Content analysis of cannabis vaping videos on YouTube

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FNDNGS

Many videos portrayed risky behaviour and had a high number of views. These are also not age-restricted and thus easily accessible to adolescents.



The internet has become a popular source to assess cannabis-related information. The aim of this study is to identify a set of cannabis vaping videos on YouTube and to examine the themes and content of these videos.

METHOD

themes were identified

"DIY" how to make THC e-liquids

"Warning" dangers of vaping

"Celebratory" vape an entire THC cartridge in a single setting

"Reflective" discussion on vaping lifestyle by cannabis influencers

"Advertisement" latest product

"Product review" review of > 1 product with no intention to sell

The most popular video

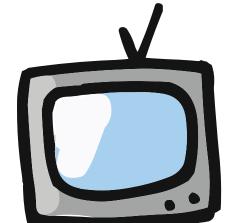
The THC content in some



Search terms on cannabis were selected based on popularity on **Google trend**



200 videos between year 2016-20 were retrieved using 2 filter parameters (relevance & rating)



Two researchers independently watched and coded has a 'celebratory' theme. It has been viewed more than million times.

DIY videos is claimed to be as high as



CONCLUSION: Advertising of illegal substances is prohibited on YouTube. The cannabis industry is leveraging the power of digital influencers to promote their products. Warning videos received fewer attention suggesting different strategies maybe need to increase engagement by young audiences. All these, together with vigorous monitoring on videos that portrays risky behaviour needs to be considered for future policy development around cannabis vaping.

the videos according to themes



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