke (USDHHS, 2006). It also finds that even the most sophisticated ventilation systems are not able to completely avoid secondhand smoke exposure and that only smoke-free environments afford full protection (USDHHS, 2006). Thus, it is important to debunk the belief that the harms of secondhand smoke are not serious, and can be eliminated by opening a window, turning on a fan, or installing a ventilation system in antismoking campaigns in China.

Another misperception is participants always regard giving tobacco as a way to build friendships and promote social communication. Tobacco use is still a social and cultural norm in China. Social norm change might be an essential goal of tobacco control in China. To be effective, antismoking campaigns need to focus on challenging the traditional social and cultural norm of giving cigarettes, while increasing public understanding of the health effects of smoking and secondhand smoke.

Reasons of Starting, Quitting or Restarting Smoke

This research also explores the reasons that smokers want to quit or restart to smoke.

Understanding participants' personal experience is expected to help suggest effective strategies for Chinese antismoking campaigns.

Results show that participants start smoking either the first time or with quitting experience mainly because smoking can release stress or add energy. According to this reason, antismoking campaigns that aim to change people's behavior of smoking should focus on the reason of starting smoking, and appeal for a healthier lifestyle. Actually, instead of smoking, there are lots of other healthy ways that can help people refresh: drinking coffee or tea, working out, taking a walk, taking outdoor activities, listening to music, reading, etc. Effective tobacco control campaigns should consider communicating these health alternatives to release pressure with a cohesive, audience-friendly strategy.

The social-connection builder role of smoking is reported to be the second reason of starting or restarting smoke. People can easily start smoking because of the influence from smoking friends and colleagues especially in China's social and cultural environment. It is always difficult for people to avoid smoking in some social communication situations, for giving cigarettes at any social interaction is a sign of respect and friendliness. This result combining with the misperception that using cigarettes is a friendly way to do social interactions have implications in choosing a better message strategy to cause smoking behavioral change in China – tobacco control advertising should try their best to increase the public's awareness of the harms effects of giving and sharing cigarettes, and help challenge this social and cultural norm.

As regard to the reasons of quitting, results indicate that the tobacco's health effects either on participants themselves or their families are the major reasons that participants wanted to quit. Many participants intended to quit smoking because they care about their health. For people who married, especially those who have kids, they intended to quit also because of their attention to their family's health. Thus it is still necessary for antismoking advertising to pay attention on the health impacts of smoking, especially the influence of smoking in social occasions with family, friends, lover, etc.

Message Strategies Choice based on Taylor's Strategy Wheel

Based on the responses of the first two research questions, participants' thoughts and attitudes toward the effectiveness of Chinese antismoking campaigns in terms of different message strategies were explored then. Results indicate that Chinese antismoking campaigns indeed help increase participants' awareness of the health impacts of smoking. Although most antismoking campaigns are more like reminders or alarms, some of them with appropriate message strategies do have impacts on people's behavioral change if they are presented in appropriate environments. Some participants said they do have quitting intention or at least want to reduce the number of cigarettes smoked daily after watching some campaigns. Therefore, antismoking campaigns do play a significant role in Chinese tobacco control.

Results show that when presenting the video and print antismoking campaigns pre-divided into different message strategy segments, participants showed more interest and attention on those in social, ration and routine segments rather than ego, sensory and acute needs

segments. The reasons that social, ration and routine message strategy segments have more influence on Chinese smoker's behavioral changes are discussed as below:

Social Strategy

Because sharing tobacco with friends is always considered as a social and cultural norm, antismoking campaigns focusing on this social feature of cigarette with a social message strategy will undoubtedly match the social and cultural background and custom in China. This kind of strategy is well-targeted to Chinese audiences so that may effectively interest them, and change their awareness, attitude, as well as behavior. Additionally, issues of secondhand smoke play an important part in Chinese tobacco control. On the one hand, people are aware of the risks of secondhand smoke. The increasing social responsibility and attention to the public health arouses the attention to secondhand smoke necessarily. On the other hand, the harms caused by secondhand smoke are highly underestimated by Chinese public. They believe the dangers are not severe and can be eliminated by good air circulation. Undoubtedly, with a social approach, antismoking campaigns could well focus on the influence of smoking in social occasions with family, friends, lover, and colleagues, and issues of secondhand smoke, which could naturally attract people's attention as a result.

Rational Strategy

The health concern is still one of the most significant factors that influence people's intention of quitting. Results show that all participants are aware of the harms of tobacco; and many of them quitted smoking as a result of worrying about their health. Antismoking advertising with

rational strategy is prefect to communicate tobacco's health impacts as well as persuasive messages to encourage people to quit. It would play more like the role of reminder to remind the audience the hazards of smoking. Hence, campaigns with rational strategy could attract people's attention on cigarette's bad effects, and help arouse people's intention of giving up, or reducing the number of cigarettes smoked per day.

Routine Strategy

Antismoking campaigns with routine approach focus more on creating a healthy, fresh life style which is considered as a trend in today's society. In our hectic, busy, fast -paced lives, it is naturally that we aspire to live a healthy, fresh life, and are eager for warm family love. Different from traditional informative antismoking ads that emphasize on smoking's negative consequences, antismoking campaigns using routine approach always create a positive, fresh, comfortable and warm atmosphere. Hence this routine message strategy might deeply impress audience who are tired of traditional persuasive campaigns. It might simply resonate with audience, especially smokers who actually are eager for positive lifestyle. Therefore, antismoking ads with routine message strategy are reported to be helpful in leading behavioral change, based on positively arousing people's aspiration to healthy lifestyle while growing dissatisfaction of their current smoking life.

From the interviews, participants are found to be less influenced by antismoking campaigns with ego, sensory and acute need approach. They appealed as indifferent to antismoking campaigns with these three approaches. As far as the author is concern, this result could be explained in three aspects:

First, antismoking campaigns using sensory or acute need approach are more or less old and in a traditional informational way of persuasion. Participants have seen too many antismoking advertising like this and are already tired of these message strategies. Second, nowadays people may prefer a more positive, pleasant persuasive method rather than a negative, threaten way that may breed disgust and resentment. Third, as regard to the two antismoking campaigns with ego approach, they are too abstract and unclear in both describing images and persuasion. They might give audience a special and fresh impression; however, participants are found to be confused of the ads topic. Thus, this strategy is found to be difficult to touch participants, let alone persuade them of giving up smoking.

Conclusion and Limitations

Based on discussion above, it is known that Chinese people would be more likely to be influenced by antismoking campaigns with social, rational or routine strategy instead of ego, sensory or acute need strategy. This result might suggest emphasizing more on social, rational and routine message strategy approach for antismoking advertising in China.

Under Taylor's message strategy wheel, either a single advertising approach or a combination of approaches can be selected for an advertising strategy (Taylor, 1999). According to people's reasons of smoking or quitting, plus thoughts and attitudes toward smoking and antismoking ads, it is apparently that factors related to intention of quitting or reducing smoke are complex and various, and highly related to each other. Therefore, the author suggests adopting a combination approach selecting either two or three among social, ration

and routine segments. The author believes that such kind of combination is supposed to be more effective in changing Chinese people's smoking behavior than only using a single message strategy.

However, several limitations need to be noticed in this study. First, adopting an in-depth interview method, this study recruited participants from Chinese social networking websites and the author's friendship circle. The number of participants is only seventeen which may not be able to represent the whole population of the smokers who have quitting experience in China. More important, the demographics of participants may lack diversity – they are all living in cities instead of rural areas. Their opinion and attitude is probably influenced by their education background and living environment. For instance, smokers who live in rural areas might have more misperceptions of smoking. Thus participants in this study might not be representative of the whole smoker population in China. In addition, the classification of antismoking campaigns showed to participants is not perfect. Though the campaigns are categorized based on Taylor's Six-segment Message Strategy Wheel, it is difficult to identify only one segment for each advertisement since lots of them combine two or three message strategies together. Hence the classification might not be completely precise so that might influence the results of the study. Furthermore, as regard to the campaign effectiveness evaluation, experiment method might be more efficient and accurate to measure and evaluate participant's behavioral change than in-depth interview which is helpful in understanding participant's opinion and attitude. Finally, ads on different media might have different impacts on the audience, so the results in this study might be inaccurate because the

classification did not pay much attention to the media types of campaigns. Therefore, future study should focus on Chinese smokers both living in city and rural areas with diversity of demographic, or make a comparison between participants with different background. How to identify public service advertising strategies is also worth probing into in further research. As to the effectiveness assessment, it would be better and more accurate to adopt an experiment method in future study.

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Appendices

Appendix A: Descriptions of Antismoking Campaigns in terms of Taylor's Message Strategy Segments

Segment	Campaigns
Ego:	- Show a health, bright, happy, friendly, social, individual image of people who do not smoke. *(TV/video ads – personal charisma; print ads –I'm a former smoker)*
Social:	- Focus on issue of secondhand smoking, talking about influence of smoking in social occasions with family, friends, lover, colleagues, etc., and their opinions on smoking. *(Ads 1: Secondhand smoking TV ads made by Ministry of Health, etc.)* - Challenge the current social norm and smoking culture (giving tobacco as a gift, view tobacco as a social-connection builder, etc.) *(Ads 2: Billboard campaign –"Giving Cigarettes Is Giving Harm")*
Sensor	- Using real pictures or video that make people feel sick and nauseated. - Lungs are getting black; teeth are getting black and broken. *(Ads 1)* - A broken black hole on lip made by cigarette. *(Ads 2)*
Routine:	- Replaced cigarette packs to beautiful flowers on one's desk. *(Ads 1)* - The smoking time is changed to walking-around time with family and friends (combine social segment). *(Ads 2)*
Acute need:	- Negative ads. - It's getting harder to go up to stairs. *(Ads 1)* - Talking about some diseases occurred in the bed, e.g. erectile dysfunction. *(Ads 2)*
Ration:	- Calculate many kinds of factors that smoking/stopping smoking could have influence on one's life. *(Ads 1 & Ads 2)*

Appendix B: Interview Guide (Translate from Chinese)

Date of the Interview:_____

Interviewee Information

Gender: Male/Female

Age:_____

Occupation:_____

City living in:_____

Education Level:_____

Marriage Status:_____

Children:_____

Family Members:_____

Purpose of the Study

The main purpose of the study is to figure out effective message strategies for Chinese antismoking campaigns based on Chinese smokers' personal experience, attitudes, and opinions.

Questionnaire

1. Tell me about yourself.
2. Thoughts and ideas about smoking: please describe your ideas and attitudes toward smoking\tobacco.
   a) Do you think smoking is harmful? How harmful?
   b) What is the role of smoking in your mind?
   c) What is your opinion and attitude toward secondhand\passive smoking?
   d) How do you feel when you smoke?
   e) How do you feel when others smoke?
   f) What is your opinion about giving tobacco as a gift or doing social communicaiton with tobacco?
3. Personal smoking experience: tell me about your smoking experience, including starting, quitting, and restarting to smoke.

a) When and why did you start smoking? Tell me about your experience.

b) Please describe your smoking level.

   i. How frequently did you smoke before your quiting experience?

   ii. When and in what situation would you like to smoke?

   iii. What's your smoking behavior now?

      - Do you restart smoking now?

         - If so, how frequently do you smoke now? Do you smoke less than before? Why or why not?

         - If not, tell me about your reason and thoughts about this.

c) When and why did you want to quit smoking?

   i. What were the factors that affect you to quit? What was the most significant factor and what was the direct factor?

   ii. How could you quit smoking? Tell me about your experience.

d) When and why did you want to restart smoking?

   i. What were the factors that affect you to quit? What was the most significant factor and what was the direct factor?

   ii. In what situation would you like to smoke again? Why?

4. Attitudes toward antismoking campaigns: tell me your thoughts about antismoking advertising.

   a) Do you remember any antismoking ads? Do you ever have any favorite antismoking ads? If so, why do you remember or like it?

   b) What's your opinion about the effects of antismoking campaigns?

      i. Do you think antismoking campaign is helpful or effective in changing your awareness and attitude? How effective?

      ii. Do you think antismoking campaign is helpful or effective in changing your smoking behavior? How effective?

      iii. What do you think about the role of antismoking ads?

5. I'm going to ask you to watch 5 sets of antismoking campaigns, tell me what you think about them.

   a) Which set is your favorite/most memorable? Why?

b) Tell me more about your thoughts concerning these campaigns.

Vita

Xizi Cai (Cecilia), originally from China, was born on December 1989. She earned her double Bachelor of Arts Degree in Advertising and English at Huazhong University of Science and Technology in 2009. At the University of Tennessee she earned her Master of Science in Communication and Information with a concentration in Advertising in 2012. Her research interests include social media study, interaction between information and consumer, tobacco advertising, and brand strategic planning.