



# SEMINAR

## Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

## Regret and Rationalisation among Smokers

**Presenter: Dr Beth Lee**

Regret and rationalisation are two common psychological experiences among smokers that are negatively related to each other. When smokers realise their behaviour is jeopardising their health, they may be more likely to engage in rationalising their smoking and less likely to regret their smoking, or may become more regretful and fail to rationalise continuing to smoke. Drawing from International Tobacco Control (ITC) Policy Evaluation Survey data, this presentation will cover and discuss how these two psychological experiences relate to quitting behaviour, and inform responses to tobacco control policies and norms toward tobacco use.

Beth is an Assistant Professor in the Dan Program in Management and Organizational Studies at the University of Western Ontario in Canada. She has a PhD in Social Psychology, and her research interests include social influences, attitudes and persuasion, international advertising, consumer and health behaviour, and social marketing.

**Wednesday 13 February 2013**

**5.00-6.00 pm**

**Small Lecture Theatre, Level D**

**Followed by refreshments**

**Hosted by the Department of Public Health, University of Otago Wellington and ASPIRE2025 | A University of Otago Research Theme**

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