**«Национальный исследовательский университет   
«Высшая школа экономики»**

III Межвузовская научно-практическая конференция

«Исследования медиа и коммуникаций: теории, практики, исследовательские перспективы»

**Тезисы для доклада**

Потребление медиаконтента в условиях отказа от курения: модель Selective exposure

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Москва 2017

**Mediacontent consumption during smoking cessation: selective exposure model**

Today smoking is one of the major problems in Russia and in the world. According to Russian public opinion research center statistics (VCIOM), one third of the whole population in Russia are addicted to smoking. There are different social programs working to promote the healthy way of life and provide support for smoking cessation. However, although 50% of smokers have at least once considered quitting [8], many people still cannot get rid of the smoking habit (only 13% have reported they could quit) [7]. This is why the agenda of smoking and smoking cessation has become popular in Health Communications research and other health-related academic fields.

Nicotine withdrawal is not the only factor preventing people from quitting smoking. Environmental factors such as associations and cues also play a significant role encouraging smoking [5, p. 325]. Mediacontent (films, books, news articles etc.) very often prompts smoking-related thoughts, demonstrating smokers, approving of or even directly advertising smoking. This might in turn complicate cessation attempts or cause relapse. But to which extent can this “pro-smoking” content prevent quitters from achieving their goals?

The cognitive dissonance theory [3] postulates the hypothesis of selective exposure. People tend to both expose themselves to consistent information to strengthen their attitude and behavior and avoid inconsistent one. Research on tobacco consumption and selective exposure has shown that the more smokers’ attitude to smoking is positive, the less people would like to expose themselves to smoking prevention content [1, p.2]. This could mean that quitters, who reasonably decided to quit smoking, should understand negative consequences of smoking for themselves and therefore have negative attitude towards smoking, try to avoid “pro-smoking” content and search for smoking-prevention content. However, experience shows that quitters often expose themselves to «pro-smoking» information [2, p. 2068]. This fact constitutes the problem of this study and leads us to research question: “Which factors define the extent to which a quitter is exposed to pro- and anti-smoking information?”

To evaluate which factors influence the exposure of an attempting quitter to pro-smoking or smoking prevention content, the survey was conducted to obtain the information on quitters’ characteristics. Then the respondents’ degree of exposure to pro-smoking and smoking prevention content was measured via the selective exposure methodology used in research of Frey, Fischer et al.[4, p. 55]

In conclusion, the results of the regression analysis are presented and the possible influence of researched factors is discussed.

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