

# Advertising and Vulnerable Populations

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# What motivates my research?

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*"I am intellectually curious... I spend most of my time by myself sitting in a chair reading or listening to music."*

-- Terry Gross

Host, Fresh Air



# What motivates my research?

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*“Choose a career that you feel really passionate about... figure out what your passion is. ”*

-- Ken Meyers

Senior VP of Starbucks  
for Human Resources



# I choose research projects that...

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- I am excited about.
- Make a contribution.
- Combine thinking, reading, and doing.

# American Cancer Society Project

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Phase 1:

Why do kids smoke?

Why do they choose not to  
smoke?



# American Cancer Society and BBK McDonald

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Phase 2:

Ad Campaign designed to  
discourage kids from  
smoking.



# Publication

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“The development of an advertising campaign to discourage smoking initiation among children and youth”

Peracchio and Luna 1997



# Questions?

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