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Background

- Adolescence is the most susceptible time for initiating tobacco use.¹⁻²
- The US Food & Drug Administration (FDA) launched *The Real Cost* national tobacco prevention communication campaign targeting susceptible youth.
- The source (FDA) of the campaign may impact campaign credibility.
- Using eye-tracking methodology, this study examined:
 - If the FDA source (i.e., logo and text size) on Real Cost video and print ads impacts attention to source, source recall and perceptions of FDA credibility; and
 - Comparison of *The Real Cost* video compared to print ads on adolescent risk perceptions and believability.

Methods

- Recruited youth ages 15-17 via social media and flyers
- Inclusion criteria: susceptibility to tobacco use³ and no eye problems that impede eye tracker
- Screened 292 youth online; 30 met criteria and completed study
- Varied FDA logo source size (original and large) and message channel (video and print) of Real Cost ads, using 2 x 2 experimental between subjects design
- Youth viewed four ads in each condition and completed self-reported items on ad believability, risk perceptions, and source recall
- Data collected with a Tobii X260 eye-tracker

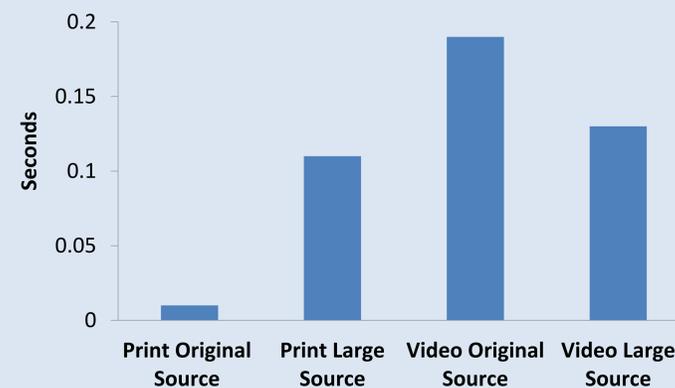


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Results – Eye Tracking

- Youth were predominately female (70.0%), white (53.3%), and in 11th or 12th grade (70.0%)
- 26% (n=8) had no recorded dwell time or fixations on the FDA source
- Video condition participants had almost three times longer dwell times (p=.023) and nearly 3.5 times more fixations (p<.01) on the source than print condition participants
- Participants viewing print ads had longer dwell times on the larger source compared to the smaller source (p=.02) and more fixations on the larger source (p=.02)
- Youth who correctly recalled FDA as the source had significantly more fixations (p<.01) and longer dwell times on the source (p<.01) compared to youth who did not identify the correct source

Figure 1. Dwell Time on FDA Source by Mode of Advertisement



VIDEO: Original Source Attribution



PRINT ad: Original and Enlarged Source Attribution



Figure 2. Dwell Time FDA Source by Source Size, Print Ads

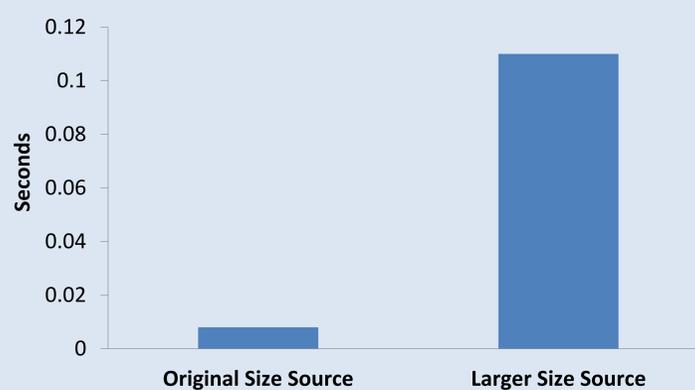
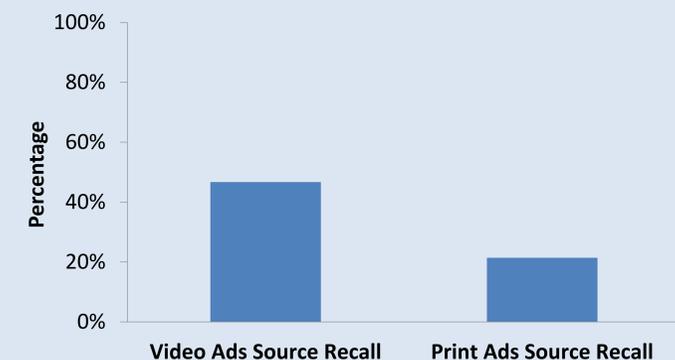


Figure 3. FDA Source Recall by Mode of Advertisement



VIDEO: Masked Recall of FDA Source



Results – Survey Items

- 34% of participants correctly recalled the FDA as the ad source, across all source sizes
- Video condition participants rated the ads more positively (p=.06) and more engaging (p<.01) than print condition participants
- Ad credibility was positively associated with ratings of ad risk perception (rho=0.66, p<.0001), but not associated with dwell time or the number of ad source fixations
- No significant difference between video and print conditions on harm beliefs, risk perception or worry.

Limitations

- Small sample size and recruitment of participants from one region limits generalizability of findings, but similar sample sizes are reported in other eye tracking studies
- Survey data was self-reported and responses may be influenced by social desirability

Conclusions

- Video ads appear more effective and engaging than print messaging for susceptible adolescents
- FDA source recall was low, but participants who attended to the message source had significantly higher recall
- FDA source on anti-smoking ads should be more salient if awareness of message source is desired
- Increased ad credibility was associated with higher ratings of ad risk perception, though ad credibility was not associated with message source
- More research is needed on how ad credibility and source can maximally increase measures of risk perception and ad effectiveness

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