Lingnan University 嶺南大學 香港 Hong Kong

LINGNAN UNIVERSITY DEPARTMENT OF ECONOMICS 30TH ANNIVERSARY

ECON 30TH ANNIVERSARY BROWNBAG SEMINAR SERIES

BROWNBAG SEMINAR

Utilizing DCEs within Public Health Communication for Youth Vaping Prevention and Adult Tobacco Harm Reduction



Prof. Andy TAN

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Abstract:

Discrete choice experiments (DCEs) are widely used in behavioral economics, marketing, medicine, and increasingly in public health communication research. In the context of tobacco control, DCEs has yielded insights for public messaging on health harms of tobacco use and for harm reduction. I will present how two projects integrated DCEs within mixed methods research in context of tobacco control communication: 1) Project SMART to elicit preferences of culturally tailored visuals among LGBTQ youth for reducing vaping and 2) Project CHARM to study adult cigarette users' perceptions of tobacco harm reduction messages. The goals of conducting DCEs in these projects were to inform the message stimuli to evaluate their effectiveness on behavioral and psychophysiological outcomes using randomized controlled experiments. Participants will leave with an understanding of how DCEs can play an important role in public health communication to ultimate reduce tobacco use and related health disparities.

Biography:

Dr. Andy Tan's research aims to advance communication science to achieve health equity. He studies inequalities in marketing, media, and message effects among health disparity populations and conducts community-engaged research to design culturally appropriate communication interventions.

5 November 2026 (Thu)
12:00 - 13:00

WYL314, 3/F,
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