

Exposure to tobacco and e-cig content in popular video clips and movies in France

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Introduction

- In 2014, highest proportion of e-cig trial in 15-24 years old
- 33% of adolescents' tobacco experimentation occurs because of exposure to tobacco marketing
- 2016 Health law prohibited e-cig advertising in France, therefore potentially increasing product placement in popular youths' media
- **Study objective:** to assess the tobacco and e-cig content of the most popular movies and video clips in France to which the youths are especially exposed

Methods

- **Data:** Media content analysis by two trained coders of the 100 most streamed video clips, and the movies that made more than one million entries in theatres in France in 2016
- **Statistical analysis:** Descriptive univariate analysis + Kruskal-Wallis tests to assess whether the occurrence frequencies were identical by program genres

Programme genre	Programme No. (%)	Tobacco and e-cigarette occurrences						
		Occurrences (%)	Total screen time	Foreground/Background depictions*	Lyrical references*			
Clip								
Dance	24 24%	5 (2%)	00:00:14	4 / .	2	1,67		
Electronic	5 5%	0						
Pop	21 21%	19 (9%)	00:01:05	4 / 3	1	1,25		
Rap/Hip Hop	36 36%	188 (88%)	00:17:41	156 / 25	40	2,11		
Rock	9 9%	1 (1%)	00:00:02	1 / .		1,67		
Singer/songwriter	3 3%	0						
Soul/Funk/R&B	2 2%	0						
TOTAL	100 100%	213 (100%)	0:19:02	176 / 28	43	1,67		
Film								
Action	8 21%	6 (2%)	00:00:25	4 / 2	1	1,00		
Adventure	4 11%	33 (8%)	00:04:42	31 / 2	3	1,00		
Comedy	14 37%	136 (35%)	00:26:15	105 / .		1,59		
Drama	1 3%	53 (14%)	00:07:31	40 / 10	12	3,33		
Fantasy	4 11%	32 (8%)	00:03:38	22 / 13	2	1,11		
Historical	3 8%	100 (26%)	00:17:13		4	2,50		
Horror	1 3%	11 (3%)	00:01:45	6 / .	7	2,67		
Science-fiction	2 5%	0						
Western	1 3%	19 (5%)	00:07:10	17 / 6	4	1,33		
TOTAL	38 100%	390 (100%)	01:08:39	225 / 54	33	1,82		

* numbers do not add as a tobacco or e-cig content can simultaneously occur at the foreground, background and/or be a lyrical reference

Table 1: Tobacco and e-cigarette occurrences in most popular media by program genres

Results

- One hundred video clips and 38 movies included in the study: over 81 hrs of videos
- 603 occurrences coded, including 3 e-cig
- Most frequent type of tobacco content activity was consuming (54%), followed by holding a tobacco product (28%). Most of the tobacco-related content occurred in homes (23.9%), followed by bars (11.8%)
- Comedy & historical films and rap clips contained – although not statistically significant (p-value = 0.4433) - the highest proportions of occurrences

Conclusions

- In 2016, tobacco content still very prevalent in popular media watched by youths
- These visual or lyrical references expose to favourable imagery, potentially leading to increased experimentation
- Ecig content not very prevalent but potentially due to the data collection period (soon after Health law)
- Need of advanced research to monitor tobacco and e-cig related content

Declaration of competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Source of support

INCa funding (AAP Tabac 2016) is gratefully acknowledged.