



FRESH AIR

• FUTURES •

Section I: Our Process

Our Process

First, we used Chat GPT 3 to produce a quick summary of our project, a catchy name and slogan, as well as some ideas on how to target our audience (kids under 21). We then moved to Chat GPT 4 to produce some imagery of our campaign: social media content, posters, flyers, and potential anti-vaping commercial images. We created our images based on ideas that GPT 4 gave us on why people vape (Peer Pressure, Curiosity and Experimentation, Flavored Vape Products, Perceived Lower Health Risks, Marketing and Accessibility, Influence of Social Media and Celebrities, Stress and Mental Health, and Family Influence).

Next, we prompted GPT 4 to create a list of social media captions to go with the images that will be posted. We wanted the captions and social media content to appeal to the age of our target audience, so we had the LLM rewrite the captions to adhere to the language that teenagers use. We found that this would help the campaign be more relatable.

After being prompted with these social media posts, we asked ChatGPT to evaluate the effectiveness of these messages. We also asked ChatGPT to pretend it was a teenager who vapes and asked it to re-write the captions to be more persuasive towards our target audience.

Our Goal for the Process

Our goal for this project was to create a moving campaign to help kids under 21 stop the unhealthy habit of vaping. Vaping can be extremely harmful and addictive, and this is a major health concern among young adults. Creating a campaign that is relatable and appeals to our age group was crucial. People under 21 typically go for vape products that are sweet and candy-like, so we wanted to put a big emphasis on how toxic vaping is under the sweetened flavors. In addition, peer pressure is a major factor in substance abuse in general, so we wanted to call this out to make it known.