

Misleading Tobacco Content is on the Rise on YouTube | HKS Misinformation Review

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A content analysis of popular videos on YouTube containing tobacco-relevant material revealed five categories of misleading content about tobacco use in 2013. A re-examination in 2019 of the most heavily viewed exemplars of these categories identified in 2013 revealed a striking increase in viewership in all categories but especially in the portrayal and promotion of vaping. Because Internet sites such as YouTube are immune from responsibility for the content they host, it remains a challenge to correct or remove these videos.

[...]

Source: [Misleading Tobacco Content is on the Rise on YouTube | HKS Misinformation Review](#)