Title: Examining the Habits of E-Cigarette Usage in Generation Z College Students

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Abstract Describes: Ongoing Work/Project

Applicable Category: Clinical, Academic, Students, Researchers

Keywords: E-cigarette, Generation Z and Sorority

Abstract Summary:
The project is a qualitative look at the motivations behind the behaviors of Generation Z. E-cigarette usage and JUUL are on the rise. Interviews and group discussion led to common themes such as weight loss and sorority involvement.

References:
Abstract Text:

**Purpose:** Generation Z college students exhibit different risky health habits than other generations before. Some sources believe this is due to poor influence from the parents, while others attribute this risky behavior to a change in the influences of these behaviors over time. This study was designed so that a qualitative analysis of these behaviors can be assessed. A focus of health habits that is under great debate is the usage of e-cigarettes. E-cigarettes are often seen as the “safer” alternative to tobacco cigarettes, but long-term effects are yet to be determined. The purpose of this study was to identify common themes, patterns, and influences that affect behaviors in Generation Z.

**Methods:** An initial observation stage was performed where three observations were recorded on a formatted sheet using appearance, behavior, and actions as the guidelines. Initial thoughts and questions were added at the bottom of the observation sheet. A group meeting was conducted and common themes and patterns were identified. One of particular interest, e-cigarettes, was selected. This topic was further narrowed into the motivation of e-cigarette usage for dieting in males and e-cigarette usage in sororities. Interviews were then formulated and conducted at a local community center and YMCA. The results of 8 interviews were then analyzed to determine any recurring themes.

**Results:** Interviews are still being performed, but a common theme with regard to Generation Z health behaviors is the influence on previous generations on the health behaviors of their children. Also, the use of nicotine in e-cigarettes to suppress appetite is prevalent. Many participants also see the use of e-cigarettes as a healthy and harmless way to lose weight.

**Conclusion:** The results so far show significant increase in usage of e-cigarettes among Generation Z. The unknown long-term effects of e-cigarette usage still looms over a generation becoming increasingly addicted to nicotine. The fact that many participants deemed this activity as harmless is also of concern.