



Analysis of Adolescents View of Vaping Content On YouTube

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INTRODUCTION

- Vaping has become increasingly prevalent among teens, with 37% of high schoolers reported vaping in the past year
- The long term health effects of vaping are unknown with side effects including lung damage, brain damage and the possibility of a coma
- 85% of teens use YouTube, making it the most widely used social media platform for that demographic
- Both YouTube videos and the comment section have the ability to sway one's opinions
- Previous studies conducted have found that the majority of vaping videos and comments are in favor of Vaping
- Little is known about teens view on these comments

PURPOSE

The purpose of this study was to understand adolescents opinions on comments found on vaping videos on YouTube.

METHODS

Setting and Subjects

- Interviews took place over Zoom over the course of 1 week
- Participants were between the ages of 15-18 were recruited

Interview Procedure and Questions

- Interviewees were asked how they used Youtube and if they had exposure to vaping content.
- Interviewees were presented with a series of comments each highlighting certain aspects of comments found in the comment section. They were then asked their initial thoughts/reaction on each comment

How does the lack of proper grammar affect your perception of the comment?

Analysis

- Qualitative thematic analysis utilizing the constant comparative approach was conducted by two coders

METHODS CONTINUED



Search

[Profile Icon] this lady have a brain its all fake news
 [Thumbs Up] [Thumbs Down] REPLY

[Profile Icon] I was a 25 year smoker until vaping. It saved my life, I haven't had pneumonia or bronchitis since!
 [Thumbs Up] [Thumbs Down] REPLY

[Profile Icon] I had a seizure from juuling not long ago): I thought this shit was safe wtf
 [Thumbs Up] [Thumbs Down] REPLY

Sample Comments

Comment representing the large amount of hateful comments found in the comment section

Comment representing the large amount of personal experiences in favor of vaping

Comment representing the small opinion that vaping is dangerous

RESULT

Theme One: Anecdotal Comments are Very Persuasive

I think this comment would push me away from vaping away even more since someone my age had a bad experience with vaping.

It's more effective cuz its someone my age talking about talking about personal experience.

Theme Three: Comments with factual evidence as well as sourcing are not very influential

Not sure if I would trust this factual comment over a the video because I'm not sure who to believe. I'm doubting this comment. I disagree with that.

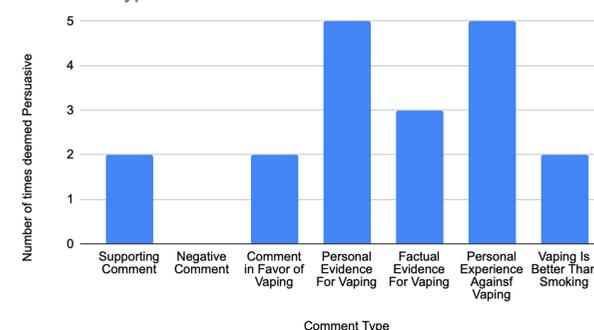
Statistics and comments like these are based off our sources and you can construe them so I don't believe them as much.

Theme Two: Credibility of the Commenter is Noted

This comments very persuasive kind of like I was saying earlier, lots of punctuation longer, and better grammar compared to some of the other comments

The most impactful thing was specifying a dactyl, which is a big word which means that they probably did their research and that their educated which is helpful

Comment type vs Persuassivness



DEMOGRAPHICS (N = 7)

Age	N	%
15	2	25
17	5	62
18	1	12
Gender	N	%
Male	5	62
Female	3	38
Use of YouTube	N	%
Entertainment Purposes	6	75
Educational Purposes	4	50
Exposure to Vaping Content	N	%
None	1	12
Through Adds	3	38
Through YouTubers they Watch	5	62

CONCLUSIONS

Main Points

- Comments that displayed anecdotes or personal experience, both for and against vaping, were received as convincing and appealing to interviewees
- Participants were regularly able to use information such as grammar, punctuation, comment length, and tone to determine who wrote the comment which affected their perception of it
- Comments that contained factual evidence were not received well by intervees due to the perception that evidence can be flawed and misconstrued. Additionally, participants did not notice or care a lack of source

Implications

Educators should focus on presenting negative experiences with vaping as opposed to health risks in an effort to persuade teens not to vape

ACKNOWLEDGMENTS

Thank you to the SMAHRT team for this opportunity, and Reese Hyzer for her mentoring and guidance

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