Are Smokers More Attractive? It Depends on Who You Ask

An Outline of the paper
By
Halford H. Fairchild

October 8, 2012

I. Review of Literature
   a. Introduction – overview
   b. Advertising to promote cigarette smoking
      i. Eggleston & Gibbons (1999). Marlboro cowboy & psychological principles in
         smoking advertising. Tobacco companies’ attempts to portray smoking as
         attractive, exciting & positive.
          decrease in # of smokers. An unfavorable “smoking climate” where smoking is
          rejected and seen as deviant. Differences from state to state.
      iii. Pechmann & Knight (2002): cigarette advertising primed positive smoker
          stereotypes. Anti-smoking advertising made negative smoker stereotypes more
          salient. [get article….what are the specific stereotypes they are referring to?]
   c. Demarketing
   d. Perceptions of smokers – the smoker “prototype”
      ii. Aloise-Young, Hennigan & Graham (1996) – similar to prototype: more likely to
          smoke
          dates.” Smoker stereotype
      iv. Freeman, Brucks & Wallendorf (2005): young children’s attitudes & beliefs
          about cigarette smoking. 2nd & 5th graders (7- & 10-11 year olds). Life style
          associations similar for both groups....makes them look cool, feel cool, and fit in.
          Believe it reduces stress & alleviates negative mood states.
          multi-ethnic urban sample of 4th – 7th graders. Higher grades: more positive
          beliefs & positive outcomes and perceived norms.
          found. Social networks and marital relationships tended to be segregated along
          lines of smoking behavior. [get article for more specifics about those
          stereotypes.]
          written descriptions. Nursing Ss had mainly positive stereotype of young female
          smoker, regardless of their own smoking status. Replicated for physiotherapy Ss
          & male smokers. Positive stereotypes undermine health interventions. Get
          article.
          (positive & negative). In Hungary. Three smoker prototypes: negative (dull,
          childish), positive appearance (cool, popular), and positive competence (smart,
          independent).

e. Perceptions of smokers vs. non-smokers

i. Beech & Whittaker (2001) – females smokers & non-smokers... & attraction. Smokers rated as more attractive, non-smokers as less attractive. True for both male & female raters.


iii. Carpenter, Garrett-Mayer, Vitoc, Cartmell, Biggers & Alberg (2009): Adolescents who smoked viewed smokers as having more friends, were “cool” and smoking is safe. Less likely to see addictions. “Even minimal levels of cigarette use are associated with favorable views of smoking.”

iv. Callison, Karrh, & Zillmann (2002): 45 male & 72 female college Ss rated character traits of men and women who smoked cigars, cigarettes or not smoking. Men & women evaluators differed: smokers as less appealing... for men, cigar smokers were even less appealing. Women saw cigar smokers as more confident and secure.


g. Smoker self-perceptions

i. De Cássia Rondina, Gorayeb, Botelho & da Silva (2005): Smokers viewed selves as more masculine, careless, negligent, imprudent, non-systematic & unorganized compared to non-smokers.

ii. Grogan, Fry, Gough & Conner (2009): impact of smoking on appearance.... Smokers & non-smokers in 24 focus groups. Weight gain, yellowing of skin & teeth. Smokers believed that smoking made them look ‘cool,’ mature & sophisticated. Conclusion: appearance concerns relevant to the decision to smoke or not.

iii. Taylor, Ross, Goldsmith, Zanna & Lock (1998): smokers have more favorable attitudes toward smoking than non-smokers.

iv. Yan, Jiang, Wang, Deng, He & Weng (2009): smokers showed attentional bias toward smoking-related stimuli. [hypothesis: smokers more likely to see smoker as a smoker]

g. Ethnicity Variables

smokers evaluated smokers more positively than overweight women; nonsmokers did the opposite.

ii. Laws, Huang, Brown, Richmond & Conerly (2006): Survey at an HBCU... 87% were non-smokers. Not widely practiced & not socially acceptable.

iii. Marin, Perez-Stable, Otero-Sabogal, & Sabogal (1989): 263 Hispanic & 150 White non-Hispanic smokers: thought smokers were nervous, friendly & sociable. White non-Hispanics, more than Hispanics, found smokers were friendly, aggressive, sociable, attractive & feminine.


h. Purposes
i. Hypotheses
   i. Yan, Jiang, Wang, Deng, He & Weng (2009): smokers showed attentional bias toward smoking-related stimuli. [hypothesis: smokers more likely to see smoker as a smoker]

II. Methods
   a. Research Design (experimental survey)
   b. Materials
   c. Procedures
   d. Participants

III. Results
   a. Overall differences between smokers & non-smokers
   b. Gender differences
   c. Smoker/non-smoker differences
   d. Intercorrelations
      i. Overall
      ii. Smoker/non-smoker
   e. Factor analysis & findings
      i. Overall
         1. Marin, Perez-Stable, Otero-Sabogal, & Sabogal (1989): 263 Hispanic & 150 White non-Hispanic smokers: thought smokers were nervous, friendly & sociable. White non-Hispanics, more than Hispanics, found smokers were friendly, aggressive, sociable, attractive & feminine. Factor analysis-- Factor analyses of the responses found 3 common factors: sociability, self-presentation & nervousness.
      
         ii. Gender
         iii. Smoking status

IV. Discussion
   a. In relation to hypotheses
   b. For social perception literature

d. Limitations & extensions
i. Cigars, cigarettes, tiparillos? Waterpipes
ii. Eissenberg, Ward, Smith-Simone & Maziak (2008): Waterpipe smoking in U.S. – 20% on college reported use within past 30 days. Perceived as less harmful. For public policy
iii. Maziak (2011): Waterpipe smoking.... 2nd global tobacco epidemic since the cigarette. WP increasing globally.


e. Kim & Shanahan (2003): Public sentiment in U.S. evolving against smoking & decrease in # of smokers. An unfavorable "smoking climate" where smoking is rejected and seen as deviant. Differences from state to state.

i. Shiffman (2009): Study of light & intermittent smokers. Stereotype of chain smoking.... Has a large element of truth (average was 32 cigs a day in 1980), but light & intermittent becoming an increasingly important segment of smokers.

f. Demarketing


iii. Pechmann & Knight (2002): cigarette advertising primed positive smoker stereotypes. Anti-smoking advertising made negative smoker stereotypes more salient. [get article....what are the specific stereotypes they are referring to?]


vi. Stanton & McGee (1996): adolescent influence on each other... Those who quit smoking promoted non-smoking messages. Some actively promoted smoking, and had positive beliefs about smoking. Non-smokers had positive beliefs about anti-smoking messages.


viii. Taylor, Ross, Goldsmith, Zanna & Lock (1998): smokers have more favorable attitudes toward smoking than non-smokers.


xi. Williams & Clarke (1997): optimistic bias in beliefs about health consequences of cig smoking. (Australia)

V. References