E-Cigarettes and Twitter

Lourdes S. Martinez
Assistant Professor
School of Communication
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SOCIAL MEDIA

- Sentiments about range of health topics (Alvaro et al., 2015; Krauss et al., 2015)
- E-cigarettes and positive sentiment on Twitter (Godea et al., 2015; Myslin et al., 2013)
SOCIAL MEDIA

- Awareness and use of e-cigarettes rising (CDC, 2015)
- Carcinogens?
- Gateway?
- Renormalization?
SOCIAL MEDIA

• Content analyses in prior research (e.g., Godea et al., 2015; Myslin et al., 2013; Colditz et al., 2017)

• Geocoded tweets?

• Potential robot accounts?
RESEARCH QUESTIONS

RQ1: What are the a) current sentiments and b) information around e-cigarette use discussed by Twitter users?

RQ2: What are the source characteristics of Twitter users who are discussing e-cigarettes?

RQ3: Are Twitter users discussing respiratory health effects associated with e-cigarette use?
METHODS

- SMART Dashboard (Tsou et al., 2015)

- 193,051 geocoded tweets within the U.S. boundary collected between October 28, 2015 and February 6, 2016 that mentioned e-cigarettes

- Random sample of 1,000 tweets
  - 27 removed
  - Final analytical sample of 973 tweets

- Keywords: Vaping, Vape, Vaper, Vapers, Vapin, Vaped, Evape, Vaporing, e-cig*, ecig*, e-pen, epen, e-juice, ejuice, e-liquid, or eliquid (Cole-Lewis et al., 2015; Huang et al., 2014)
METHODS

• Development of codebook
  • Knowledge and sentiment (Cole-Lewis et al., 2015; Coleman et al., 2015)
  • Public health variables (Buhi et al., 2016; Madden et al., 2012; Briones et al., 2012; Quintero et al., 2011)
  • Potential robot accounts
RESULTS/DISCUSSION

- Positive sentiment prevalent (Godea et al., 2015; Myslin et al., 2013; Colditz et al., 2017)
  - Sizeable portion of tweets neutral
    - Opportunity for intervention

- Public health voice needed

- Potential robot accounts
  - Cautionary tale
LIMITATIONS

- Only geocoded tweets
- Information made available by users
- Background characteristics not included
REFERENCES


