Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.
A thesis presented in partial fulfilment of the requirements for the degree of Master of Arts in Psychology at Massey University

Claire Rachel Orbell
1995
Massey University Library
Thesis Copyright Form

Title of thesis:

1) (a) I give permission for my thesis to be made available to readers in Massey University Library under conditions determined by the Librarian.

(b) I do not wish my thesis to be made available to readers without my written consent for 12 months.

2) (a) I agree that my thesis, or a copy, may be sent to another institution under conditions determined by the Librarian.

(b) I do not wish my thesis, or a copy, to be sent to another institution without my written consent for 12 months.

3) (a) I agree that my thesis may be copied for Library use.

(b) I do not wish my thesis to be copied for Library use for 12 months.

Signed [Signature]
Date 12.4.95

The copyright of this thesis belongs to the author. Readers must sign their name in the space below to show that they recognise this. They are asked to add their permanent address.

NAME AND ADDRESS DATE
ABSTRACT

Cigarette smoking leads to many of the most harmful diseases of our time. The prevalence of smoking is excessively high amongst young Maori women. Most research has focused on knowledge of the health consequences associated with smoking, and attitudes toward cigarette smoking. Teaching individuals of the health consequences of smoking and attempting to change individuals' assumed positive attitudes toward smoking have been the basis for smoking prevention and cessation programmes. Recent research suggests these programmes are ineffective in preventing or eliminating smoking. The process of initiation into cigarette smoking is not well understood. Also, the maintenance of cigarette smoking after initiation is not well understood. This is a mixed method study with young Maori women participants. The study includes both smokers and non-smokers. Non-smokers are almost always excluded from research into smoking but are a valuable source of information on smoking. A quantitative methodology was employed and a questionnaire developed to investigate young Maori women's knowledge and attitudes toward cigarette smoking. A qualitative methodology was used and a semi-structured developed to explore young Maori women's thoughts, feelings and experiences of initiation and maintenance of cigarette smoking. The aims of this study are to assess participants' knowledge of the health consequences of smoking and participants' attitudes toward smoking. The study also explores participants' thoughts, feelings and experiences of smoking with an emphasis on the initiation and maintenance of smoking behaviour. Results indicate participants possess good knowledge of the health consequences of smoking. Participants were found to possess negative attitudes toward smoking. However, smokers were found to have more positive attitudes toward smoking than non-smokers. These findings are consistent with previous research. Results also indicate that social factors play the greatest role in both initiation and maintenance of smoking in young Maori women. Recommendations for future research and practical suggestions for prevention and cessation programmes are made.
ACKNOWLEDGMENTS

Thank you to my supervisor Hineuru Timutimu-Thorpe for her patience and assistance. Her advice and support was invaluable. Thank you also to Cathy Love, particularly for her help in the early stages of this thesis and for her assistance with pilot testing.

I would like to thank Kathryn for her proof-reading skills and Christopher for his patience regarding computing. Thanks also to the rest of my family and friends for their support and encouragement.

I would also like to thank the Principal, Georgina Kingi and the Board of Trustees of St Joseph’s College for their interest and assistance. Finally, my sincere thanks goes to my co-researchers in this project, the young women who allowed me the opportunity to investigate this topic.
TABLE OF CONTENTS

Abstract ii
Acknowledgments iii
Table of Contents iv
List of Tables vii
List of Appendices viii

CHAPTER 1: INTRODUCTION 1
1.1 History of Cigarette Smoking 1
1.2 Women and Smoking 2
1.3 Health and Smoking From a Maori Perspective 3

CHAPTER 2: REVIEW OF THE LITERATURE 8
2.1 The New Zealand Statistics 8
2.2 The Role of Education 11
2.3 Content of Current Anti-Smoking Programmes: Knowledge of the Health Consequences of Smoking 14
2.4 Content of Current Anti-Smoking Programmes: Attitudes Associated with Cigarette Smoking 16
2.5 Initiation to Cigarette Smoking 18
2.6 Maintenance of Cigarette Smoking 22

CHAPTER 3: RATIONALE AND AIMS OF THIS STUDY 26
3.1 Summary of Recommendations from Past Research 26
3.2 Aims and Hypotheses of this Study 28
3.3 Methodology Rationale 29
3.4 Contribution of this Research 32

CHAPTER 4: QUANTITATIVE AND QUALITATIVE METHODOLOGIES 34
4.1 Ethical Issues 34

QUANTITATIVE METHODOLOGY
4.2 Quantitative Sample 37
4.3 Quantitative Measure: Questionnaire 37
4.4 Administration of the Questionnaire
4.5 Data Analysis of the Questionnaire

QUALITATIVE METHODOLOGY

4.6 Qualitative Sample
4.7 Qualitative Measure: Semi-Structured Interview
4.8 Administration of the Semi-Structured Interview
4.9 Data Analysis of the Semi-Structured Interview

CHAPTER 5: QUANTITATIVE AND QUALITATIVE RESULTS

QUANTITATIVE RESULTS

5.1 Descriptive Statistics
5.2 Hypothesis 1
5.3 Hypothesis 2

QUALITATIVE RESULTS

Initiation: First Experience Retold
5.4 Influences
5.5 Background
Maintenance: General Thoughts on Smoking
5.6 Background
5.7 Social Influences
5.8 Personal Explanations
5.9 Cessation/ Addictin

CHAPTER 6: DISCUSSION

6.1 Quantitative Results: Hypothesis 1
6.2 Quantitative Results: Hypothesis 2
6.3 Qualitative Results
6.4 Qualitative Results: Initiation
6.5 Qualitative Results: Maintenance
6.6 Overall Conclusion
6.7 Summary
6.8 Methodological Limitations
6.9 Recommendations for Future Research 90
6.10 Practical Implications 92

REFERENCES 94

APPENDICES 101

Appendix i 101
Appendix ii 110
# LIST OF TABLES

**TABLE 1**  
Participants' Responses to Health Consequences Related to Smoking  
44

**TABLE 2**  
Knowledge of the Health Consequences of Smoking: T-Test Between Smoking and Non-Smoking Participants  
45

**TABLE 3**  
Knowledge of Health Consequences of Smoking: T-Tests Between Smoking and Non-Smoking Participants' Responses  
46

**TABLE 4**  
Percentage of Participants' Answers to Questions 2 and 10  
47

**TABLE 5**  
Participants' Attitudes Toward Smoking  
47

**TABLE 6**  
Attitudes Toward Smoking: T-Test Between Smoking and Non-Smoking Participants  
48

**TABLE 7**  
Participants' Attitudes Toward Smoking: T-Tests Between Smoking and Non-Smoking Participants' Responses  
49

**TABLE 8**  
Percentage of Participants' Answers to Questions on Attitudes Toward Smoking  
50
APPENDIX I
Questionnaire and Consent Forms: Knowledge of the Health Consequences Associated with Smoking and Attitudes Toward Cigarette Smoking 101

APPENDIX II
Semi-Structured Interview Schedule and Consent Forms: Initiation and Maintenance of Cigarette Smoking 110