Comparison of College Students’ Perspectives of E-cigarette Use and Major of Study

Student researcher: Parker Woodruff, Second Year Pharmacy Student

This study assesses college students’ ideals on safety, distribution, and use of electronic nicotine delivery systems (ENDS). This research aims to identify trends in student perceptions of ENDS across different majors of study at Purdue University. This will allow us to identify opportunities to expand public health education regarding ENDS at Purdue University.

An electronic survey was given to an introductory sociology class at Purdue University (SOC 100). This survey consisted of seven questions pertaining to opinions on ENDS that were validated in a preliminary survey period prior to being given to study participants. Inclusion criteria included active enrollment as a student at Purdue University. The responses were recorded electronically and stratified by the students’ college of study. 178 students responded to the survey. Students in STEM majors were 9.4% more likely to have negative opinions on ENDS than non-STEM majors. The Krannert School of Management showed 61.5% of students having a positive or neutral opinion on ENDS. This study demonstrates that some variability exists in student opinions on ENDS across students at Purdue University based on major of study. This study is very preliminary in nature, but it raises the question of whether additional ENDS education may be beneficial at the tertiary education level. Further research into this area would be relevant given the uniquely mixed opinions on the usage of ENDS for recreational and medical purposes, especially in the young adult population.

Research advisor Cindi Koh-Knox Sharp writes: “Parker began this project in 2020. He maintained motivation and persevered through pandemic restrictions, campus closure, and adjusted the methodology to collect data one year past the intended timeline. Curiosity of others’ perspectives will help him create education strategies as a pharmacist to effectively engage in tobacco cessation.”

Table 1. Purdue students’ perspectives on electronic nicotine delivery systems (ENDS).

<table>
<thead>
<tr>
<th>Perspective</th>
<th>Positive, % (number)</th>
<th>Neutral, % (number)</th>
<th>Negative, % (number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total = 157 respondents</td>
<td>9.6 (15)</td>
<td>29.2 (46)</td>
<td>61.1 (96)</td>
</tr>
</tbody>
</table>

Management showed 61.5% of students having a positive or neutral opinion on ENDS. This study demonstrates that some variability exists in student opinions on ENDS across students at Purdue University based on major of study. This study is very preliminary in nature, but it raises the question of whether additional ENDS education may be beneficial at the tertiary education level. Further research into this area would be relevant given the uniquely mixed opinions on the usage of ENDS for recreational and medical purposes, especially in the young adult population.

Research advisor Cindi Koh-Knox Sharp writes: “Parker began this project in 2020. He maintained motivation and persevered through pandemic restrictions, campus closure, and adjusted the methodology to collect data one year past the intended timeline. Curiosity of others’ perspectives will help him create education strategies as a pharmacist to effectively engage in tobacco cessation.”