

Title:

The Application of Reference Group Theory in Chinese Adolescent Smoking

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Session Title:

Respiratory Health in Adolescents

Slot:

G 05: Monday, 30 October 2017: 1:15 PM-2:30 PM

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1:55 PM

Keywords:

adolescent smoking, reference group and social influence

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Abstract Summary:

In Taiwan, smoking prevalence rate has substantially declined in adults but not in adolescents. Reference group theory, modified Q methodology and cart sorting were adapted to this study design so as to explore the main reference group and influence adolescent smoking most.

Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
1.To describe the diversity of adolescent smoking in gender, cities and school systems in Taiwan.	1-1 To describe the difference among adolescent current, previous and non smokers in north, middle, west and east cities Taiwan. 1-2 To describe the difference among adolescent current, previous and non-smokers between gender 1-3 To describe the difference among adolescent current, previous and non-smokers in high schools, vocational high schools and night schools
2.To explore the main reference group and influence in current adolescent smokers.	2-1 To rank and compare family reference groups and social groups in current adolescent

	smokers. 2-2 To rank and compare normative and informational social influence in current adolescent smokers.
3.To explore the main reference group and influence in adolescent previous smokers	3-1 To rank and compare family references group and social groups in adolescent previous smokers. 3-2 To rank and compare normative and informational social influence in adolescent previous smokers.
4.To explore the main reference group and influence in adolescent non-smokers	4-1 To rank and compare family reference groups and social groups in adolescent non-smokers. 4-2 To rank and compare normative and informational social influence in adolescent non-smokers.

Abstract Text:

Background: Since 2009 the enforcement of Tobacco Hazards Prevention Act in Taiwan, smoking prevalence rate has substantial declined in adults but not in adolescents. As adolescents are on the process of socialization, reference groups are key attributes for adolescent smoking.

Study purpose: We used the reference group theory to explore the main reference group and the type of influence impact adolescent smoking most.

Method: Modified Q methodology and card sorting were adapted to this study design. 44 cards for reference groups and reference group influences were used according to the focus groups of students and school faculties. Total 297 participants were enrolled in this study. This research was conducted in north, middle, west, and east Taiwan cities. Classmates from four senior high schools, four vocational high schools and four evening high schools were selected as our study samples. Descriptive statistics and chi-square test and adjusted residual analysis were used for data analysis.

Results: The result showed that there was no difference between gender ($p=0.083$), but among school systems ($p<0.001$) and cities ($p=0.027$). Smoking status of parents ($p=0.03$), older siblings ($p<0.01$), best friends ($p<0.01$), colleagues ($p=0.01$) and art folk participants ($p<0.001$) positively and significantly influenced adolescent smoking status. As for card sorting, "Peer or friend" (59.7%) was the most important reference group for the intention of current smokers. "Parent" (59.6%), especially "Father" (43.8%) was the main reference group for the non-smoking intention of previous and non-smokers. In addition, participating in traditional art folk was also a key factor for adolescents' smoking. Furthermore, normative social influence (69%) was referred more important than informational social influence whatever the smoking status was.

Conclusion: The results of this study suggest that smoking prevention for non-smokers and previous smokers can be aim at enforcing normative policy on parents. Smoking cessation for current smokers should address peers or friends influences. Also, traditional art folk can be also transferred into other performing types instead of making smoking sub-groups for teenagers. Taken together, our findings indicate that creating positive normative social influences will be an effective smoking intervention for adolescents.