Rationale

- 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.

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.
- Translate to English, automatically code articles by MPOWER-ED, determine location.
- Display processed articles on Tobacco Watcher, searchable by location, language, MPOWER-ED, keywords and date.

Tobacco Watcher: Preliminary Findings


- Protect against SHS: 29,286
- Emerging products: 26,524
- Industry: 17,494
- Warn about dangers: 15,756
- Offer quit help: 13,920
- Monitor prevalence: 8,412
- Raise tobacco taxes: 6,016
- Enforce TAPS bans: 2,217


Conclusions

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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