

Content analysis of cannabis vaping videos on YouTube

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FINDINGS

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

AIMS

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



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 the videos according to themes

6 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 has a 'celebratory' theme. It has been viewed more than

4

million times.

The THC content in some DIY videos is claimed to be as high as

90%

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.

