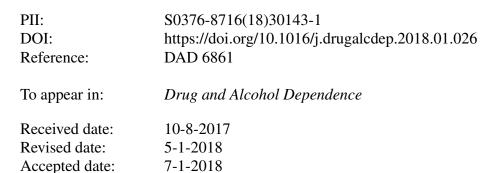
Accepted Manuscript

Title: A fMRI study on the impact of advertising for flavored e-cigarettes on susceptible college-age youth

Authors: Kathleen A. Garrison, Stephanie S. O'Malley, Ralitza Gueorguieva, Suchitra Krishnan-Sarin



Please cite this article as: Garrison, Kathleen A., O'Malley, Stephanie S., Gueorguieva, Ralitza, Krishnan-Sarin, Suchitra, A fMRI study on the impact of advertising for flavored e-cigarettes on susceptible college-age youth.Drug and Alcohol Dependence https://doi.org/10.1016/j.drugalcdep.2018.01.026

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



ACCEPTED MANUSCRIPT

A fMRI study on the impact of advertising for flavored e-cigarettes on susceptible collegeage youth*

Kathleen A. Garrison^{1,} Stephanie S. O'Malley¹, Ralitza Gueorguieva², Suchitra Krishnan-Sarin

^{1.} Department of Psychiatry, Yale School of Medicine, 1 Church Street, New Haven, CT, USA

^{2.} Department of Biostatistics, School of Public Health, 60 College Street, New Haven, CT, USA

Correspondence:

Kathleen A Garrison

Department of Psychiatry, Yale School of Medicine

1 Church Street, Room 730, New Haven, CT

New Haven, CT, 06510

Phone: 203-737-6232

kathleen.garrison@yale.edu

Highlights

- College age early experimenters show a product preference for flavored e-cigarettes.
- Neural cue-reactivity was greater for flavored than tobacco e-cigarette advertisements.
- Greater cue-reactivity to ads related to poorer recognition of health warnings.
- Eye-tracking indicated that fruit/sweet flavors on ads interfere with warning labels.
- Nonsmoking youth reported greater liking and intent to try flavored e-cigarettes.

Download English Version:

https://daneshyari.com/en/article/7503177

Download Persian Version:

https://daneshyari.com/article/7503177

Daneshyari.com