

RESEARCH STUDY: ANALYSIS OF FACEBOOK COMMENTS IN RESPONSE TO THE SHISHA NO THANKS VIDEO

About the study

The *Shisha No Thanks* project aims to raise awareness of the harms of shisha (waterpipe tobacco) smoking, particularly among young people 18-35 years old. As part of the project, a campaign video was developed to promote the key message that '45 mins [of shisha smoking] equals 100 cigarettes'. This campaign video was posted on Facebook by several organisations, including Western Sydney Local Health District - where it received over 10,000 comments posted to it within a week.

This research study analysed a proportion of the Facebook comments posted to the *Shisha No Thanks* video, to see what the comments showed about whether the people who posted the comments accepted or rejected the video's message.

This study was led by a team of researchers from the University of Sydney and the University of New South Wales, working with collaborators from the *Shisha No Thanks* project, South Eastern Sydney Local Health District, Western Sydney Local Health District and Cultural Support Workers from Sydney Local Health District. This study formed only one part of the overall evaluation of the *Shisha No Thanks* project.

The findings

Of the 4,990 Facebook comments sampled and analysed:

3% showed an intention to stop smoking shisha or asking a friend to stop smoking shisha.

9% showed general acceptance of the campaign message which included agreeing with the message, saying how important the message is, or showing shock at the facts.

23% rejected the campaign message which included dismissing the message, not taking it seriously, laughing at it, or not believing that the message is true.

22% were unclear if they accepted or rejected the message

46% of comments had only tagged names

More details about the study can be found at: <https://doi.org/10.18332/tid/153543>