



Frequency of smoking in popular movies: Content analysis of box-office hits from 2004 to 2009 in six European countries

Morgenstern M¹, Sargent JD², Hanewinkel R¹, for the Smoking In Movies Europe Study Group*

¹ Institute for Therapy and Health Research, IFT-Nord, Kiel, Germany

² Dartmouth Medical School, Norris Cotton Cancer Center, Lebanon, NH, USA

(1) Background

Smoking in movies is identified as a potential causal risk factor for youth smoking.

Aim of the present analysis was to study frequency of on-screen smoking in popular movies, dependent on year of release and country of production.

(2) Method

- Content coding of the top 25 box-office hits of the years 2004-2009 in Germany, Iceland, Italy, Poland, The Netherlands, and United Kingdom
- The complete list of 900 movies contained n = 406 different movies
- 60% (n = 245) of these movies were also successful in the US and were coded at Dartmouth Medical School, the remaining n = 161 were coded by trained staff of the SIM Europe Study Group
- For the present analysis, the content coding information was dichotomized into „movie smoking“ vs. „no movie smoking“

(3) Results

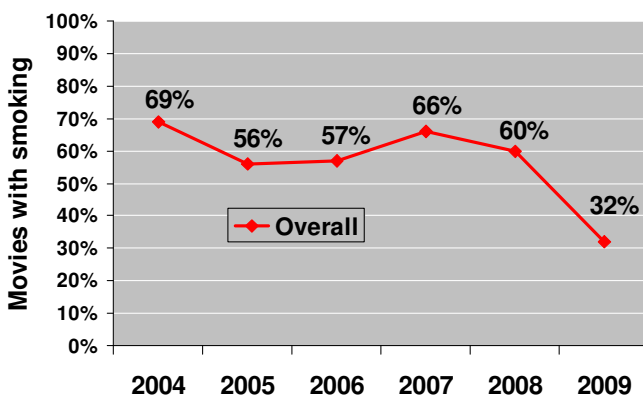


Figure 1: Proportion (%) of the top 25 box-office hits that contained at least one smoking scene

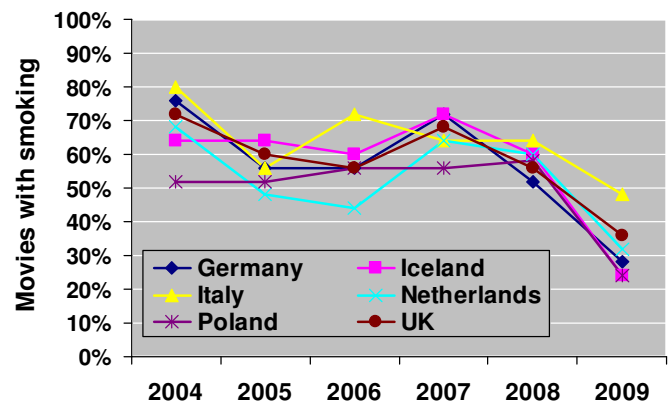


Figure 3: Proportion (%) of the top 25 box-office hits that contained at least one smoking scene, by country

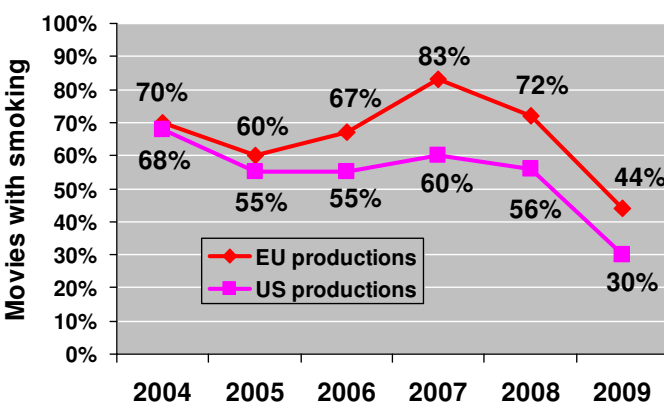


Figure 2: Proportion (%) of the top 25 box-office hits that contained at least one smoking scene, by origin of production

(4) Comment

- Overall, the proportion of movies with smoking remained quite stable in the years 2004-2008 with about 60-70% of the 25 most successful movies containing at least one smoking scene
- The proportion of movies with smoking almost halved in 2009 with a mean proportion of 32%.
- There is a higher proportion of movies with smoking in national (EU) productions than in US Hollywood productions.
- The highest decrease of movies with smoking was found for Germany (48% absolute difference between 2004 and 2009), the lowest decrease was found for Poland and Italy (28% and 32% absolute difference between 2004 and 2009).
- Differences between countries are associated with different proportions of successful national productions that are the highest in Poland and Italy.

Contact
Matthis Morgenstern, PhD, Institute for Therapy and Health Research (IFT-Nord), Harmsstr. 2, 24114 Kiel, Germany, e-Mail: sim@ift-nord.de, www.smokefreemovies-europe.eu

Funding
This poster arises from the project "Smoking in movies: Impact on European youth and policy options" which has received funding from the European Union, in the framework of the Health Programme. Contribution of the project coordinator (IFT-Nord) is co-funded by the Ministry of Health of the Federal Republic of Germany.

***Members of the SIM Europe Study Group**
Germany (IFT-Nord): Reiner Hanewinkel, Matthis Morgenstern, **Iceland** (Public Health Institute): Stefan Hrafn Jonsson, Solveig Karlsdottir, **Italy** (Avogadro University and OED Piemonte): Fabrizio Faggiano, Federica Mathis, **Poland** (University of Medical Sciences Poznan): Ewa Florek, **The Netherlands** (Radboud University): Evelien Poelen, Ron Scholte, **UK** (Medical Research Council): Kate Hunt, Helen Sweeting, **USA** (Dartmouth Medical School): James D. Sargent