Quid®

KEY OPINION LEADERS: E-CIGARETTES

To identify the influential voices and topics in the debate over e-cigarette regulation, Quid analyzed 2,571 articles on the subject from the past year.
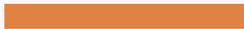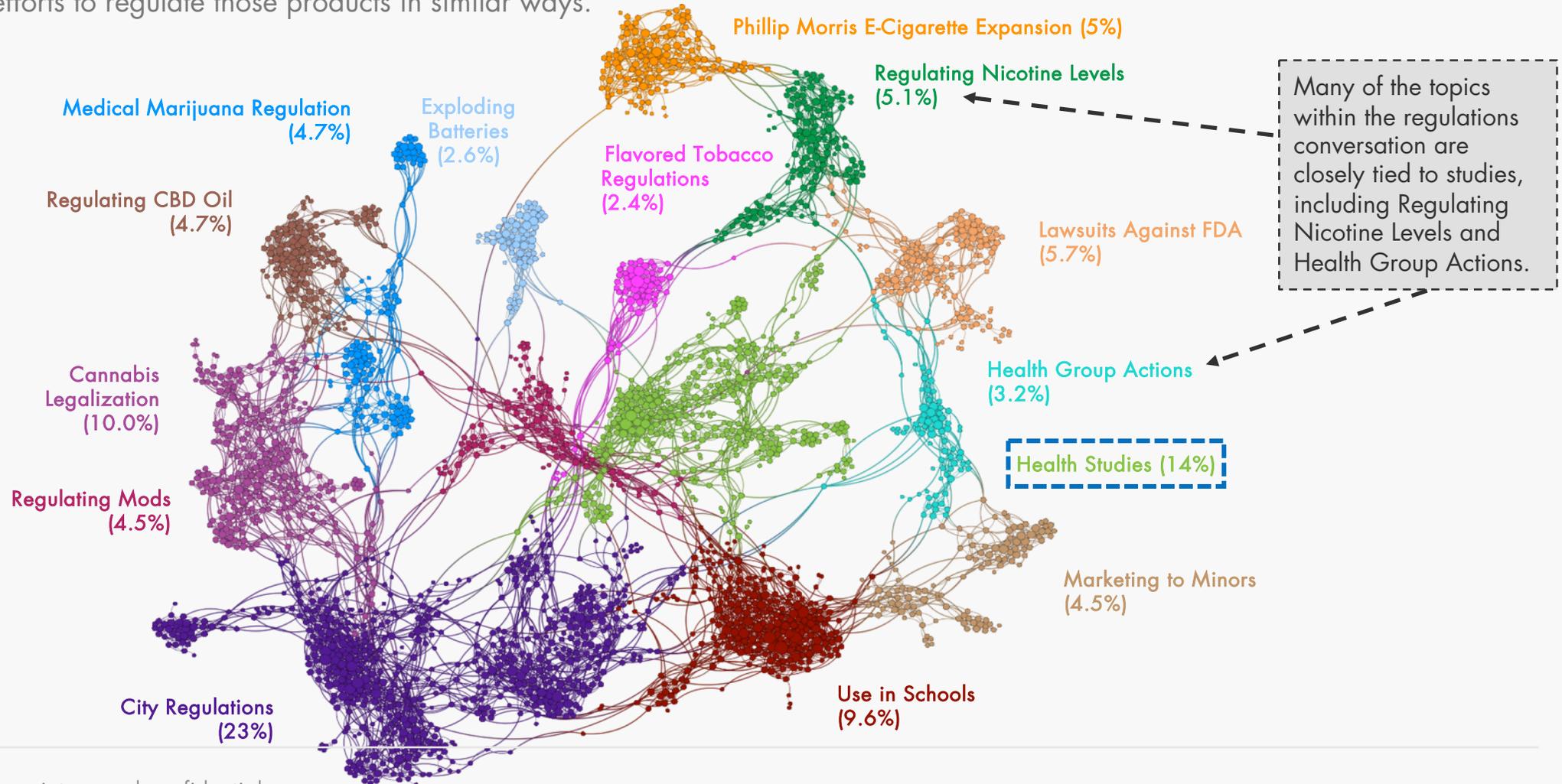
TOPICS

Studies on the **potential health risks of e-cigarettes** are a central theme in the regulation conversation.

Conversations around marijuana legislation also appeared as many outlets wrote about city, state, and national efforts to regulate those products in similar ways.

Phillip Morris E-Cigarette Expansion (5%)

Regulating Nicotine Levels (5.1%)

Medical Marijuana Regulation (4.7%)

Exploding Batteries (2.6%)

Flavored Tobacco Regulations (2.4%)

Regulating CBD Oil (4.7%)

Lawsuits Against FDA (5.7%)

Many of the topics within the regulations conversation are closely tied to studies, including Regulating Nicotine Levels and Health Group Actions.

Cannabis Legalization (10.0%)

Health Group Actions (3.2%)

Health Studies (14%)

Regulating Mods (4.5%)

Marketing to Minors (4.5%)

City Regulations (23%)

Use in Schools (9.6%)

News article network with 2571 stories. Colored by clusters. Sized by degree. Labeled by clusters.

Topics related to **marijuana regulation** were the most shared by readers, followed by exploding batteries, flavored tobacco regulations, and marketing to minors.
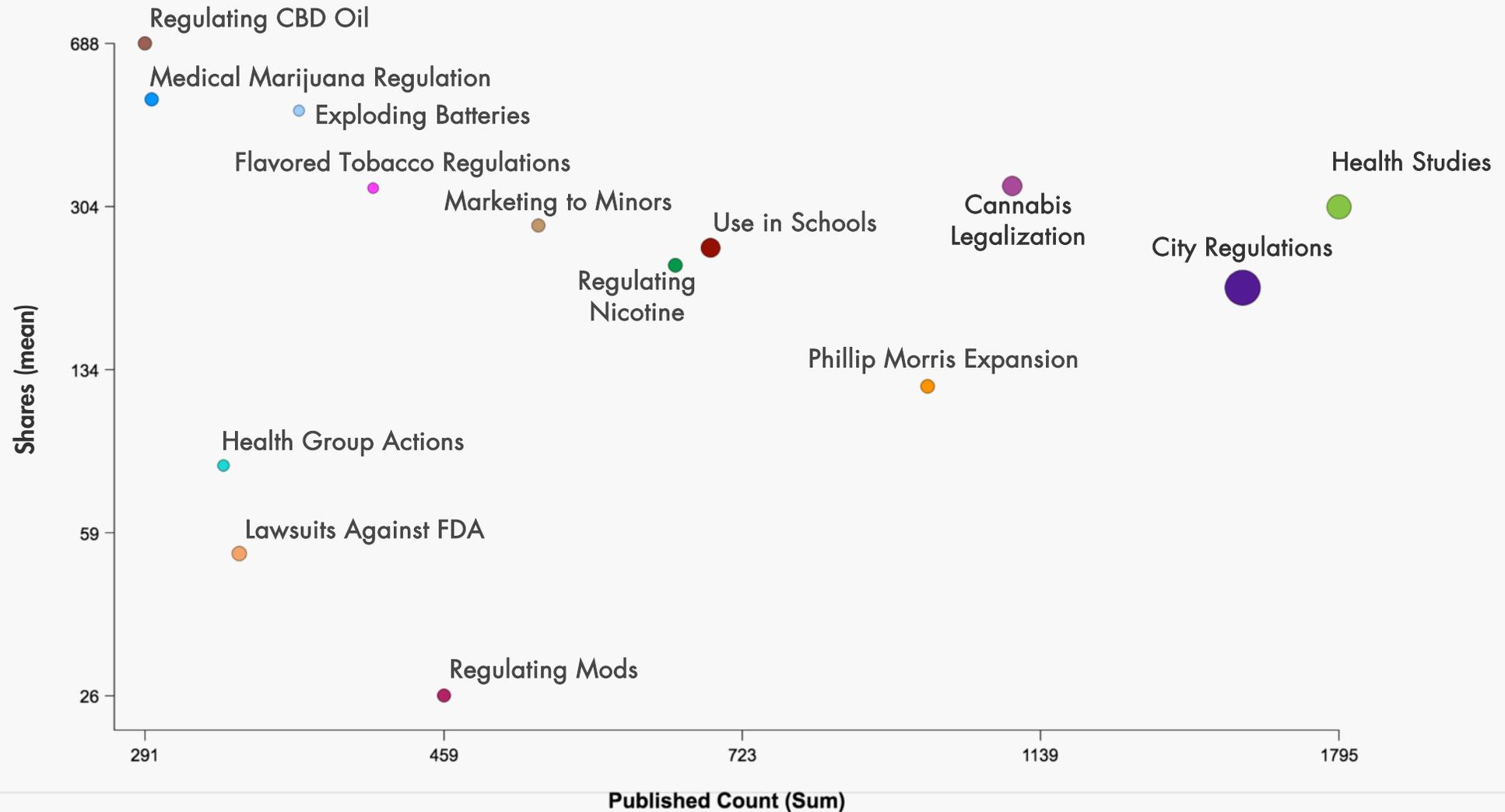
INFLUENCERS

After FDA officials, the two leading voices in the regulation debate are from interest groups for and against the product.

FDA Director Scott Gottlieb has not clearly signaled his position on e-cigarettes, creating an open media landscape where both sides continue to seek support.

The companies at the forefront of this debate right now are JUUL and Pax Labs, with four executives making the top 15 influencers list.
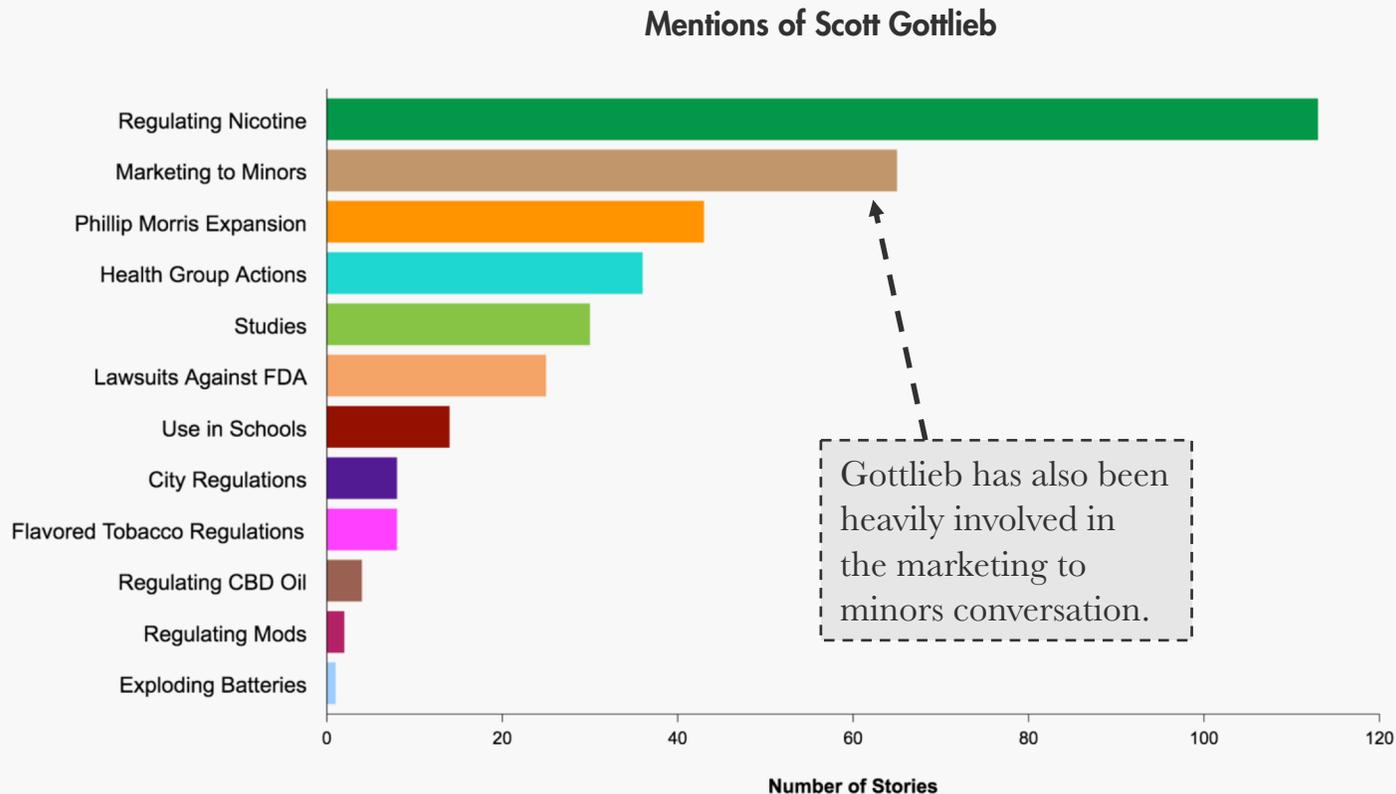
Type
National Regulator
State Official
Researcher
Industry Executive
Interest Group

1	Row Labels	Role	Position	Mentions
1	Scott Gottlieb	FDA Director	Undecided	132
2	Matthew Myers	Campaign for Tobacco-Free Kids	Against	62
3	Mitch Zeller	FDA's Head of Tobacco	Against	43
4	Gregory Conley	American Vaping Association	For	39
5	Ashley Gould	JUUL Labs	For	32
6	Michael Bloomberg	Stopping Tobacco Orgs and Products, Former NYC Mayor	Against	31
7	Robin Koval	Truth Initiative	Against	29
8	Maura Healey	MA Attorney General	Against	22
9	Kevin Burns	JUUL CEO	For	20
10	David Sweanor	Public Health Advocate	Against	18
11	Leslie Kux	FDA	Against	18
12	Tom Miller	Iowa Attorney General	For	18
13	Stanton Glantz	Researcher	Against	17
14	Adam Bowen	Pax Labs Founder	For	15
15	James Monsees	Pax Labs Founder	For	15
16	Scott Ballin	Coalition on Smoking OR Health	Against	14
17	Erika Sward	American Lung Association	Against	13
18	James Figlar	Reynolds	For	12
19	David Abrams	NYU Researcher	For	10
20	Jeff Stier	Consumer Choice Center	For	9

FDA Director Scott Gottlieb holds incredible sway over this debate, with his comments far outweighing those of other influencers.
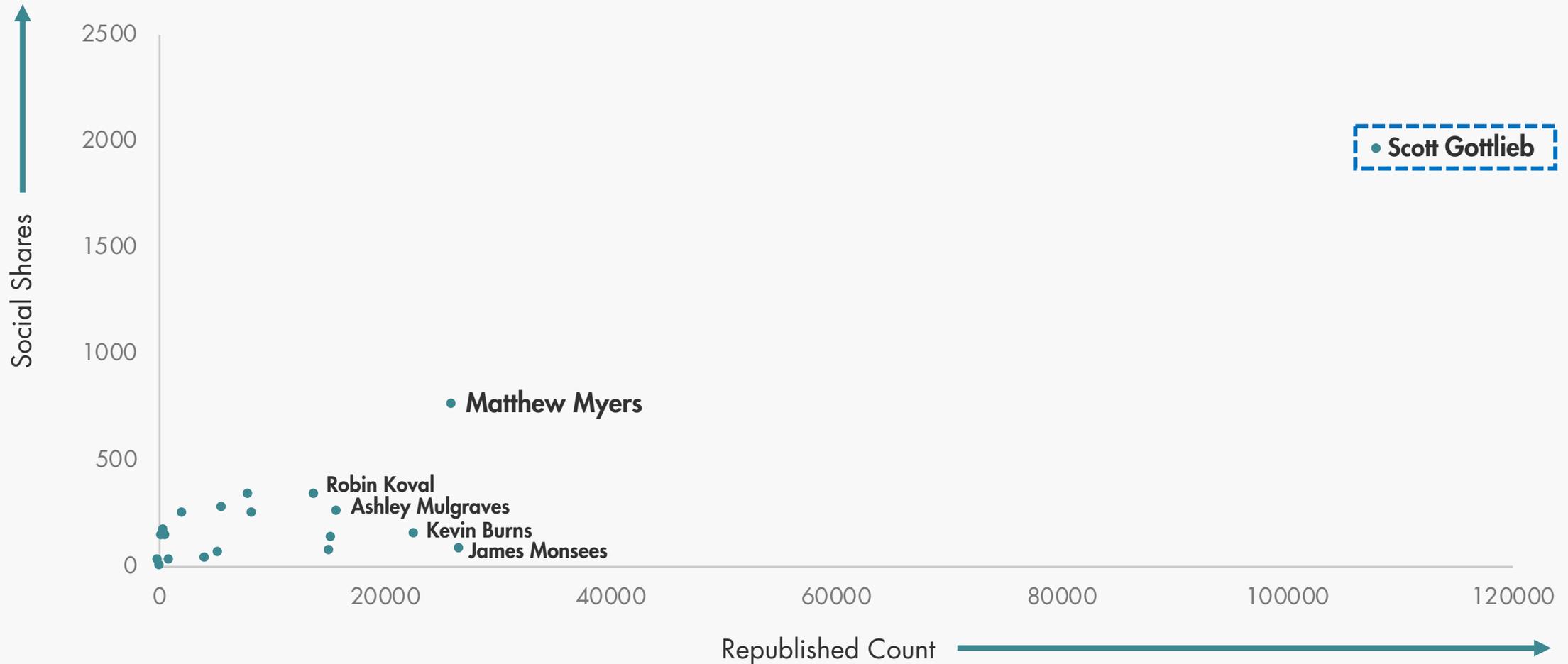
Gottlieb's comments have been **largely around regulating nicotine**, but he has yet to take a firm position about the regulation of e-cigarettes.

Mentions of Scott Gottlieb

Gottlieb has also been heavily involved in the marketing to minors conversation.

Tobacco Regulation Report

GOTTLIEB ON E-CIGS

The Faces of Tobacco Regulation
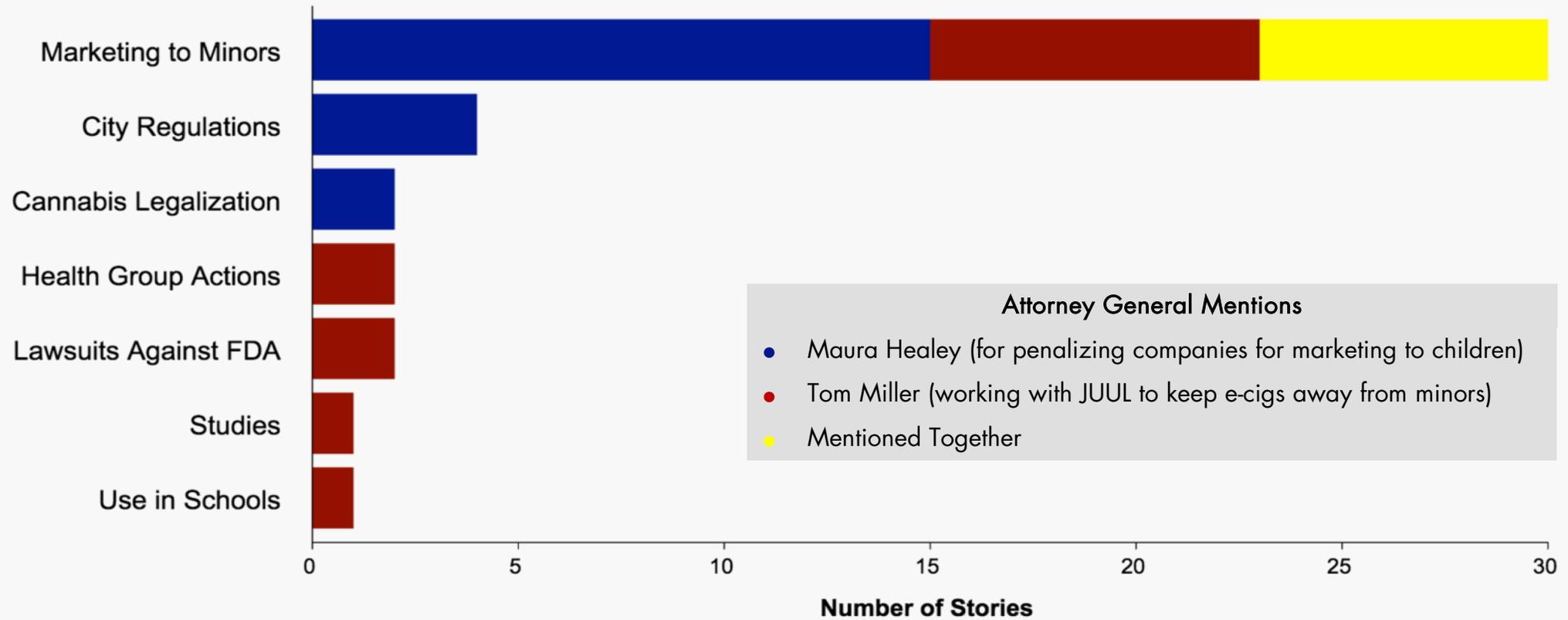
facebook | google + | linkedin | twitter | email

Gottlieb has also called for the need of scientific evidence to support reduced-harm claims for e-cigarettes and vaping products. But the difference is, he has also laid out an official pathway to examine those claims.

In December, Gottlieb co-authored a paper with two other FDA officials announcing the formation of the Nicotine Steering Committee. The group is tasked with "re-evaluating and modernizing the FDA's approach to development and regulation of nicotine-replacement therapy products that help smokers quit," including new and potentially reduced-harm tobacco products.
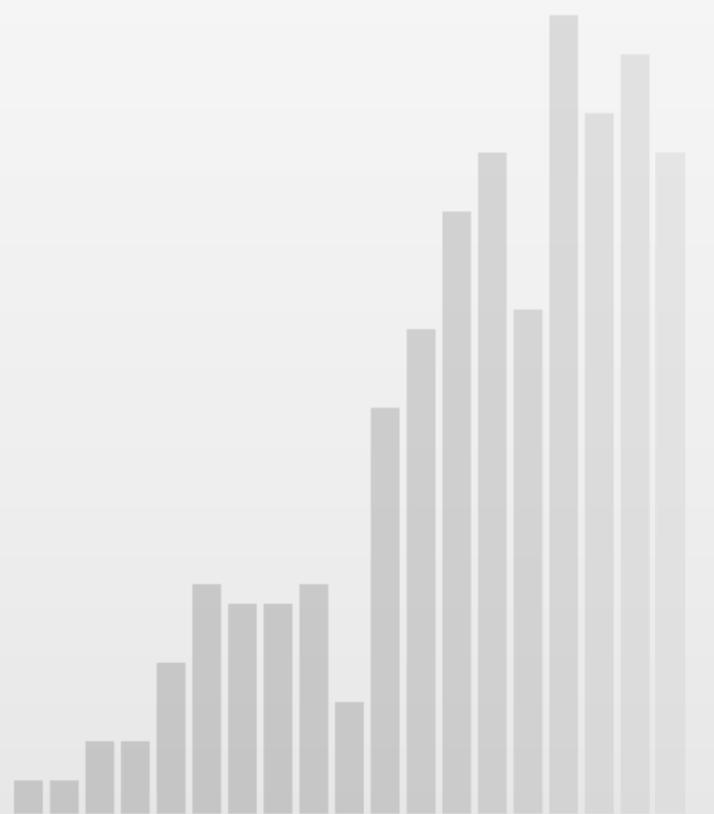
Two leading state officials on e-cig regulation are also highly visible in the marketing to minors debate.

Massachusetts Attorney General Maura Healey and Iowa's Tom Miller have clashed on how to approach the problem.

Attorney General Mentions

- Maura Healey (for penalizing companies for marketing to children)
- Tom Miller (working with JUUL to keep e-cigs away from minors)
- Mentioned Together

APPENDIX

HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.

The density of a cluster indicates how similar or diverse the nodes are within it

Each node represents a document

Centrally located nodes are core concepts in the network and share language with many other nodes

Greater distance between clusters indicates a lower number of interrelated documents

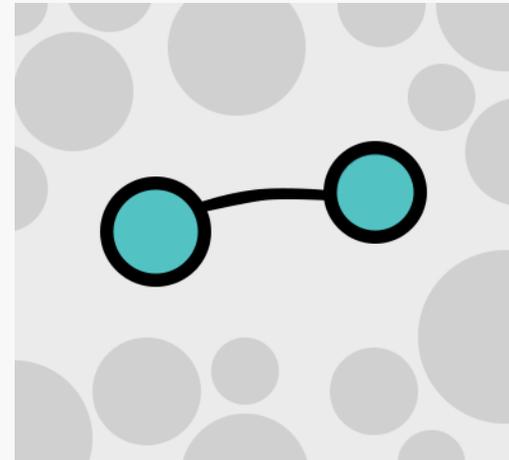A bridging node between two clusters indicates the document is at an intersection between two concepts.
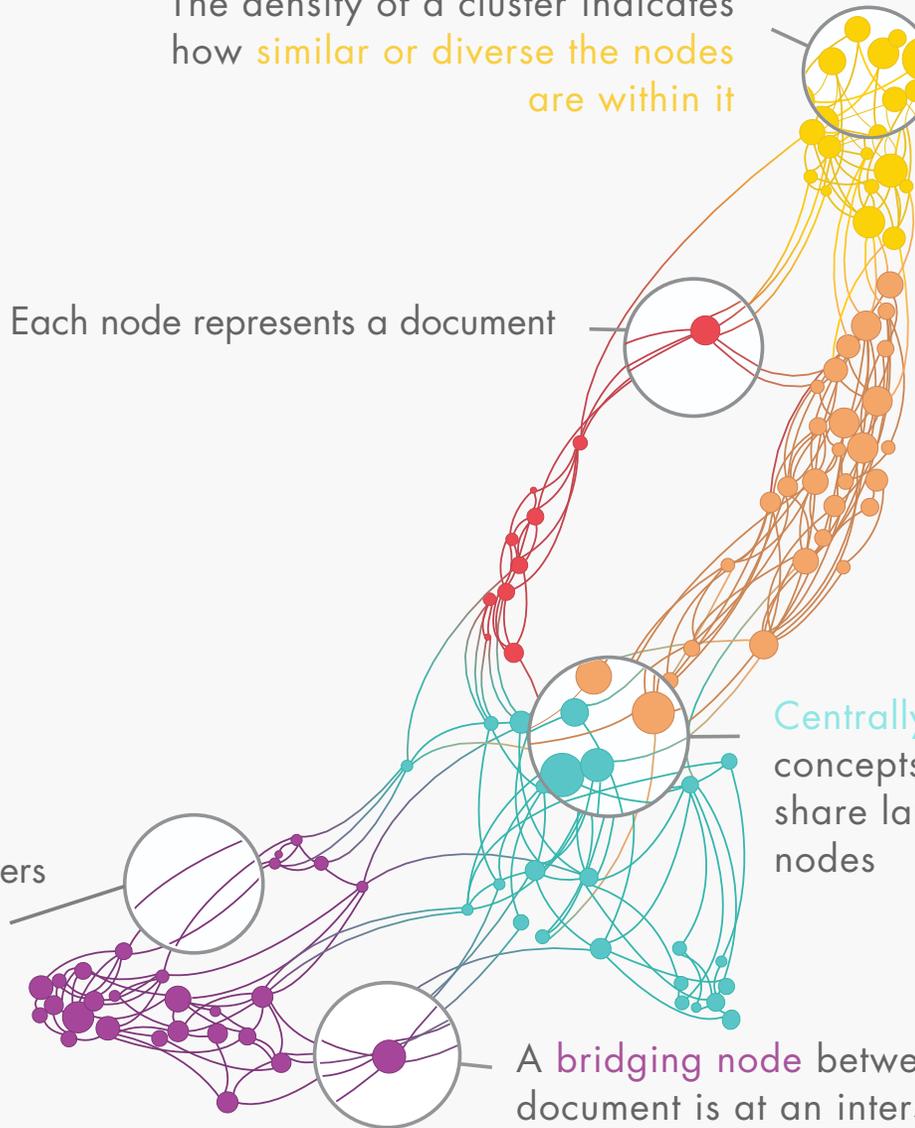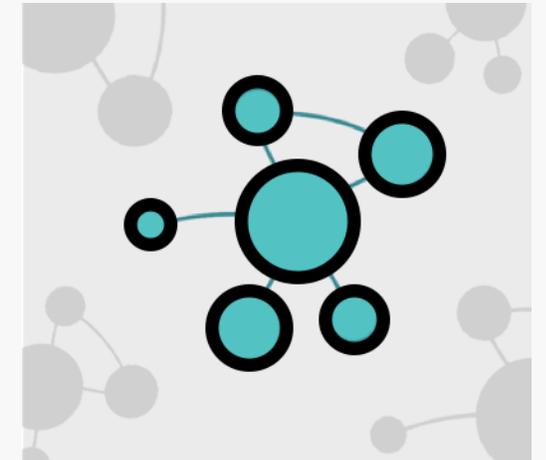
TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.

Then Quid compares words from each document to create links between them based on similar language.

Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.