Tobacco Watcher: Real-time Global Tobacco Surveillance Using Online News Media

Joanna Cohen, PhD1, Rebecca Shillenn, BA1, Mark Dredze, PhD2, John W. Ayers, PhD3

• Monitoring news media can help tobacco control professionals plan strategic advocacy efforts responsive to the changing tobacco environment
• We developed Tobacco Watcher, a real-time surveillance system that monitors tobacco-focused media stories across the globe in many languages
• To demonstrate the potential value of Tobacco Watcher we completed a search of e-cigarette stories by region

Rationale

Approach

Continuously search tens of thousands of websites for news articles
Use natural language processing, trained on human-coded data, to assess if articles are tobacco relevant
Automatically code articles by MPOWER-ED, determine location, translate to English
Display processed articles on Tobacco Watcher; searchable by location, MPOWER-ED, date, language and keywords

Results

106,523 Tobacco-specific articles processed


Next Steps

Discussions with key target audiences will inform next stage of website’s development, including expansion of news sources and language, personalized email alerts and a tool for user-initiated analysis of news stories by region, keyword, language or MPOWER-ED.

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