

Demonstrative 5: Empirical Studies on Attitudes toward Smoking and Cigarette Advertising Predicting Smoking Behavior
U.S. Exhibit 17,559

Study	Population/Setting	Independent Variables	Dependent Variables	Outcomes
1. Romer & Jamieson, 2001 (U.S. Exhibit 72,932)	2,002 persons age 14 to 22 and a sample of 1,504 persons age 23 to 95	Rated feelings about smoking	Current smoking behavior	Smoking was predicted by ratings of feelings about smoking
2. Chassin, Corty, Presson, Olshavsky, Bensenberg, & Sherman, 1981 (U.S. Exhibit 77,296)	4,638 6 th through 12 th grade students	Attitudes toward smoking	Intentions to smoke	Attitudes toward smoking predicted intentions to smoke.
3. Chassin, Presson, Sherman, Corty, & Olshavsky, 1984 (U.S. Exhibit 72,870)	2,818 adolescents assessed in grades 6 through 11 at Time 1	Attitudes toward smoking, intentions to smoke	Smoking	Attitudes significantly predicted smoking a year later among both Time 1 nonsmokers and Time 1 experimenters.
4. Chassin, Presson, Sherman, & Edwards, 1991 (U.S. Exhibit 72,868)	1,304 middle schools students assessed at Time 1 1,020 high school students assessed at Time 1	Attitudes toward cigarettes	Smoking	These attitudes predicted smoking as much as seven years later.
5. Arnett & Terhanian, 1998 (U.S. Exhibit 72,843)	534 adolescents in grades 6 through 12 from seven schools in four states	Ratings of liking of ads and degree to which they made smoking appealing for a set of five ads for five brands.	Smoking behavior	Smokers were more likely than nonsmokers to like the ads. They were also more likely to say that Marlboro and Camel ads made smoking more appealing. They were more likely to say that each ad made them want to smoke.

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6. Arnett, 2001	400 12 to 17 year olds	Ratings of liking for cigarette ads and degree to which they made smoking appealing	Smoking behavior	Smokers generally rated the ads higher than nonsmokers on liking and on degree to which they made smoking appealing.
7. Alexander, Callcott, Dobson, Hards, Lloyd, O'Connell, & Leeder, 1983 (U.S. Exhibit 72,839)	Approximately 6000 10 to 12 year olds assessed twice over 12 months.	Attitude toward cigarette advertising.	Smoking behavior	Those with more favorable attitudes toward cigarette advertising at the first assessment were more likely to take up smoking by the second assessment.

References in Above Table

1. 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 72,932)
2. Chassin, L., Corty, E., Presson, C.C., Olshavsky, R.W., Bensenberg, M., & Sherman, S.J. (1981). Predicting adolescents' intentions to smoke cigarettes. *Journal of Health and Social Behavior*, 22(4), 445-455. (U.S. Exhibit 72,296)
3. Chassin, L., Presson, C.C., Sherman, S.J., Corty, E., & Olshavsky, R.W. (1984). Predicting the onset of cigarette smoking in adolescents: A longitudinal study. *Journal of Applied Social Psychology*, 14(3), 224-243. (U.S. Exhibit 72,870)
4. 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 72,868)
5. Arnett, J.J. & Terhanian, G. (1998). Adolescents' responses to cigarette advertisements: Links between exposure, liking, and the appeal of smoking. *Tobacco Control*, 7, 129-133. (U.S. Exhibit 72,843)
6. Arnett, J.J. (2001). Adolescents' responses to cigarette advertisements for five "youth brands" and one "adult brand." *Journal of Research on Adolescence*, 11(4), 425-443. (U.S. Exhibit 63,419)
7. Alexander, H.M., Callcott, R., Dobson, A.J., Hards, G.R., Lloyd, D.M., O'Connell, D.L., & Leeder, S.R. (1983). Cigarette smoking and drug use in schoolchildren: IV-Factors associated with changes in smoking behavior. *International Journal of Epidemiology*, 12(1), 59-66. (U.S. Exhibit 72,839)