Opinions and Perspectives on Anti-Smoking Ads
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Introduction
Over the past few years anti-smoking commercials have been increasingly graphic. What do young adults think about these commercials? A survey of university students was used to get their opinions and perspectives on anti-smoking ads.

Method
Students from on campus courses were solicited. Instructors agreed to give course credit to those who participated. Two anti-smoking advertisements were shown, each followed by a survey. Eighty students participated. Data from 9 participants were removed (due to incomplete surveys).

Results
The participants ranged in age from 18 to 27. Based on the data the average female smoker was 20 years old (non-smoker: 19) and the average male smoker was 24 years old (non-smoker: 20). Figure 1 displays all participants by age (see Figure 1).

Two female (ages 20, non-smokers) participants believed video 1 was inappropriate. Four female (ages 21, 20, 22, 18: smoker) participants believed video 2 was inappropriate. Two female (ages 19, 20: smoker) participants found both videos to be inappropriate. Two males (ages 19, 1 smoker and 1 non-smoker) participants found video 1 to be inappropriate. Seven males (ages 19, 20, 20, 20, 21, 22, 27: smoker) found video 2 to be inappropriate. One male (age 21, non-smoker) found both videos inappropriate (see Table 1).

Discussion
These results would be improved with more participation of smokers and a more in-depth look at cultural demographics (career path, nationality, family history of smoking). Future research should look to include more participants who identify as smokers.

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