

Demonstrative 4: Empirical Studies of Relationship between Self-image/Smoker Image & Adolescent Smoking, by Image or Theme
U.S. Exhibit 17,558

Boys: Masculinity, Ruggedness and Toughness	
(U.S. Exhibit 72,847)	Barton, J., Chassin, L., Presson, C.C., & Sherman, S.J. (1982). Social image factors as motivators of smoking initiation in early and middle adolescence. <i>Child Development</i> , 53, 1499-1511.
(U.S. Exhibit 72,872)	Chassin, L., Presson, C.C., Sherman, S.J., Corty, E., & Olshavsky, R.W. (1981). Self-images and cigarette smoking in adolescence. <i>Personality and Social Psychology Bulletin</i> , 7(4), 670-676.
Girls: Attractiveness	
(U.S. Exhibit 72,745)	Krupka, L. R., Vener, A. M., & Richmond, G. (1990). Tobacco advertising in gender-oriented popular magazines. <i>Journal of Drug Education</i> , 20, 15-29.
(U.S. Exhibit 72,738)	King, K. W., Reid, L. N., Moon, Y. S., & Ringold, D. J. (1992). Changes in the visual imagery of cigarette ads, 1954-1986. <i>Journal of Public Policy and Marketing</i> , 10, 63-80.
	Schooler, C., Feighery, E., & Flora, J.A. (1996). Seventh graders' self-reported exposure to cigarette marketing and its relationship to their smoking behavior. <i>American Journal of Public Health</i> , 86, 1216-1221.
(U.S. Exhibit 72,885)	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. <i>Journal of the National Cancer Institute</i> , 87(20), 1538-1545.
(U.S. Exhibit 77,340)	Potts, H., Gillies, P., & Herbert, M. (1986). Adolescent smoking and opinion of cigarette advertisements. <i>Health Education Research</i> , 1(3), 195-201.
Girl: Losing Weight or Staying Thin	
(U.S. Exhibit 72,897)	French, S.A., & Perry, C.L. (1996). Smoking among adolescent girls: Prevalence and etiology. <i>Journal of the American Medical Women's Association</i> , 51(1-2), 25-28.
(U.S. Exhibit 72,742)	Koval, J.J., Pederson, L.L., Mills, C.A., McGrady, G.A., & Carvajal, S.C. (2000). Models of the relationships of stress, depression, and other psychosocial factors to smoking behavior: A comparison of a cohort of students in grades 6 and 8. <i>Preventive Medicine</i> , 30, 463-477.
(U.S. Exhibit 72,895)	French, S. A., Perry, C. L., Leon, G. R., & Fulkerson, J. A. (1994). Weight concerns, dieting behavior, and smoking initiation among adolescents: A prospective study. <i>American Journal of Public Health</i> , 84, 1818-1820.
(U.S. Exhibit 72,863)	Charlton, A. (1984). Smoking and weight control in teenagers. <i>Public Health</i> , 98, 277-281.
(U.S. Exhibit 74,029)	Romer, D. & Jamieson, P. (2001). Advertising, smoker imagery, and the diffusion of smoking behavior. In P. Slovic (Ed.), <i>Smoking: Risk, perception, and policy</i> (pp. 127-155). Thousand Oaks, CA: Sage.

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Coping with Stress, Anxiety, and Depression	
(U.S. Exhibit 72,885)	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. <i>Journal of the National Cancer Institute</i> , 87(20), 1538-1545.
(U.S. Exhibit 72,029)	Romer, D. & Jamieson, P. (2001). Advertising, smoker imagery, and the diffusion of smoking behavior. In P. Slovic (Ed.), <i>Smoking: Risk, perception, and policy</i> (pp. 127-155). Thousand Oaks, CA: Sage.
(U.S. Exhibit 72,778)	Perry, C. L., Murray, D. M., & Klepp, K.-I. (1987). Predictors of adolescent smoking and implications for prevention. <i>Morbidity and Mortality Weekly Report</i> , 36 (4S), 41-47.
(U.S. Exhibit 72,741)	Koval, J.J. & Pederson, L.L. (1999). Stress-coping and other psychosocial risk factors: A model for smoking in grade 6 students. <i>Addictive Behaviors</i> , 24(2), 207-218.
(U.S. Exhibit 72,742)	Koval, J.J., Pederson, L.L., Mills, C.A., McGrady, G.A., & Carvajal, S.C. (2000). Models of the relationships of stress, depression, and other psychosocial factors to smoking behavior: A comparison of a cohort of students in grades 6 and 8. <i>Preventive Medicine</i> , 30, 463-477.
(U.S. Exhibit 72,800)	Skara, S., Sussman, S., & Dent, C. W. (2001). Predicting regular cigarette use among continuation high school students. <i>American Journal of Health Behavior</i> , 25, 147-156.
Depression	
	Acierno, R., Kilpatrick, D.G., Resnick, H., Saunders, B., DeArellano, M., & Best, C. (2000). Assault, PTSD, family substance use, and depression as risk factors for cigarette use in youth: Findings from the National Survey of Adolescents. <i>Journal of Traumatic Stress</i> , 13(3), 381-96.
(U.S. Exhibit 72,741)	Koval, J.J. & Pederson, L.L. (1999). Stress-coping and other psychosocial risk factors: A model for smoking in grade 6 students. <i>Addictive Behaviors</i> , 24(2), 207-218.
(U.S. Exhibit 72,742)	Koval, J.J., Pederson, L.L., Mills, C.A., McGrady, G.A., & Carvajal, S.C. (2000). Models of the relationships of stress, depression, and other psychosocial factors to smoking behavior: A comparison of a cohort of students in grades 6 and 8. <i>Preventive Medicine</i> , 30, 463-477.
(U.S. Exhibit 72,352)	Tercyak, K.P., Goldman, P., Smith, A., & Audrain, J. (2002). Interacting effects of depression and tobacco advertising receptivity on adolescent smoking. <i>Journal of Pediatric Psychology</i> , 27(2), 145-154.

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Risk Taking, Excitement, Fun, & Adventure	
(U.S. Exhibit 72,885)	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. <i>Journal of the National Cancer Institute</i> , 87(20), 1538-1545.
(U.S. Exhibit 72,798)	Schooler, C., Basil, M.D., & Altman, D.G. (1996). Alcohol and cigarette advertising on billboards: targeting with social cues. <i>Health Communication</i> , 8(2), 109-129.
(U.S. Exhibit 72,738)	King, K. W., Reid, L. N., Moon, Y. S., & Ringold, D. J. (1992). Changes in the visual imagery of cigarette ads, 1954-1986. <i>Journal of Public Policy and Marketing</i> , 10, 63-80.
(U.S. Exhibit 77,340)	Potts, H., Gillies, P., & Herbert, M. (1986). Adolescent smoking and opinion of cigarette advertisements. <i>Health Education Research</i> , 1(3), 195
(U.S. Exhibit 72,778)	Perry, C. L., Murray, D. M., & Klepp, K.-I. (1987). Predictors of adolescent smoking and implications for prevention. <i>Morbidity and Mortality Weekly Report</i> , 36 (4S), 41-47.
(U.S. Exhibit 72,743)	Kraft, P. & Rise, J. (1994). The relationship between sensation seeking and smoking, alcohol consumption and sexual behavior among Norwegian adolescents. <i>Health Education Research</i> , 9, 193-200.
(U.S. Exhibit 72,740)	Kopstein, A. N., Crum, R. M., Celentano, D. D., & Martin, S. S. (2001). Sensation-seeking needs among 8th and 11th graders: characteristics associated with cigarette and marijuana use. <i>Drug & Alcohol Dependence</i> , 62, 195-203.
	Tercyak, K.P. & Audrain-McGovern, J. (2003). Personality differences associated with smoking experimentation among adolescents with and without comorbid symptoms of ADHD. <i>Substance Use & Misuse</i> , 38(14), 1953-1970.
(U.S. Exhibit 72,856)	Burt, R. D., Dinh, K. T., Peterson, A. V., & Sarason, I. G. (2000). Predicting adolescent smoking: a prospective study of personality variables. <i>Preventive Medicine</i> , 30, 115-125.
(U.S. Exhibit 72,800)	Skara, S., Sussman, S., & Dent, C. W. (2001). Predicting regular cigarette use among continuation high school students. <i>American Journal of Health Behavior</i> , 25, 147-156.
	Audrain-McGovern, J., Tercyak, K.P., Shields, A.E., Bush, A., Espinel, C.F., & Lerman, C. (2003). Which adolescents are most receptive to tobacco industry marketing? Implications for counter-advertising campaigns. <i>Health Communication</i> , 15(4), 499-513.
Rebellion against Authority	
(U.S. Exhibit 72,741)	Koval, J.J. & Pederson, L.L. (1999). Stress-coping and other psychosocial risk factors: A model for smoking in grade 6 students. <i>Addictive Behaviors</i> , 24(2), 207-218.
(U.S. Exhibit 72,769)	Pederson, L.L., Koval, J.J., & O'Connor, K. (1997). Are psychosocial factors related to smoking in grade 6 students? <i>Addictive Behaviors</i> , 22(2), 169-181.
(U.S. Exhibit 72,856)	Burt, R. D., Dinh, K. T., Peterson, A. V., & Sarason, I. G. (2000). Predicting adolescent smoking: a prospective study of personality variables. <i>Preventive Medicine</i> , 30, 115-125.
(U.S. Exhibit 72,867)	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. <i>Health Psychology</i> , 10(6), 409-418.