

Abstract

This thesis, "*Communication of disposable e-cigarettes on TikTok aimed at young people,*" examines the growing trend of disposable e-cigarette use among Generation Z, focusing on the role of the social media platform TikTok. The research combines a quantitative content analysis of TikTok videos related to e-cigarettes with qualitative in-depth interviews with young adult users of both disposable e-cigarettes and TikTok. The thesis explores the influence of peer pressure, marketing, and social media communication on the normalization and spread of vaping, analyzing the appeal of flavors, ease of access, and the perception of harm. Furthermore, the thesis investigates the environmental concerns associated with disposable e-cigarette waste, contrasting with Generation Z's declared values of sustainability. The findings provide insights into the complex interplay of factors driving disposable e-cigarette use among young people and offer recommendations for regulatory measures, public health campaigns, and social media platform responsibility.