

# E-cigarette Cessation on Reddit: How users discuss their cessation experience, social support, and recommendations to quit

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## Objective

Describe conversations about e-cigarette cessation between Reddit users, including reported methods for cessation, experienced facilitators and barriers, social support, and recommendations

# Background

- In 2018, 8.1 million adults reported using e-cigarettes
- In 2020, 3.02 million high school students reported ecigarette use
- Vaping has been associated with lung injuries
- Nicotine is a highly addictive substance and harms developing brains
- Few resources for those who are trying to quit vaping
- Reddit is a resource to observe candid, authentic conversations between people





#### Material & Methods

Qualitative document analysis of e-cigarette cessation threads on Reddit

#### **Data Collection**

- 2 subreddits: r/QuittingJUUL and r/QuitVaping
- 5 search terms: advice, help, recommendations, support, and tips
- 20 posts randomly collected per search term
- n = 191

#### **Analytic Methods**

- Codebook: 8 codes, 18 subcodes (Figure 1)
- Data reduction and thematic analysis

#### Results

Frequency of Codes. Number of posts per code including two examples from the Social Engagement and Advice codes. The subcode "social support within Reddit" has the highest number of posts per code

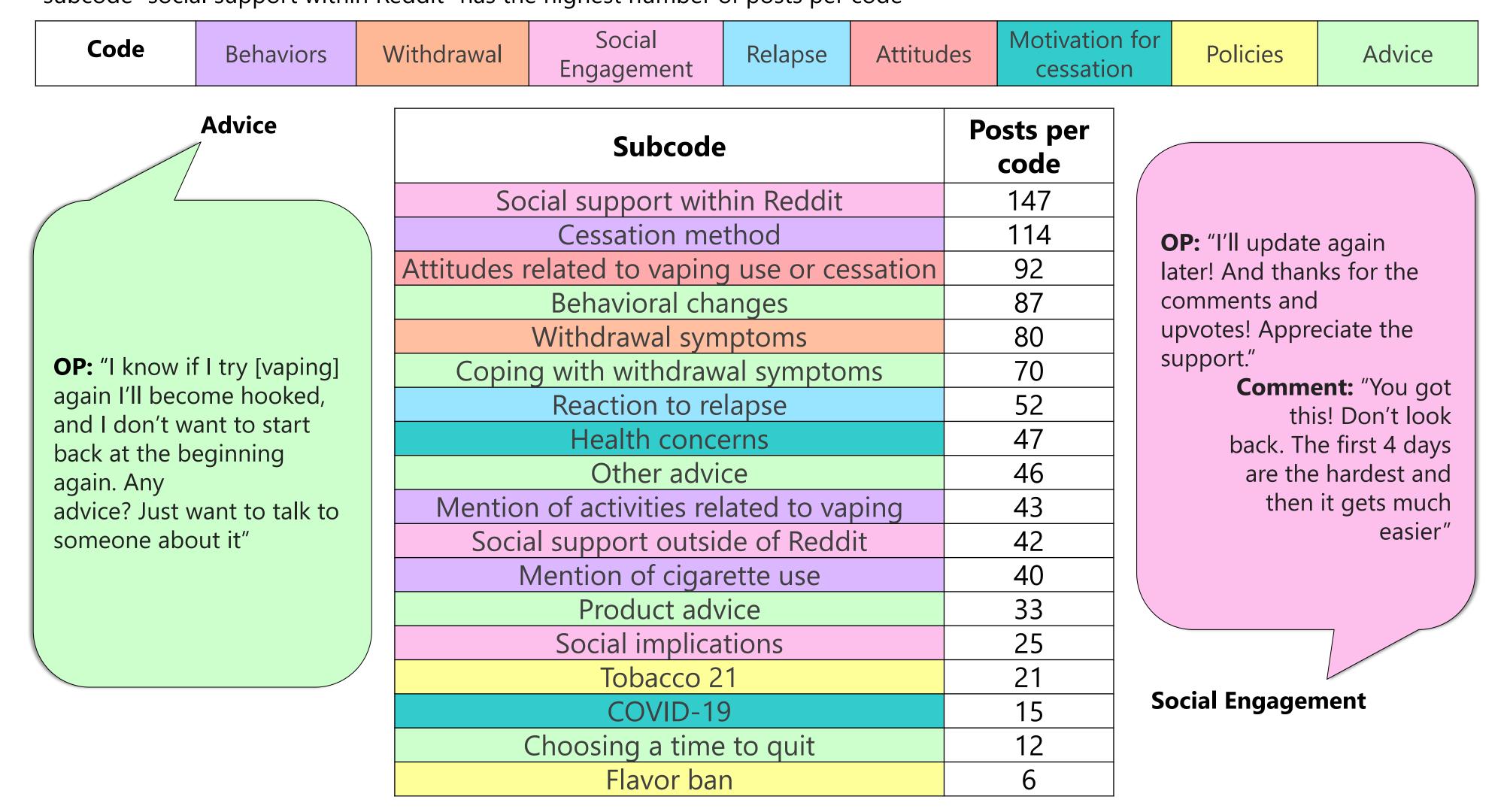
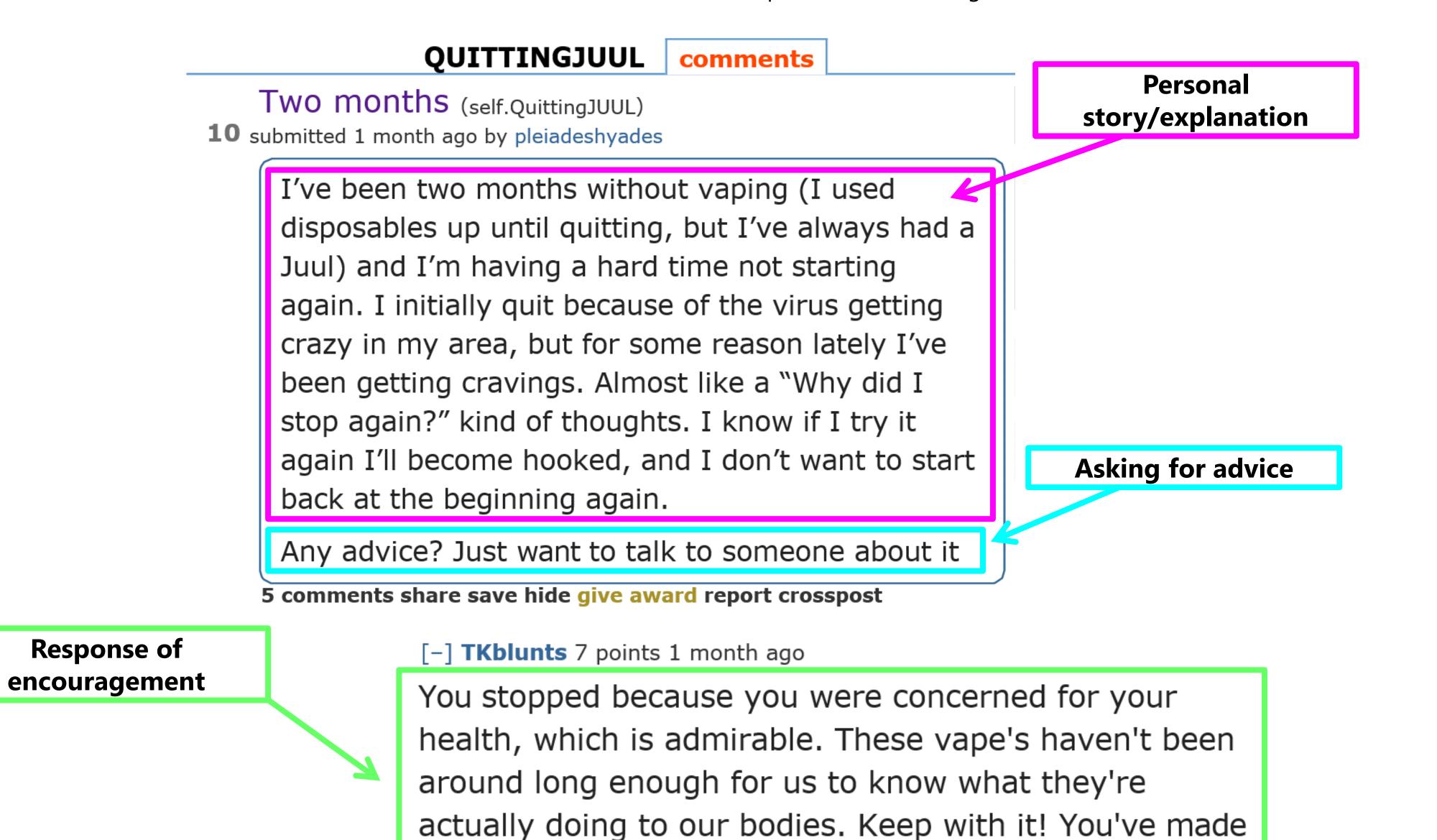


Figure 2. Typical Format of an Original Post (OP) and Comment. OP begins with a personal story or explanation of their situation then asks for advice. Comment responds with encouragement



it a long way and it's definitely what's best for your

health in the long run.

#### Discussion

- Subreddits are used as social support
  - Communities and safe spaces for those attempting cessation to connect with others doing the same
  - Sometimes, vaping addiction is a secret from friends and family
    - Stigma of a vaping addiction
- Subreddits are a place for exchanging advice

Туре	Example
Product advice	Nicotine pouches or gum
Choosing a time to quit	Quitting on a certain day of the week
Behavioral changes	Replacing with exercising, tapering nicotine concentration
Coping with withdrawal	Chewing gum, using CBD products

#### Conclusions

- Social support within or outside of Reddit affects the cessation experience
- Reddit is a resource for evidence-based cessation programs
- Advice being shared may be applied to program designs

#### **Future Directions**

- Write manuscript and disseminate findings
- Future research may investigate which of these suggested strategies result in sustained cessation

#### References

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