

THE VOICE OF CIGARETTE

REPLYING TWEETS OF YOUNG SMOKERS WITH A VIDEO MESSAGE FROM PEOPLE WHO HAD CANCER OF THE LARYNX

TEENAGERS USE TWITTER TO BRAG ABOUT SMOKING AS A WAY TO PROMOTE THEIR SOCIAL IMAGE UNAWARE OF THE MOST HARMFUL EFFECTS SUCH AS LARYNGEAL CANCER. WE DEVELOPED AN ONLINE CAMPAIGN TO HELP WARN YOUNG SMOKERS ABOUT THE HORRIBLE CONSEQUENCES.

AN ALGORITHM ANALYZES ALL TWEETS AND IDENTIFIES THE ONES CONTAINING KEYWORDS RELATED TO SMOKING.

LUCKY STRIKE TOBACCO DERBY
CIGARETTE PACK MARLBORO
CAMEL #SMOKES
SMOKING
SMOKED CARLTON TOBACCO
GUDANG DUNHILL L&M CIGARETTE
SMOKER L&M SMOKE CIGARROS

IN REAL TIME, VOLUNTEERS WHO HAVE LOST THEIR VOCAL CORDS DUE TO CANCER RECORD THOSE TWEETS.



EACH TWEET WAS REPLIED TO THROUGH INDIVIDUALIZED VIDEOS THAT SHOWED HOW THEIR VOICE MIGHT BE IN THE FUTURE. THE VIDEO PROMOTES QUITTING SMOKING AND EXPLAINS HOW 40% OF SMOKERS MAY DEVELOP LARYNGEAL CANCER.

Disclaimer: all tweets presented in this board were translated from brazilian portuguese for better understanding.

