

Belmont University

Belmont Digital Repository

Belmont University Research Symposium
(BURS)

Special Events

2024

Nicotine Addiction: A Hidden Health Crisis

Macy J. McGrath

Belmont University, macy.mcgrath@bruins.belmont.edu

Andrea Walker

Belmont University

anahita mohammadkhah

Follow this and additional works at: <https://repository.belmont.edu/burs>



Part of the [Health Policy Commons](#), and the [Other Social and Behavioral Sciences Commons](#)

Recommended Citation

McGrath, Macy J.; Walker, Andrea; and mohammadkhah, anahita, "Nicotine Addiction: A Hidden Health Crisis" (2024). *Belmont University Research Symposium (BURS)*. 388.

<https://repository.belmont.edu/burs/388>

This Oral Presentation is brought to you for free and open access by the Special Events at Belmont Digital Repository. It has been accepted for inclusion in Belmont University Research Symposium (BURS) by an authorized administrator of Belmont Digital Repository. For more information, please contact repository@belmont.edu.

Nicotine Addiction: A Hidden Health Crisis

Anahita Mohammadkhah, Andrea Walker, Macy McGrath

Faculty Advisor: Erin M. Pryor, Ph.D.

In the United States, nicotine addiction is an ongoing health crisis (U.S Food and Drug Administration, 2023). Pivotal to this crisis is the prevalence and ease of access to devices that deliver nicotine. Covering a broad spectrum, devices range from traditional forms of tobacco such as cigarettes, pipes, etc. to new nicotine devices such as e-cigarettes and vapes. Yet, even with the health crisis looming, more and more individuals are becoming addicted to nicotine (Ayers et al., 2011; Lyu et al., 2022; Pokhrel et al., 2021). In particular, research indicates that the 18-24 age demographic is significantly more likely to use new nicotine devices like e-cigarettes or vapes (Arora et al., 2016; Czaplicki et al. 2019; Ickes et al., 2020; Inman et al., 2020; Marron, 2017). Because of widespread use by young people, vapes and e-cigarettes have become normalized. This creates a lack of urgency for many young people regarding nicotine addiction as a health crisis due to the way that social influences have obscured the social perception of nicotine devices. Our research aims to uncover the social influences behind the acceptability of new and emerging nicotine devices for the 18-24 age demographic and how they reflect this ongoing health crisis. In Dr. P's SRM course, we analyzed relevant research literature and used it to guide our research through multiple methodologies. We explored prevalence of usage and current beliefs of new and emerging nicotine devices by surveying college students within the identified susceptible age group (18-24 years), analyzing secondary data, conducting content analysis, and interviewing college students (18-24 years) about nicotine use and experience with nicotine devices. Through this, we engaged with research methods and procedures, but also uncovered information about the ongoing nicotine addiction health crisis.

Key words: nicotine, vapes, addiction, public health, 18-24 age demographic, college students, marketing, research