

CAN SCOPUS AI HELP TO UNDERSTAND E-CIGARETTE EXPERIMENTATION?

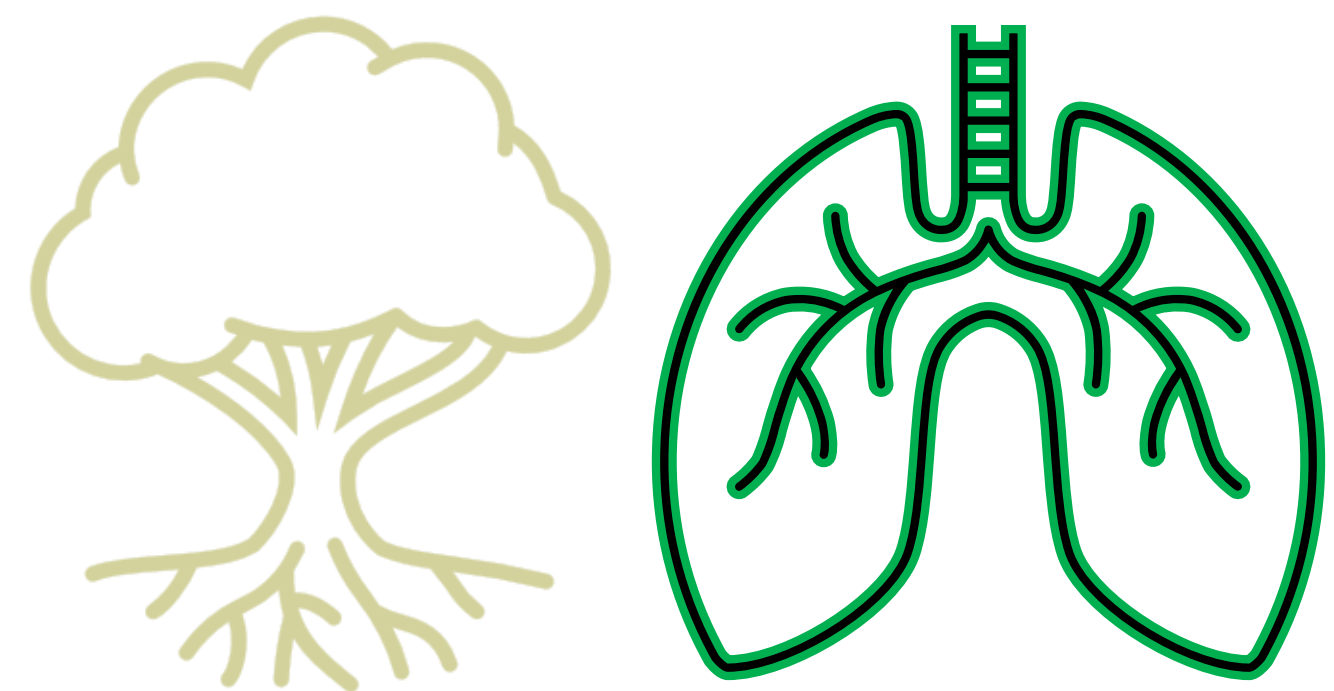
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1 OBJECTIVES

Aims to learn more about variables, agents, and barriers that influence tobacco and smoking experimentation.

Aims to be able to know more about factors influencing tobacco and smoking behavior.



2 METHODOLOGY

Scopus is an excellent and credible reference source for scientific articles. It currently has an Artificial Intelligence (AI) algorithm that makes it easier to identify the primary references for carrying out scientific research. On Feb 22, 2025, the researcher submitted the following prompt: "What are the main factors influencing young people to start smoking?" The factors involved in these dimensions were presented by Scopus IA, as well as an initial mind map.

3 THEORETICAL FRAMEWORK

According to Scopus AI analysis, the factors were grouped into individual beliefs, psychological factors, and social and environmental influences. These factors involved in these dimensions are presented below.

Individual beliefs and psychological factors

Psychological Factors. Young people could start smoking because they believe it is a way of coping with stress or psychological problems (e.g., relaxing) (Argüder et al., 2019; Tan et al., 2020; Al-Sadat & Binns, 2008). Identity and Self-Image. Smoking can be seen as an image and is influenced by the media's portrayal (grown-up or glamorous) (Stoyanov, 2023; Gilbert, 2007; Dautzenberg, 2018).

Individual Expectations. The desire to experiment (curiosity) or try it out of a sense of adventure are common reasons for smoking initiation (Argüder et al., 2019; Al-Sadat & Binns, 2008).

Expectations of Adulthood. Sometimes, young people start smoking because it feels more mature, which can be reinforced by the group (social interactions) as well as media portrayals (Stoyanov, 2023).

Social and environmental influences

Social Influences. Considering that young people are highly influenced by friends and peers who already smoke, to fit in or be socially accepted, one of the most significant factors is peer pressure (WHO, 2014; Lenney & Enderby, 2008; Samuels, 2007; Argüder et al., 2019; Hayes & Plowfield, 2007).

Family Influence. Parents' and siblings' smoking habits play a relevant role in trying smoking at the youngest ages because they are more likely to start it (WHO, 2014; Lenney & Enderby, 2008; Samuels, 2007; Sharma et al., 2019).

Social Norms. If smoking is acceptable in their Community (social group), they can be encouraged to try it (Samuels, 2007; Stoyanov, 2023; Heris et al., 2020).

Environmental Factors. The likelihood of young people taking up smoking increases if access to the product is made easier (WHO, 2014; Sharma et al., 2019).

Advertising and Media. Through exposure to advertising, which often creates a favorable image of smoking, the media present behavioral models that are positively associated with tobacco and significantly influence young people to take up smoking. In teenagers, this appeal can be even more appealing (WHO, 2014; Lienemann et al., 2019; Lovato et al., 2011).

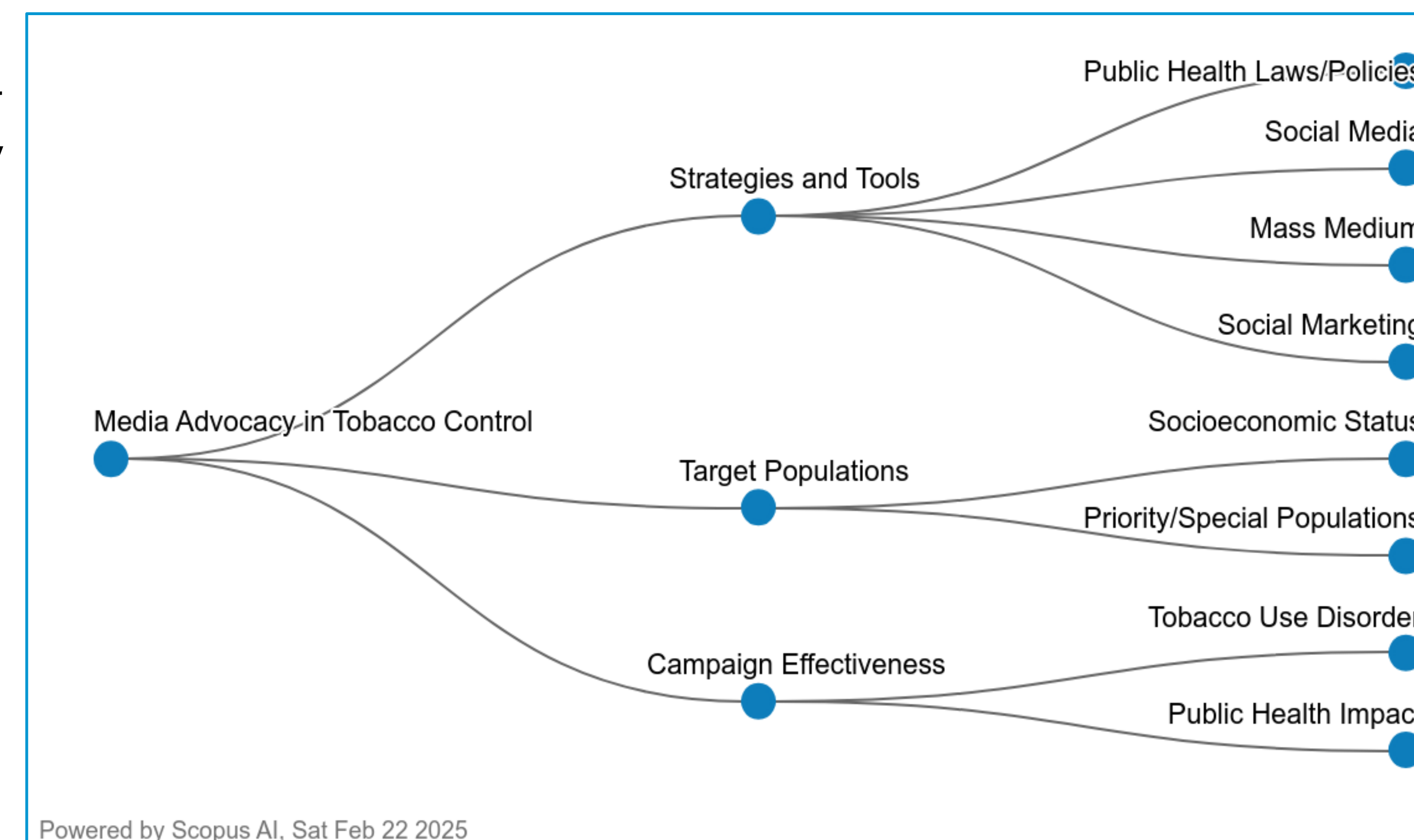
4 EXPECTED RESULTS

Based on Scopus AI, dimensions, variables, and respective relationships have been found, as well as a mind map of these variables.

5 DISCUSSION

According to this model, media advocacy in tobacco control can condition the strategies and tools, target population, and effectiveness of campaigns. Strategies and tools can condition public health laws, policies, and communications. The target population can condition the socioeconomic target and prioritize it. The effectiveness of campaigns can condition tobacco use disorder and its impact. Hopefully, it will be possible to develop studies in this direction, extending the variables and their respective indicators.

In addition to advertising and promotion, the large offer of the product, in different forms and places, and various social contexts, increases social and peer pressure and tobacco consumption. In the current situation, where young people are more isolated, social networks with marketing, availability, and access, even with Uber, the consumption of tobacco has gained importance.



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