6th EUSPR conference
- Changing Behaviour without Talking -

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Messages about drinking and smoking in the content of the TV series most popular with French youth

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Project

IMAJe - Impact of Alcohol and Tobacco Messages In Entertainment Media With Youth

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  American University,
  Washington DC,
  United States of America
- **Dr. Véronique Regnier-Denois, Phd & Boris Chapoton, MSc**
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  Public Health Department of the Lucien Neuwirth Cancer Institute (ICLN)
  Saint Priest en Jarez (42)
  France

- **Funded Grant - French National Cancer Institute (INCa)**

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Introduction

- Background
- Method
- Results
- Perspective

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Background

- In 1991, France adopted the Evin law forbidding the tobacco and alcohol advertisement on screen
- Yet substances are still common in the content of entertainment programming
- Media communications are an important factor affecting youth
- Few studies have been done in France

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Sample

- 14 most popular TV series amongst French Youth (2013)
  - Based on Médiamétrie audience ratings

- 8 French – 6 American
  - 10 episode randomly selected per series
  - 50 episodes (serie <2min/episode)

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Content Analysis Process

- **Content analysis method:**
  - Objective, systematic, quantitative (Berelson 1952)
  - Offers reliable, valid, quantitative and generalizable answers to communication content (Kassarjian 1977)
- **Procedures:**
  - 2 trained coders + 1 master coder
  - Detailed coding manual and in-depth training
  - 25% data double coded

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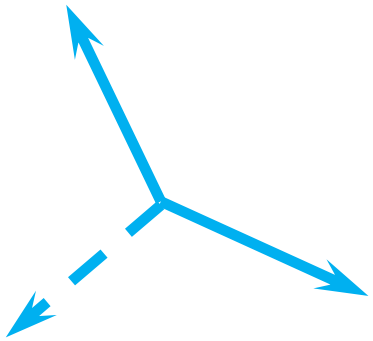
Typology of Product Placement

Script (verbal) Placement



"Plot" Placement

Screen (visual) Placement

osef Salvat – Open Season
Youtube Screenshot

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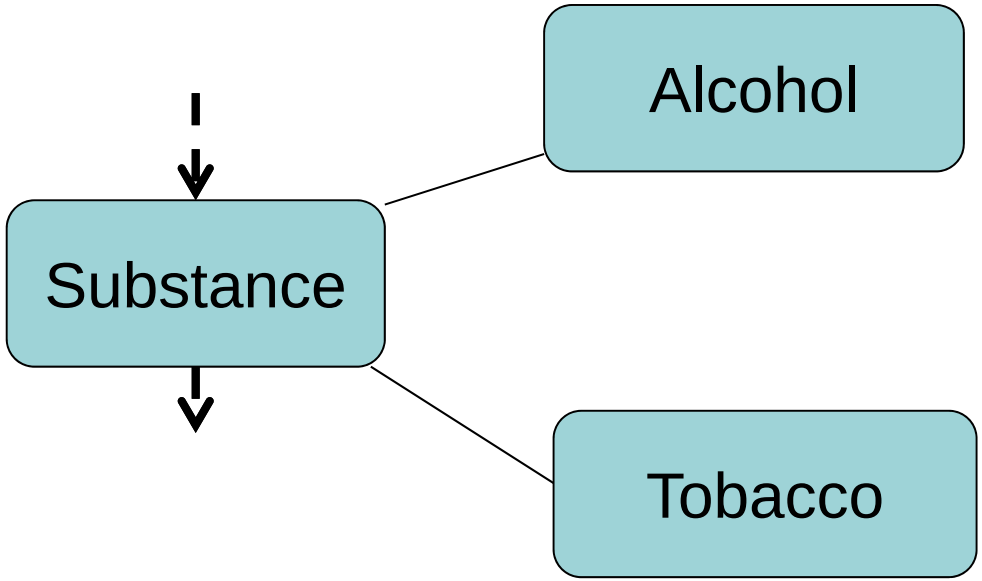
Method

Visual → Substance → Setting → Part of the scene

Verbal → Substance → Valence

Method



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Method

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Method

Part of the scene

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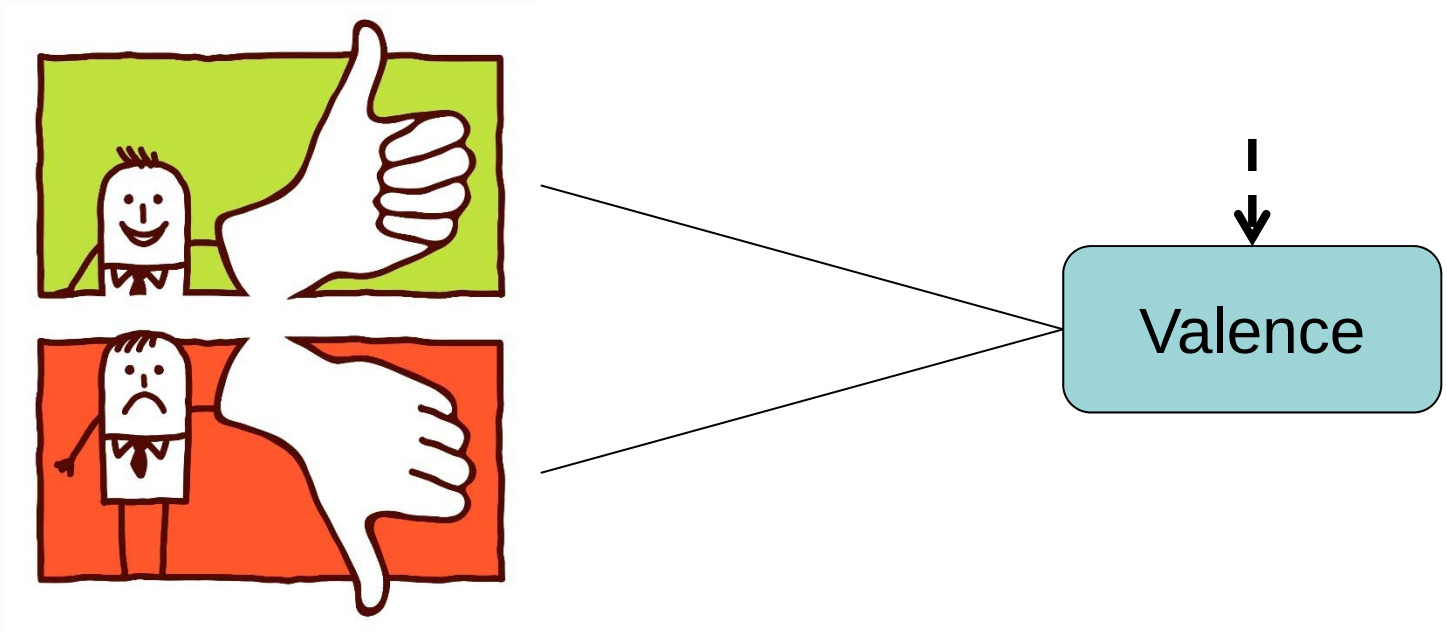
Method



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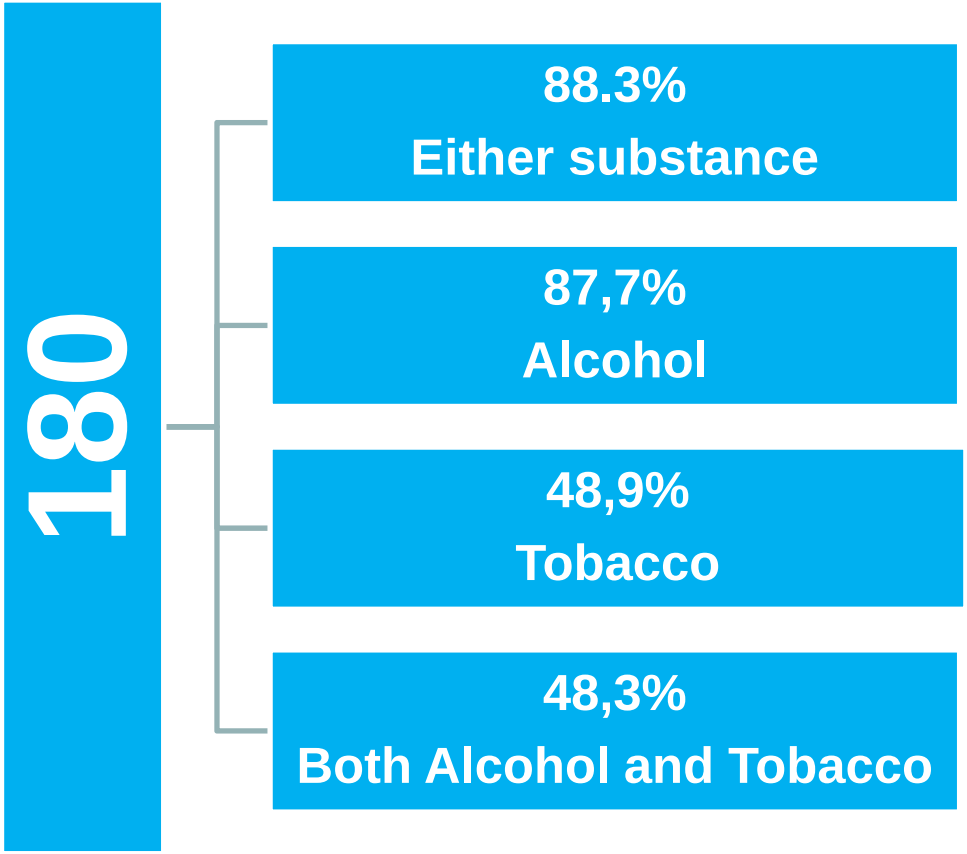
Results: Nature of Substance Message



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Results: Average Presence of Alcohol in Episodes (minutes)

Series	Average amount of time per episode
Clem	09:41
Joséphine ange gardien	07:18
Fais pas ci, Fais pas ça	05:31
Scènes de ménages	04:21
Plus belle la vie	03:34
The Mentalist	**02:53**
No Limit	02:00
Falco	01:54
Unforgettable	**01:29**
Criminal Minds	**01:24**
Bones	**01:20**
NCIS	**01:03**
Grey's anatomy	**00:23**
Nos chers voisins	00:12

From 12 secondes

To 9 minutes and 41 secondes

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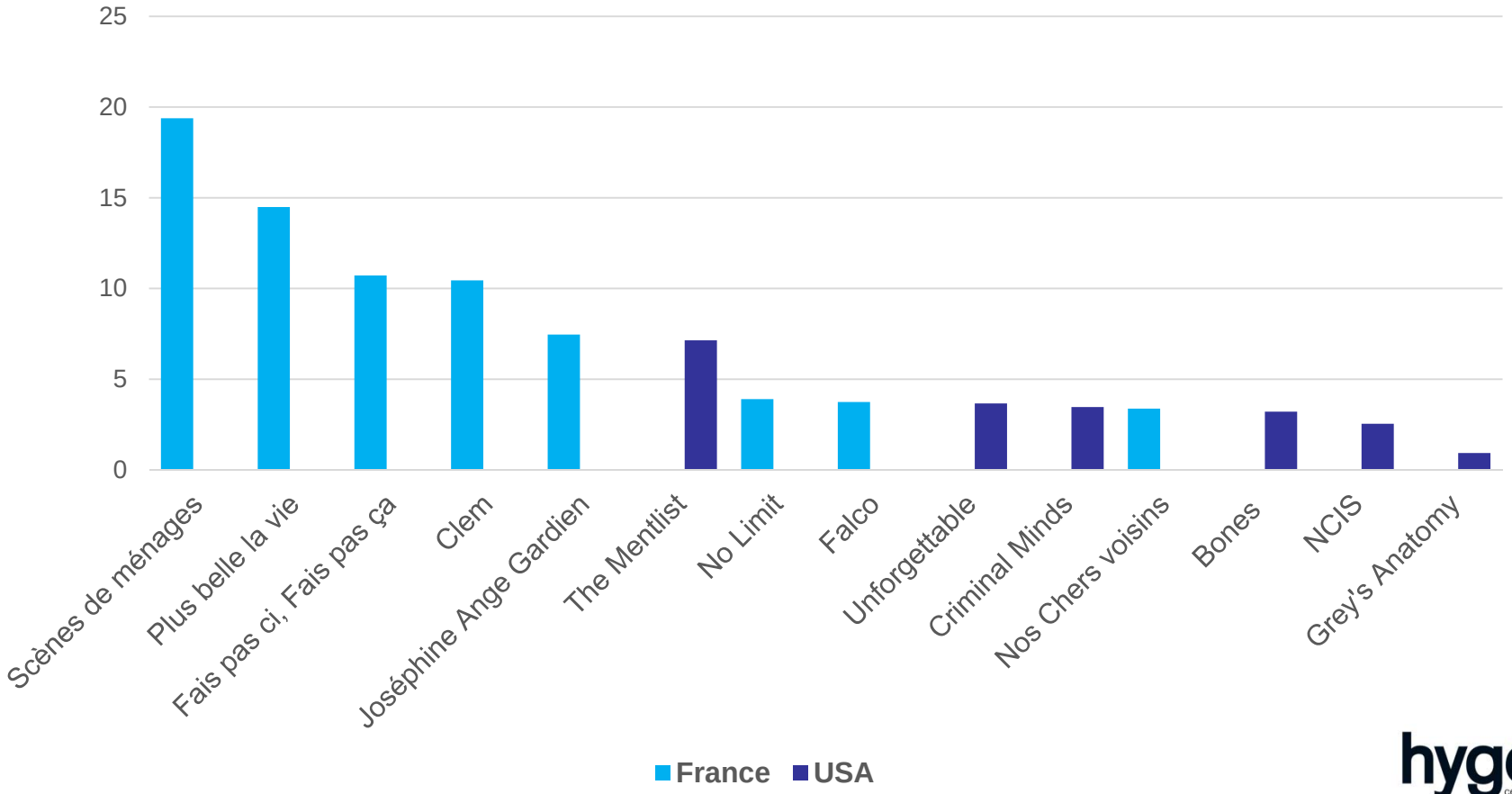
Results: Average Presence of Alcohol in Episodes (%)



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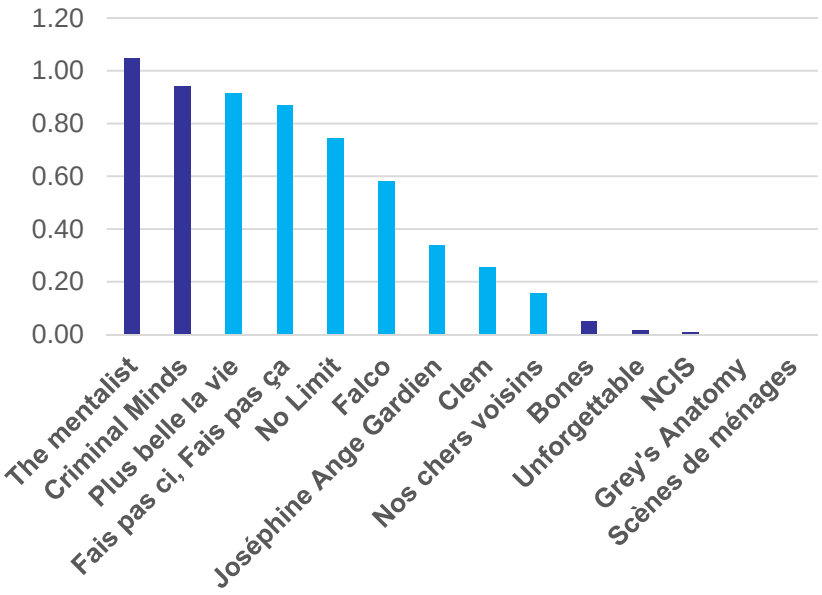
Results: Average Presence of Tobacco in Episodes (min and %)

Series	Average amount of time per episode
Fais pas ci, Fais pas ça	00:26
The Mentalist	**00:26**
Criminal Minds	**00:23**
No Limit	00:23
Joséphine Ange Gardien	00:19
Falco	00:18
Clem	00:14
Plus belle la vie	00:14
Bones	**00:01**
Nos chers voisins	00:01
NCIS	**00:00**
Unforgettable	**00:00**
Grey's Anatomy	**00:00**
Scènes de ménages	00:00

In minutes



In percentage

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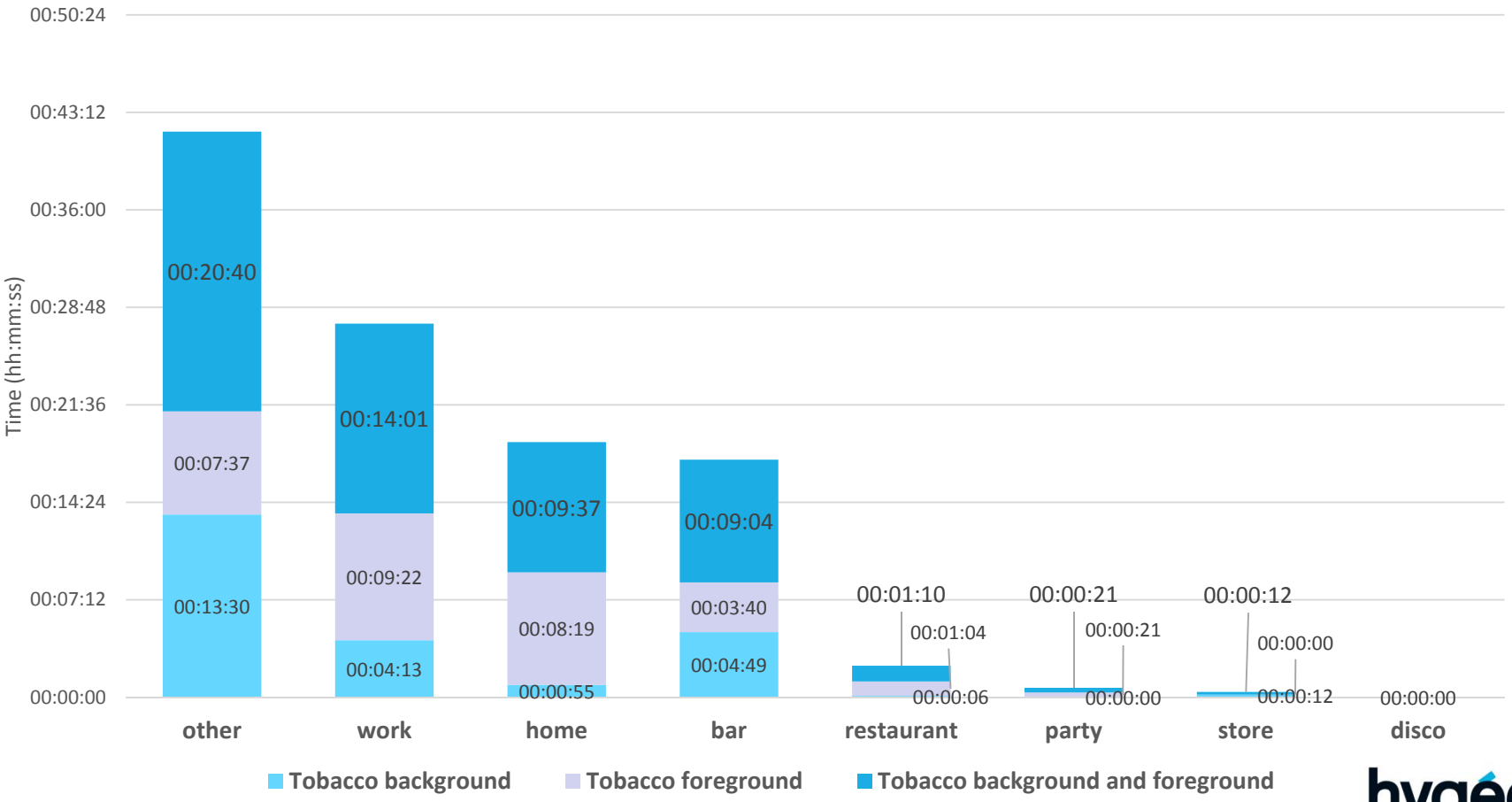
Results: Time of Tobacco per Setting



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Results: Time of Alcohol per Setting

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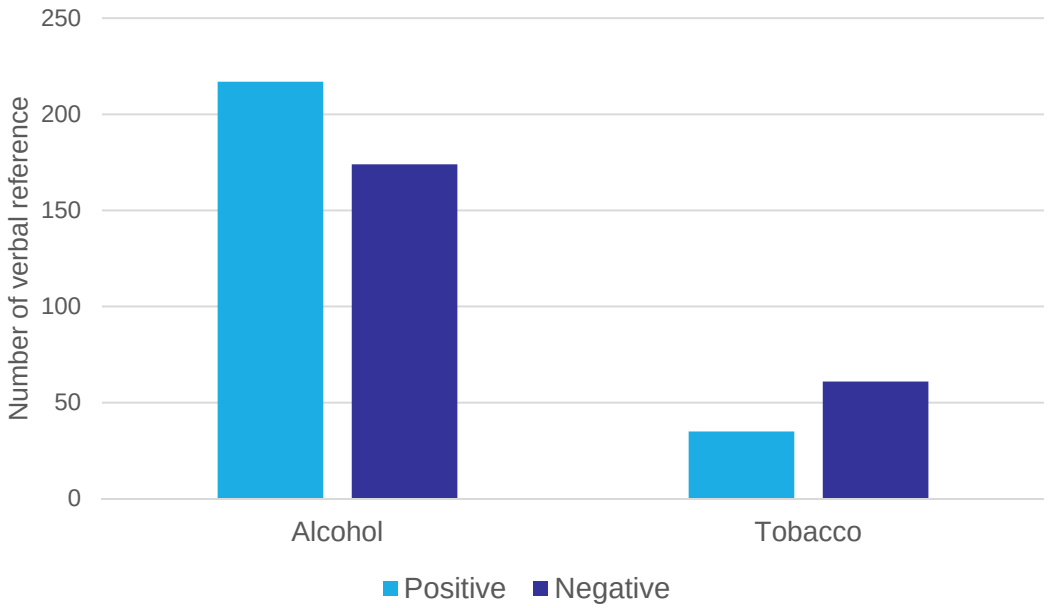
Results: Verbal Reference per Valence



Alcohol is more likely to be depicted positively
(p<0,01)

« When I was having chemo, i had a good glass of wine every night! »
« let's have a drink and forget about all of that »

Tobacco is more likely to be depicted negatively
(p<0.03)

« I didn't know people were still smoking in NY »
« Her husband doesn't like people who smoke »

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Conclusion

- From the series examined, French teenagers are watching, it will be more than likely that they will be facing substance
- Tobacco less present but attached to important characters
- Awareness of cognitive impact of seeing alcohol on a regular basis in a familiar setting
- Consumption made at home or in bar setting essentially
- Alcohol shown more often in France

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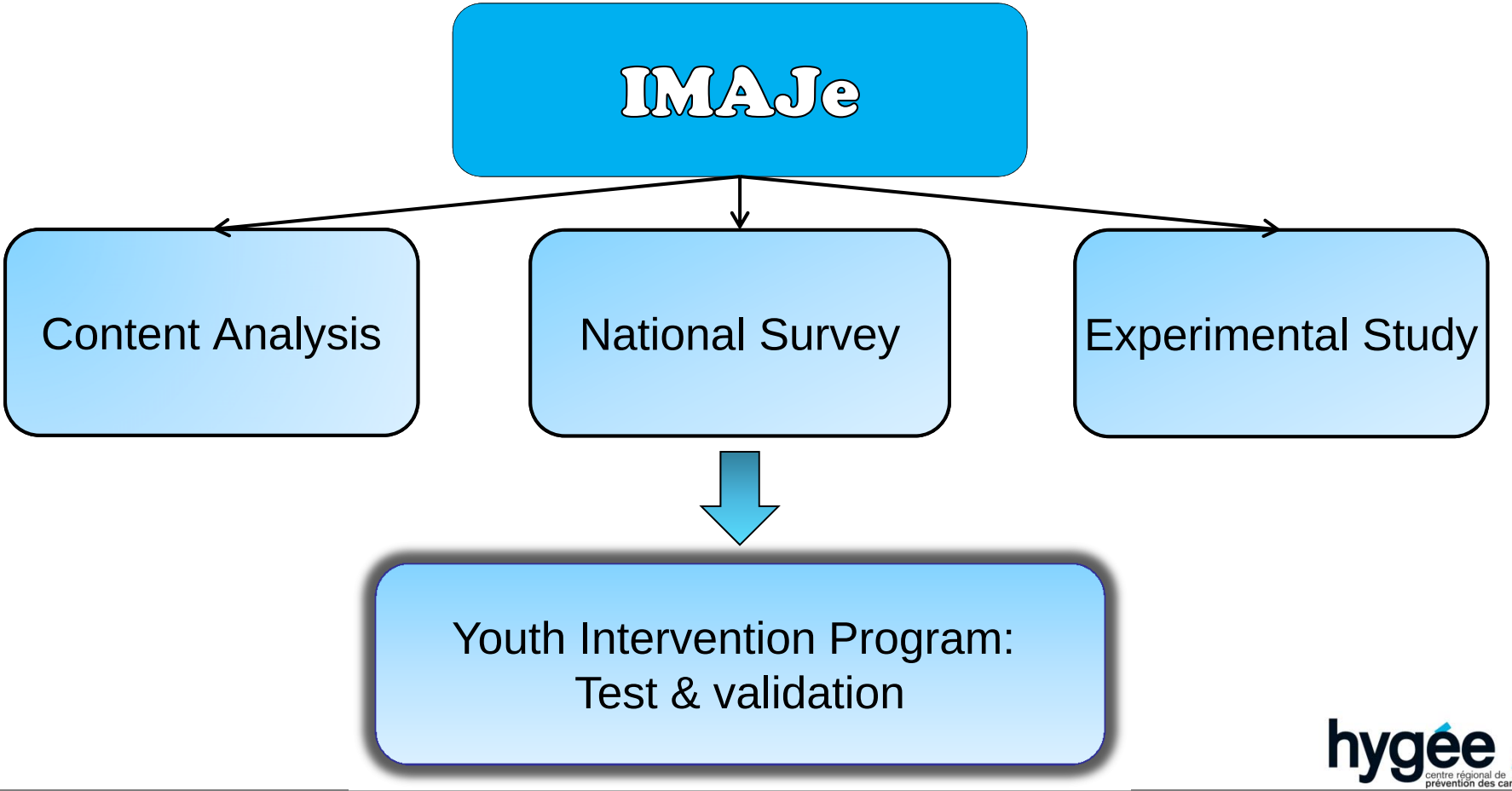
Future prospects



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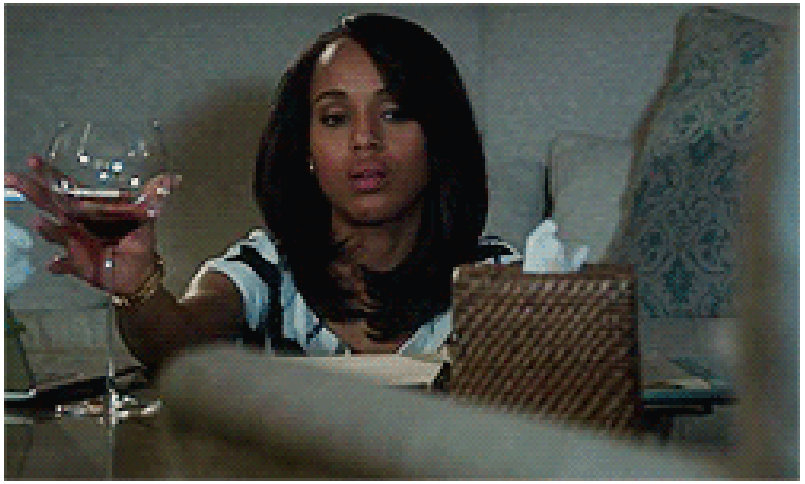
Thank for your attention



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