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## ПРОБЛЕМА ЭФФЕКТИВНОСТИ СОЦИАЛЬНОЙ РЕКЛАМЫ ПРОТИВ КУРЕНИЯ

Статья посвящена проблеме эффективности антитабачных надписей на пачках сигарет. В настоящее время используется два формата оформления пачек сигарет: первый содержит только текст, предупреждающий о негативном влиянии курения на здоровье, второй дополнен пугающими изображениями разрушенных органов или частей человеческого тела. Полученные в ходе эмпирического исследования с использованием метода айтрекинга данные говорят о неоднозначности существующих сегодня форматов антитабачной пропаганды.

**Ключевые слова:** нейропсихология, нейромаркетинг, антитабачная кампания, айтрекинг, психология рекламы.

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## WARNING LABELS ON CIGARETTE PACKAGING AND ITS EFFECTIVENESS

This study is looking at examining the effectiveness of warning labels placed on cigarette packs. Currently two types of warning labels exist in the market. Warning label with text only and warning label with an image and a text. This study hopes to present findings that may help shed light on warning label effectiveness with the aid of eye tracking technology.

**Keywords:** Neuroscience, neuromarketing, smoking warning labels, public service announcement, eye tracking.

Graphic images (GI's) on cigarette packs are widely used to reduce smoking behaviour. Warning labels are placed on packs that consist of text messages such as "Cigarettes cause fatal lung disease". Additionally, GI's are used which consists of a text message supplemented with a confronting colour photograph, such as an image of blackened lungs or gangrenous feet.

Neuroscience and Neuromarketing is a field of study that provides us multiple techniques and approaches to investigate the problem at hand. Lindstrom uses the Functional Magnetic Resonance Imaging (fMRI) to examine warning labels and brain activity [1]. Furthermore, researchers such as Maynard, McClernon, Oliver & Munafò illustrate the benefits of neuroscience and how techniques such as eye tracking and electroencephalogram (EEG) can be crucial in examining tobacco related advertising [2].

It is important to note that existing research is mostly based in the States and UK and there are no similar studies conducted with a Russian population. For example, Sabbane, Lowrey & Chebat carried out a study with American and Canadian participants and found that GI's are more effective in lowering smoking among Canadians but not Americans [2]. This illustrates that different countries are reacting differently to the warning labels. There is literature that supports both the inclusion [3; 4] and exclusion of GI's on cigarette packs. For instance, studies have found that GI's have no changes in expectations of the youth to become non-smokers a year later [5]. However, evidence supporting the graphic label is also extensive. A meta-analysis carried out by Marissa, Hall, Diane, et al, found that GI's were more effective because of their ability capture and hold attention, in addition, to garnering stronger emotional and cognitive reactions [6]. Yet we have been unable to conclusively determine how warning labels work.

Therefore, we decided that it would be interesting to apply the research design of our colleagues from America and Europe to the Russian sample. Our study puts forward the hypothesis as follows; Recall rates of the text warning label will be higher in viewers who viewed the stimuli with both text warning and GI's than viewers who only viewed the text warning. The proposed study will use a SMI RED500 Eye-tracker.

A pilot study was carried with 8 participants (students from URFU), all aged between 20–25 years. The study was conducted online with a webcam-based eye tracker. Respondents were viewed two cigarette posters

(one text warning, one GI) after which the participants were asked to recall the text warning label. Furthermore, the amount of time the participants spent looking at the warning labels was measured.

The results showed the participants that viewed the paired stimuli (text and GI) recalled the warning text more accurately (86 %) compared to the participants that viewed the unpaired stimuli, supporting the hypothesis. The eye tracking heat maps did not render the expected results with most participants choosing to view the centre of the poster. However, the main study will use an eye tracker with advanced technology and better accuracy which may possibly provide different results.

Based on the literature and this pilot study examining the research question of how effective warning labels on cigarettes will add tremendous value to the existing global research as well as the research in Russia. Furthermore, this information will help us better understand how Russians view warning labels and provide crucial information for Russian policy makers.

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