The Influence of Social Media and Peer Pressure on Teenagers' Views and Behaviour Towards Vaping

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Abstract. Vaping is when you inhale a mist through a power based device, filled with flavourings, chemicals, and nicotine (Texas Health and Human Services, nd). Teenagers tend to vape due to external influences such as advertisements and social interactions, which has a significant contribution in the role of gaining societal acceptance of vaping amongst teenagers (CDC, nd). However its use in teenagers is illegal as per the Indonesian Government Regulation Number 109 2012, which restricts individuals below 18 years old from vaping. A study conducted in 2018 has reported that teenagers have started vaping from 2017. Despite rules and regulations, teenagers are still able to access it which makes the law enforcement ineffective that leads to teenagers being able to have access to vapes. This research will investigate the influence of social media and peer pressure on underage vaping, focusing on how contents on social media, their peers along with social interactions shape the perspective and behaviour of a teenager towards vaping. This following topic is important as social media plays a significant role in the normalisation of vaping despite harmful effects. It aims to recognize how social media and interactions among fellow peers influence a teenager. With the use of qualitative and quantitative methods such as surveys and interviews, it will also apply theories from 3 thinkers to have a better understanding of a teenager's decision.

Keywords: Adolescent Behavior; Peer Pressure; Social Media; Teenagers; Vaping.

1. INTRODUCTION

Vaping is simply inhaling a mist through a battery powered device. The battery powered device is filled with liquid nicotine, flavourings and chemicals which is aerosolized when breathed in. Vapes come in different kinds of characteristics hence it will all come in differently in the matter of shape and sizes, however they often are similar with cigarettes, or Universal Serial Bus (USB) drives. Despite how their appearances are not all identical, they all come with basic parts such as the battery, the sensor along with a heater to be able to heat the liquid up. With all these parts, they will then resemble a vape as they all work together to be able to heat liquids and produce mists for inhalation (Texas Health and Human Services, nd).

A study held in 2018 found that many teenagers have started vaping since the year of 2017. Moreover; around 3.5% of 8th graders started vaping in 2017 and reached 6.1% by 2018, meanwhile 10th graders have resulted in a percentage of 8.2% by 2017, and have increased by about 7.9% resulting in a percentage of 16.1% in 2018. The study also showed that the amount of 12th graders who vaped in the year 2017-2018 has rapidly increased to 11% of teenagers having vaped in the year 2017 and 20.9% of teenagers vaped in 2018 (Stein. R 2018). A reason why teenagers decide to vape is due to them being driven with a combination of external influences such as advertisements regarding vaping and social interactions, which contributes to the growth for the acceptance of vaping amongst teenagers (CDC, nd). Furthermore, vaping also constitutes an unhealthy lifestyle as it increases the risk of contracting and worsening

asthma, lung scarring, organ damage, addiction, as well as lung cancer - clearly posing a danger to both physical and mental health (Professional, 2024). Recently I have been seeing teenagers who are vaping now and then, despite being underage. With this information being gathered, this shows a problem of an unhealthy lifestyle.

With the problem being an unhealthy lifestyle, there are multiple root causes. Firstly, there is a lack of ability to think rationally. Rational thinking is considered important because it allows individuals to be aware when it comes to decision-making, resulting in decisions being made more effectively; as it has been thought about thoroughly (ASCD, 2024). When individuals are lacking in the ability to think rationally, they are increasingly prone to be influenced by e-cigarette companies' advertising techniques such as influencer endorsements. These advertise market vaping as such an appealing activity to partake in; despite the harmful effects on their well-being (Smith & Hilton 2018).

Another root cause regarding the problem above is a lack of awareness towards consequences. When people are lacking in awareness towards the consequences of their doings; it becomes a problem in the context of an unhealthy lifestyle due to the fact of individuals being unaware. With them being unaware they do not realise that vaping can harm their brain development, impacting their learning, memory attention, and increasing the probability of being addicted to drugs later on in the future (Kids Health Information, ND). In addition, the cause behind this particular problem is the lack of knowledge. When individuals are lacking in knowledge they tend to be ignorant of the side effects as they do not have enough knowledge about what they are doing; lacking ideas of what they are doing (Ané & Ané, 2024). With teenagers vaping because of the flavours they come with; it shows that they are ignorant towards their choices as well as clueless about how vaping can damage their well-being showing the lack of knowledge they have (Martinelli, 2023).

On the basis of the Indonesian Republic of Indonesia Government Regulation Number 109 2012 regarding the protection of materials containing addictive substances in the form of tobacco products of health, nicotine in vape is one of the addictive tobacco products. In chapter 25; it states that it is unlawful to engage in the sale of vaping products to individuals who have not reached the age of 19 years or older. Moreover, in the 27th Chapter it has also stated that advertisements are required to include health warnings on the packaging. They are also required to display the awareness of the age restriction which is "18+" and are also prohibited to show the form of tobacco. Persuasive language, demonstration of the use of tobacco and encouragement is also prohibited in the advertisements towards children, teenagers as well as pregnant women. Based on the amount of teenagers having access to addictive products, this

shows that the existence of this law fails to exert a significant impact, as adolescents are still continuously having the ability in using addictive products, despite the clear warnings provided on the packaging of the addictive products; underscoring the fatal health risks associated with their use. Proving the fact that adolescents are able to access the use of addictive products; it suggests that the existence of these laws are only existential for formality more than for effect prevention.

Based on Ramachandran (2024), it shows that the cause of underage vaping is social media and peer pressure. Ramachandran thinks that social media plays the largest role in this matter; as a result of its normalisation and promotion of e-cigarettes, it is resulting in a likelihood of adolescents who are actively using social media to try vaping. Influencers on social media visualise vaping as such an appealing activity; making it seem a cool thing to do, resulting in the increase of teenagers who are eager in trying to vape. In addition, peer pressure also shows a significant role in underage vaping. Ramachandran emphasises that the contribution also plays a significant role in underaged vaping by making adolescents feel that with them vaping will improve their social status. With adolescents surrounded with their friends who vapes; they are more likely to vape as well to fit in with their friends. This desire to fit in encourages more frequent use of e-cigarettes.

In recent years, there has been a significant rise in underage vaping. This unhealthy trend is likely led by a variety of complex factors, including a lack of awareness about the risks of vaping and peer pressure that encourages teens to try it out. This thesis will explore how social media and peer pressure plays a role in promoting underage vaping, focusing on the ideas of French philosopher Michel Foucault. Foucault's theory of power and knowledge argues that knowledge is not neutral, but rather shaped by power structures. In the context of underage vaping, social media companies and peer groups can have the power to shape a teenager's perceptions of vaping, often downplaying the risks and glamorising the activity. By examining how knowledge about vaping is constructed and distributed, this thesis aims to investigate the influence of social media and peer pressure on teenagers' perceptions and decisions regarding underage vaping. This study will enhance understanding of how social media and peer pressure shape teenagers' perceptions of vaping, informing strategies to counteract misleading narratives and reduce underage vaping.

2. LITERATURE REVIEW

Practical Wisdom (Lack of ability to think rationally)

Practical wisdom (Phronesis) is a theory by Aristotle. He is one of the greatest thinkers in ancient Greek philosophy; known for his great influential contributions to logic, psychology and criticism - who lived from 384 B.C.E until 322 B.C.E. During his time, he created a theory, practical wisdom (Anagnostopoulos, 1994). His theory emphasises intellectual virtue that allows individuals to make good moral decisions and take appropriate actions in certain situations. It does not just involve recognizing what is ethically right, however also recognizing how to apply this knowledge towards reality. Practical wisdom's development through experiences encountered, requiring the ability to judge and deliberate about what is right and beneficial in numerous occurrences (Stanford Encyclopedia of Philosophy, 2022).

The theory of Phronesis is developed for the recognition of how complex life is. He emphasises the way to live life to the fullest is to have the ability to make good decisions when it comes to different varieties of situations; requiring individuals to be able to specify each situation encountered thoroughly and well to be able to make their decisions with proper consideration (Furlan, 2020). Based upon the book of Aristotle, Nicomachean Ethics; he argues that phronesis is much needed for the accomplishment of human flourishing. Human flourishing is the ability of living a good life (Health equity & policy lab, ND). Phronesis allows individuals to apply moral virtues and ethics into their lives, involving variability, requiring flexible and context sensitive reasoning; which is basically making the right choices in different variants of circumstances.

An advantage from this theory Phronesis is that it focuses on reality decision making. It focuses on real life rather than the actual theory. The theory gives out concerns on how individuals are living their lives, emphasising the importance of being able to have the ability in doing the right thing in different circumstances and putting into consideration the uncommon circumstances of each situation. Phronesis integrates moral virtues with practical decision, ensuring that ethical principles are not just theoretical but are actively practised and applied in everyday life (Health Equity & Policy Lab, n.d.). By fostering the ability to deliberate and judge effectively, Phronesis contributes to personal growth and moral development. It encourages individuals to reflect on their experiences and apply learned virtues in varied contexts (Furlan, 2020).

Additionally, one of the limitations from this following theory is subjectivity; because according to the theory, it conclusively relies on experiences, moral values as well as personal growth. It becomes a disadvantage because of how each individual is different therefore each

individual's experience, thoughts and feelings will also be different, which leads to varied decisions. When deepening into the issue of underage vaping; teenagers involved in underage vaping do not comprehend the concept of Phronesis, leading them to lack the ability to make the right decisions in various circumstances.

According to Ramachandran (2024), one of the greatest contributions towards underage vaping is peer pressure and social influence, showing that the theory of Phronesis is not implemented.Phronesis, a form of practical wisdom, is essential for making informed vaping decisions. It involves carefully considering potential long-term health consequences, such as nicotine addiction and lung damage. Individuals should weigh alternatives, including the benefits and drawbacks of other nicotine delivery methods or quitting entirely. Personal circumstances, like age, health status, and lifestyle factors, should be considered to align decisions with individual goals and values. Applying ethical principles, such as minimising harm to oneself and others, can guide decision-making. Contemporary interpretations of phronesis often incorporate emotions and intuition, alongside reason, as essential components of ethical decision-making.

Unconscious Mind (Lack of awareness towards consequences)

Sigmund Freud is an Austrian Neurologist, he is from Příbor, Czech Republic who lived from 1856-1939. He created a theory called Unconscious Mind (Jay, M. E., 2024). According to Freud, Unconscious Mind says that an individual's behaviour is often driven by their desires, thoughts and lastly memories that they are not consciously aware of. These factors that are covered in the human mind are often pushed down because of the cause of social exclusion, affecting their actions and emotions. He believes that the unconscious mind stores an individual's basic instincts, unsolved issues and strangled memories, which has a great possibility in leading to our behaviour being shaped in ways when we as individuals are unconscious (MSEd, K. C., 2024).

The theory of Unconscious Mind was established in order to explain an individual's mind storing an extensive amount of experiences and information we receive throughout our lives but are not diligently thinking about it. Psychologists have a belief that the extensive amount of memories and experiences stored in an individual's mind; they are able to influence our thoughts, behaviour and feeling, even if not deliberately recalled (Study.com, 2018). Moreover, Freud argues unconsciously that most of the feelings, desires and emotions are often avoided by our conscious deliberation; owing to the fact that they are too threatening for us individuals to acknowledge. Freud believes that, despite being hidden, these hidden desires and wishes are able to influence an individual's mental state and behaviour (MSEd, K. C. 2023).

Furthermore, one of the advantages of Freud's theory is that it is capable of highlighting how unconscious thoughts, desires and the past are able to influence an individual's actions. Freud brought up the idea of mechanisms of defence as means by which to handle internal conflicts and emphasised the influence of childhood experiences in developing personality. Helping with the contribution of the explanation of why some individuals are possibly acting in seemingly irrational ways. Freud's theory of the unconscious mind is often criticised for its abstract nature and the difficulty in measuring unconscious processes. This limitation however is particularly relevant when applying the theory to teenagers. Teenagers may have limited self-awareness and communication skills, making it difficult to access their unconscious thoughts and feelings. Cultural factors can also influence their self-expression and understanding of emotions. These challenges can lead to subjectivity and limited clinical applications of the theory. While Freud's theory can provide valuable insights, further research and complementary perspectives are needed to address its limitations when studying teenagers.

Freud's theory of the unconscious suggests that underlying desires and motivations, often hidden from conscious awareness, can influence vaping behaviour among teenagers. For example, individuals might vape to seek pleasure or rebel against societal norms or parental restrictions. However, other perspectives challenge the primacy of unconscious factors. Rational choice theory emphasises individuals' ability to weigh costs and benefits and make informed choices based on personal preferences. Social cognitive theory highlights the influence of observational learning, environmental factors, and personal beliefs on behaviour. The concept of the unconscious remains relevant in understanding implicit biases and memory, which can influence decision-making without conscious awareness.

Power & Knowledge (Lack of Knowledge)

Michel Foucault was a French Historian and Philosopher that lived from the year of 1926 until the year of 1984; he was born on 15 October in Politiers, France. During this period, he created this theory called power and knowledge (Stanford Encyclopedia of Psychology, 2003). According to Foucault, his theory of power and knowledge is particularly about how power and knowledge are interlinked. What society is currently receiving and accepting is formed by power, but in spite of that; power continues to be preserved and strengthened by that knowledge (Foucault News, 2023).

The theory of power and knowledge is made to explore the recognition of power and knowledge towards the society and how knowledge and power is used to maintain the society. One of the purposes is to showcase that knowledge is not neutral and that it is frequently used as a tool by those in power to shape the society's behaviour and beliefs; aiming to recognize

uncertain truths are to investigate the process by which some truths are preserved and made, leading to a close look on how power and knowledge influences the perceptions of reality and knowledge (Sussex University, 2010).

According to his book Power and Knowledge, he argues that power and knowledge are interlinked. Foucault believes that people in power shape what is considered knowledge and power and is utilised to shape and control society. He uses the word "discourses," which are streams of thought that provide standards for what constitutes what is true and what is not. Those with power make these regulations. According to Foucault, power additionally operates through the creation of norms of acceptable behaviour that individuals are supposed to conform to power, in other words, is strong and influences the way we think and act.

One of the advantages from this theory of power and knowledge is that it raises awareness towards Control Mechanism. Control Mechanism because Foucault reveals how knowledge has the ability to become a tool for control; revealing that those in power are capable of shaping what is accepted as the truth. A limitation is the fact that Foucault's Power and Knowledge theory provides no practical solutions or answers to the power structures it objects to is one of its main weaknesses. While providing a thorough analysis of the ways in which power in many different groups, Foucault does not offer any certain advice on how to take on or change these structures of power. Considering the revealing insights he offers, this lack of practical strategies can lead to concepts of despair and helplessness, which demands others to build workable strategies for changes in society.

Foucault's theory of power and knowledge provides a framework for understanding how social structures and discourses shape vaping behaviours among teenagers. Cultural norms, peer pressure, and advertising can significantly influence decisions about vaping. If vaping is seen as cool or socially acceptable, teenagers may be more likely to engage in the behavior. Peer pressure can lead to vaping to fit in with friends or classmates. Advertising often portrays vaping as glamorous or harmless, creating a false perception and influencing decisions. These factors interact to create a complex social environment that can encourage or discourage vaping. Understanding these broader social and cultural factors, in addition to individual psychology, is crucial when studying vaping behaviour.

3. METHOD

Research Design

Based on the following research's objective, this research is a mixed method research therefore both quantitative and qualitative data will be gathered, the main research question guiding this research is; "How does social media and peer pressure contribute to underage vaping?". A qualitative research method is when an approach is done to explore and understand other individuals' experiences, behaviours and point of views. Data collected in qualitative research are often non numerical, such as words or images, through ways such as interviews, questionnaires or surveys along with observations as well (Tenny, S et al, 2022). However, on the other hand, a quantitative research method is somewhat a whole other different thing. Quantitative research is a technique in gathering data and studying numerical data or even predicting things. It contributes to helping when ideas are getting tested out or even theories and see if they are true. A quantitative research method reads patterns, creates predictions and can be used to explain and elaborate more on things regarding large groups of individuals (Sreekumar D, 2024). Qualitative data were collected through interviews, and quantitative data were gathered through a survey via Google Forms. Specifically for the interviews and surveys, all information was obtained from teenagers aged 13-18.

Data Collection

In this research, data collection methods included surveys and interviews. The survey aimed to gather insights into teenagers' perceptions of vaping by asking targeted questions about their exposure to vaping content on social media, the influence of that content on their vaping behaviour, their beliefs regarding the harmfulness of vaping, and whether they experienced peer pressure related to vaping. Additionally, demographic information such as name, age, and grade was collected. The research population consisted of middle and high school students from the Kuta Selatan District, totaling 2,180 students. Using the Slovin formula with a 5% margin of error, a sample size of 385 individuals was determined for the study. The distribution of the sample size across different schools is presented in the table below.

Table 1. Population & Sample Distribution.

School	Population	Proportion	Sample Size
SMA Taman Rama	102	0.00467	18
SMA Cendekia Harapan	16	0.0073	3
SMA Widiatmika	132	0.0605	23
SMA Bintang Mandiri	61	0.0279	11
SMP Taman Rama	233	0.1069	41
SMP Cendekia Harapan	43	0.0197	8
SMP Widiatmika	293	0.1344	52
SMP Bintang Mandiri	149	0.0683	26
SMP N 1 Kuta Selatan	1153	0.5280	203

The survey questions explored various dimensions of vaping, including participants' thoughts on vaping, their encounters with vaping-related content on social media, their feelings about such content, the influence of peers who vape, and their decision-making processes regarding vaping. Participants were also encouraged to describe how they arrived at the decision to start or refrain from vaping. This approach ensured the validity of the findings, as the majority of questions were closely aligned with the research objectives (Voxco, 2021). In addition to the surveys, semi-structured interviews were conducted with a subset of participants to gain deeper insights into their attitudes and experiences related to vaping.

The interviews aimed to explore the nuances of participants' thoughts, feelings, and social contexts surrounding vaping, focusing on the following key areas, such as personal experiences, social influence, perceptions of social media, and decision-making factors.The interviews were conducted in a relaxed environment to encourage open dialogue, allowing participants to express their thoughts freely. Each interview was audio-recorded (with participants' consent) and transcribed for analysis. This qualitative component complemented

the quantitative data from the surveys, providing a richer and more comprehensive understanding of the social dynamics influencing vaping behaviour among teenagers in the Kuta Selatan District.

Data Analysis

Data analysis involved both quantitative and qualitative approaches. Responses from the survey were analysed using Google Sheets, which facilitated statistical calculations such as means, frequencies, and correlations. The analysis focused on the relationship between exposure to vaping content on social media and the likelihood of vaping among respondents. This provided a clearer picture of trends and patterns in vaping behaviours among teenagers. Interview responses were thematically analysed to identify recurring themes and insights regarding the teenagers' perceptions and experiences with vaping. Thematic analysis allowed for the extraction of rich, descriptive data that complemented the quantitative findings. Key themes may include the perceived social acceptability of vaping, personal motivations for vaping or abstaining, and the role of peer dynamics.

Data Validation

To ensure the reliability and validity of the data collected, the following validation method was implemented: Triangulation, by comparing insights from the document analysis, survey results, and interview findings. This process has helped to validate the data and provided a more comprehensive view of the factors influencing underage vaping.
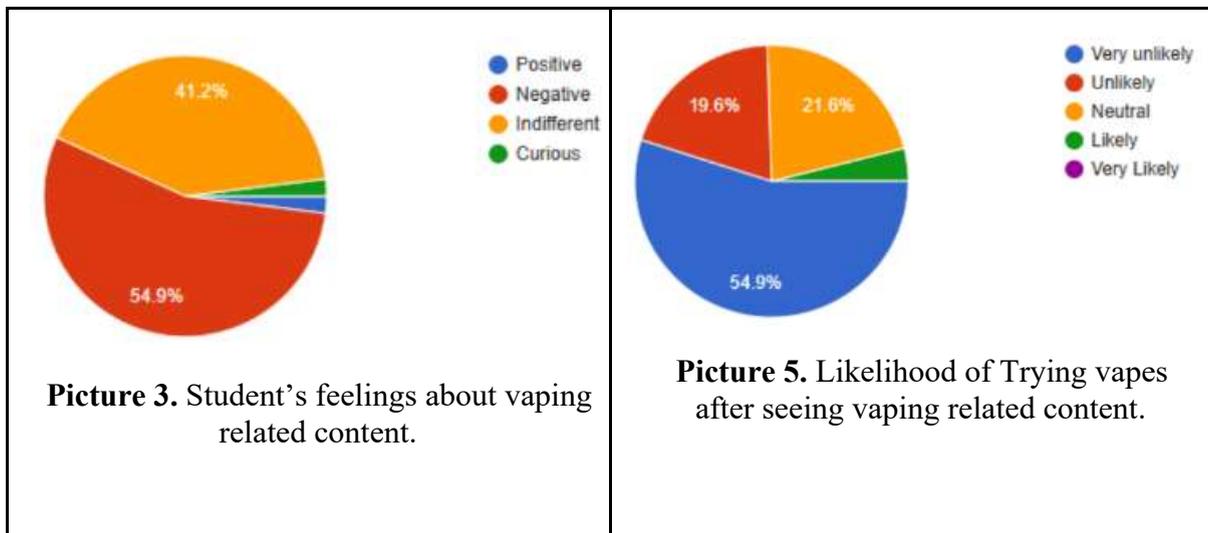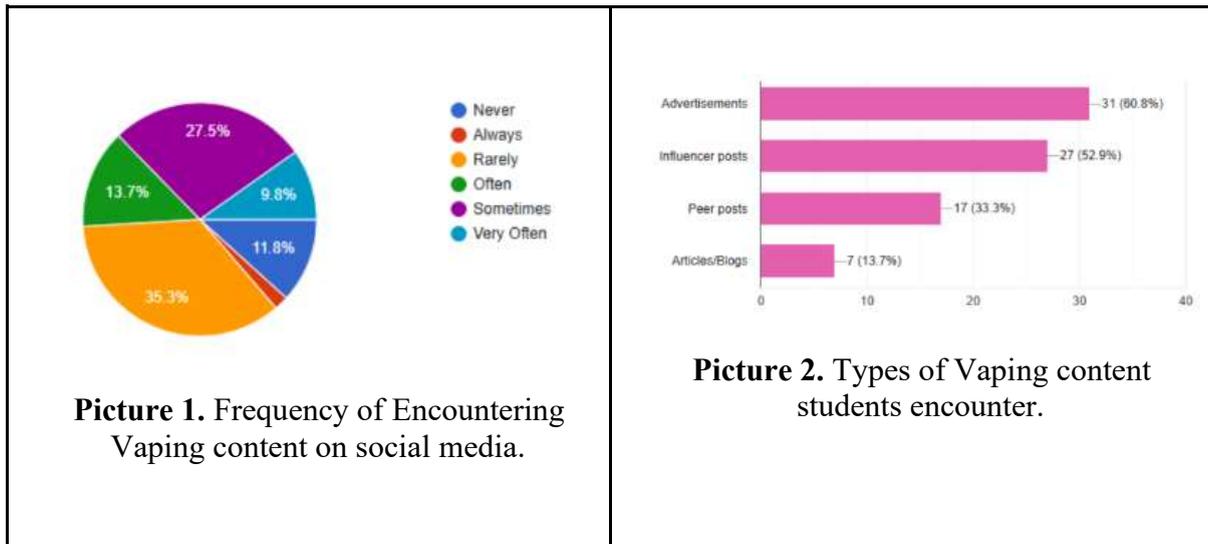
Limitation

One of the limitations that were first recognized was the lack of ability in fully achieving the desired sample size. Permission to conduct surveys in schools around the South Kuta District was denied. Despite the importance of gathering data for research purposes, schools within the district have denied it.
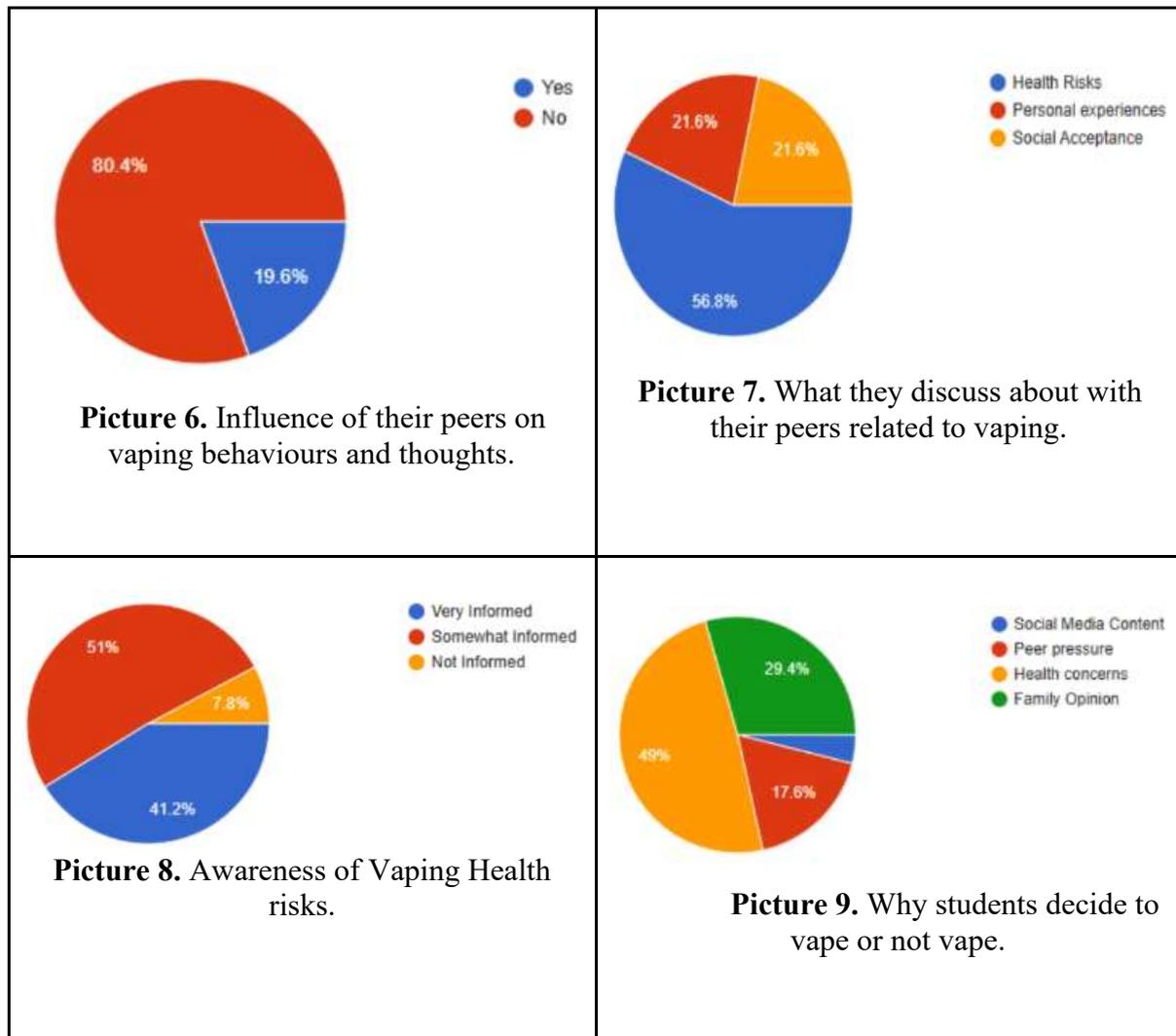
4. RESULTS AND DISCUSSION

Results

Out of the 51 respondents, 25 were high school students, primarily between the ages of 15 and 17. This age group appeared to be the most engaged with vaping content on social media, frequently encountering it through advertising, influencer posts, and peer-generated content. Despite this exposure, the majority of high school students in this group expressed caution or negative attitudes toward vaping. Among them, 23 students cited health concerns as a primary reason for avoiding vaping, and 2 mentioned influences from their families or personal beliefs. Additionally, 20 middle school students participated in the survey, generally

echoing the same cautious views as their high school counterparts. Overall, the survey highlights a strong sense of awareness and a critical stance on vaping among middle and high school students in this demographic. The quantitative data collected via surveys were analyzed using Google Sheets to calculate frequencies, means, and correlations, allowing for the identification of significant relationships between social media exposure and vaping behaviors. The qualitative data gathered from interviews were thematically analyzed, uncovering recurring themes such as peer influence, the popularity of vaping products, and societal acceptance of vaping. The results of this research shows in the graphs:

Picture 1. Frequency of Encountering Vaping content on social media.

Picture 2. Types of Vaping content students encounter.

Picture 3. Student's feelings about vaping related content.

Picture 5. Likelihood of Trying vapes after seeing vaping related content.

Picture 6. Influence of their peers on vaping behaviours and thoughts.

Picture 7. What they discuss about with their peers related to vaping.

Picture 8. Awareness of Vaping Health risks.

Picture 9. Why students decide to vape or not vape.

The frequency with which students encounter vaping content on social media varies widely. About 34% of students report rarely encountering such content, while 24% encounter it sometimes, and 17% often. A smaller proportion, 14%, say they encounter vaping-related content very often, and only 1% frequently see it. Interestingly, 10% of students claim they have never come across vaping content on social media platforms. The types of vaping content encountered also differ. A significant 62% of students report seeing content from influencers promoting vaping, while 52% encounter advertisements. Additionally, 34% notice their peers posting about vaping, whereas only 12% see blogs or articles discussing vaping-related topics.

When it comes to their feelings about vaping content, 41% of students express negative emotions toward it, and 38% indicate indifference. Only 10% of students admit to feeling curious about vaping, while a mere 7% express positive feelings toward it. Regarding the influence of social media on students' thoughts about vaping, 41% believe it does not affect them at all. Another 38% feel only slightly influenced, while 16% acknowledge being

somewhat influenced, and 5% feel deeply influenced by social media content. The likelihood of trying vaping after exposure to related content also varies. A significant proportion, 43%, say they are very unlikely to try vaping, and 24% are unlikely. However, 23% remain neutral on the matter, and 10% consider trying it after being exposed to vaping-related content. Peer influence also plays a role in shaping vaping behaviors and thoughts. While 43% of students report not being influenced by their peers, 57% feel some degree of peer influence. Social gatherings appear to be a primary setting where students experience pressure to start vaping.

When discussing vaping with peers, students primarily focus on health risks, with 42% engaging in these conversations. Meanwhile, 26% discuss social acceptance related to vaping, and 18% share personal experiences. Awareness of vaping-related health risks is another critical factor. About 45% of students feel informed about these risks, 33% feel somewhat informed, and 22% do not feel informed at all. Students' decisions to vape or not vape are influenced by several factors. Health concerns are the most significant, affecting 42% of students' decisions to abstain. Family opinions play a role for 23% of students, while 15% cite peer pressure as a factor influencing their choices.

Based on the interview conducted, it has shown and revealed several primary insights along with perspectives and attitudes regarding the matter of vaping. Interviewees are well informed that the act of vaping is very harmful towards the human wellbeing, and its long term consequences, along with showing some concern regarding the younger individuals of not having a full understanding of the after effects of vaping along with the maturity to have the ability in handling the addiction of vaping. According to the interviewees, they believe that social media is a tool that has teenagers portray vaping as a glamourous act, hence it is often known as a somewhat "cool" act or a status symbol as well. This particular normalization happens to be seen to influence a teen's behaviour, regardless of the lack of attention given to its risky effects. Another factor in particular would be peer pressure, due to an interviewee observing where vaping is a way to have teenagers to be socially accepted.

Nevertheless, all 3 interviewees disagrees with the idea where with vaping, it instantly makes the individual "cool". Even with the factor of social influence, all interviewees have stated that none of them are engaging in regular vaping. As for an interviewee who has experienced in trying a vape, he has found it unpleasant and decided to not vape after all. Since every human being is different, they all have different opinions and feelings when they witness their fellow peers vaping, some interviewees encourage their peers to quit, meanwhile the other interviewees are more neutral regarding it as they believe that it is their personal choice. Gradually, as the interview ends, interviewees have not changed their personal perspective and

have kept it consistent throughout the interview. Despite all that, an interviewee has also stated how important it is to respect their decisions, whether to vape or not vape. The interview concluded that, when it comes to young individuals, it is very crucial to educate them about the risks of acts for them to fully understand. In this case it would be educating them concerning the horrible effects of vaping, as some would not be fully aware of the dangers or not take them seriously. Interview results indicate that education regarding risk of vaping is very essential and the problem of Social media glamourising vaping should be combated.

The insight from the interviews underscore the need for targeted education to address misinformation and social influences, like peer pressure and social media, that contribute to vaping among teenagers. Here are the insight summary from the interview results:

Awareness of Harm

The interviews revealed strong awareness among participants that vaping is harmful, particularly in terms of its long-term health consequences, and they expressed concern that younger individuals may lack the maturity and understanding needed to recognize and manage these risks. Social media was identified as a major factor in glamorizing vaping and portraying it as a "cool" status symbol, which normalizes the behavior among teenagers, while peer pressure was also highlighted as a significant influence, with some adolescents viewing vaping as a way to gain social acceptance. Although all interviewees rejected the idea that vaping makes someone "cool," their personal responses varied, ranging from encouraging peers to quit, to adopting a neutral stance out of respect for individual choices, and in one case, rejecting vaping after personally finding it unpleasant. The participants emphasized the need for better education on the dangers of vaping, noting that many teens may not fully understand or take the risks seriously, and throughout the interviews, their views remained consistent with no significant changes in opinion. From their insights, two key actions emerged: the importance of strengthening education on vaping risks and the need to counteract the glamorization of vaping on social media.

Hypothesis Alignment

Based on these following findings, they do somewhat have a significant alignment with the hypothesis, where peer influence and social acceptance is what leads to teenagers' decision to vape, specifically regarding the perception of claiming that vaping is a "cool" act to do. But in spite of that, results have shown that factors such as the health concerns along with the crucialness of education are very significant, and have a great potential in lessening the impact of peer influence and the glamorization of vaping behaviours in social media platforms. Significant alignment is due to the matter of 57% of the students have reported that the reason

of why they vape is due to their peers at some degree, along with the matter of 26% of the students discuss vaping in terms of social acceptance, and how interviewees has an agreement regarding of the fact that social media platforms glamorises vaping, portraying it as a "cool" act and normalises the act as well.

Discussion

Results indicate that peer pressure is one of the factors that has the greatest contribution when it comes to social gatherings, where teenagers experience a great desire in trying vaping. Among high-school students in the age range of 15 to 17 years old, 42% of them avoid vaping due to how it leads to health issues, indicating a negative perspective towards vaping. Based on these findings, they indicate a partial correlation with the hypothesis where both peer pressure and exposure from social media contribute to underage vaping. Having said that, 43% of the students are unlikely to try vaping which stipulates a strong resistance, stronger than expected. This demonstrates that, despite the influences given from their peers and exposure from social media, teenagers are well informed when it comes to decision making to avoid vaping.

Based on the data analysis, the insights reveal several key points. Social media plays a dual role in exposing students to vaping-related content while simultaneously highlighting their ability to resist its influence, as 43% of students remain very unlikely to try vaping despite frequent exposure. Peer pressure emerges as a significant factor, especially during social gatherings, but it is counterbalanced by students' growing awareness of the health risks associated with vaping. This awareness, evident in peer discussions and individual decision-making, indicates that health concerns are a primary deterrent for many students. Furthermore, the data suggest that fostering a stronger focus on health education and critical thinking can enhance students' resilience to both social and media influences, reinforcing their informed decision-making regarding vaping.

Social Media Roles

A study carried out by Huang et al in the year of 2014 has stated that peers significantly influences their peers' behaviours, particularly in relation to the usage of drugs and activities done online. With their peers sharing risky contents online, for instance social gathering and the consumption of alcohol, it is known to increase the statistics of the alcohol consumption in the midst of teenagers, along with smoking. According to Valente et al 2023, peer influence is when someone is able to change one's individual behaviour to conform their social network, resulting in them being influenced on behaviours of people in their surroundings. In relevance of the power and

knowledge theory, peer influence demonstrates how information passes within the group of people along with the way social connections are one of the tools to gain some power; leading to compromises that shape an individual's behaviour. According to Allison et al, peers play a huge contribution in social influence and reinforcement for teenage vaping, particularly amongst older teenagers, males and non-Hispanic White and Latino teenagers. Social Media and Peers plays a significant role in initiating vaping, supporting previous research on peer influence. Strategies for vaping reduction should address the role of peer pressure and influence from peers.

Peer and Social Influence

With influence from peers, it will proceed to determine how a teenager thinks and makes decisions. Teenagers tend to be sensitive when it comes to constructive feedback, coming from other individuals which can lead to them taking risks. In the case of vaping, peer pressure and feedback may be a reason why teenagers decide to be encouraged in trying a vape without being thoroughly considerate regarding the long-term consequences. A primary role who is shaping a teenagers behaviour like this in particular would be the social environment. What influences a decision would also be factors, mental and emotional factors, which reveals the particular reason of why social influence plays a major and significant role when it comes to the way a teenager behaves and acts (Ciranka, S., & Van Den Bos, W. 2019)

Health Awareness

Social media often influences teenagers along with peer pressure, which leads to the glamorisation of vaping having them normalised and socially acceptable. Exposures like these not only encourage teenagers to be curious however they portray vaping as a trendy activity. Factors similar to this encourage young individuals to have an interest in trying and starting to vape, despite not understanding the long term consequences. With influencers uploading content related to vaping on social media platforms, it visualizes it as an appealing act in the eyes of the young generations. This portrayal covers reality as they hide the harmful consequences, due to how they are able to lead to harm towards the human body parts, the brain in particular, which takes control of a young individual's attention, mood and self control. At the same time, not only social media influences the way a teenager behaves, their peers play a significant role as well, due to the pressure they are able to give during social events since teenagers may feel pressured to vape along with their peers to gain social acceptance. The CDC (2021) has reported a case where lung injuries caused by vaping have resulted in 68

deaths which determines how harmful the act is. To be able to combat this specific issue, educational programs would contribute in combating significantly, showing teenagers the actual truth behind vaping helping them to be more wise and considerate with their choices when it comes to harmful influences (Ibara et al, 2023).

Correlation with Phronesis

The theory of practical wisdom is generally about making good and smart decisions in life, considering what decisions are best for certain situations experienced. With the matter regarding vaping, teenagers often experience some pressure coming from their fellow peers and social media platforms, which can lead to them percepting it as a "cool" act. Having practical wisdom indicates that teenagers own the ability of making the correct choice despite it being complicated since they know not to since it has a long term consequence for their health. According to Aristotle, practical wisdom is also dependent on the development of good habits, an example would be self control. If teenagers take care of their wellbeing seriously and make smart and good decisions, they will be resistant to the pressure that leads them to vape. With the development of good character and way of thinking, it will significantly contribute to their decision making skills, where they will be constantly making wise decisions and be a very considerate individual when it comes to decision making, despite their peers leading them in the wrong direction. In short, teenagers will be unlikely to vape despite influence through their peers and social media due to their growth mindset and wise decision making skills. Individuals with a growth mindset tend to not be influenced due to of their ability in being resilient towards bad influences as a consequence of their immense focus towards their value, goals in life along with their long-term wellbeing, and along with of how they are emotionally strong with their sharp critical thinking skills for the ability of making wise decisions in life (Cummings et al, 2022).

Correlation with Unconscious Mind

Social media is what contributes to the perception of how vaping is a "cool" act. Based on the Unconscious Mind theory proposed by Sigmund Freud, he says power operates through knowledge which determines and shapes the way of how an individual thinks, unconsciously. The way social media does this is with portraying vaping as a positive thing which leads to it being normalised, leading to an influence towards the younger generation. According to his theory, content related to vaping on social media stays in an individual's mind unconsciously which shapes their way of perception of vapinga regardless if they are thinking of it or not. The perception of vaping being

"cool" is often perceptive by influencers, having it unconsciously planted in an individual's mind, which forms an influence towards a teenagers behaviour and personal perspective regarding vaping, even if they consciously believe that it is bad and harmful towards their wellbeing.

According to the data gathered, lots of students reveal that they experience pressure coming from their peers to vape, specifically when it comes to socialising. Freud's theory says that with the desire that is unconscious to be socially accepted, it then influences the way they make decisions, even with knowing that vaping is a harmful act. Explaining why some teenagers who are not conscious that they want to vape still are considerate when deciding to try it. Moreover, with some teenagers not affected by their peers or social media at all, it correlates with the theory of unconscious mind due to these teenagers having stronger beliefs and past experiences that contributes in them resisting the pressure to vape, learning how to reject those negative influences.

Correlation with Power and Knowledge

Foucault once stated that individuals who have power shape what people believe. When it comes to social media, influencers and advertisements often portray vaping as an act that is cool and harmless. With this portrayal it then shapes how the younger generations think about the concept of vaping, having it seemingly normal despite it being risky and harmful. Individuals behind social media own the power in shaping perspectives of people by taking control on what content gets to be seen. Knowledge is something that is not considered neutral, people who have power utilizes power to influence how a person acts. Regarding the case of vaping, information that gets spread on the community in social media normalises it, resulting in teenagers on social media not having a full understanding regarding the consequences of vaping which makes vaping becoming a more accepted act over time.

As referenced earlier in this discussion, particularly regarding the fact that Foucault stated that power shapes the way people act, the findings somewhat indicate that lots of teenagers experience peer pressure to vape is an example of how power determines societal norms, and teenagers feel the need to fulfill them to be socially accepted. The idea where vaping is perceived as a harmless act or as cool becomes a thing that happens to be seemingly true, that is spread throughout social media which then leads to confusion leading to the teenagers less aware of the actual aftermath of vaping.

Critiques of Relevant Theories

A limitation of the practical wisdom theory in the case of combating the issue of teenagers vaping due to influence through social media and peer pressure. The primary limitation of this following theory would be because of how it is focused on personal experience, self development along with moral values, as the values and experiences an individual has would all be different. With all being different, it would not be easy for an appliance of the theory fairly to everyone. Teenagers who are still in the process of being a wise decision maker may not have a full and clear understanding or be able to apply the theory of Phronesis into their everyday life. When teenagers are influenced by their peers and social media platforms, creating an illusion where vaping is cool, they often do not have the ability of making the best and ethical decision because they are lacking wisdom and experiences the theory happens to be relying on.

Freud emphasised that desires which are hidden and motivations such as looking for some pleasure or disobeying the rules are able to encourage and lead a teenager to vape. For instance, teenagers may associate vaping with freedom or adulthood, however unconsciously, gaining the influence from their group of peers or social media platforms. Nevertheless, choices that are rational reveal that teenagers are very considerate when it comes to making decisions therefore they think carefully regarding the advantages and disadvantages of vaping.

With the existence of the power and knowledge theory proposed by a great thinker Michel Foucault, it helps contribute in the understanding of the way power operates to such things such as social media and peer pressure to have a teenager be influenced to vape. Nevertheless, a big issue regarding this theory would be how it does not provide solutions to be able to combat these kinds of issues. Although it elaborates on how vaping is portrayed to look cool or accepted, it does not provide us the solutions to be able to combat these kinds of issues. With no solutions provided, it may make people feel somewhat stuck and confused about what to do. Due to this happening, more ideas are needed along with strategies that can achieve a goal of teenagers stopping vaping. In addition another limitation would be how Foucault does not explain where teenagers gain knowledge as knowledge is able to be earned through many aspects such as experiences and not just education. However this thesis shows that education would be the most effective way to combat underage vaping.

### *Comparison with Previous Studies*

This study in particular conducted by J.Kempf (2011) has a similarity with this following study when it comes to discovering the difficulties teenagers experience due to stress, including in school, specifically academic wellbeing, peer influences and pressures along with family influences. They highlight the aftermath of peer influence, how they are able to influence unhealthy and harmful doings, in this case would be vaping. What plays a significant role would be social media when shaping a teenagers behaviour. Both studies recognize how stress from numerous factors are able to lead to unhealthy coping mechanisms. Both studies highlight the after effects of peer influence and how their peers are able to encourage harmful and bad influences. Due to social media playing a significant role and it glamorises vaping into a trendy and a great thing to do, both studies reveal the crucialness of education regarding stress management despite how this study is generally emphasising regarding the consequences of vaping. Both of these studies have an agreement towards how raising awareness is essential to help teenagers cope with stress in a healthy method. In spite of that however, this following study adds on a concentration regarding how social media specifically normalises vaping amongst teenagers with influencers uploading contents regarding vaping.

Relevance of Findings to the Research Problem

This study is indicating that social media is a significant role that plays significantly when exposing teenagers to content that are vaping related, with lots of students being exposed from influencers and ads. 41%v of these students feel negatively regarding this matter, however the other 38% do not care, and only 10% of them are encouraged in trying a vape as they are curious. With this study highlighting that 42% of the students avoid vaping due to concerns towards their health, it shows that awareness of risks are able to affect their decisions. With these results, it helps in answering the research issue with the disclosure of the impact of social media and peer influence on perspectives and decisions of a teenager in the matter of vaping.

A limitation experienced by this study would be the sample size as it failed to be achieved due to permission to conduct surveys in schools around the South Kuta District were denied. Despite the importance of gathering data for research purposes, schools within the district have denied it. With this limitation it greatly affects the overall research, as a larger and a lot more students from different institutions would make a big difference but unfortunately could not be included in this study. In addition,

future research should concentrate more specifically in expanding the sample size to be able to include more students, as well as making it a long-term study to be able to gradually have data on how vaping behaviours are gradually over time. With collecting data through interviews and focus groups, it can then provide deeper understanding. The study should also be specific regarding the contents in social media regarding vaping to be able to delve deeper.
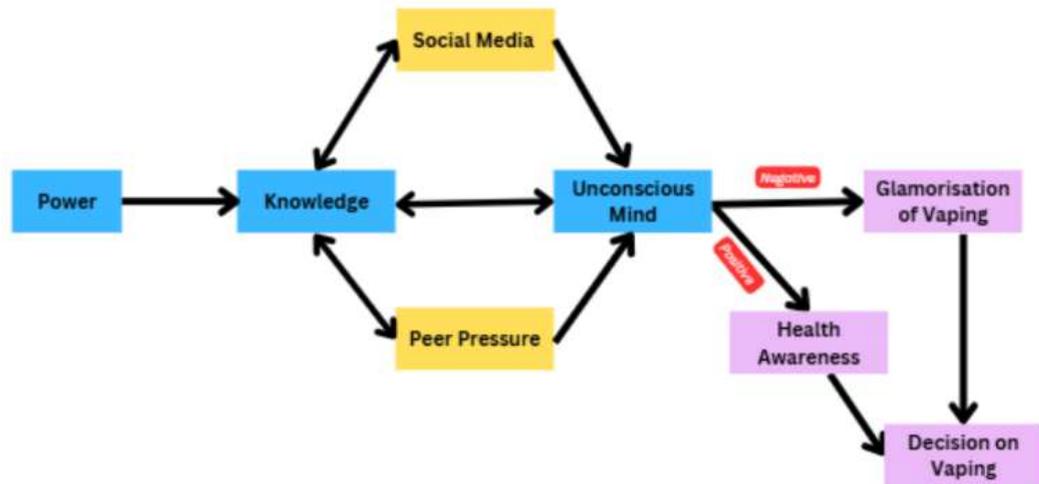
Picture 10. The Relation of Philosophers Theory into the Main Idea.

This following diagram above presents how social media leads to underage vaping with applying theories such as the theory of Power and Knowledge by Michael Foucault, Unconscious Mind theory by Sigmund Freud and theory of Practical Wisdom by Aristotle. With the appliance of these following theories, it then explains how social media and peer pressure have the power to shape how vaping is being perceived, having it perceived as an act that is harmless, trendy, and socially acceptable. With altering the way vaping is perceived negatively, it influences what teenagers believe to be true and normalizes vaping. The theory, power and knowledge, explains how individuals that has a significant and large contribution towards the social media platforms such as social media influencers and advertisements, control what individuals on the platforms get to see and believe. With perceiving vape towards the society in a positive way and concealing the risks, it then makes it more attractive towards teenagers.

With the Unconscious Mind theory, it helps in explaining how this works. When teenagers are often exposed to advertisements, influencers and their peers who vape, these ideas are planted in their minds unconsciously. Gradually having them think that vaping is an act that gives you societal acceptance and attractiveness. At the same time however, it makes teenagers less aware of the consequences of vaping. Due to this,

teenagers decide to vape without considering thoroughly how it can affect their wellbeing.

Theory of Practical Wisdom by Aristotle mainly focuses on practical wisdom and good wisdom, which contributes in combating these negative influences. Wisdom like these influences individuals to become wise decision makers and make smart choices instead of just doing whatever everyone is doing just because it is popular. Health awareness campaigns and educational programs play a significant role, trying to build wisdom by educating teenagers about the consequences of vaping. When individuals are educated regarding the consequence of vaping, having a full thorough understanding, they will then be resistant from the influences coming from their fellow peers and social media.

In the final analysis, what influences the decision of a teenager to vape comes from two different factors. On one side there is glamorisation which is from power and unconscious influence, which makes the perception of vaping attractive. And lastly on the other side there is health awareness, which utilises knowledge and wisdom to have teenagers be more considerate with their decisions (Martinelli, 2023).

5. CONCLUSION

In conclusion, the findings of this research has shown that social media and peer pressure significantly affects the perception of teenagers along with the way they behave towards the matter of vaping. Despite the majority of the students having a clear understanding of what vaping can lead into, the glamorisation of vaping still continues on social media by influencers and advertisements, with 62% of the students who encounter vaping contents from influencers and 52% from advertisements. Which leads to the normalisation of vaping. What compounds more of this issue would be through social gatherings where some teenagers often are tempted and consider vaping as a means for societal acceptance, especially during social gatherings where 57% of students reveal that they experience peer pressure to vape during social gatherings. Nevertheless these kinds of influences do not encourage all teenagers due to many students thinking negatively regarding vaping, with the long term consequences of vaping that are holding them back. The findings had effectively contributed to a deeper understanding of how social media and peer pressure are able to influence the perspectives, behaviours and decisions regarding vaping, answering the primary research problem with the disclosing the factors behind the reason of underage vaping with the help of alignments from the theories of a thinkers idea which were Aristotle, Michel Foucault and Sigmund Freud.

This thesis recognizes how education is very important however not only from an academic perspective. In this case, the education that would play a very significant role would be regarding the consequences of vaping, due to 45% of the students report that they are not fully informed and aware regarding these risks from vaping, though 22% of them do not feel informed at all regarding these risks. Yet not only education, the raise of awareness towards this matter would be very important and effective to be able to tackle these kinds of influences. With applying theories such as the power and knowledge theory, this thesis gives insights into how societal force shapes the way a teenager thinks and behaves, which leads to a notable contribution to the field of a teenagers wellbeing study. Institutions, along with policy makers and health organizations like the World Health Organisation (WHO), are able to utilize this study for the creation of programs that will help teenagers to prevent vaping.

Significant results from this study that are crucial would be the requirement of health education campaigns to educate teenagers about the harms of vaping, potential policy converts into advertisements regarding taking control of vaping, alongside with community based programs that helps teenagers tackle peer pressure. With future research, it then can delve in more focused and deeply into the long term consequences of social media and how mental wellbeing can affect the habits of vaping. Clear presentation of the data of how the influence of social media and peer pressure is highlighting the role of vaping related contents, and 34% of students report seeing peer posts related to vaping which normalises vaping further. The analysis deepens this by displaying how teenagers that have normalised being exposed to vaping contents are likely to have a perspective where they think it is normal, with 23% of the students who remain neutral on whether they would try vaping despite exposure from vaping related contents. Previous studies conducted by others have supported the findings of this thesis. According to Allison et al., the role of peers have significant contribution in social influence along with the increased population of underage vaping, specifically amongst teenagers who are older, males, non-Hispanic and Latino. This finding aligns with the result of this thesis, as social media and peer influence play such a significant role. Ciranka & Van Den Boss (2019) underlines that the process of decision making is influenced by factors both emotionally and mentally, giving further validation of why social pressure significantly affects teenagers' behaviour.

Furthermore, the CDC (2021) has reported 68 deaths, vaping related, due to lung injuries. To be able to combat this, according to Ibara et al., (2023) educational programs should provide factual information to have teenagers be resistant from these harmful influences and be more wise in decision making. Additionally, 34% of students report that they are often

exposed with posts related to vaping in social media uploaded by their fellow peers which leads to a normalisation of this behaviour. Further analysis reveals that teenagers who are often exposed to vaping content are prone to perceive vaping as an acceptable act, with 23% of them who remain neutral regarding whether they would try vaping despite of being exposed to such content. This research not only supports existing findings regarding the influence of social media on vaping, that being the case, it deepens the understanding through the connection of power structures, practical wisdom and unconscious influences, which provides a more thorough perspective of how the society operates.

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