

### Demonstrative 3: Empirical Studies Related to Popularity and Adolescent Smoking

U.S. Exhibit 17,557

Study	Population	Independent Variable	Dependent Variable	Outcomes
1. Evans, Farkas, Gilpin, Berry, & Pierce, 1995 (U.S. Exhibit 72,886)	Data on 3,536 adolescent never smokers obtained from the 1993 California Tobacco Survey; 12-17 year olds	Receptivity to tobacco advertising, exposure to peer and family smokers	Susceptibility to smoking	60.5% of 12-13 year olds, 69.2% of 14-15 year olds, and 72.9% of 16-17 year olds believed cigarette advertisements indicated that smoking would help people feel comfortable in social settings.
2. Romer & Jamieson, 2001 (U.S. Exhibit 72,793)	2,002 persons age 14 to 22 and a sample of 1,504 persons age 23 to 95	Exposure to cigarette advertising		Image of smokers as popular, happy, and attractive, rose during adolescence and was higher for those exposed to cigarette advertising.
3. Barton, Chassin, Presson, & Sherman, 1982 (U.S. Exhibit 72,847)		Perceptions of smoking and nonsmoking youth by systematically comparing ratings of pictures of youth were identical, except for the presence of a cigarette	Smoking status	Smokers received higher ratings than nonsmokers on having an interest in the opposite sex and being with a group. The students rated each of these traits as good things to aspire to.
4. Perry, Murray, & Klepp, 1987 (U.S. Exhibit 72,778)	3,873 7 <sup>th</sup> , 9 <sup>th</sup> , & 10 <sup>th</sup> grade students	Attitudes toward smokers' popularity	Smoking status	Students who thought that smoking would help them make friends were more likely to report smoking.
5. Chassin, Presson, Sherman, & Edwards, 1991 (U.S. Exhibit 72,867)	1,020 high school students	Beliefs about personally relevant social consequences of smoking	Smoking a year later	Showed evidence that the belief that smoking will have positive social consequences predicts who will take up smoking a year later.
6. Koval, Pederson, Mills, McGrady, & Carvajal, 2000 (U.S. Exhibit 72,742)	1,543 6 <sup>th</sup> grade students	Reasons for smoking	Likelihood of smoking	Those high in social conformity were more likely to smoke.

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7. U.S. Department of Health & Human Services, 1994 (U.S. Exhibit 64,693)				

#### References in Above Table

1. Evans, N., Farkas, A., Gilpin, E., Berry, C.C., & Pierce, J.P. (1995). Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. *Journal of the National Cancer Institute*, 87(20), 1538-1545. (U.S. Exhibit 72,886)
2. Romer, D. & Jamieson, P. (2001). Advertising, smoker imagery, and the diffusion of smoking behavior. In P. Slovic (Ed.), *Smoking: Risk, perception, and policy* (pp. 127-155). Thousand Oaks, CA: Sage. (U.S. Exhibit 72,793)
3. Barton, J., Chassin, L., Presson, C.C., & Sherman, S.J. (1982). Social image factors as motivators of smoking initiation in early and middle adolescence. *Child Development*, 53, 1499-1511. (U.S. Exhibit 72,847)
4. Perry, C. L., Murray, D. M., & Klepp, K.I. (1987). Predictors of adolescent smoking and implications for prevention. *Morbidity and Mortality Weekly Report*, 36 (4S), 41-47. (U.S. Exhibit 72,778)
5. Chassin, L., Presson, C.C., Sherman, S.J., & Edwards, D.A. (1991). Four pathways to young-adult smoking status: adolescent social-psychological antecedents in a Midwestern community sample. *Health Psychology*, 10(6), 409-418. (U.S. Exhibit 72,867)
6. Koval, J.J., Pederson, L.L., Mills, C.A., McGrady, G.A., & Carvajal, S.C. (2000). Models of the relationship of stress, depression, and other psychosocial factors to smoking behavior: A comparison of a cohort of students in grades 6 and 8. *Preventive Medicine*, 30(6), 463-477. (U.S. Exhibit 72,742)
7. U.S. Department of Health & Human Services (1994). *Preventing tobacco use among young people: A report of the Surgeon General*. Atlanta, GA: U.S. Department of Health & Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. (U.S. Exhibit 64,693 )