

INSIGHTS IN YOUR INBOX

Thought-provoking findings from KDHRC’s analysis of original data with new reports shared bi-weekly. Today’s findings are from the VAYPS (Vaping Attitudes Youth Perspectives Survey) data set.



THE BOTTOM LINE

Most never-users believe that vaping is never OK.

QUICK FINDINGS

Using a sample of survey data collected in May 2020 from 1,100 youth, aged 13 to 17, across the United States, we found that most never-users believe vaping is never OK and were less likely to see vaping as a problem among their classmates and friends. For example:

- Of never-users, 90.6% believe vaping is never OK compared to 12.9% of regular-users.
- Among youth profiles, each increased degree of vaping experience was associated with increased perceptions of vaping being seen as cool.
- Most never-users view vaping as less of a problem among their school, grade, and closest five friends than those who have vaped.
- It is probable that never-users have less proximity to those who use vapes and therefore see it less often; the opposite may be true for regular-users.

The graph to the right shows the average reported ratings from an 11-point subjective scale (0-10) for the chances of someone who vapes being perceived as cool, and respondents’ average reported rating for vaping being seen as a problem among their five closest friends.

ABOUT KDHR RESEARCH & COMMUNICATION

KDH Research & Communication provides timely dissemination of new research in public health and social services fields. Our mission is to produce and disseminate creative, science-based programs that improve the health and well-being of the nation’s youth, family, and communities.

To learn more about the methodology behind the VAYPS project, please review the title page found here. For more information about methodology or findings, contact our data analyst Andrew Simkus at asimkus@kdhrc.com.

To read other findings, go to <https://www.kdhrc.com/news>

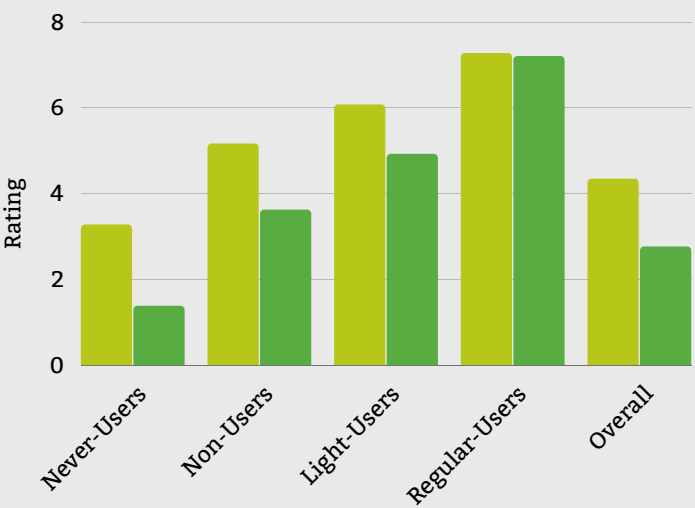
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1. Albert D, Chein J, Steinberg L. The Teenage Brain: Peer Influences on Adolescent Decision Making. *Current Directions in Psychological Science*. 2013;22(2):114-120. doi:10.1177/0963721412471347
2. LaMorte WW. Behavioral Change Models. Social Norms Theory. <https://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories7.html>. Published September 9, 2019. Accessed June 1, 2021.

WHY IS THIS IMPORTANT?

Peer influence shapes the perceptions of youth, especially in relation to risky behaviors like vaping.¹ Never-users and regular-users of vapes have contradictory viewpoints of vaping being a problem at school among friends, the coolness of vaping, and vaping often or every day as a desirable activity. According to the Social Norms Theory, the idea among youth that “vaping is cool” or the perceived norm directly relates to peer influence and individual decision-making.² Prevention messaging that addresses the gap between the perceived norm and reality can decrease vaping among youth.² Messages to youth with vaping experience should emphasize accurate norms – not everyone vapes – and include stronger messages about the impacts vaping may have on the body and social relationships. Conversely, messages to never-users can reinforce their existing beliefs that vaping is uncommon and undesirable.

YOUTH AVERAGE REPORTED RATING OF VAPING PERCEPTIONS ACROSS PROFILES



■ Perception of “Vaping as a Problem Among 5 Closest Friends”
 ■ Perception of “Vaping as Cool”

Results are from two-sample t-tests conducted between each profile comparison.