A Qualitative Study Exploring Young People’s Opinions & Experiences of Electronic Nicotine Delivery Systems (E-Cigarettes)

Breslin, E., Taylor, K., Keogan, S., and Clancy, L.
TobaccoFree Research Institute Ireland (TFRI)

Background: Within the past ten years, there has been an increase in the popularity of e-cigarette devices among young people (U.S. Department of Health and Human Services, 2016). Within Ireland, a study by the TFRI in 2014 found that nearly one quarter (23.5 percent) of 16-17 year olds in Ireland had tried e-cigarettes at least once and 3.2 percent were using them on a monthly or more regular basis (Babineau et al., 2015).

Methods
- Interviews
- Focus Groups

Recruitment
- 18-22 years
- High & Low SES participants

32 participants
- 10 interviews
- 4 focus groups

Data Analysis
Thematic Analysis

Findings

Perceived purpose of e-cigarettes: as a cessation device and/or as a method to reduce tobacco consumption

LIKES: The range of flavours available; the ability to vape indoors and the low cost of the products compared to cigarettes were perceived as positive attributes associated with the products

DISLIKES: Safety & health concerns; poor ‘smoking’ experience and excessive use of the devices were perceived as negative attributes associated with the products

Conclusions
While an increasing number of young people may have tried e-cigarettes, there were mixed opinions among the participants in relation to their experiences.

References:

Acknowledgements:
Focas Research Institute, Dublin Ireland. This research study was funded by the RCDH Trust.
For more information, please contact: Elizabeth Breslin, TobaccoFree Research Institute Ireland (TFRI)
Email: ebreslin@tri.ie