Note to students: This is a step in the “Fairchild Method” for writing a review of literature. After highlighting the annotated bib, I typed up these notes from the highlights. Note that I keep track of author and year information, as this is REQUIRED for the actual writing of the review.

Aloise-Young, Hennigan (1996): 5th – 8th grades rated selves and smokers on 9 dimensions (coolness, sociability, intelligence…). Similarity between self & smoker stereotype increased with age. “Self consistency” increasingly important from 5th to 8th grade. “….self-enhancement motivations emerged for the cool trait for female & non-Hispanic White Ss.”

Aloise-Young, Hennigan & Graham (1996): Examined 1,222 non-smoking 5th – 8th graders. Those who were similar to smoker stereotype (cool, sociability & intelligence) were 2x more likely to start smoking.

Beebe, Buback, McGlone & Dinoff (1972): who do smokers give a free cigarette to? Order: Factory workers, conservative college students, hippies. Attitudes toward these groups in same order.

Beech & Whittaker (2001): Rating of female smokers & non-smokers (& with or without glasses). Not smoking – most attractive. Smokers as more “sexually interested”, less intelligent. However, SMOKERS rated smokers as more attractive. Non-smokers rated smokers less attractive & less intelligent. No gender differences.


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.

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.”

Carter, Donovan, Weller & Jalleh (2007): Magazine imagery (smoking & non-smoking), photographs. Smokers made more mention of smoking imagery, more urge to smoke. Female smokers more attracted to smokers than non-smokers (opposite true for non-smokers). “Incidental positive smoking imagery in magazines can generate the same sorts of consumer effects attributed to advertising....”

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Chassin (1981): Smokers & non-smokers differed in self-concepts & “ideal dates.” Non-smokers who were close to the smoker stereotype were more likely to smoke. [see article for defining “smoker stereotype.”]

De Càssia Rondina, Gorayeb, Botelho & da Silva (2005): smokers & masculinity/femininity; negative relations with order & lack of compulsion. Smokers viewed selves as more masculine, careless, negligent, imprudent, non-systematic & unorganized compared to non-smokers.


Eggleston & Gibbons (1999). Marlboro coyboy & psychological principles in smoking advertising. Tobacco companies’ attempts to portray smoking as attractive, exciting & positive.


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 & alleviate’s negative mood states.


Goldstein (1991): Stigma of smokers. Unfavorable stereotypes of smokers was found. Social networks and marital relationships tended to be segregated along lines of smoking behavior. [get article for more specifics about those stereotypes.]

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.


Johnsen, Spring, Pingitore, Sommerfeld & MacKirnan (2002): Cultural stereotypes & Hispanics vs. whites. Women’s attitudes toward a female smoker & an overweight woman. More positive
among acculturated Hispanic women; smokers evaluated smokers more positively than overweight women; nonsmokers did the opposite.

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.

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


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 analyses of the responses found 3 common factors: sociability, self-presentation & nervousness.

Maziak (2011): Waterpipe smoking.... 2nd global tobacco epidemic since the cigarette. WP increasing globally.


Orbell, Lidierth, Henderson, Geeraert, Uller, Uskul & Kyriakaki (2009): After a smoking ban in England: Smokers consumed fewer cigarettes after the ban, more alcohol than non-smokers at two time points.

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?]

Piko, Bak & Gibbons (2007): For adolescents: social images & smoker prototypes (positive & negative). In Hungary. Three smoker prototypes: negative (dull, childish), positive appearance (cool, popular), and positive competence (smart, independent). “The role of negative prototypes for nonsmokers is greater than the role of positive prototypes for smokers.”


Primack, Sidani, Agarwal, Shadel, Donny & Eissenberg (2008): Waterpipe smoking increasing on university campuses. High social acceptability, low perceived harm, high perceived popularity.

Rhodes, Roskos-Ewoldsen, Edison & Bradford (2008): anti-smoking PSAs. How smokers & non-smokers process the ads. May have paradoxical effects on smokers and may actually undermine anti-smoking efforts. Created resistance to persuasion.

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.


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.


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


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

Xiao-Zhong, Wei-Qing & Yong-Jun (2005): developed a 16 item self-administered scale for smoking related attitudes.... Reliability & factor structure. Chinese students.

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]