



AN INVESTIGATION OF THE IMPACT OF THE COMBINED AND WRITTEN WARNINGS ON THE CIGARETTE POCKETS

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Abstract

The aim of this study is to analyse the effects of the written and combined (written and pictures) warning statements on the cigarette pockets on adolescents. The sample of the study includes a total of 182 undergraduate students. The study was carried out at University of Hacettepe in 2010. The participants were divided into two groups: the first group (n: 90) was presented only written warnings, while the second group (n: 92) was presented combined warning statements. The study has a survey model. The data of the study were collected through survey questionnaires. The data obtained were analysed by make use of descriptive statistical techniques, especially in the form of means, frequency and percentage. Accordingly, the result of the research showed that the combined warnings on the students are effective.

Key Words: Health education, cigarette, cigarette pack, written and combined warnings, fear appeals.