

# Characterizing eCig Transition of Use Behavior on Twitter

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# Relevance

## Study Aims

- The aims of the study were to identify and characterize organic user conversations of electronic cigarette users and their attitudes towards vaping attitudes and transition of use on the social media platform Twitter

## Objective

- Collect Twitter data pertaining to transition of use

# Methods

- Collection of posts from 2018-2019 on the social media platform Twitter and analysis of data using keyword filtering and the bitern topic modeling (BTM) (an unsupervised natural language processing approach)
- User signal posts from dataset were analyzed using BTM and then manual coded for content analysis using an inductive coding scheme [atlas.ti](https://atlas.ti)

# Results

- 5,728 tweets collected with 657 being related to transition of use
- 657 signal posts were categorized into 9 parent codes
  - Inquiry, Interaction, Observation, Opinion, Promote, Reply, Share Knowledge, Transition and Use

# Results

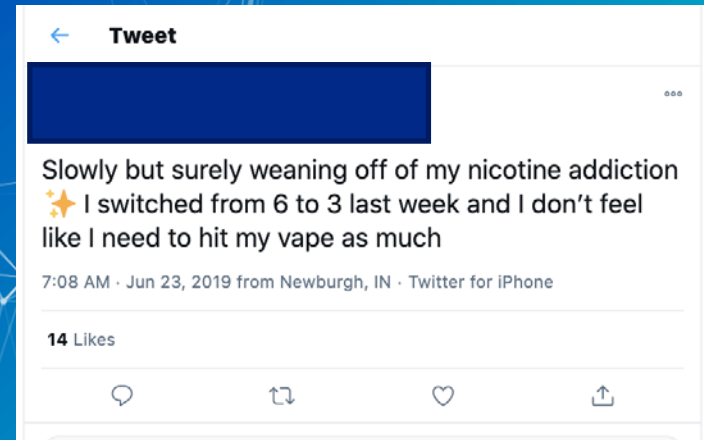
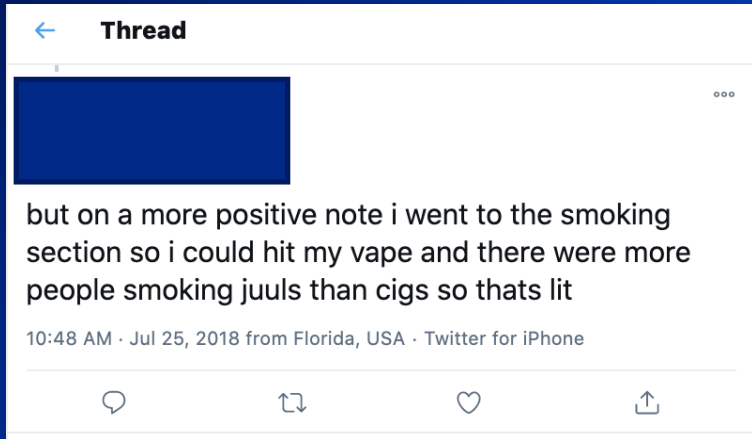
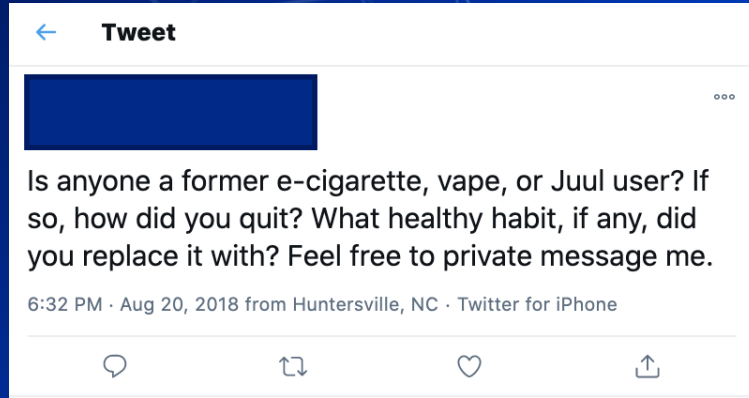
## ■ Parent Code Categorized Tweets

- 9 Inquiry
- 6 Interaction
- 7 Observation
- 46 Opinion
- 37 Promote
- 2 Reply
- 1 Share Knowledge
- 285 Transition
- 258 Use

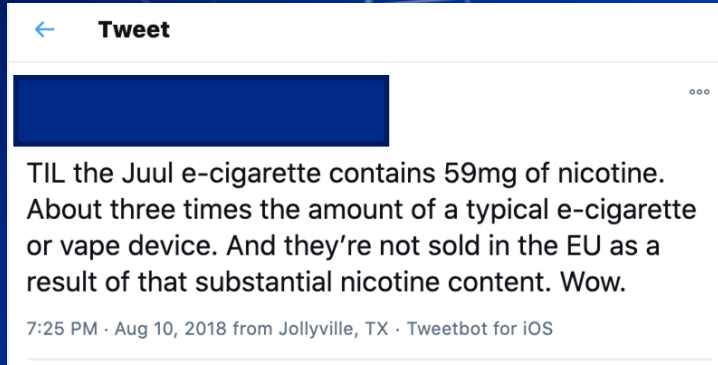
# Inquiry

Observation

Use

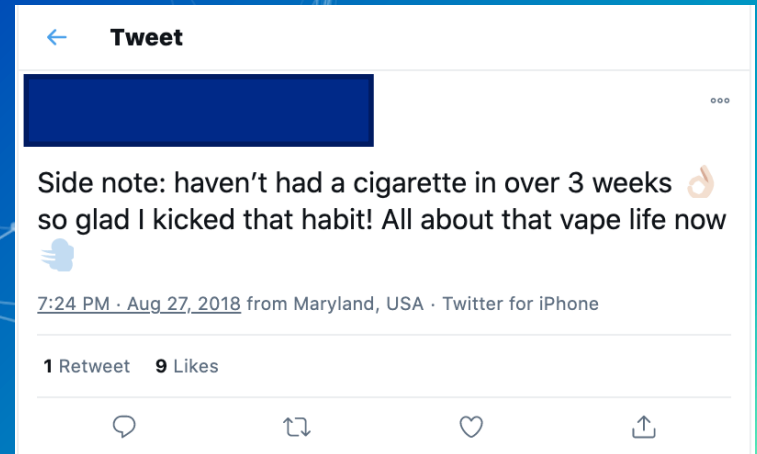
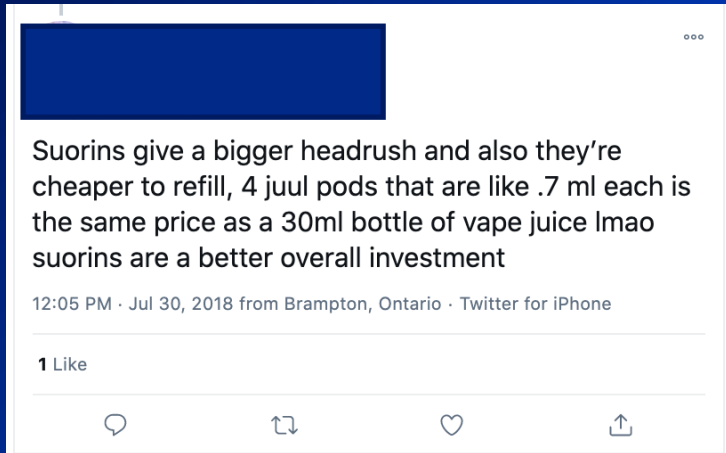


# Share Knowledge



Reply

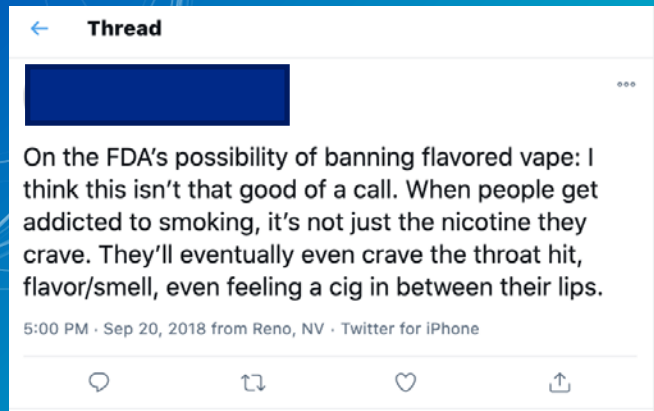
Transition



# Promote



# Opinion



# Interaction





# Summary

- Results provide insights into organic conversations surrounding electronic cigarettes and transition of use that may not be available in other instruments (surveys, etc.)
- Conversations are diverse ranging from transition, use, product promotion and general sharing of knowledge
- Future studies should focus on validation of themes associated with ecigs on social platforms to inform and influence public health efforts towards addressing tobacco and nicotine addiction prevention

# Questions & Answers