

South Dakota Department of Health Tobacco Control Program

Focus Group Research Summary College Age South Dakotans – Opinions Regarding Smoking



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INTRODUCTION

The South Dakota Tobacco Control Program's ongoing marketing objectives are to discourage all types of tobacco use through ongoing education efforts, to employ prevention and cessation strategies statewide, and to inform South Dakotans as to the dangers of secondhand smoke. An audience of particular concern is college aged South Dakotans who may be exposed to, partake in, or experiment with higher levels of tobacco use in their late teens and 20s as a matter of course.

STUDY OBJECTIVE

As part of the South Dakota Department of Health's ongoing tobacco counter-marketing initiative, a series of focus group discussions with men and women aged 18 to 25 was conducted. The purpose of the discussions was to gain a better understanding of attitudes among smokers regarding efforts to persuade them to quit the use of tobacco and to explore with non-smokers in the same age group what their thoughts and attitudes are toward smokers and what role they might play in persuading their contemporaries to quit.

METHODOLOGY

Eight group sessions were held in July 2013, four each in Sioux Falls and Rapid City. In total, 86 young people were involved, comprising 59 smokers and 27 non-smokers. The full schedule is outlined below.

SIOUX FALLS	JULY 8	Group 1: Female smokers
		Group 2: Male smokers
	JULY 9	Group 3: SDSU students
		Group 4: Male and female, smokers and non-smokers
RAPID CITY	JULY 10	Group 5: Male smokers
		Group 6: Female smokers
	JULY 11	Group 7: Natives
		Group 8: Male and female, smokers and non-smokers

The group comprising SDSU students was included to explore attitudes toward their current campus smoking policy and a potential ban on campus. Currently, SDSU is the only public university in the state that does not have a tobacco free policy in place.

All group sessions were conducted by Dr. David Miller, a marketing psychologist with over 30 years of experience in moderating focus groups.

A word of caution regarding the interpretation of focus group findings is appropriate. Group discussions can be of great value in providing insights into behavior and attitudes, but small sample sizes limit the precision with which numerical statistics can be analyzed. Thus, although tables in this report show figures with two digits after the decimal point, in actuality it requires much larger differences between two figures to constitute a genuine difference. In our commentary, therefore, we comment only on findings that reveal large differences between groups.

REACTION TO PHRASES

Early in the sessions the moderator displayed 14 phrases. Each phrase, mounted on a board, was shown for a few seconds. Group members recorded their reactions on tabulation sheets, using a five-point scale indicating their degree of interest in the statement, ranging from "highly interested" to "not interested." The higher the number, the greater degree of interest.

The first noteworthy finding is the difference in attitudes between smokers and non-smokers. Almost without exception, non-smokers were more interested in the phrases than smokers. This appears to be a reflection of resistance on the part of smokers to suggestions that they should quit the use of tobacco.

Phrases that resonated among non-smokers were "It's about time. (How to torpedo a new relationship in 1.5 seconds flat)," "When you're addicted to tobacco, people notice" and "Want your freedom back? Quit."

The sharpest difference between smokers and non-smokers relates to the phrase "Think you're free? Not if you use tobacco." Generally speaking, the smokers reaction to the phrase was lukewarm, but both male and female non-smokers were considerably more interested.

The highest average rating among smokers was one that made no direct reference to smoking: "Extreme social situations." Next highest interest among smokers related to two phrases that directly addressed smoking: "When you're addicted to tobacco, people notice" and "It's about time. (How to torpedo a new relationship in 1.5 seconds flat)."

A comparison of reactions of male vs. female smokers reveals some differences. Men show considerably more interest than their female counterparts in the two phrases that mention goats, and they also spark more to "Killer," "It's about time. (How to torpedo a new relationship in 1.5 seconds flat)" and "Extreme social solutions."

Overall, participants appeared to respond best to phrases that did not "tell them what to do." The smokers, for the most part, acknowledged that smoking is bad for them, but feel that it's their choice, and in several instances took issue with the notion of freedom. One participant commented, "There's not much more you can do, people have to want to quit." Essentially, even as most smokers admit that they are addicted, they appear to have their addiction confused with personal liberty.

See Table 1 – Phrases on the next page for complete summary results from all eight groups.

Table 1 – Phrases

PHRASES	MALE			FEMALE			TOTALS	
	Smoker	Non-Smoker	TOTAL	Smoker	Non-Smoker	TOTAL	S TOTAL	NS TOTAL
Do something radical. Quit	2.57	3.44	2.76	2.88	2.89	2.89	2.71	3.07
Want your freedom back? Quit.	2.87	3.22	2.95	2.69	3.72	3.11	2.80	3.56
What's in a butt?	2.91	2.78	2.88	2.81	3.11	2.93	2.86	2.26
Denial can't help you. We can.	2.61	2.56	2.60	2.54	3.61	2.98	2.58	3.26
What goats know.	3.30	2.78	3.19	2.23	3.06	2.57	2.83	2.96
Goats know garbage	2.57	2.22	2.50	1.88	3.11	2.39	2.27	2.81
KILLER.	2.70	2.56	2.67	2.19	3.61	2.77	2.47	3.26
When "killer" isn't cool.	2.67	2.78	2.69	2.46	3.72	2.98	2.58	3.4
Think you're free?	2.61	4.00	2.67	2.50	3.72	3.00	2.56	3.81
It's about time (torpedo)	3.24	3.67	3.33	2.77	3.67	3.14	3.03	3.67
It's about time (seven minutes)	2.73	2.89	2.76	2.85	3.39	3.07	2.78	3.22
From independent to dependent.	2.76	3.11	2.83	2.85	3.27	3.02	2.80	3.22
When you're addicted to tobacco, people notice.	3.18	3.11	3.17	2.96	3.83	3.32	3.08	3.59
Extreme social solutions	3.42	2.67	3.26	3.04	3.00	3.02	3.25	2.89
SAMPLE SIZE	33	9	42	26	18	44	59	27

REACTIONS TO WORDS

The moderator used flash cards to test participants' familiarity with, and usage of, 14 words or two-word phrases.

Certain words on the list were familiar to every group member. They were: My bad, sick, busted, and cool.

The words least familiar to the group were, in order: radballs, goat, flamed, and frenemy. The word generating the most conversation was "goat." We speculate that people were fully aware that it is the name of an animal, and many referenced viral videos they had seen featuring goats, but the participants were perplexed and intrigued by the word when they tried to think of its meaning in the context of a discussion about smoking.

Part 2 of the word exercise invited members to indicate which of these words they used in conversations with their peers. Of the listed words, "cool" was nearly universally selected. Also in heavy usage were "my bad" and "busted." At the other extreme, words least frequently used were radballs (3 out of 86), goat (10), frenemy (15) and flamed (16).

In addition to the formal tabulations, particular care was taken in recording some of the words the participants used in their conversations with one another during the discussion overall. Some of those words repeated frequently in several sessions included: random, awkward, smashed it, buh-bye, way (in response to “no way”), seriously, srsly, proly (as in probably), and right. With many of these words inflection and tone were key in the delivery.

Part 3 encouraged group members to write down other words or phrases they tended to use in conversations with their friends. The influence on vocabulary of text messaging is evident, with entries such as LOL, OMG and more scatological terms. Also, the native group included some terms that are used within their own subculture.

Table 2 below shows a tabulation of both parts of the question.

A full compendium of their volunteered words and phrases is listed on the next 2 pages in Table 3.

Table 2 – Words

HEARD THE WORD BEFORE

WORDS	GROUP							
	1	2	3	4	5	6	7	8
My bad	12	10	12	9	10	10	12	11
Sick	12	10	12	9	10	10	12	11
Wicked	10	8	12	9	10	8	12	11
Troll	11	9	10	9	10	9	12	11
Busted	12	10	12	9	10	10	12	11
Cool	12	10	12	9	10	10	12	11
Frenemy	7	5	11	5	5	5	12	8
Epic fail	11	9	12	8	10	9	12	11
Swag	11	9	12	7	9	9	12	11
Goat	6	4	2	5	5	4	10	7
YOLO	11	9	11	7	9	9	12	10
Fly	11	9	12	8	10	9	12	11
Flamed	7	5	5	4	6	5	11	8
Radballs	5	3	1	2	3	3	9	3
n =	12	10	12	9	10	10	12	11

USE THE WORD

WORDS	GROUP							
	1	2	3	4	5	6	7	8
My bad	12	10	9	9	9	10	12	7
Sick	7	9	9	9	8	9	7	6
Wicked	3	3	1	1	5	3	3	4
Troll	1	7	3	4	3	7	1	7
Busted	8	8	8	6	8	8	8	8
Cool	12	10	12	9	9	10	12	11
Frenemy	3	1	1	1	5	1	3	0
Epic fail	8	4	6	5	3	4	8	4
Swag	2	5	6	5	0	5	2	3
Goat	0	1	1	6	1	1	0	0
YOLO	4	4	5	5	6	4	4	2
Fly	2	3	3	5	0	3	2	5
Flamed	1	4	1	3	1	4	1	1
Radballs	0	1	1	0	0	1	0	0
n =	12	10	12	9	10	10	12	11

Table 3 – Other Words Used in Conversation with Friends

Group #1 – Sioux Falls Female			
What's up? (3) WHWCYZ Getting my hurr did Oh my god Oops Well, then ...	That's awesome (2) OMG (2) Cool beans Rock on No way JK (Just kidding)	Whatever LOL LMAO Tosser WTF (2) Sorrs (Sorry)	Chill (2) Flip Burnt Sup Crazy Wild
Group #2 Sioux Falls Male			
Ochan (2) Sick with it Boss Fail Bad ass	Right on Dope (2) Bud Trees (2) Julio	Dank Flame Nigga Bomb bomb Joe	O. C. Cock jockey Ass rammer Digital Taint

Group #3 - SDSU			
Crushed it Sweet That's what she said Bitch (2) Dick Idiot Sssh	Cluch Ah, sh** (2) Dickered Darrell For real Sweet Lame	Tubular Broski Shotskis Narly Get your sh** together, Carol (2) Balls (2)	Aca - awkward F***in' rights Touche (2) Perfect Struggle is real

Group #4 - Sioux Falls Men and Women			
That's how you know it's good Bruh (Brother) Sorry about it Screw it	Nice Yo Peace Bush (bulls***) Bro	Brah Salty Boss Fly Dank	FISH (F***it, s*** happens) Ratchet

Group #5 - Rapid City Male			
Dumb as dicks Indeed Stupid Mind-blowing Sweet Word Sup	What's up? Bro Badass Awesome Legit Tight Word	F*** yeah Snap Gack Woob PVND Groovy Jeep thing	Noots Trashed Faded Twisted FUBR

Group #6 - Rapid City Female			
Salty Sketchy (4) Douche (2) Awesome (2) Radical Sh**bag	Douchebag Fantastic Sweet Dude (2) Righteous Awesome to the max	What a butt munch LOL OMG Ass monkey That's a fact, Jack Sheer awesomeness	What the balls? Grand Awesome sauce Douche nozzle Meh

Group #7 - Native			
Wurr Duwalle Enit Kola This guy Nayo	Don't lie Sweet Ill That's crazy (2) Whatchamacallit Chun	Legit Cool For real That's dope! No sh**? Noob	Real Dope What, I don't know

Group #8 - Rapid City Men and Women			
Swag Fer days Dapper Slick Whip Scrape Thirsty	Nigga please Bomb Fadded Whatever bro Dope Nasty Sausage	Wallet Cool beans Byyye! No dice Sweet (2) Awesome FISH	LOL Nice Great Epic

VISUAL STIMULI

Group members were shown eleven boards displaying messages about smoking. Their task was to write down their emotional reaction to each picture. They were encouraged to jot down their initial impressions. Very little time was devoted to each stimulus so that we could capture their spontaneous reactions.

*Tables 4-1 through 4-11 include a complete compendium of the **verbatim comments**. Some observations follow.*

Visual #1

Man with cigarette butts in mouth, sunglasses – The most frequent reaction was “gross,” closely followed by “disgusting.” Sunglasses attracted positive attention from some. In general, the participants were drawn to the visual and yet repulsed by it at the same time. The overall reactions were strong and visceral as evidenced by Table 4-1.



Table 4-1: Visual #1 – Man with cigarette butts in mouth, sunglasses

<p>Group 1: Sioux Falls Female</p> <p>Gross 'cause I don't know what I'm putting in my mouth Grossed out Gross, not appealing Disgusted, annoyed Ew, cool glasses Gross Icky Disgusted Grossed me out Sick Grossed out</p>	<p>Group 2: Sioux Falls Male</p> <p>Sick Humored, grossed out OC It's funny Looks painful and gag-inducing Gross Grossed out What the ? This made me feel gross It seems stupid Disgusted</p>
<p>Group 3: SDSU</p> <p>M Sick, smelly, bad teeth M A little upset. My mouth has never felt like that after smoking M Kinda weird that the fella has a lot of butts in his mouth M Disgustingly awesome F Gross, interesting photo F Ouchies, dislike F Looks awkward and painful F Disgusted, dislike F Disgusted, looks gross, dislike F Disgusting, intriguing, dislike F I want to brush my teeth</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Makes me want to shower M Like, think it's cool contrast M Disgust, dislike M Gross M Unpleasant, gross M Makes me want to throw up, disgusted F Feel dirty and gross F Makes me feel nasty F WTF!</p>
<p>Group 5: Rapid City Male</p> <p>Must taste horrible What the ...? Nasty Grossed out The swag/yolo guy is a nice idea but can go either way Wicked glasses, don't eat smokes Raunchy Quitting Looks kinda gross WTF?</p>	<p>Group 6: Rapid City Female</p> <p>Gross, uncomfortable Disgusted Nasty Feel sick, not hungry That's kinda raunchy, gross with the cigarette? Disgusting, gross I like the glasses, ignore the cigarettes Tar mouth, gross, nasty, unattractive Grotesque, want to spit and scrape tongue and mouthwash I feel like laughing</p>
<p>Group 7: Natives</p> <p>M Sick, ouch!!! M Disgusted M Different M Nasty M Rethink M Dig his sunglasses and black smoke looks awesome M Gross F Disgusted, sick F Silly F Stupid and disgusting F Disgusted F Gross</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Humorous, exaggerated M Hahahahaha M Weird M Extreme M Determination F Gross F Gross F Great picture, gross concept F Gross F Good-looking person made ugly F Disgusting</p>

Visual #2

Woman with mouse on her head – reactions ranged from funny, amused and cute on the positive side, balanced out by people who found the illustration confusing. The latter sentiment is epitomized by the question, “Why is a mouse on her head?” There were very few out-and-out negative reactions, mostly voiced by people who didn’t care for the ambiguity of the visual. Among all groups, this image was intriguing and in fact, many participants admitted to “doing a double take.” The contrast grabbed their attention and was received in a positive manner.



Table 4-2: Visual #2 – Woman with mouse on her head

<p>Group 1: Sioux Falls Female</p> <p>Scary Cute Not sure, it's pretty random Disgusted, annoyed Weird Cheesy Amusing Giggly Made me giggle Cute in a weird way Amused, confused</p>	<p>Group 2: Sioux Falls Male</p> <p>Funny Amused Wow Random No feeling Cheesy Confused Confused Wondering why the mouse is on her head It's just strange What the f...? Confusion</p>
<p>Group 3: SDSU</p> <p>M Funny, laughter, confused M Confused but I like it M Weird but funny M Comical F Like it, it is like her alter ego on her head F Like F What? Dislike, looks awkward F Joyful, giggly...why? LOL, like F Confused, dislike F Concerned, dislike, not clear F Happy</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Makes me feel spontaneous M Dislike, didn't get it M Humorous, confusing M Confused M IDK M A little perplexed, very confused F Weird F Slight humor/random F Stupid</p>
<p>Group 5: Rapid City Men</p> <p>I like the mouse, punk mouse! Makes me happy, silly mouse Kinda confused Confused Different but does stick in my mind Sweet mouse, good looking girl Confused, excited Funny/weird Strange picture Weirded out</p>	<p>Group 6: Rapid City Women</p> <p>Confused but humored Happy, and slightly confused Great posture Spontaneous random Weird but cute mouse Why is a mouse on her head? I like the mouse Interesting Confused. Surprised slightly Poor mouse! Happy</p>
<p>Group 7 Native</p> <p>M Weird, but cool M Curious M Very different M Silly M Odd M Intense M Good F Okay F Scary F Confusing F Weird, interesting F Happy</p>	<p>Group 8 Rapid City Men and Women</p> <p>M Confused M What? M Unsure M Funny M Questionable F Awkward F Random F Funny F Funny F Sweet girl F Weird/odd</p>

Visual #3

Man/woman in black – the operative word here is weird. While some people voiced positive emotions, many more simply expressed confusion – however, the visual certainly grabbed their attention. In general, reaction to this image was similar to Visual #2 but with a darker edge as evidenced in Table 4-3. One participant however, defended the image in the context of the phrase it was being shown with by saying, “Solutions is the most important word. We have extreme social problems that need extreme social solutions.”



Table 4-3: Visual #3 – Man/woman in black

<p>Group 1: Sioux Falls Female</p> <p>Unexplained That girl looks like someone I would talk to Not sure, nice make-up Strange That's too much Confused Kind of cool Weirded out Weirded out Gross Interested, looked cool</p>	<p>Group 2: Sioux Falls Male</p> <p>Different Creeped out Dope, art work Kinda weird Confused Weird Turned off Not my style I would be scared to come in contact with her Colors catch my eye Emo boy band, phaggot</p>
<p>Group 3: SDSU</p> <p>M Scary, weird, different, emo M Confused but I like the imagery M Confused M That guy's an idiot F Strong, stand out F Nice make-up art, dislike F Creative! Looks cool, like F Happy/like, reminds me of theatre F Interested, like F Confused, disturbing, dislike F Freaky, weird</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M It reminds me of the Joker, dislike M Dislike, confused, don't get it M Confusing M Confused M Odd, creepy M Creeps me out, WTF F People wanting to do what others do F Weird F Awesome</p>
<p>Group 5: Rapid City Male</p> <p>Very intrigued Looks sweet Ugly and weird Weird A culturally directed approach Nice make-up like the world lost hope Different looks like just a picture you see Gain of pride</p>	<p>Group 6: Rapid City Female</p> <p>Confused, interested Makes me think of the artist Goofy Interested "Sugar skull" - pretty cool art Creepy, too much face paint Very interesting Colorful Attractive. Almost provocative. Yet?? That's awesome, inspired</p>
<p>Group 7: Natives</p> <p>M Awesome M Sad M Awesome M Weird, crazy M Weird, crazy M Reminds me of high school M (Blank) F I like the artwork, pretty F Interesting F Not related to the point F Interested, captivated F Scared</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Unique M That's not it M Not sure M Morbid M NEXT! - Uninterested F Scared F Neat F Awesome, Day of the Dead F Confused F Dramatic F Artsy</p>

Visual #4

Goat – This illustration is often described as funny or humorous. Some were confused by the inclusion of a goat picture. As one man said, “I need more information.” Only a few expressed dislike for the visual. Overall, the two goat images generated the most immediate discussion. Participants wanted to know “what’s up with the goats?” The images were trendy and unexpected, which was intriguing, but would require either blockbuster creative, an outrageous answer, or conversely, are perhaps best left ambiguous, mysterious, and never explained. Either way, the image sets up very high expectations and arouses maximum curiosity.



Table 4-4: Visual #4 – Goat

<p>Group 1: Sioux Falls Female</p> <p>Assumed Goats are cute Don't get it Confused Nothing Laugh Cute Disturbed Made me wonder Curious Losing interest</p>	<p>Group 2: Sioux Falls Male</p> <p>Scared and ugly Wondering Bahhaha It don't make me feel anything Laughable Trippy Like laughing Sweet What with goats? Don't get it Goats are the sh..</p>
<p>Group 3: SDSU</p> <p>M Confused M Like it but don't understand it. M Confused, wondering what is going on M Interested F Confused F Confusion, like F Awesome! Makes me curious F Awkward, dislike F Enthused, like F Funny, weird, dislike F Funny</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Makes me want to party M Dislike, think it's ambiguous M Humorous M Let down M Goat's reaction is funny M Makes me laugh, confused F Makes me laugh F Humorous F Funny</p>
<p>Group 5: Rapid City Men</p> <p>Excited goat, I like Warm and fuzzy Don't know what the goats are about Funny Need more information What's he smoking? Confused Don't understand Mean ass goat Like I want a goat</p>	<p>Group 6: Rapid City Women</p> <p>Amused Happy and giggly Goofy Interested Goats are gross Baaa! Funny, goat reminds me of a zombie Goat Chuckle. Hear goat's voice saying phrase I feel like giggling</p>
<p>Group 7: Native</p> <p>M LOL M Silly M Run M Crazy M (Blank) M Curiosity M Funny F No reaction/emotion F Dull F Funny F Indifferent F Sad</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Humorous M LOLLOL M Funny M Epic M I like that, very interested F Confused F Funny F Weird/Interesting F Interesting F Boring, don't understand F Cute/funny</p>

Visual #5

Goats Know Garbage – This arouses interest in some because they wonder why goats know garbage. The visual isn't offensive. To the contrary, many find it amusing. But others make it clear that they're confused by the message. The caution with using this visual is that they are drawn to it, intrigued, and yet, the obvious answer of "tobacco contains a bunch of garbage" was perhaps too transparent and a bit of a let down. They seemed more receptive to an open ended, mysterious message allowing the viewer to draw their own conclusions and make their own connections between the goat, tobacco, and garbage.



Table 4-5: Visual #5 – Goats Know Garbage

<p>Group 1 Sioux Falls Female</p> <p>Who knows what's in that fulter Goats eat garbage Don't get it Annoyed I don't get it Cute Creative/artistic Like laughing Curious Confused Bored</p>	<p>Group 2 Sioux Falls Male</p> <p>Okay Wondering (Blank) It's an interesting picture No thoughts Like laughing Goat Different than last Why do goats know garbage? Goats don't know garbage Goats are fat fits (awesome)</p>
<p>Group 3 SDSU</p> <p>M Funny, confused still M Confused, I don't get the goat M Funny M Psychedelic F Like the graphics F More confusion F Dislike, looks gross like vomiting F Confused F Humored, like F Colorful, funny, weird, like F Concerned why they know garbage</p>	<p>Group 4 Sioux Falls Men and Women</p> <p>M No emotion M Dislike, ambiguous M Confusing, intriguing M Confused M No feeling M Confused, no emotion F looks like he has bad breath F Sparks a goofy feeling F Nothing, no feeling</p>
<p>Group 5 Rapid City Men</p> <p>Entertaining Happy Confused again about goats Goats are awesome Still need more information What's with all the goats? Still confused Different What's the point? Why am I looking at goat?</p>	<p>Group 6 Rapid City Women</p> <p>Amused Confused a bit Goofy Comical, somewhat interested Goats do not faze me by now More baaa! Garbage is colorful, I like Goats have icky Another chuckle Goats make me happy, letters need to be more clear</p>
<p>Group 7 Native</p> <p>M Silly M Funny M IDK M Blurry M Animal M N/A M Blank F No reaction/emotion F Dull F Random and confusing F Silly F Mad</p>	<p>Group 8 Rapid City Men and Women</p> <p>M Humorous, confused M HAHA M Not sure M Artistic M Artistic F More confused F Cute F Graffiti F Weird F Don't understand F No clue</p>

Visual #6

What's in the Butt? – Reactions range all over the map. Some profess curiosity about the image; they find it intriguing. A couple say it makes them want to smoke a cigarette. For every person who finds it funny or laughable, there are those who find the picture offensive – evil, scary, weird, and they did not seem to care for the cartoon face on the butt. Overall, compared to other visuals in the study, emotional response to this one was fairly tepid, although there were always knowing snickers in each group almost certainly related to the somewhat off-color double entendre. See Table 4-6.



Table 4-6: Visual #6 – What’s in the Butt?

<p>Group 1: Sioux Falls Female</p> <p>Have no clue Scary Good question, wondering Amused, curious Simple, to the point Nice Silly Not cool Like I want a cig Curious Plain but makes me really question</p>	<p>Group 2: Sioux Falls Male</p> <p>Stink Amused Cat piss, dog ish It makes me think Why is he so happy? Funny Like I want a cigarette Intrigued Wondering what’s in a butt Too much of a meme Poof. I LOL’d</p>
<p>Group 3: SDSU</p> <p>M Interesting, I like this one M I’m not a fan of the cartoon face, confused M Wondering what is in it M Evil F Disgusted F Dislike F Looks cool but yet weird, neutral about it F Grossed out, dislike F Interested, dislike F Good, creative, colorful, like F Curious</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Curious M Like, funny and I get message M Funny M Haha slightly M Dislike, cigarettes are nasty M Makes me laugh F Comic relief in a bad item F Humor F Gross</p>
<p>Group 5: Rapid City Men</p> <p>Silly I don’t know A lot of chemicals Looks like my car Too generic Like I want to smoke No interest Nothing Strange Wanting a cig</p>	<p>Group 6: Rapid City Women</p> <p>Uncomfortable Makes me wonder why the butt has a smiley What’s in a butt? Immature, weird Cigarettes are gross but ... A comic Why is that cigarette being wasted? Wonderment towards the question Face of butt doesn’t seem right Irritated, slightly curious</p>
<p>Group 7: Native</p> <p>M Funny M Gross M Different M Goofy M Smoking M Curiosity M Sick F Gross F Don’t care F Boring F Interested, gross F Mad</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Intriguing M What? M Gross M Clever M Funny F Sympathetic F Dirty F Funny but thought-provoking F Uncertain F I liked the best F Grossy/smelly</p>

Visual #7 & #8

Boxers on the Head – Several people saw no difference between these two pictures until they were displayed side by side. The colored background seemed to have no effect on emotions. Many people expressed puzzlement, wondering what would prompt someone to do such a bizarre act. A few thought the pictures were funny, but they were balanced out by those who actively disliked the picture, calling it weird, stupid, or both.

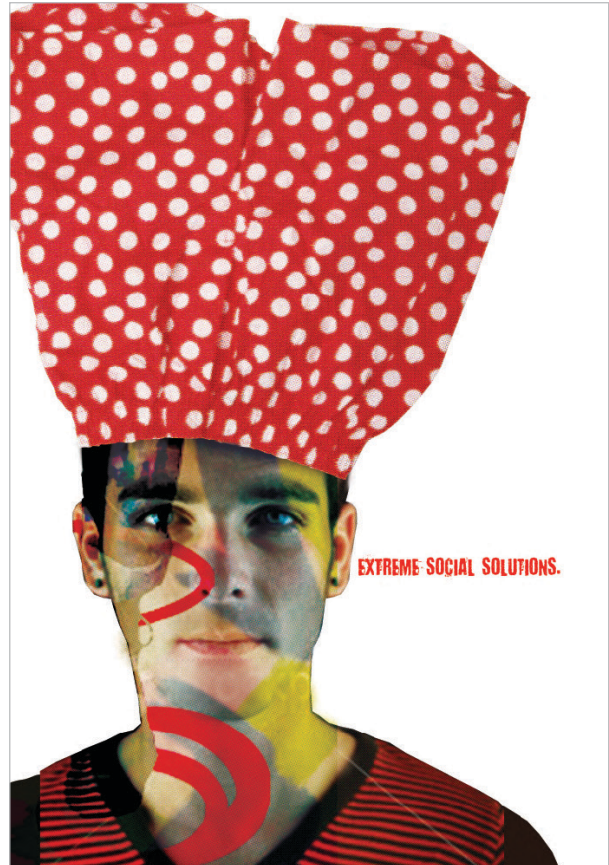
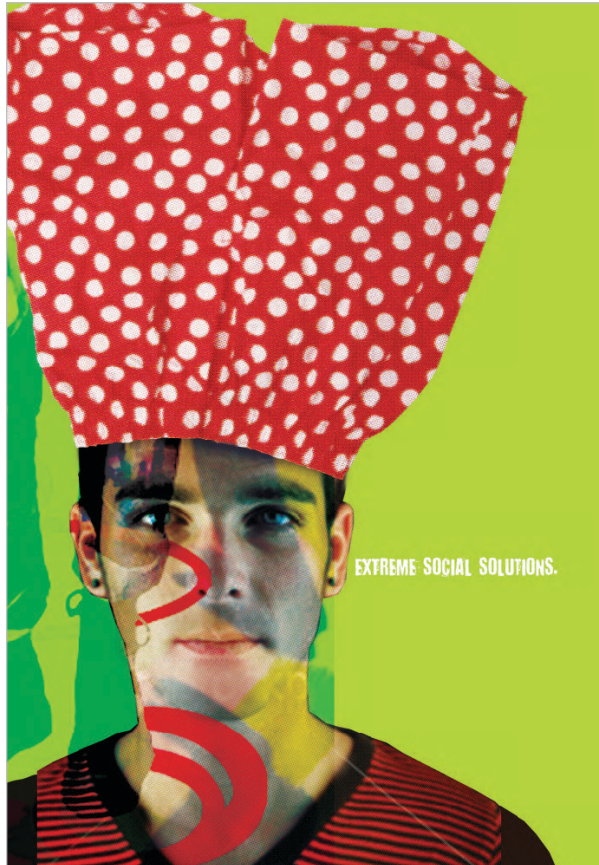


Table 4-7: Visual #7 – Boxers on the Head

<p>Group 1 Sioux Falls Female</p> <p>Unsolved He is weird but cute Confused Annoyed Weird Funny Funny Amused Made me giggle Weird Misunderstanding the point of it</p>	<p>Group 2 Sioux Falls Male</p> <p>Not thinking, overwhelmed Awkward Lame, why, really boxers Weird Why? Confused He's weird Rough night Weirded out by the guy Also stupid Did he party too hardy?</p>
<p>Group 3 SDSU</p> <p>M Confusing M Interested M This guy needs help M He's got problems F Confused F Like graphic F Disliked, confused F confused, dislike F Confused, dislike F weird, questioning, dislike F Weird and unusual</p>	<p>Group 4 Sioux Falls Men and Women</p> <p>M Humor M Dislike, seems foolish M Attention-grabbing M Haha slightly M Why does he have boxers on his head? M Weirded out, uncomfortable F People do weird things socially F Felt unnecessary F No feeling</p>
<p>Group 5 Rapid City Men</p> <p>I've done that before Stupid Don't know, honestly Don't know what's happening Bland Nice c. g., why is he wearing that? Random confused Stupid/weird Why? Weirded out</p>	<p>Group 6 Rapid City Women</p> <p>Super confused, overwhelmed Confused why he has underpants Goofy Indifferent Spongebob hot pants Reminds me of Target with red and white Confused Crazy dude Confused, took a minute to see it was boxers Colors, shapes are bad and detracting from whatever message</p>
<p>Group 7 Native</p> <p>M Out there M Crazy M Different M Cluttered, everywhere M (Blank) M Random M Okay F Funny looking F Weird F Not related to the point, confused F Interested, more attention-grabbing F Ugly</p>	<p>Group 8 Rapid City Men and Women</p> <p>M Confusing M Bad Photoshop M Confused M Exotic M Unbelievable F Weird F Uncertain F Vague F Confused F Same F Funny</p>

Visual #7 & #8 continued

Boxers on the Head – Several people saw no difference between these two pictures until they were displayed side by side. The colored background seemed to have no effect on emotions. Many people expressed puzzlement, wondering what would prompt someone to do such a bizarre act. A few thought the pictures were funny, but they were balanced out by those who actively disliked the picture, calling it weird, stupid, or both.

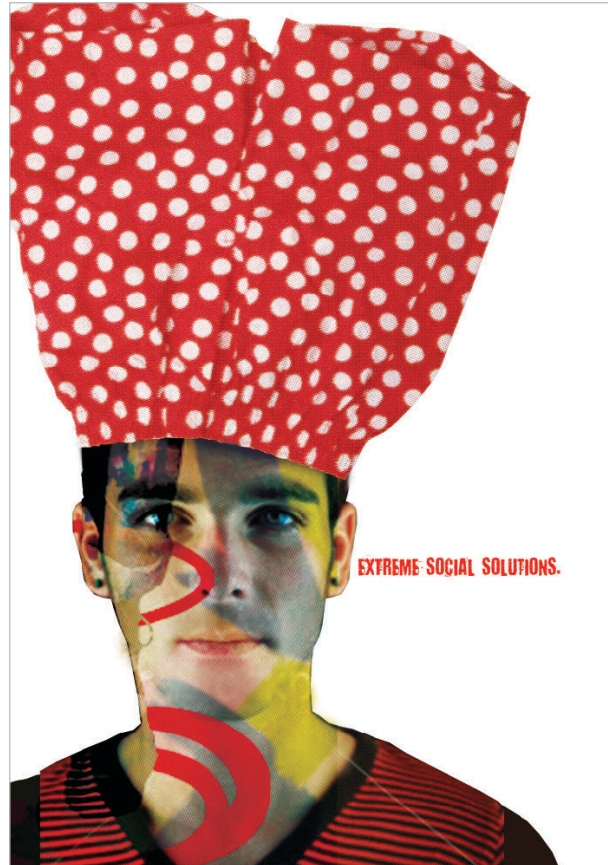
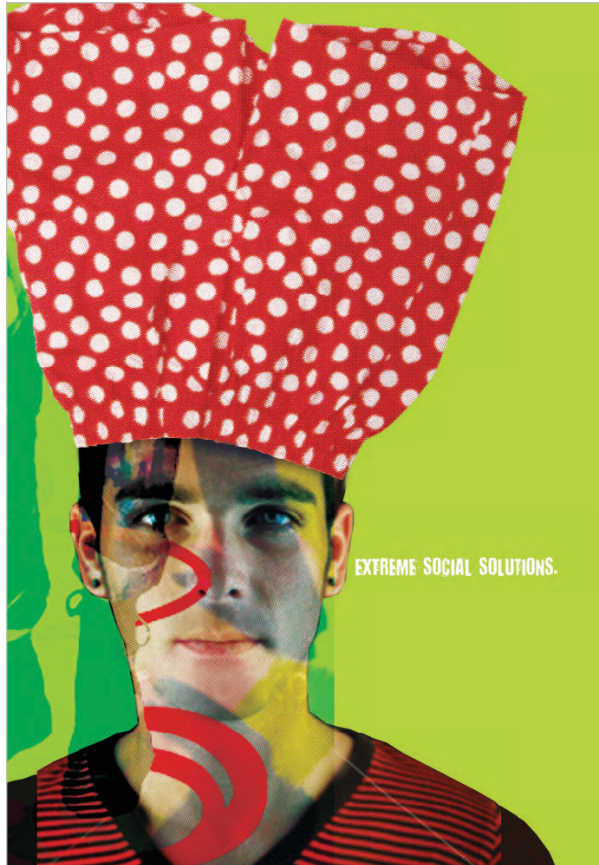


Table 4-8: Visual #8 – Boxers on the Head

<p>Group 1: Sioux Falls Female</p> <p>Yes, very understandable (Blank) Confused Confused, annoyed Didn't notice Confused Fun with green Amused Made me giggle Weird Losing interest, not cool</p>	<p>Group 2: Sioux Falls Male</p> <p>Tired Awkward Really boxers Weird Just as confused Confused He's weird Not sure Guy is still weird Also stupid made me feel tarded when</p>
<p>Group 3: SDSU</p> <p>M Boxers on head? M Interested M This guy still needs help M He's still got some problems but he's getting there F Even more confused F Interesting, boxers on head, I like F Still dislike, confused F Same as above, little confused F Confused, dislike F Weird, Questioning, dislike F Weird and confused</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Weird vibe M Dislike, seems foolish M Indifference M Why M Why does he have boxers on his head? M Weirder out, uncomfortable F People do weird things socially F Felt unnecessary F No feeling</p>
<p>Group 5: Rapid City Men</p> <p>Awkward as well Confused Same as above Still don't understand Bland ??? Even more confused Stupid/weird Same one? Weirder out again</p>	<p>Group 6: Rapid City Women</p> <p>Still confused Still confused, not as green Goofy Awkward (Blank) Reminds me of target with red and white (Blank) Crazy dude white background Still confused, even without green Green was better</p>
<p>Group 7: Native</p> <p>M Way out there M Stupid M Almost different M Odd M (Blank) M Confused M Okay F Confused (same as 7) F Still weird F Not related to the point, confused F Interested, more attention -grabbing F Confused</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Confusing M Even worse Photoshop M Confused M Artistic M Still unbelievable F Weird F Cleaner F Less interesting F Confused F Same, different background F Funny</p>

Visual #9

Killer Salad – If the intent of this visual is to invoke disgust, it succeeds spectacularly. Many people found the salad/butt combination weird or sick. Many said they were “grossed out” by the picture. That said, this was one instance where the women in the group responded somewhat differently than did the men. Two male respondents summed it up rather nicely by saying, “I hate veggies anyway, and salad is gross so it goes together.” Indeed, other men didn’t even notice the cigarette butts at first and gave answers like “health” or “how so?” or just plain didn’t answer. Conversely, the women appeared to understand the metaphor more immediately and pointed out that the salad – minus the disgusting cigarette butts - was inviting, in some cases, even making them hungry. Some women discussed how ironic it is that “we try to be healthy” and then put tobacco into our bodies and “blow it.” See Table 4-9 on the following page.



Table 4-9: Visual #9 – Killer Salad

<p>Group 1: Sioux Falls Female</p> <p>Don't know what I'm putting in my body Gross Grossed out Indignant Gross Not hungry Gross Like not wanting to be around cigarettes Grossed out Nasty Looks interesting, makes me question smoking</p>	<p>Group 2: Sioux Falls Male</p> <p>Unhappy Grossed out (Blank) Grossed out Disgust Grossed out Not hungry Wouldn't eat that I wouldn't eat a salad like that It doesn't go together Eww</p>
<p>Group 3: SDSU</p> <p>M Interesting, good graphics M Uninterested M Disgusted M Not the best salad I've seen F Confused about why salad and cigs are together F Unappetizing F Dislike, ruined a food I like F Sad, disgusted, dislike F Disgusted, dislike F mad, confused, like F Disgusting, lost my appetite</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Uncertainty M I like the contrast M Humorous, interest M Salad is gross so it goes together M Nasty M Yuck, no emotion F Cigarettes aren't healthy no matter what F Almost looked tasty till I saw the butts F No feeling</p>
<p>Group 5: Rapid City Men</p> <p>Don't like salad Looks disgusting Pretty disturbing Not good How so? I hate veggies anyways Gross Health Pretty nasty Disgusted</p>	<p>Group 6: Rapid City Women</p> <p>Grossed out Kinda grossed out, only kinda Hungry for salad Disgusted, but want salad Sad salad, unhealthy Smoke butts don't go in salads (Blank) Butt salad Grossed out Irritated</p>
<p>Group 7: Native</p> <p>M Gross M Confusion M TRUE M Clever, gross M Disgusting M YUMMY! M Gross F Disgusted, sick F Nasty F Funny but gross F Grossed out F Mad</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Contradicting M Use an ashtray M Uneasy M Interesting M Doesn't make sense F Disgusting F Gross F Disgusting F Sick/gross F Does not matter how healthy you are if you smoke F Eww</p>

Visual #10

Butt in the Tea – As with #9, people are grossed out by the thought of a perfectly good beverage being despoiled by the addition of a cigarette butt. People use the words uncomfortable and disgusted to describe their reactions. See Table 4-10 on the following page.



Table 4-10: Visual #10 – Butt in the Tea

<p>Group 1: Sioux Falls Female</p> <p>Your life's on the line Yuck Gross, not appealing Disgusted Yum ... sarcasm Sick Icky Disgusted Grossed out Grossed out Grossed out, grabbed attention</p>	<p>Group 2: Sioux Falls Male</p> <p>Not kool Unappetized Fawl Confused Adding cigarettes to food grosses me out Want some tea Not thirsty Wouldn't drink that That looks gross Things don't smoke under water Looks like someone needs a new beverage</p>
<p>Group 3: SDSU</p> <p>M Good graphics M Don't like M Thinking of how cigarette creates smoke in a glass of tea M Not so thirsty F Same as above F Unappetizing, cigarette tea, no bueno F Dislike, confused F Disgusted, dislike F Gross, dislike F Hmmm..., weird, like F Disgusting</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Sadness M I like the contrast M Intriguing M Confused M Why? M Uncomfortable F Gross F Nothing F Nasty</p>
<p>Group 5: Rapid City Men</p> <p>Must taste horrible I wouldn't drink that Looks nasty Thirsty minues the cigarettes Needs a variety of cigarette brand butts Nice ashcan Disgusted Coffee always with a cigarette Wouldn't drink that Sick</p>	<p>Group 6: Rapid City Women</p> <p>Grossed out Don't drink the ashes! Happy for tea Grossed out So not thirsty anymore Tea butt! (Blank) Butt tea Thirsty for tea, happy Irritated</p>
<p>Group 7: Native</p> <p>M Disgusting M Puzzled M Gross M Gross M Nasty M Delicious M Sad F Disgusted, sick F Gross F Dumb F Grossed out F Grossed out</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Confusing M What? M Thirsty M Vivid M Not thirsty F Eww F Gross F Makes me feel sick F Disgusting F Cool F Eww</p>

Visual #11

From Independent to Dependent, Seven Minutes at a Time – For several people, this picture evoked a desire to have a cigarette. As one male smoker remarked, “It made me want a smoke – visual trigger.” Yet a female smoker reported the opposite emotion: “Wanna change.” While people interpreted it differently, many declared it the best of the lot – both because the art itself was appealing and because it caused them to think about the wisdom of continuing to smoke. See Table 4-11 on the following page.



Table 4-11: Visual #11 – From Independent to Dependent, Seven Minutes at a Time

<p>Group 1: Sioux Falls Female</p> <p>Wanna change Not really Intrigued, appealing Curious, interested It doesn't match the phrase Cool Plain Bad Like I should quit Nervous Grabs my attention</p>	<p>Group 2: Sioux Falls Male</p> <p>Not caring Wanting a cigarette Puff Makes me want a cig Makes me want to smoke Freedom Feenin That's how I feel Don't really understand the phrase, made me want to smoke with her. Probably my favorite of the group. It made me want a smoke. Visual trigger</p>
<p>Group 3: SDSU</p> <p>M Interesting, makes me think about quitting M Liked, good imagery M Thinking about different situations M Pondering F Like F Honest F Like, very cool poster, speaks a lot F Sad, dislike F Very true, like F Like, good photo, happy, like F Unappealing</p>	<p>Group 4: Sioux Falls Men and Women</p> <p>M Scared M Dislike, too many words M Intriguing-like M It's their choice, doesn't affect me M Indifferent M Happy; I totally agree with the picture F Losing the gift of freedom F I enjoyed the art F Gross</p>
<p>Group 5: Rapid City Men</p> <p>I like the visual effect Makes me want to smoke I would not consider myself a dependent Intrigued What are some ways in which this desired cold be expressed? I still like smoking Confused Freedom Seven minutes? Wanting a cig</p>	<p>Group 6: Rapid City Women</p> <p>Unconcerned Calm No feelings Sad, guilty Relating Makes me want a smoke Should probably quit Gross Best one so far. Made sense. Words need to be bigger. Writing too small</p>
<p>Group 7: Native</p> <p>M Crazy M Wuck M Normal M Cool M Addicting M Fake smoker M Gross F Gross F True! F Effective in not smoking F Very interested, captivated F Scared</p>	<p>Group 8: Rapid City Men and Women</p> <p>M Exaggerated M That is not a joint M Uneasy M Typical M Pondering my life choices F (Blank) F Relief F Scary F Uncertain F Like the saying, want to be a cool smoker F Unattractive</p>

MUSIC EXCERPTS

Group members listened to eleven very brief music excerpts. They were given a few seconds to jot down the emotions they felt as they listened to each piece of music. Some did indeed describe their reaction, others merely identified the type of music they were listening to, perhaps because overall, most in each group admitted to liking “all kinds” of music “as long as it’s good,” as one American Indian group member quipped.

Responses are catalogued in Tables 5-1 through 5-11.

Music #1

Comedy funky country

People had a hard time identifying this music. Many heard a country and western sound. One described it as “hoedown meets a computer,” another said it sounded like Texan elevator music. Some regarded it as humorous, describing it as funny or playful while others rejected it with words like goofy, tacky, and red-necked. Overall however, we observed a generally positive reaction from most with body movements and smiles that would indicate that the music caught their attention and was pleasing.

Table 5-1

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Groovy	Disgusted, annoyed	Funny	Humored
Dancing	Funky, countryish	Wanna dance, happy	Fun
Joyful	Fun, makes me want to dance	OK, stop, hippy	Too country
Groovy	Groovy	Out of place	It's odd, sounds like Texan
Bounce my foot	Annoyed	Happy, carefree	elevator music
Annoyed		Funny	Amusement

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Strange, western	F	Sounds like a cartoon character theme song
M	Too much like country	F	Confusing
M	Got to get going, time to go. Morning alarm	F	Playful, enlighting, entertaining
M	Hillbillies on their front porch with banjos	M	Hick, country feeling
F	Like, different than anything I've heard	M	Makes me feel like a kid
F	Goofy country blues	M	Out in the country, square dancing
F	Hoedown - cowboy movies	M	Irked
F	Happy, hillbilly	M	Not a fan, do not enjoy
F	Something old people listen to, square dance	M	Interesting twangy
F	Hatred, not my taste, different		
F	I want to dance		
F	Hoedown meets a computer?		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Goofy, cheesy		Upset, headache	
Happiness		Like it should be turned off	
Sounds good like old-school country		I feel like groovin', I feel happy	
Not my type of music		Tacky western sounds	
Too synthetic, a clutter of sound		Makes me feel pretty unorganized	
Western, way too loud		A hoedown or barn party!	
Hurts my brain, I feel sick		Don't like	
Dislike/goofy		Feel like I'm in a rodeo	
Don't listen to it much		Uncomfortable, like a clown is going to erupt from my ears	
Hyper, red-necked		Chintzy/tacky/irritated	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Country, dancing, annoyed	F	Like, dancing
F	Jolly	F	Feels like country, line dancing
F	Silly	F	Hick, very country, line dancing
F	Cheesy	F	Like dancing
F	Confused	F	Funky
M	Unamused, type of redneck restaurant	M	Working music
M	Wild	M	Jolly
M	Wells Fargo soundtrack	M	Racism
M	Goofy, western, saloon, cowboy	M	Groovy
M	Hillbilly dancing	M	Humorous, makes me think of my dad
M	Hillbilly, redneck, bluegrass		
M	Goofy, western, saloon, cowboy		

Music #2

Country rock

This music evoked a somewhat more favorable reaction though it had its critics. On the positive side it was seen as upbeat, uplifting, relaxing, and outgoing. Several said it reminded them of movie or TV show themes. They described it as the kind of music that went with a night "at a club with friends," or "ready for good night." Two female students at SDSU described it as summer music, presumably a positive association. The few people who disparaged the music expressed distaste for country music.

Table 5-2

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Happy	Nostalgic	Alone	Cheerful
Happiness	Weird	Wanna sing	Ready for good night
Not too enthused	I would be at a club with my friends	Party	Good beat
Like I'm in the 80s or 90s	Country	Calm	Too much like nickelback
Happy	Relaxed	Annoyed	Shitty, distaste
Happy - summernights		Chill	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Upbeat, dancing	F	Nice
M	Don't like country	F	Upbeat
M	Enthused	F	Pleasant, happy
M	Sioux Empire fair	M	Chill, calm
F	Upbeat and fun	M	Happy
F	Cheesy country pop, bothersome	M	Uplifting
F	Saved by the Bell	M	Feelin' good
F	Joyous/roadtrip	M	Reminds me of midwest music
F	Summer music	M	Modern twangy
F	Summer, like a lot, fun, upbeat		
F	More downbeat		
F	TV show theme song, love it		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Relaxing, calm		Annoyed	
Sad		Like I should have the windows rolled down	
Good!!!		I feel like puttin' on cowboy boots	
90s music		Good, feels like when I was little, country music	
More organic, radio country		Going for a jog in the sun	
Feel like I'm on a highway		Upbeat, good dance song	
TV show theme		Don't like	
N/A		Happy, outgoing, still country sounding	
Sounds funny		Don't like. Country is horrible	
Mellowed		Very 90s	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Country, dancing, annoyed	F	Like, life
F	Happy	F	Sounds like a theme song
F	Relaxed	F	Very oceany, makes me wanna be on a boat
F	Cheesy	F	Country
F	Joy	F	Dumb 90s movie
M	Country, rodeos	M	Summer music
M	(Blank)	M	Driving and motivated
M	End of a movie	M	Good
M	Shopping mall	M	Uninterested
M	Upbeat	M	Driving in a car
M	Sunshine		
M	Thoughtful		

Music #3

Country blues

The excerpt clearly conveyed the idea of country music, which was pleasurable to many but a put-off for a few group members. On the positive side, people used words like happy, upbeat, motivated, manly, and relaxed. These comments were balanced out by references to "twangy," "annoying bad country sound," "leaves me feeling chill," and "sickened."

Table 5-3

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Mysterious	Trepidation	Having a good time	Anxious
Cool	Upbeat	Wanna drive a Harley	Not sure
Like dancing	Too slow and repetitive	(Illegible)	Yeah, I liked that, too
Country/home	Wanna join a band	Calm	Country is my least
Sing	Leaves me feeling chill	No feelings	favorite genre
Happy		Relaxed	Distaste

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Wonder	F	Bar music
M	Don't like country	F	Don't know
M	Depressed, kind-of	F	Country
M	Dirt roads and booze cruising	M	Cool feeling
F	Like it a lot, stringed instruments interest me	M	Makes me want to sing/work
F	Bad country sound, annoying	M	Country
F	TV shows like Justice	M	Boss, manly
F	Happy/country lover	M	Too country
F	I like it, sounds country	M	Like the banjo sensing a country pattern
F	Summer, good music, country, upbeat		
F	I like country music		
F	Current country music, good beat		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Twangy		Still annoyed	
Sad, not a big fan of country		Gunfight! LOL! Wild west down and dirty	
I love this ... country		... and doing the two-step and I want a beer	
Not a fan of country		Upbeat, happy	
Radio country		Drinkin' a beer with friends	
I hate country		Like it	
Sickened		Sounds like #1	
Country feeling		Makes me want to go outside	
I'll listen to this		In old wild west and some cowboy is about to drink a beer	
Wanting to go off-roadin'		Tumbleweeds and horses	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Country, dancing, annoyed	F	Like, twangy
F	On a mission	F	Annoying
F	Happy	F	TV shows
F	Happy	F	Bad
F	Curious	F	Farming
M	Rodeos, having fun	M	Lots of thoughts
M	Repetitive	M	Suspenseful
M	Rodeo time	M	Motivated
M	Western, southern	M	Interested
M	Something bad's gonna happen	M	Commercial for Texas
M	Prison rock		
M	Happy?		

Music #4

Spacy New Age chords

Strong negative emotions derive from this music. People felt sad, melancholy, and depressed. A Sioux Falls female said it “puts me in a down mood.” Those who have good associations with this music refer to its relaxing and calming effect. In short, if the desired effect is to make the audience sad, pensive, or introspective, music like this would work well.

Table 5-4

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Heartbroken, sadness	Uncomfortable	Lonely	Relaxed
Relaxation	Sad, melancholy	Kinda down	Relaxed
Depressed	Makes me feel sad	Chill, kick it	Depressing sounding
Intrigued	Be alone	Sad	Too solemn
Calm	Frustrated	Peaceful	Very calming
Think of when I was a kid		Mysterious	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
F	Calm, soothing	F	Something bad is gonna happen
F	Wonder	F	Boring
F	Relaxed	F	Very sad, chill seeking
F	Depressing	F	Leery
F	Upset	F	Suspense
M	Weird out	M	Tired
M	Calmness	M	Tranquil and deep
M	Sad story	M	Sad
M	Soothing, calm, mellow	M	Relaxed
M	Something sad	M	Depressing
M	Boring		
M	Weird out		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Relaxing		Very lost	
Makes me think		Relaxed and groovy like in the 60s	
Kinda spooky		I feel at ease	
Interested		Sad, lost, unwanted	
Like the in-between before/after commercials on the silver screen		(Blank)	
Solo time in a band		Too slow	
Too slow, no fun, no energy		Calming	
Calming/mellow		Makes me feel chill	
Sounds depressing		Ominous. Still bright tones	
Chilled		Interesting, I guess	

Group 7: Native		Group 8: Rapid City Men and Women	
M	What's going to happen, something bad	F	Puts me in a down mood
M	Makes me feel a little calm	F	Climbing towards something
M	Wondering what's out there	F	Soothing, sad
M	Falling asleep	M	Sedated, lethargic
F	Sounds sad to me	M	Sad and slow
F	Nice bass, mellow	M	Mellow
F	Sad/downer mood	M	Mellow
F	Sad/dislike	M	Calming, flowy
F	Depressing and boring	M	Jazz 90s, bar scene
F	Sad, mad waiting, scary, evil sounding		
F	Eerie and weird		
F	Depressed/deep/sad		

Music #5

Country acoustic dobro

Several people associate this music with a bygone age, which doesn't necessarily mean they enjoy it. One woman said, "My parents would listen to this." Another identified it as elevator music. A Rapid City man said "I feel like I'm at my grandparents'." As indication of the range of emotions it evokes, one woman said it was "old western, sad, weird, not my kind of music" while another described it as "smooth, could listen to on a smooth night." That being said, in each group there were several members that identified "country" as being one of the primary music genres they listen to on a regular basis.

Table 5-5

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Relaxing	Disinterested	Crying	Relaxed
Loneliness	Nostalgic	Sittin' on a farm	Not sure
Sad	Slow dancing	Stop	Like I should be working on
Happy	Lovely	Okay	a ranch
Slow	Relaxing	Happy	Too country
Don't like it		Unknown	Happy

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Happy, cheerful, calm, old style	F	Smooth, could listen to on a smooth night
M	Bored	F	I don't know
M	Thinking about anything	F	Content
M	Fishing	M	chill, relaxed
F	Love	M	Relaxing
F	Twangy and calm	M	(Blank)
F	Country movie, love scene	M	Irk
F	Mellow, relaxed/could potentially be sad	M	Indifference
F	I like it, it's calming	M	Country hip
F	Old western, sad, weird, not my kind of music		
F	My parents would listen to that		
F	Elevator music, no genre		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Makes me want a beer		Unhappy, annoyed	
Nothing		Relaxed and a bit sad	
Acoustic guitar sounds good		I feel also at ease	
Country again		Kind of depressing	
Similar to others previously		Sounds kinda depressing	
I hate country		Skinny-dippin' in the middle of July	
I feel like I'm at my grandparents'		Reminiscing	
Enjoyable		Sad, maybe distracted from life	
Feel free		Funny. Country again	
Relaxed		Toy story	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Sad, lonely	F	Every day
F	Loving	F	Soothing
F	Bored	F	Father-daughter dance
F	Solemn	F	Sad
F	Didn't like	F	Country love song
M	Depressing movie	M	Uninterested
M	Sad, lonely	M	Calm
M	Karaoke night	M	Relaxed
M	Calm	M	Good vibes
M	Bored	M	Sad country
M	Lonesome		
M	Thoughtful		

Music #6

New Age Indian raga

This music invoked strong impressions of sadness, although some described its slow tempo as relaxing. One man described his reaction as “focused and thoughtful.” On the negative side, some said they were bored by the music while others described their reaction as confused. Similar to #4 this music elicits sad and thoughtful emotions.

Table 6-6

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Sad	Strange	Surprised	Relaxed
Sadness	Sad, dark	Down/depressed	Anxious
Anxious	Anxiety	Relaxed	Depressing sounding
Bored	Hang out with one person	Bored	Sounds sad
Sad	Irritated	No feelings	Mellow
Nothing		Relaxed	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Sad, slow	F	?? Nothing
M	A little uncomfortable	F	I don't know
M	Sitting around	F	Depressing, slow
M	Lazing outdoors at night	M	Annoyed, not music, just noise
F	Very interesting	M	Relaxing
F	Transcendental	M	Sad
F	Relaxing, puts in good mood	M	Sedated
F	Confused/dislike	M	Melancholy
F	Sounds like a commercial on SDPB	M	Confused and dazed
F	Soft, sounds good		
F	Naptime music at a daycare		
F	Spa music, instrumental		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Anticipation		Calm	
Relaxing, mind-calming		A tad on edge	
Like it		I feel mellow	
Different		Down, depressed	
Drawn out		Being lazy, staring at the ceiling	
Needs better sound card or something, “bugged”		Reminiscent	
Grampa guitar		Depressing	
Mellow		Too slow, don't know what I feel	
Feel on edge		Seized in time. Depressing	
Outdoor show		Like you're waiting for something	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Slow	F	Blah, waiting
F	Sadness	F	Sad
F	Sadness	F	The calm before the storm
F	Depressing	F	Tribal
F	Sadness	F	Calm
M	Annoyed	M	Inspirational
M	Relax	M	Focused and thoughtful
M	Long, boring walk	M	Sad
M	Soft, sad	M	Bored/boring
M	Funeral	M	Ocean
M	Off tune		
M	Slow		

Music #7

Low down electric blues

Very positive images result from listening to this music excerpt. There's something mischievous about it, inviting people to get involved, take action. Examples: "Wanting a beer, sounds like bar music," "Feel rebellious, like I should do something bad," "Really cool, makes you want to do something," "Dirty dive bar, dancing in the back corner," "Causing some trouble for fun," "Makes me feel like chillin'."

Table 7-7

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Funky	Calm	Depressed	Mischievous
Cool	Jazzy	Like in a detective	Excited
Bored	Anger	Rapping	Sounded nice, hanging out
Relaxed	Chilled	Chill	with friends
Laid back	Wanting a beer, sounds like	Happy	I like the rhythm
Happy - melancholy	bar music	Chill	Nothing

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Old style blues	F	Really cool, makes you want to do something
M	Don't like	F	Awesome feeling
M	Hang out with friends, chillin'	F	Relaxing
M	Jazz fest	M	Feel like at jazzy lounge
F	I like jazz also	M	Badass/old school
F	Somewhat interested	M	Cool
F	Feel rebellious, like I should do something bad	M	Vibin', feelin' good
F	Depressed/dislike	M	Interesting, reminds me of black keys
F	Summer concert, like it	M	Sultry lady about to get what she wants
F	Rock band, sensual, jazzy		
F	This would play in a movie		
F	Jazz fest/chill		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Late night		Deep in thought	
Mellow		Dirty dive bar dancing in the back corner	
Sounds good		Also feeling mellow	
Stevie Ray Vaughan sound		Blues guitar, chilled out	
Sounds like a good-spirited loss		Causing some trouble for fun	
"Bugged"		Old western movie or TV show	
Jazzy, smooth and mellow		Interesting	
Enjoy/late-night style		Makes me feel like chillin'	
Feel chill		Groovy. Chill time	
Weird, scatterbrained		Blues bar? Interesting	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Chill, calm	F	Mysterious
F	Anger	F	Smooth
F	Sad	F	Very bluesish or old jazz
F	Relaxed	F	Sly
F	Tired	F	Groovy
M	Unlucky	M	Questioning life choices, bad to the bone
M	Cool	M	Dirty and lonely
M	Coyote ugly	M	Relaxed, chill
M	Ready to go, uplifting	M	Happy - slick
M	Bar music	M	A hooker walking down the street
M	Relaxation		
M	I don't know		

Music #8

Vocal, female happy Beatlesque pop

Of all the musical excerpts, this one prompts the largest divide between men and women. Women tend to like it, men tend to dismiss it out of hand. This doesn't apply to all women or all men. Some women use negative terms such as "jumping around," "Reminds me of Disney music," "Too pop for me," and "Barbie, change the channel." Some men praise it with words like happy, joyful, and positive lyrics. But the general trend is for females to describe the music as happy, excited, upbeat, energetic, and "very girly." Men tend to express annoyance or disgust.

Table 5-8

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Happiness	Excited	Shocked	Humored
Happiness	Upbeat, a bit annoyed	Confused	Uninterested
Happy	Feel like I'm gonna	A video game	Too fruity, might go nice
Weird	punch someone	Annoyed	WTF?
Jumping around	Dance	Disgust	HATRED
NO!	Annoyed, too uppity	Disgusted	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Modern, dance, club, joy	F	Sounds like a commercial
M	Makes me feel a little more upbeat	F	Very girley
M	Mysterious woman	F	Happy, energetic
M	Turning the station on Kinsey	M	Like the beat
F	Don't like at all	M	Annoyed
F	Noooo...	M	What?
F	Makes me happy, smile	M	Not a pleasant emotion
F	Happy/hyper	M	Upbeat, joyful music, positive lyrics
F	Puts me in a good mood	M	Upbeat, weird
F	Upbeat, fun, good, high pitch		
F	Reminds me of Disney music		
F	Oriental pap		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Not a fan, at all		Annoyed but bubbly	
Happy		Like I should be dancing in China?	
No, hate this music		I feel like I'm in the twilight zone	
Pop music		Dance music - upbeat, fun	
An appeal to a younger age group		Shopping and doing my nails	
"Coke commercial"		Too pop for me, don't like	
Gross		Annoying	
Really dislike		Energetic	
Feel ready to change it		Chuckable. Some videogame children sing along	
Annoyed		HATE	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Bored - TV	F	Barbie, change the channel
F	Happy	F	Upbeat
F	Happy	F	Middle school dances
F	Catchy	F	Funky
F	Happy	F	Cyndi Lauper
M	Musical movie, interesting	M	Get her off the stage
M	Annoyed	M	Happy
M	Jolly	M	Pissed
M	Cluttered, annoyed, Christmas bells	M	Curious
M	Annoying	M	Like a kid
M	NO!!!		
M	Thoughtful		

Music #9

Digital punk rhythm

This music resonated with all groups – smokers, non-smokers, men, women, SDSU students, and Natives. People described themselves as happy, relaxed, energetic, and motivated after hearing this music. Some additional quotes: “Music that would play at a club,” “Something to work out to,” “Having a good night with friends,” “I feel like I want to dance,” “Turn up radio and rock out,” “Makes me wanna play video games.” Several mentioned that the music started out slow, but they really enjoyed it when it became more upbeat. On the negative side, a couple mentioned that they don’t like techno, but their comments were far outweighed by positive comments.

Table 5-9

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Confused	Open, happy	Excited	Energetic
Like dancing	Upbeat, happy	Turn up radio and rock out, upbeat	Not sure
Enthused	Sounds like a cool movie trailer	Chill	Started off slow but I liked the end
Fun	Makes me wanna play video games	Energetic	Too much electronic music
Content	Relaxing	No interest	Most legitimate
Want to dance		Ready to start the day	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Dance, club, upbeat, energizing	F	Nothing
M	Relaxed	F	Happy
M	Chilling, having fun	F	Playful, fun
M	Adam's room with everyone	M	Like this beat
F	I'm not much into electrical computerize music	M	Good vibes
F	Interesting computer sounds	M	(Blank)
F	Good feeling, dance a little bit to it	M	Feelin' good
F	Started sad but then became happy\happy/love-struck	M	Interesting, joyful
F	Like a lot, modern	M	Party, upbeat fun
F	Love the beat, upbeat, great music		
F	Something I would listen to		
F	Alternative radio - hipster		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Interesting beat		Interested, happy, chill	
Relaxing, happy		Relaxed, hanging out, background music	
Pretty good stuff		I feel like I want to dance/happy	
Pretty good stuff		Content, easy-going, awake	
Calm with a slight sense of urgency		Having a good night with friends	
(Illegible)		Like it	
I would not get this CD		Dancy	
Okay		My type of sound, happy, outgoing	
Calm feeling		Oh sheeeeit! I'm in sims!	
Party, good times		Pretty cool, enjoyable	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Cool, collected	F	Don't like techno
F	Happy	F	Uplifting
F	Happy	F	Music that would play at a club
F	Good beat, good feeling	F	Happy
F	Happy	F	Club music
M	Intro - n;o feeling	M	Energetic and motivated
M	Relaxed	M	Groovy
M	Something to work out to	M	Nothing
M	Cool, calm	M	Like it
M	Didn't like	M	Video game music
M	Party time!!		
M	I don't know		

Music #10

Simple folk female vocal sensual lyric

One Sioux Falls woman commented that this music was "something a girl could like." She seems to have read the situation correctly, for this music gained many more favorable comments from women than men. As an SDSU female student said the music is upbeat, fun, and cute. A couple of women thought the voice was that of Taylor Swift. The male response was epitomized, albeit in overly dramatic terms, by the male smoker who said, "I want to punch someone."

Table 5-10

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Calm	Interested, nostalgic	Blessed	Not good
Love	Lovey, but annoying	Happy	Uninterested
Sad	Annoying	Laughing	Did not like
Too lovey	Bein' in love with someone	Annoyed	Might be good for
Confused	Makes me feel somewhat	Not me	anti-smoking campaign
Melancholy	happy	Disgusted	Distaste

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Love, happy, joyful, sexual	F	Something a girl could like
M	A little uncomfortable	F	Unnecessary
M	Confused, depressed, sad	F	Lovey dovey, romantic
M	Jayme's room	M	Couldn't tell, needed more
F	Don't like at all, sounds like mainstream music	M	Warm and fuzzy
F	Pure	M	Wow, funny
F	Taylor Swift - lovey dovey	M	Not a pleasant emotion
F	Happy/lovestruck	M	Cheesy lyrics
F	I like it, Taylor Swift?	M	WHAAT?? Haha
F	Upbeat, fun, cute, love it		
F	This is a happy song		
F	Alternative love music?		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Reminds me of country		Happy, sweet	
Calm		Like I should be in love LOL	
Not bad, just not me		I feel like kissing	
Not good		Upbeat, love, relationships	
It'd be nice to star rotting mouth with it		This style of music makes me crabby	
Girly song		Very romanticish like trying to take someone to bed with you	
I want to punch someone		(Blank)	
No		Confused	
Not into it		Upbeat, romantic, feel like singing	
Pathetic, girly		Meh	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Love song	F	Like, good voice
F	Loving	F	Happy
F	Bored	F	Cutesy cutesy couples attached at the hip
F	Descriptive, good tune	F	Happy
F	Sad	F	Annoyed
M	Hearful	M	Nothing
M	Annoyed	M	Awkward
M	Hotel music	M	WTF
M	Annoyed, weird	M	Loved
M	(Blank)	M	Romantic
M	Dirty		
M	Sad		

Music #11

Punk rock male vocal inspirational lyric

Many who heard this excerpt expressed confusion as to what kind of music it was. Several identified it as Christian music. Some found it inspiring, as exemplified by the Sioux Falls woman who said it “made me feel good about myself.” Others variously said the music made them sad, thoughtful, relaxed, calm, or romantic. The negative comments related to the vocalist – considered to be a teenager. Several people expressed total indifference; the music aroused no emotion in them.

Table 5-11

Group 1: Sioux Falls Female		Group 2: Sioux Falls Male	
Faithful	Calm, happy	Faith	Relaxed
Sadness	Not into it, really	Motivated	Thoughtful
Thoughtful	Made me feel good	Good	Nice relaxing song to quit
Fun	about myself	Inspired	Not a fan
Sad	Be around friends	No feeling	Distaste for phaggot boy bands
Thoughtful	Relaxed	Relaxed	

Group 3: SDSU		Group 4: Sioux Falls Men and Women	
M	Spiritful, uplifting	F	Nothing
M	A little bored	F	Uplifting
M	Someone has no idea what's going on	F	Romantic, cute
M	Late nights out	M	Disinterested, too slow, bad beat/rhythm
F	Don't like his voice, sounds like a boy band	M	Not a fan
F	Voice of a teenager, annoying	M	
F	Fun gospel, more hip-hop church music	M	Agitated
F	Positive/uplifting	M	Indifference, does not provoke emotion
F	Sounds like Christian rock	M	Confused
F	Depressing, Christian music? Good		
F	Weird and kind of depressing		
F	Christian music - lifelight		

Group 5: Rapid City Men		Group 6: Rapid City Women	
Soothing voice		Sad, calm, deep in thought	
Calm		Relaxed and empowered	
Sounds like Christian rock, not bad, I like it		I feel like changing the radio	
A little sad		Sounds like church music, not into that	
Too “inspirational”		Kinda uplifting in a bad mood	
Uplifted		Not bad	
NO		(Blank)	
Okay/middle of the road		Not sure what I feel	
(Illegible)		Uncomfortable, some poor young boy singing about his first	
Church		broken heart	
		...Nope, just irritated	

Group 7: Native		Group 8: Rapid City Men and Women	
F	Unsure	F	Okay
F	Determined	F	Unknown?
F	Bored	F	Slow dances, first loves
F	Indifferent	F	Sad
F	Angry	F	Christian music
M	Uplifting	M	Tuned out while listening
M	Depressed	M	Calm
M	Movie scene	M	Motivated
M	Clothing store for jeans	M	Uninterested
M	Not interested	M	My parents
M	Sappy love songs		
M	Thoughtful		

COMMENT: If the objective of this exercise is to identify music that will have wide acceptance among young adults, the excerpts referred to as digital punk rhythm and low down electric blues show the most promise. Both types generate far more positive emotions than negative ones.

Before the subject of music concluded, the moderator asked people to identify the genre of music they listen to the most. No consensus emerged. People mentioned hip-hop, traditional rock, and music of the '90s among others. One person was a classical music fan. As noted before, most in the group appeared to be open to a wide variety of musical styles.

LOGOS

The moderator showed three logos, each one displayed for less than 30 seconds. Group members used the same 5-point scale to register their degree of interest in each logo. Results are shown in Table 6.

Logo #3, rendered in orange with black lettering, included the wording “Tobacco. Rethink it. (Seriously)” and generated the most interest among all groups – males and females, smokers and non-smokers. They related to the post-modern graphic styling of this logo and said, “it feels the most like us.” They were largely in agreement that this logo felt the most edgy and fun, and it received the most immediate positive feedback. One participant summed it up by saying “the message in the logo is all I need. It’s short and sweet.”

In second place was logo #1, in aqua, black, and white with the wording “Be tobacco free. South Dakota.”

Logo #2, in aqua and white, contained the words “South Dakota QuitLine,” with the telephone number and website URL. It trailed the other two logos among all groups. In addition, this logo also drew comments from participants that it reminded them of a “hospital” and was the most “sterile” of all of the logos shown.



Logo 1



Logo 2



Logo 3

Table 6 – Degree of interest in Logos *(Five-point scale)*

LOGOS	GROUP								COMPOSITE TOTALS				
	1	2	3	4	5	6	7	8	M 42	F 44	S 59	NS 27	TOTAL 86
Logo 1	2.67	1.80	2.83	3.11	1.50	2.30	3.58	2.82	2.57	2.64	2.36	3.07	2.60
Logo 2	2.33	1.40	1.83	2.44	1.80	2.10	3.58	2.36	2.14	2.36	2.02	2.70	2.26
Logo 3	3.25	3.10	4.17	3.33	2.90	3.70	3.92	2.82	3.26	3.57	3.27	3.74	3.42

GROUP DESCRIPTIONS			
SIOUX FALLS		RAPID CITY	
1 Female smokers (12)	3 SDSU students (12)	5 Male smokers (10)	7 Native (12)
2 Male smokers (10)	4 Mixed group (9)	6 Female smokers (10)	8 Mixed group (11)

PRINT ADS

In similar fashion, group members rated eight print ads in terms of their degree of interest. Ratings are summarized in Table 7 below and the ads are included in the following pages. The highest level of interest applied to Ad #8 (Monkey's Uncle). Next highest rating was accorded Ad #5 (No freedom). The lowest rating was scored by Ad #7 (What's in the tin?). This ad scored low among both men and women and among smokers as well as non-smokers.

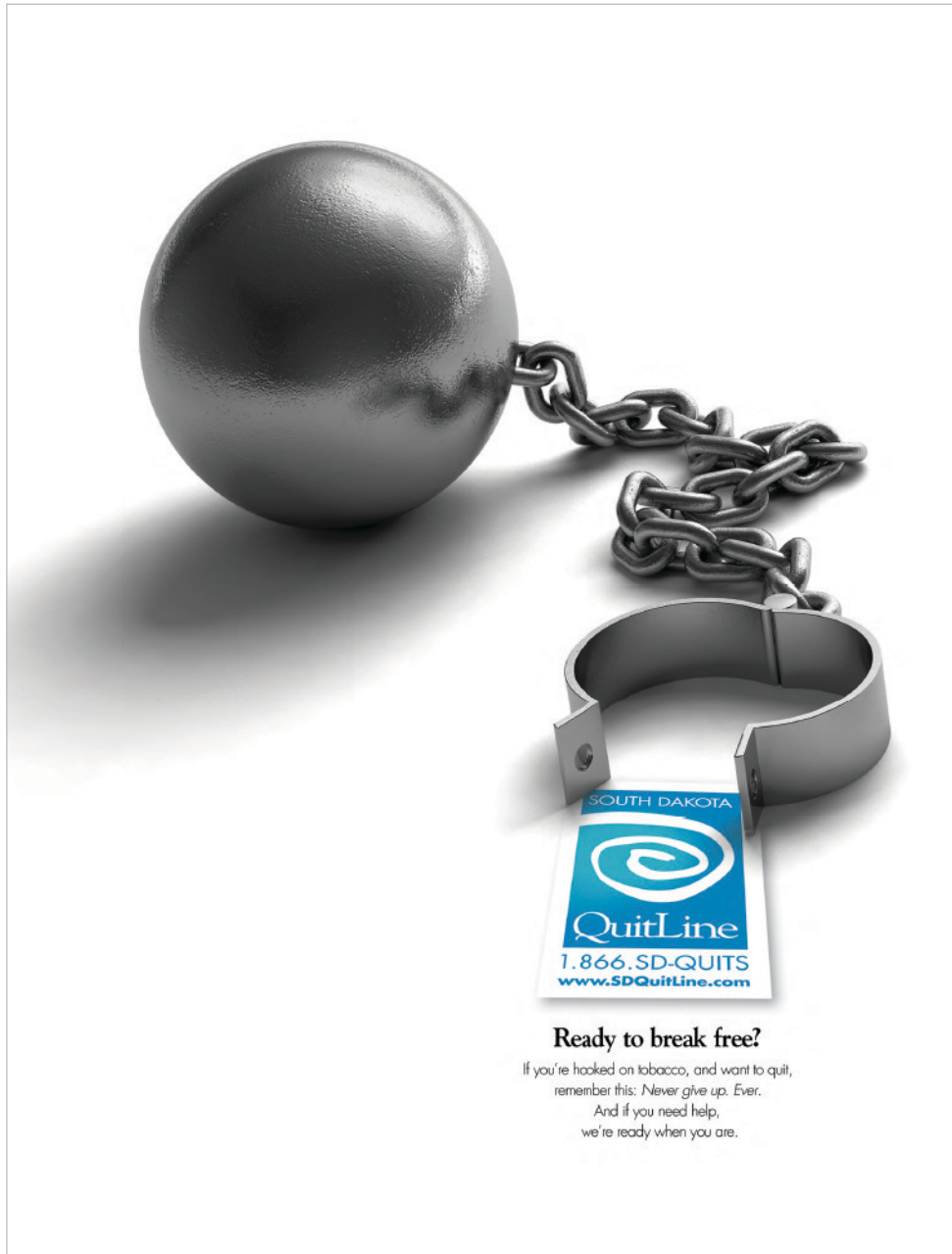
In the case of seven out of eight ads, non-smokers rated the anti-smoking ads higher than did smokers. The lone exception was Monkey's Uncle, which garnered equal interest from both groups. The comparison by gender was less clear-cut. On three ads the ratings of men and women were similar. Women tended to rate both Ad #3 (Tobacco mouth) and Ad #6 (Yikes!) higher than men. Men showed more interest than women in #5 (No freedom) and #8 (Monkey's uncle).

SDSU students gave above-average ratings to Ad #1 (Ball and chain), Ad #3 (Tobacco mouth), Ad #4 (Stinky), Ad #6 (Yikes!) and Ad #8 (Monkey's uncle). Among Natives, ratings of seven of the eight ads were below average. The single exception was #3 (Tobacco mouth), which received a rating comparable to the average for all participants.

Table 7

PRINT ADS	GROUP								COMPOSITE TOTALS				
	1	2	3	4	5	6	7	8	M 42	F 44	S 59	NS 27	TOTAL 86
Ball and chain	2.25	2.40	3.92	3.22	2.20	2.00	2.42	2.55	2.83	2.80	2.47	3.44	2.81
Don't buy it	2.17	2.50	2.83	3.00	2.70	3.00	2.25	2.09	2.71	2.68	2.54	3.03	2.70
Tobacco mouth	1.83	1.60	3.12	3.22	2.50	2.90	2.42	2.36	2.38	2.70	2.27	3.15	2.55
Stinky	2.42	2.20	3.67	3.33	2.60	2.50	2.50	2.45	2.95	2.84	2.68	3.19	2.90
No freedom	2.50	3.40	3.12	3.78	2.50	3.10	2.83	2.91	3.26	3.02	2.90	3.52	3.14
Yikes!	1.92	2.90	3.83	2.89	2.20	3.70	2.17	2.64	2.69	3.02	2.61	3.26	2.86
What's in the tin?	1.92	1.90	2.67	2.56	2.20	2.60	1.92	2.64	2.43	2.52	2.24	2.89	2.48
Monkey's uncle	2.42	3.10	3.75	3.00	4.00	3.50	2.25	2.45	3.45	3.09	3.25	3.30	3.27

GROUP DESCRIPTIONS			
SIOUX FALLS		RAPID CITY	
1 Female smokers (12)	3 SDSU students (12)	5 Male smokers (10)	7 Native (12)
2 Male smokers (10)	4 Mixed group (9)	6 Female smokers (10)	8 Mixed group (11)



Ad #1 – Ball and Chain

THEY OWN YOU

DON'T BUY IT.

THERE'S NO FREEDOM IN IT.

THINK SMOKELESS TOBACCO IS A SMART ALTERNATIVE TO SMOKING?

THINK AGAIN.

TOBACCO RETHINK IT SERIOUSLY.

South Dakota QuitLine 1. 866. SD. QUIT5
www.RethinkTobacco.com

A woman with dark hair and a serious expression is the central figure. She is wearing a brown jacket. The background is a textured, mottled brown and orange. Large, bold, orange and white text is overlaid on the image. A cigarette is shown in the lower right, with smoke rising from it. A QR code is visible in the bottom right corner. The overall aesthetic is gritty and artistic, with splatters and a distressed look.

Ad #2 – Don't buy it



do something radical

quit. When your mouth tastes like an ashtray and your addiction stifles your swag, it's time for a change.

 SOUTH DAKOTA
QuitLine
1.866.SDQUITS www.SDQuitLine.com

Ad #3 – Tobacco Mouth

Reasons to Quit tobacco:

EVEN **THE DOG** prefers my

Stinky

SHOE to my BREATH!

accidentally spit on my girlfriends shoe - Not Good.

WANT TO TASTE MY FOOD AGAIN!!

SICK of Coughing.

my four year old niece beat me at running.

I NEED MORE ENERGY.

I WANT TO STOP BURNING MONEY

COULD AFFORD A VACATION!

I want my freedom

BACK! ☆

BURNED A HOLE IN THE NEW SOFA

NOT UP FOR CANCER.

IT'S TIME.

quit. Now!


I am tired of yellow.

TEETH

Bad breath

CLOVES SMELL

South Dakota QuitLine 1.866.SD.QUITS
www.SDQuitLine.com

 SOUTH DAKOTA
QuitLine
1.866.SD.QUITS www.SDQuitLine.com

Ad #4 – Stinky



Ad #5 – No freedom



Ad #6 – Yikes!

What's in the tin?



FACT: Tobacco causes cancer of the mouth, intestines and stomach.

FACT: One half of smokeless tobacco users will develop leukoplakia... scaly white mouth sores that can turn into cancer.

FACT: Gum disease is just one of the common side effects from using tobacco products.

FACT: Long term use of tobacco has been linked to heart disease.

TOBACCO
RETHINK IT

(SERIOUSLY.)

RETHINKTOBACCO.COM



Ad #7 – What's in the tin?

**AND I AM A
MONKEY'S UNCLE.**

From chew to cigarettes, little cigars, and roll-your-own tobacco, the tobacco industry says they're not targeting kids -- **who are they kidding?**

**"Apples connote goodness and freshness
and we see many possibilities for our
youth-oriented cigarette with this flavor.
It's a well known fact that teenagers like **sweet** products."**

FROM BROWN & WILLIAMSON (NOW REYNOLDS AMERICAN) IN 1972



Ad #8 – Monkey's uncle

TV ADS

The appeal of six TV ads, reported in Table 8, varied sharply. The one that evinced the highest level of interest was #3 (Brandon's tip), which featured appearances by a woman who lost use of her fingers and a man who became a paraplegic, both due to long-term effects of smoking.

Close behind that ad in terms of interest was #5 (Smoke-filled balloon), which simulates the danger to an unborn child caused by smoking of a pregnant woman.

Of least interest was Ad #4 (In the Can). Second lowest score was achieved by #6 (What's in the tin?), which had a similar theme.

All ads were given higher interest scores among non-smokers. Gender differences were less pronounced, but women showed significantly more interest in #5 (Smoke-filled balloon).

It should also be noted that several women commented during the group discussions that the Smoke-filled balloon ad "was the reason" they quit smoking when they were pregnant. Additionally, two women made a special point of approaching the moderators to again emphasize the impact the ad had on their smoking behavior after their session had concluded.

Table 8

TV ADS	GROUP								COMPOSITE TOTALS				
	1	2	3	4	5	6	7	8	M 42	F 44	S 59	NS 27	TOTAL 86
Think you're free?	2.33	2.50	3.50	2.89	2.60	3.30	4.33	2.64	2.95	3.11	2.75	3.67	3.03
Addicted ashtray	2.50	2.80	3.50	3.22	2.60	2.80	3.17	3.10	2.95	2.98	2.71	3.52	2.97
Brandon's tip	3.25	3.00	4.25	4.00	2.80	3.60	4.33	3.64	3.55	3.70	3.36	4.22	3.63
In the can	1.75	3.10	2.17	1.78	2.00	2.50	2.00	2.36	2.29	2.11	2.14	2.33	2.20
Smoke-filled balloon	3.50	2.30	3.75	3.33	2.70	3.20	4.33	3.82	3.14	3.66	3.10	4.07	3.41
What's in the tin?	1.75	3.30	2.58	3.11	1.50	3.40	3.33	2.91	2.73	2.70	2.54	3.00	2.72

GROUP DESCRIPTIONS			
SIOUX FALLS		RAPID CITY	
1 Female smokers (12)	3 SDSU students (12)	5 Male smokers (10)	7 Native (12)
2 Male smokers (10)	4 Mixed group (9)	6 Female smokers (10)	8 Mixed group (11)



Think you're free?



Addicted ashtray



Brandon's tip



In the can



Smoke-filled balloon



What's in the tin?

SMOKING BANS ON COLLEGE CAMPUSES

State colleges and universities have in recent years instituted a total ban on smoking on campus. Someone who wishes to smoke is required to leave the campus to do so. The lone exception among state institutions is South Dakota State University, which bans smoking in campus buildings but allows smoking on campus grounds so long as this takes place a specified distance from building entrances.

To test student attitudes toward a universal ban on smoking on campus, three additional phrases were presented to SDSU students.

Phrase #1: Because you have a right to breathe clean air

Phrase #2: If your roommate smokes, get a different one

Phrase #3: Chemistry 101: Tobacco and life don't mix

As before, students were asked to rate each phrase in terms of the amount of interest each statement generated, using a 5-point scale. Results are shown below.

MEAN RATINGS	Phrase 1	Phrase 2	Phrase 3
SDSU smokers (3)	4.00	2.67	2.67
SDSU non-smokers (9)	4.44	3.00	3.67

The "clean air" phrase was deemed more interesting by both smokers and non-smokers. All three phrases were of greater interest to non-smokers than smokers.

BEHAVIOR AND ATTITUDES OF SMOKERS

Many smokers report that they first experimented with tobacco when they were in their early teens or even as young as twelve. Some started at the urging of older siblings. Others experimented with friends of their own age.

One Rapid City male said he started smoking marijuana until his parents caught him in the act. They told him to smoke cigarettes instead. The initial experience wasn't always pleasant, but once they advanced beyond early negatives, they found the experience if not enjoyable, at least comforting in terms of habit. For many, their early usage was sporadic, perhaps only on occasions when they got together with their friends. There was definitely a social aspect to these beginner smoking experiences, and there was also a link to smoking as a means of dealing with stress and as a tactic for dealing with boredom.

In the native group a young woman said she only smokes as part of prayer service. She doesn't consider it a habit and definitely not an addiction. There was also an acknowledgement among the group that ingredients for traditional tobacco are difficult to find so commercial products are sometimes substituted. In general however, smoking for religious reasons is not at all confused with smoking commercial tobacco as a habit. Most in the group have significant numbers of family members and/or friends who are also smokers.

Other smokers report that they first started smoking when they were in their late teens or early twenties. As an example, one woman said she accompanied co-workers when they went outside for a smoke break. Feeling the "odd woman out," she tried a cigarette and soon became a regular smoker. In fact, several participants claimed that within many service industries, "if you don't smoke, you don't get a break."

Certain situations serve as the catalyst for smoking. Smoking and drinking go together. If someone is at a club or casino drinking with friends, it seems only natural to reach for a smoke, even if this requires that they leave the premises for a few minutes. The key here is that they are with friends, many of whom are also smokers.

Many smokers indulge in their habit alone. Most frequently this is when they are in their cars. They will light up as soon as they get on the road. Asked why driving and smoking go hand in hand, some explain that there is nothing else to do. It just seems to fit the occasion, to hold a cigarette in one hand while steering the car with the other.

As previously mentioned, often the word "stress" comes up in conversation about smoking. Regular smokers tend to reach for a smoke when they feel under pressure. They report that nicotine has a calming effect. As one man said, there are occasions when he would let anger get the best of him if he didn't reach into his pocket for a cigarette.

It is of interest that smokers didn't talk much about smoking enjoyment. That is, smoking in itself isn't the payoff. Rather, it's the ability of a cigarette to help calm nerves, relieve tension and, in the case of drivers, fill in time while traveling or waiting in traffic. An exception in terms of smoking enjoyment was mentioned when the conversation centered on hookah smoking. There seemed to be a less serious, more socially festive aspect to smoking hookah. In fact, there was agreement from one group when a participant said, "It's like a right of passage when you turn 18. You get a lottery ticket, a cigar, and go to the hookah lounge." It should also be noted that overall, the participants did not take smoking hookah very seriously. They appeared to be under the impression that smoking hookah was much less harmful than cigarette smoke.

Is smoking an addiction or merely a habit? Some say without apology that they are addicted to tobacco. It has become part of their daily life. It serves a useful purpose and would be sorely missed if they were to try to quit. Others say that it is simply a pleasant habit. They can take it or leave it. They just opt to continue to smoke.

Some smokers report that they have tried to quit smoking. A man tried without success to quit when his child was born. He stopped for awhile but then resumed, making sure he wasn't in the child's presence. Another man tried to stop because of a non-smoker wife. Again, he reported that the desire to smoke never went away, and he soon resumed. One die hard smoker said that even though his mother had offered to "fix his teeth" if he quit, the urge to smoke was so strong that he had not yet been able to quit for any length of time.

In general, efforts to quit smoking may have been successful for weeks or even months, but smokers never lost the desire for a smoke. Soon they resumed the habit (addiction) at the same level as before.

We asked whether they were aware of the SD QuitLine. Smokers and non-smokers alike said they had seen advertising (billboards, TV). A couple of people said they had made telephone contact and received prescriptions that were supposed to substitute for cigarettes. They had little success, though. They found them unpleasant and soon abandoned the treatment.

Did they avail themselves of the coaches standing by to help them when they experienced the urge to smoke? They were aware of this service but dismissed its importance, claiming it didn't fit their needs. "Am I going to call every time I feel the urge to smoke?" one man said. "No way." In general it seemed that the smokers couldn't really see how someone at the other end of a phone line was going to be able to help them resist the urge to smoke. One participant said the only way that a coach could help him is if "he was right next to me ready to slap my hand." In several sessions, there was also discussion among the group about how quitting with a friend or spouse would be a good strategy.

The SD QuitLine can also be accessed via the Internet. A few were aware of this service but hadn't visited the site. Similarly, some were familiar with RethinkTobacco.com but hadn't visited the website. Another website, Smokefree.gov is a potential resource for smokers who wish to quit. No one in any of the eight groups had visited that site.

When it comes right down to it, most smokers express the desire to quit. They know that it is an unhealthy practice, at least in the long run, but they feel the benefits – especially in terms of stress reduction – are sufficient to offset any propensity to quit. In effect they are saying that their habit (addiction?) may cause medical problems, but that's long in the future. For all practical purposes, the smokers we talked to intend to quit. However, they made it quite clear that they will quit on their own terms, in their own time, and they do not appreciate efforts from others to encourage their cessation. As one participant put it, "as soon as someone tells me to quit, it just makes me dig my heels in and want to smoke more."

NON-SMOKER BEHAVIOR AND ATTITUDES

The non-smokers in these sessions displayed remarkable tolerance toward smokers. Some have never had the urge to smoke, others experimented with tobacco at an early age but never kept it up because they received little pleasure from that activity. Yet they all knew people who smoked and didn't consider it a reason to shun or disclude them.

To be sure, non-smokers don't like to be in a smoke-filled atmosphere. Mostly they object to the penetration of smoke into their clothing and hair. For that reason they welcome the recent trend to restrict smoking in enclosed places such as bars and restaurants, and agreed that the responsible thing to do was to keep young children away from secondhand smoke whenever possible. Yet they express no disdain for their friends who find it necessary to pop outside for a smoke now and then, or walk away from their younger siblings or children to keep their habit at a safe distance.

We detected little evidence that non-smokers try to persuade smokers to quit. It's more of a case of "live and let live." The non-smokers appear to be of the mind that it is an individual's right to smoke and that it is the tobacco industry's right to promote their products the same as any other company. Perhaps because they feel they can avoid secondhand smoke or come into contact with it infrequently, they see their occasional exposure as less of a burden than that of the smoker who has to remove himself from a group or a building in order to feed his habit. It was interesting to note this level of sympathy for those "poor smokers" and "poor tobacco companies" and their "loss of freedom" in stark contrast to the fact that it is the non-smoker whose freedom to breathe clean air is being impinged.

SMOKE-FREE ENVIRONMENT

The moderator pointed out that, in recent years, there has been a sharp increase in restrictions as to where people are allowed to smoke. Generally this has referenced public places such as office buildings, hospitals, restaurants, and bars. Both young smokers and non-smokers – who have been brought up in times when these restrictions have been established – feel that such restrictions are fair. Non-smokers welcome them, for the reason cited above.

Smokers have no problem with them as long as there is a nearby designated area outdoors. They would prefer that there be a shelter in case of rain or snow, but otherwise they accept the restriction as a minor annoyance, one that they are willing to abide by if only for the comfort of their non-smoking companions.

The moderator told participants that, at several South Dakota college campuses, a total non-smoking ban is in effect. Smoking is prohibited on college grounds as well as in all buildings. If someone wants a smoke, he or she must go completely off-campus.

This restriction doesn't yet apply to the campus of South Dakota State University. Students are permitted to smoke on campus as long as they are at least 20 feet away from any building entrance. Students reported that there are numerous dorms wherein the rules are blatantly violated. Smoking indoors and/or less than 20 feet from a building is not uncommon and markedly increases the closer the calendar gets to finals weeks. We asked the group of SDSU students to give their reaction to the idea that their college would adopt the total smoking ban in force at other state universities.

Both smokers and non-smokers expressed opposition to such a tight restriction. Smokers pointed out that it is a large campus, growing ever larger as new buildings are erected. It would be a distinct hardship, especially in inclement weather, they say, to have to walk a long distance before leaving university grounds. Non-smokers share this sentiment. In their view, there's no harm done if someone smokes in an open area, just so long as it doesn't involve a lot of students clustered just outside a building entrance.

Neither smokers nor non-smokers imagine that a total campus ban would have any effect in getting smokers to quit. It might cut down smoking on campus but they would still light up in other locations. Incidentally, few students believe that a smoking ban would effectively persuade smokers to quit. Enforcement is lax as it is, they say, and it is doubtful that security staff would be any more strict if a total ban were imposed. In fact, as one student suggested, banning smoking on campus would serve only to anger smokers and invite rule breaking.

SECONDHAND SMOKE

Smokers acknowledge that it can be a health hazard for certain individuals who are in a closed environment where people are smoking. They are conscious of problems when small children are present, and they insist that they take pains not to smoke when children are present. One person, for example, said she takes care to hold her cigarette as far away as possible when passing a child on the street.

The effect of cigarette smoking on unborn babies is accepted as a valid risk. In the group sessions, women who were pregnant or who had already given birth said their doctor advised them to stop smoking as soon as they learned they were pregnant. However, there were several women who said their doctors advised them to cut down sharply but not quit altogether during pregnancy because the sudden cessation would cause more harm to the baby than good.

The jury was still out to some degree, on the overall negative health effects of smoking while pregnant and secondhand smoke on babies and children. One woman reported that she smoked occasionally throughout her pregnancy and has continued to smoke after her son was born - albeit at a "safe" distance. She claimed that her son has never had an ear infection or any asthma symptoms while a non-smoker friend's child is riddled with health problems. It seemed that in general, participants agreed that secondhand smoke was dangerous, especially for young children, but infrequent exposure and/or distance from it was inconsequential.

We noted earlier that women were very familiar with the TV commercial simulating the effects of smoking by a pregnant woman on an unborn child with a balloon. It is evident that this message is getting through to potential mothers and is accepted as a genuine risk. In fact, women from groups in both Rapid City and Sioux Falls credited this ad as being the reason they quit smoking.

OTHER TOBACCO PRODUCTS

Some people said they got started on smoking at an early age, smoking Black and Milds. Some continue to smoke them today, feeling that they are not as much of a health hazard because they don't inhale. A few use smokeless tobacco. They are definitely in the minority. Some others use hookah, often in a social situation. People don't report that they use this form of tobacco on a regular basis. As one man noted, you can carry a pack of cigarettes around with you but not a hookah. None in the sessions were aware of "pocket hookah" which is readily available online as well as from specialty tobacco stores. (<http://www.mypockethookah.com>) There were only two men who said they used chewing tobacco and one switches back and forth between cigarettes and chew.

SOCIAL MEDIA

Social media represents one way to reach smokers with messages about quitting tobacco. Among the individuals involved in the study, a large portion use at least one such internet service and most are involved with two or more. The most universally named and used was Facebook, followed by Twitter. Several people download music via Spotify and/or Pandora. Some mention with obvious delight that they have discovered Instagram and Vine, enabling them to share photos and videos with their friends.

People are aware that these sites contain advertising, either illustrations or short videos. They claim to be only vaguely aware of these ads. They have learned to click on the button that enables them to skip the ad before it has run its course. However, they don't always ignore the ads. If something catches their eye, they will pay attention. How long they watch depends on the cleverness of the message and relevance to their interests and desires.

OTHER MEDIA EXPOSURE

These days it's hard to reach young people via print publications. Almost no one reads a newspaper. Very few people mention magazines. Two that were mentioned among a group of Rapid City male smokers were *Hunting* and *Car & Driver*. Among other potential advertising media, several said they had seen anti-smoking billboard ads.

PERCEPTIONS OF TOBACCO COMPANIES

Of the six TV commercials shown to participants, three were part of the Rethink Tobacco campaign. The tag line was "Big Tobacco is Targeting You." In the Rapid City groups, the moderator reminded participants of the line in one of the commercials that mentioned that Big Tobacco is targeting "you and your little sister too." He went on to state that U. S. tobacco companies are recruiting younger and younger new smokers to replace the smokers they lose due to deaths caused by tobacco-related illnesses. Because children and young people tend to like sweets, the moderator commented, tobacco companies have invented dozens of tobacco products that at first glance closely resemble candy and treats. He then displayed two illustrations. One showed a candy jar filled with tobacco products. The other showed four pairs of products: Spearmint gum vs. R. J. Reynolds' Strips fresh dissolvable tobacco; Jerky Chew Teriyaki vs. Red Seal, a product of U.S. Smokeless Tobacco Company; Ice Breakers Mints, a Hershey product, vs. Husky, another product of U.S. Smokeless Tobacco; and a Hershey bar vs. Black and Mild pipe-tobacco cigars marketed by John Middleton Company.

What is your reaction, the moderator asked, to this statement and the accompanying illustrations?

We heard little criticism of the tobacco companies. They produce a product that's legal. Their perception is that their products are marketed via legitimate channels. Like all companies, they're in business to make money. Sure, their product can be addictive, and it may cause health problems. But that's not their responsibility. One might also condemn McDonald's, a male smoker said, because they sell products that may make people obese. He asserted that more people are killed by McDonald's products than by smoking.

No, the responsibility lies with the purchaser. Someone of legal age who buys tobacco products does so of his or her own free will. They know the risks – the government has been pounding away at that theme for years. They're willing to assume the risks and avail themselves of a perfectly legal product. If bad things happen, it's their fault, not that of the tobacco company.

But of course the statement claimed that Big Tobacco targets children, individuals who cannot legally buy such products. Yet people are not convinced that companies do in fact target children. A male smoker pointed out that the snuff can actually preceded the jerky can. In effect, he claimed, the jerky manufacturer was deliberately imitating the snuff can, not the other way around. The same could be said about the Ice Breakers container. With respect to containers, people are not convinced of a deliberate attempt to attract children.

It was clear from this part of the investigation that Big Tobacco won't be considered the culprits unless stronger evidence of their deliberate attempt to target children is presented. Colorful packaging doesn't make the case. It can easily be argued that colorful packaging is reaching out to adults. The same can be said for the physical dimensions of the package – it is designed to be attractive and convenient for all consumers.

Many of the participants were also unaware of commercial tobacco advertising efforts. Because they don't see ads on TV (and indeed were not aware that it is illegal for tobacco companies to advertise on TV) they assume that tobacco companies don't really advertise much. This indicates that not only is this age group too young to recall and/or have not been reminded of the tobacco cases and legal fallout, but non-traditional marketing and advertising efforts (ie. banners, sponsorships, incentive items available at events, in-store displays etc.) are so much a part of their daily environment that it passes almost seamlessly into their psyche.

PALM CARDS

Just before each group was dismissed, they were shown four palm cards and urged to select one to take home with them. Each card conveyed some aspect of a smoker-quit campaign. Table 9 reveals the choices made by participants in each of the eight groups. By a slight margin, participants chose the South Dakota QuitLine card that listed reasons to quit tobacco, including this humorous line: "Even the dog prefers my stinky shoe to my breath!" On the reverse was a chart showing two ways to start quitting, via phone coaching and online assistance.

Table 9 – Preferred Palm Card

PALM CARD	SIOUX FALLS				RAPID CITY				TOTAL
	Female Smokers	Male Smokers	SDSU	Mixed	Male Smokers	Female Smokers	Native	Mixed	
Killer	2	7	1	3	1	1	1	3	19
Bleh	4	2	4	3	5	2	1	2	23
Monkey's uncle	4	1	2	1	4	4	3	2	21
Stinky	9	1	5	2	0	3	6	1	27
Sample size	12	10	12	9	10	10	12	11	86

Note: Not all participants took cards and some may have taken more than one.



Killer.



Bleh



Monkey's uncle



Sinky



FINAL OBSERVATIONS

It is evident that efforts to persuade young people to quit smoking face a tremendous obstacle. Many started their smoking careers at an early age so that, as young adults, they now have a history of several years of smoking. Some acknowledge that they're addicted; others maintain that they use tobacco as an antidote to the stressful situations they face on the job or in their interpersonal relationships. For them, giving up tobacco means they would be subjected to tensions that could destroy their well-being.

Smokers are aware of the negative health consequences of habitual smoking. They know that regular smoking can have an immediate effect on their stamina, their ability to compete at their peak in athletics. As for the long-term effects, they are touched by the portrayal of the paraplegic in the anti-smoking ad. What are the odds that they, too, might face amputation? Whatever the odds, they act as though that's a threat to someone else, not them.

One message that does resonate with both smokers and non-smokers is the harmful effect of second-hand smoke on children. They accept that this is a danger. Smokers insist that they do not contribute to the risk because they take precautions not to smoke around children.

One might think that non-smokers would be a potent ally in the battle to persuade smokers to quit. But they appear to have a laissez-faire attitude. Their reasoning seems to go like this: *Why should I interfere if my friend wants to smoke. That's his decision and I honor his right to smoke as long as it doesn't impact my well-being. True, I don't want to be surrounded by a smoke screen and I don't like it when it permeates my clothes. But I notice that he's conscientious about where and when he lights up.*

Unless it can be proven beyond doubt that tobacco companies deliberately target children, we see minimal potential in painting the tobacco companies as the bad guys. It is hard to blame them when their product can be legally bought by anyone over 18. The problem, as was evident from the focus groups, is that many South Dakotans by one means or another gain access to tobacco well before they reach legal age. They say it isn't the tobacco companies' fault, and they shouldn't be held accountable for it. Rather it's the responsibility of adults, including members of the immediate family, to assure that tobacco products are kept out of underage hands.

Another challenge that needs to be recognized is the fact that, despite gradually reduced incidence of smoking among the general population, many of the young people in the focus groups grew up in households where adults smoked. When grandpa, mom and dad all smoke on a regular basis, this sends a message to children that it's an okay thing to do, a way to act like an adult. We can hope that, as smoking incidence declines, future generations will not as often find themselves in a smoke-filled household that gives tacit approval to the use of tobacco by the next generation.