Are Smokers More Attractive? It Depends on Who You Ask

An Outline of the paper
By
Halford H. Fairchild

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I. Review of Literature
   a. Introduction – overview
   b. Advertising to promote cigarette smoking
   c. Demarketing
   d. Perceptions of smokers vs. non-smokers
      i.
      ii.
      iii.
      iv.
      v.
      vi.
   e. Purposes
   f. Hypotheses

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
      ii. Gender
      iii. Smoking status

IV. Discussion
   a. In relation to hypotheses
   b. For social perception literature
   c. Limitations & extensions
      i. Cigars, cigarettes, tiparillos? Waterpipes
   d. For public policy
      i. demarketing

V. References