

Perceptions of Oral Nicotine Pouches on Reddit

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Introduction

- ❖ Oral nicotine pouches are a new kind of oral nicotine products launched by tobacco manufacturers in recent years.
- ❖ Instead of containing the tobacco leaf found in snus, they are composed of white nicotine-containing powder.
- ❖ The sales of oral nicotine pouches increased dramatically, for example, the sales of the most popular product ZYN doubled from 2019 to 2020.
- ❖ Chemical composition investigation of the oral nicotine pouch products found they have a similar or higher nicotine content than snus products.
- ❖ Few studies have investigated the public perceptions of these new oral nicotine pouches.
- ❖ Reddit is a popular social media platform for users to share opinions and experiences.

Aims/Objectives

- ❖ We aim to determine the perception of oral nicotine pouches/products on Reddit, a social media network.

Methods

- ❖ In February 2021, we collected information on oral nicotine pouches such as brand names, product names, and flavors from online stores.
- ❖ Using oral nicotine pouch related keywords, such as “nicotine pouch”, “oral nicotine pouch”, “zyn”, “on!”, we collected 2,410 posts from February 15, 2019, to February 12, 2021.
- ❖ Inductive method was used to manually code the Reddit posts to identify topics discussed about oral nicotine pouches.
- ❖ Two coders were independently coded the 653 oral nicotine pouch related non-commercial Reddit posts and achieved satisfactory agreement with Cohen’s Kappa statistics over 70%.
- ❖ The Reddit posts were classified as “positive”, “neutral”, and “negative” according to their overall attitude toward oral nicotine pouches.

Results

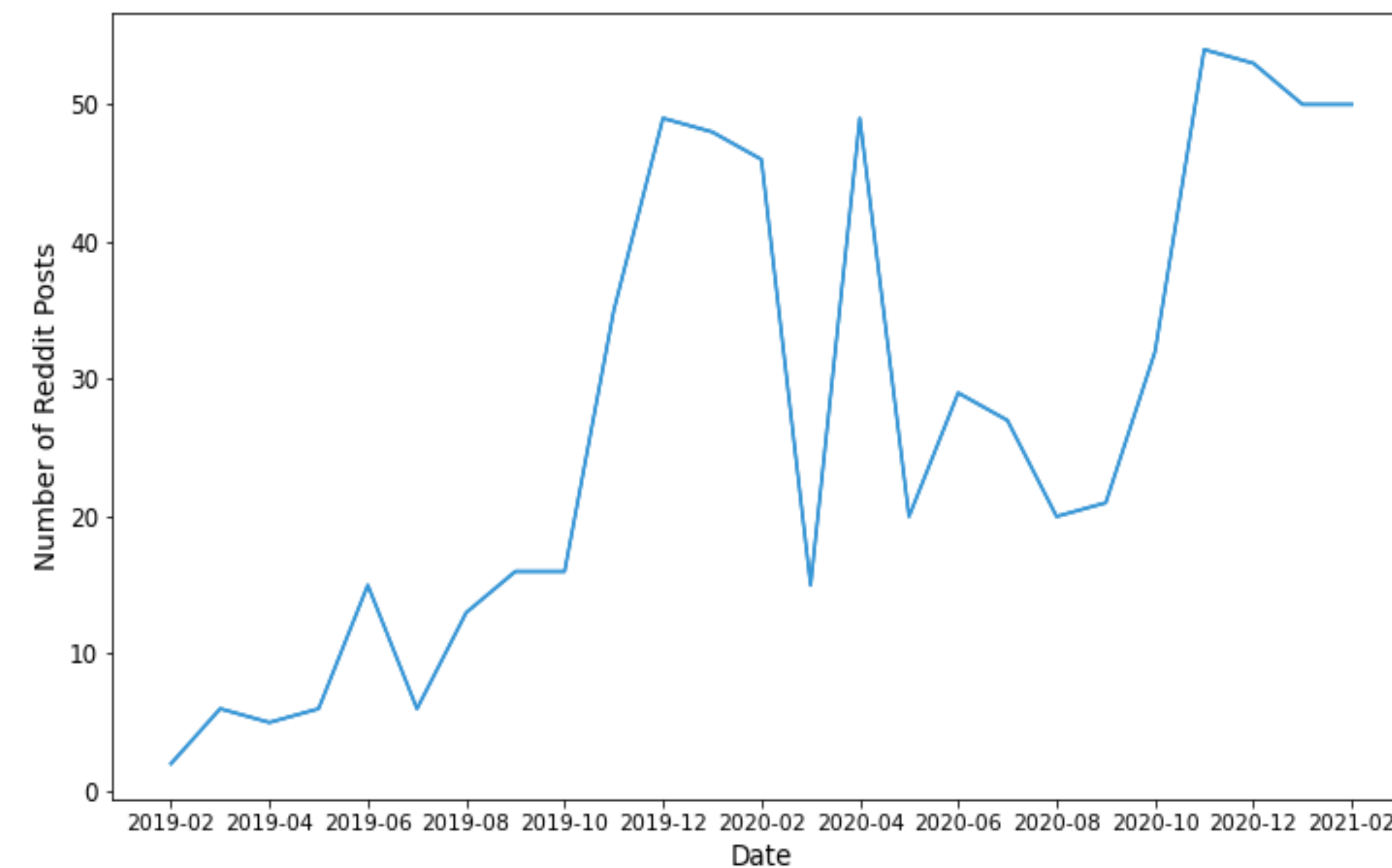


Figure 1. Longitudinal trend of Reddit posts related to oral nicotine pouches.

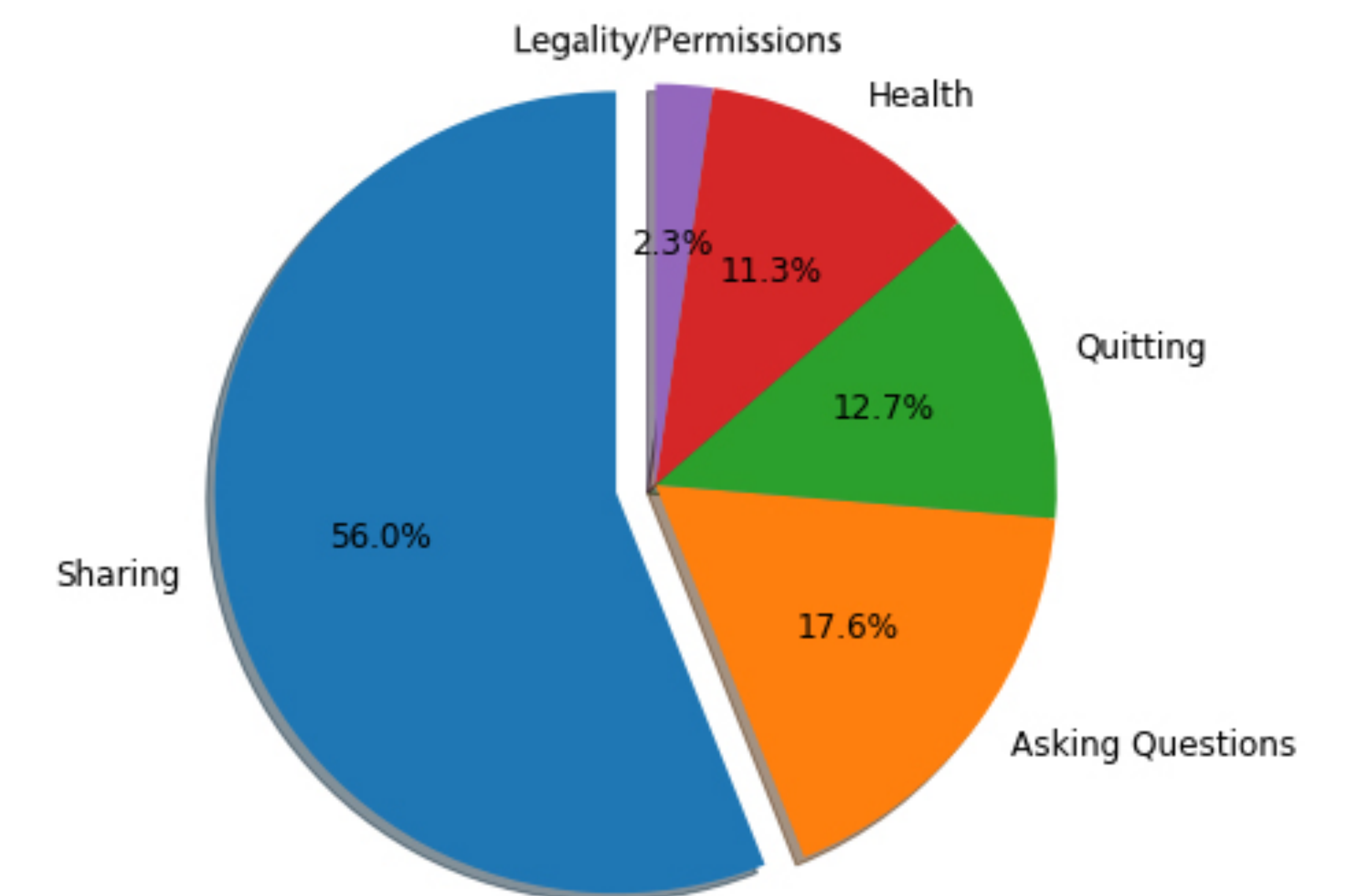


Figure 2. Topics discussed about oral nicotine pouches on Reddit.

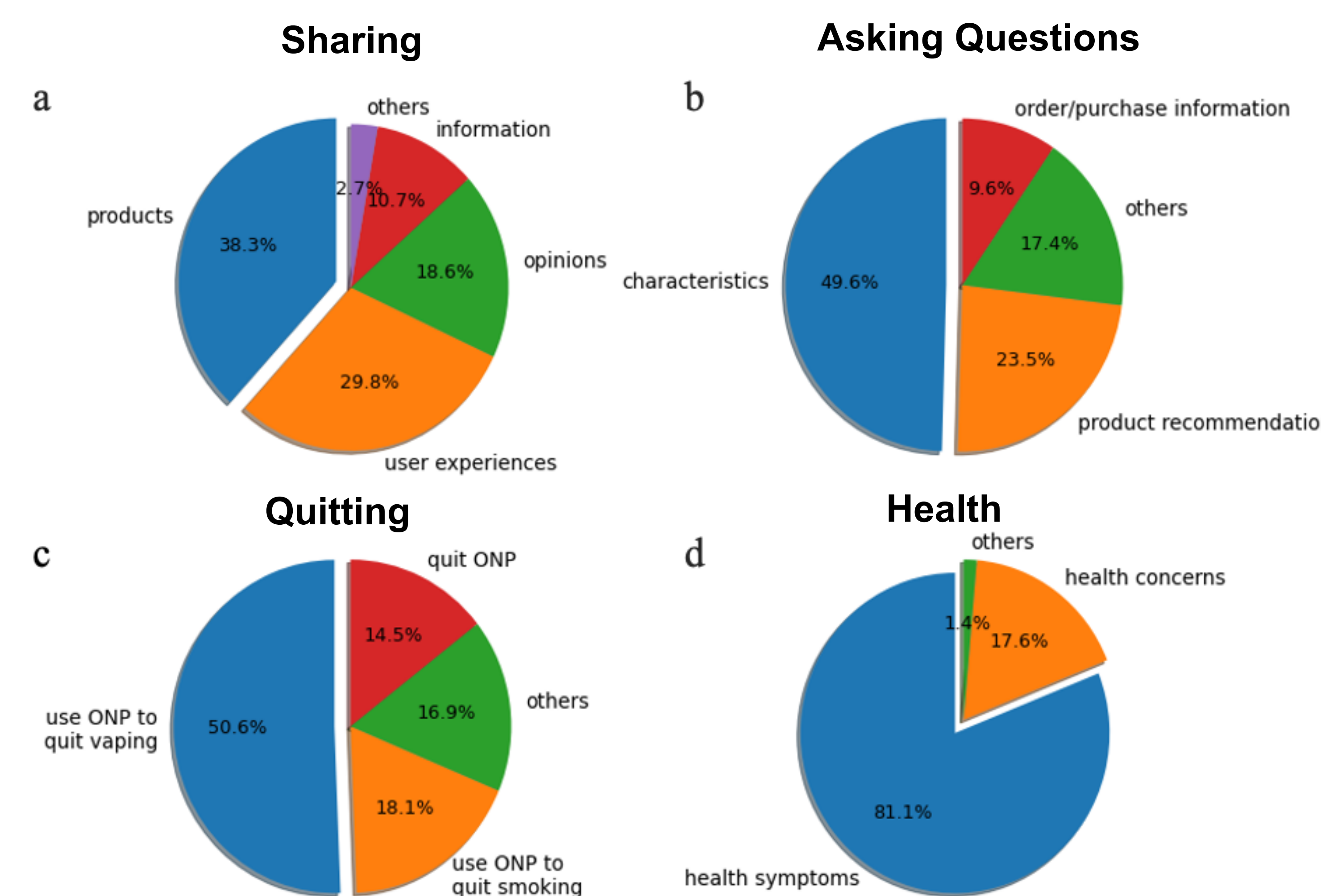


Figure 3. Subtopics discussed within each topic related to oral nicotine pouches.

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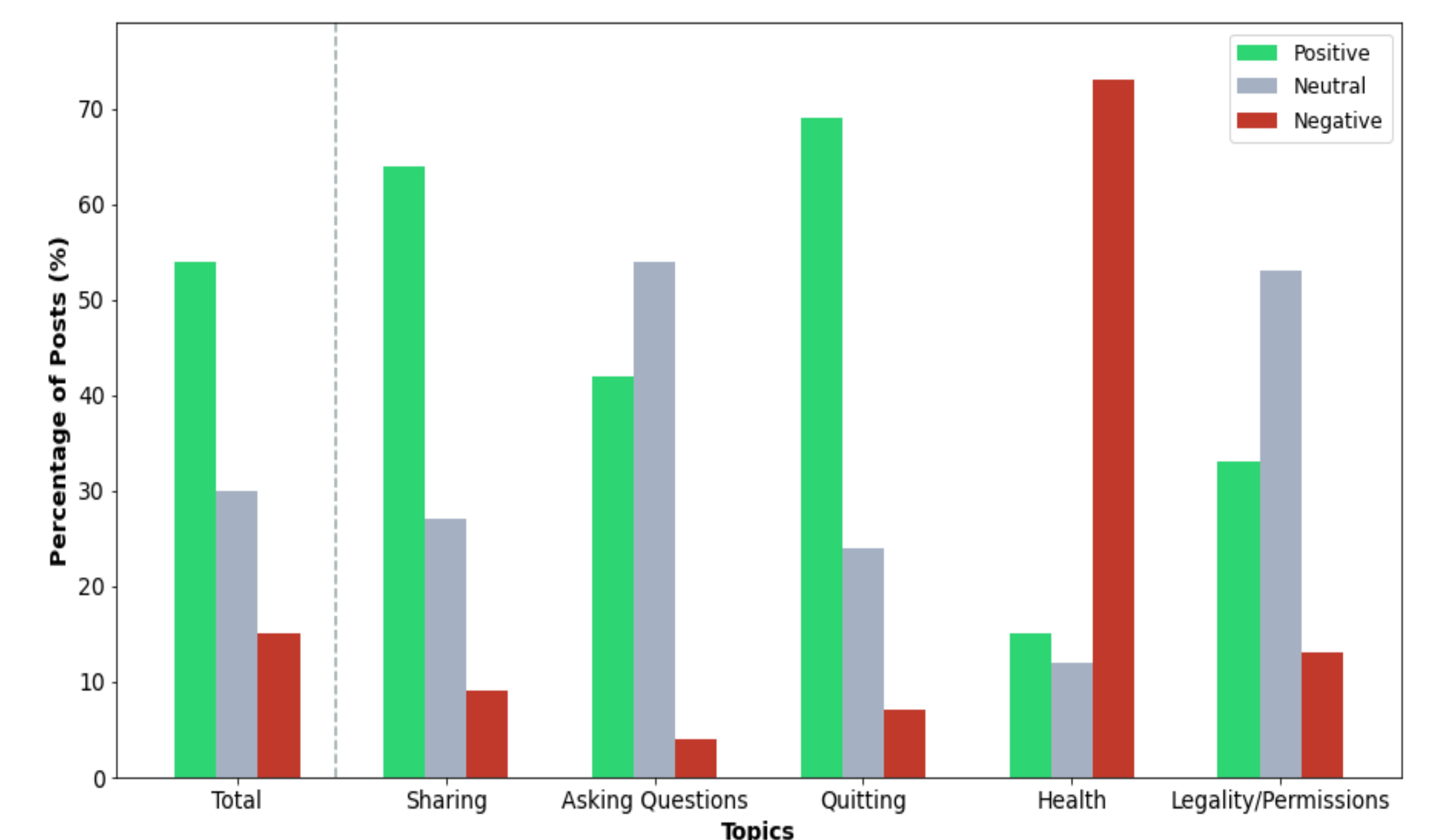


Figure 4. Sentiments towards oral nicotine pouches in Reddit posts.

Conclusions

- ❖ There is an overall increasing trend in oral nicotine pouch discussions on Reddit.
- ❖ Major topics discussed about oral nicotine pouches on Reddit are sharing user experience, preferred products and opinions about oral nicotine pouches.
- ❖ The overall attitude of Reddit users toward oral nicotine pouches are positive.