

Psychologists, Science Journalists Duel Over Cigarette Warnings

July 01, 2011

The Wall Street Journal:

What does the psychological research say about the effectiveness of putting graphic images on cigarette packs? I haven't had a chance to sort through the original research articles myself, but science journalists are presenting some seriously variant conclusions.

According to ScienceInsider, "Scary New Cigarette Labels Not Based on Psychology." The author of the piece quotes the behavioral psychologist Carol Tavris: "Has anyone been to the movies lately? [HBO's] 'Game of Thrones,' where people's heads are cut off in front of you? I think people's tolerance for the ugly and the violent is quite high."

Read more: [*The Wall Street Journal*](#)