JOHNS HOPKINS
BLOOMBERG SCHOOL of PUBLIC HEALTH
Institute for Global Tobacco Control

Tobacco Watcher:
Real-time Global Tobacco Surveillance Using Online News Media

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Rationale

- Monitoring news media can help tobacco control professionals plan strategic advocacy efforts responsive to the changing tobacco environment
- We developed Tobacco Watcher, a real-time surveillance system that monitors tobacco-focused media stories across the globe in many languages
- To demonstrate the potential value of Tobacco Watcher we completed a search of e-cigarette stories by region
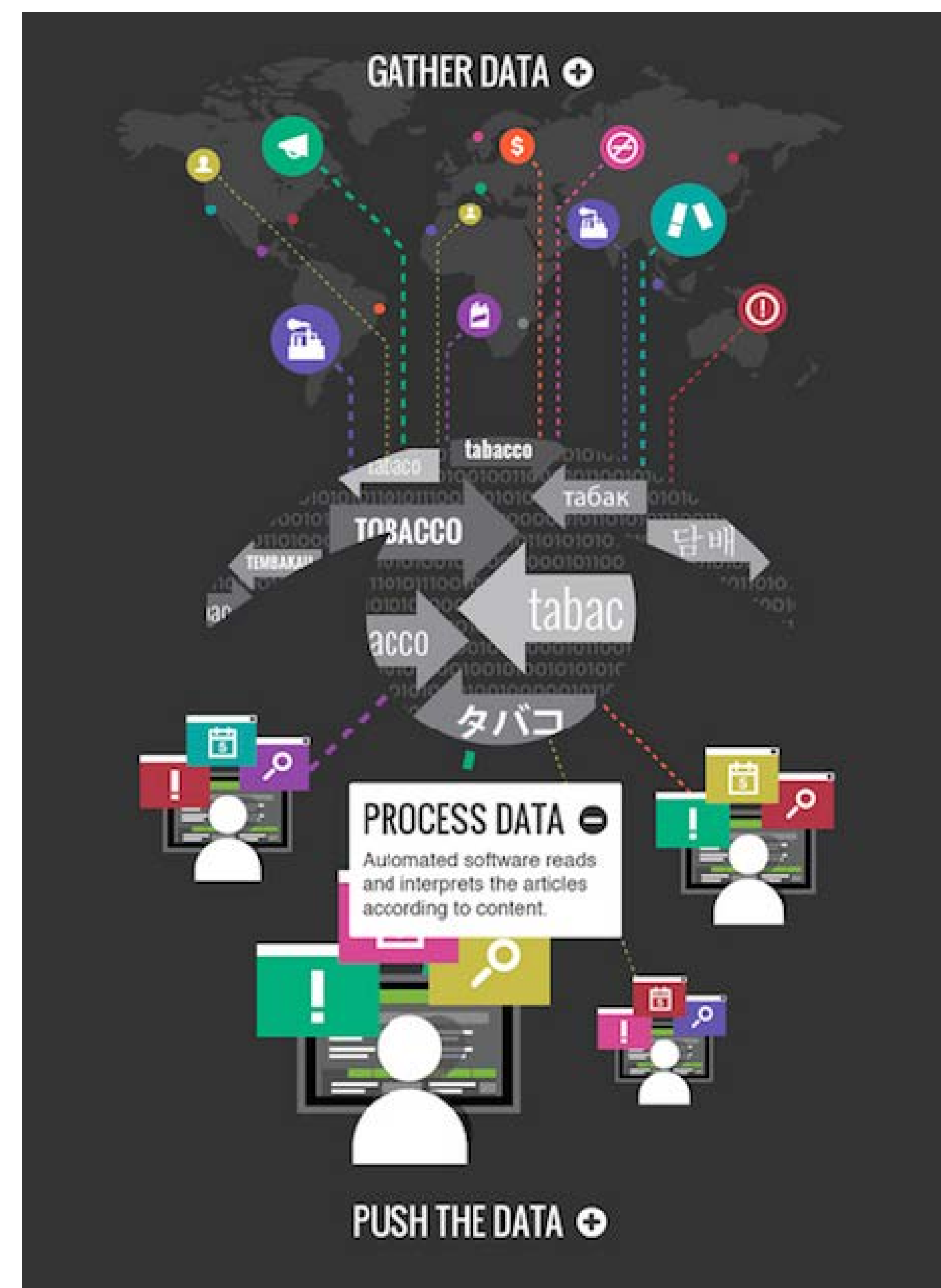
Approach

Continuously search tens of thousands of websites for news articles

Use natural language processing, trained on human-coded data, to assess if articles are tobacco relevant

Automatically code articles by MPOWER-ED, determine location, translate to English

Display processed articles on Tobacco Watcher; searchable by location, MPOWER-ED, date, language and keywords
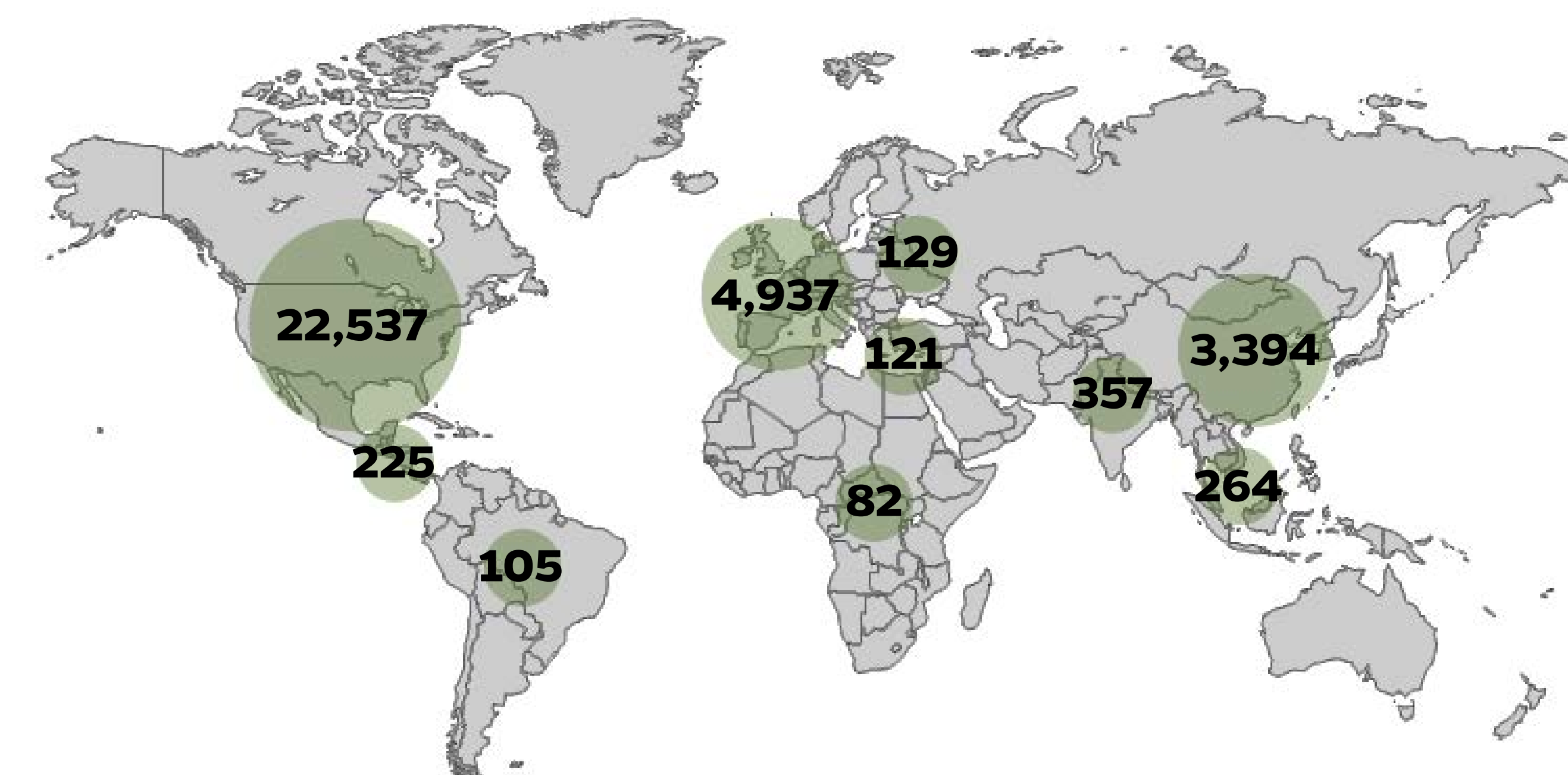

GATHER DATA +

PROCESS DATA –
Automated software reads and interprets the articles according to content.

PUSH THE DATA +

Results

2,541,564 NEWS ARTICLES PROCESSED

33,000 UNIQUE SOURCES

23 LANGUAGES

82 COUNTRIES

CREATE ALERTS
Stay in the know with what's happening when and where in the tobacco industry.
Sign Up Now >

Dane County Sees Increase in Tobacco Purchases by Minors...
Prevalence / 4 hours ago

Smokers Beware: Winthrop Officials Update Smoking...
Smoke-Free / 4 hours ago

ANALYZE TRENDS
Add and review trends for news coverage according to your interests.
View Trends >

106,523
Tobacco-specific articles processed

82 countries

E-cigarette stories by region
(Dec. 2012 – Dec. 2014)

22,537
225
105
4,937
121
82
129
357
264
3,394

News stories by MPOWER-ED theme
(Dec. 2012 – Dec. 2014)

⊘	29,286	Protect against SHS
🚬	26,524	Emerging products
🏭	17,494	Industry
!	15,756	Warn about dangers
∧	13,920	Offer quit help
👤	8,412	Monitor prevalence
$	6,016	Raise tobacco taxes
📢	2,217	Enforce TAPS bans

Next Steps

Discussions with key target audiences will inform next stage of website's development, including expansion of news sources and language, personalized email alerts and a tool for user-initiated analysis of news stories by region, keyword, language or MPOWER-ED.