

Media Exposure and Smoking Intention in Adolescents: A Moderated Mediation Analysis from a Cultivation Perspective.

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Source

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Abstract

The study tested a moderated mediation model to examine the mechanisms underlying the link between media exposure and adolescent smoking intention by utilizing a modification of cultivation theory. A total of 12,586 non-current smoker adolescents in California were included in the analysis. Results showed that media exposure was positively related to smoking intention via perceived prevalence of peer smoking when friend disapproval of cigarette use was low. This study contributes to a better understanding of the mechanism regarding the media effects on smoking intention, but the findings should be interpreted with caution due to the small effect size.

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