

ORIGINAL ARTICLE

Effectiveness of Mass E-Mailing on Preventing Substance and Behavioral Addictions and Promoting a Healthy Lifestyle

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Main Points

- Mass e-mailing is a type of cost-effective intervention to raise participants' perceived awareness of substance and behavioral addictions and promote a healthy lifestyle as long as it reaches the target population.
- Mass e-mailing has helped create behavioral changes in subjects such as reducing or quitting addictive substances and starting exercise.
- Because participation in the survey sent by e-mail was low, further research should focus on alternative ways of contacting participants.

Abstract

This study aimed to investigate whether through mass e-mailing, the participants' perceived level of addictions would decrease and their healthy lifestyle behaviors would increase. It is a screening study. The study was carried out by 6488 participants at the Social Sciences University of Ankara. A four-question questionnaire was used to collect data. All in all, 73.3% of the participants opened the e-mail ($n = 4760$), and .27% of those who opened the e-mail participated in the survey ($n = 13$). Forty-six percent of respondents answered the survey on the day the e-mail was first sent ($n = 6$). A total of 61.5% of the respondents ($n = 8$) read the first e-mail sent 4 months ago and 53.8% of respondents ($n = 7$) report that this study was helpful in making behavioral changes. Also, 92.3% of the respondents ($n = 12$) found the brochure content useful and raised awareness about preventing addiction and promoting a healthy lifestyle. While demonstrating cost-effectiveness, mass e-mailing fails to provide substantive insights into perceived awareness regarding combating addiction and fostering healthy behaviors, owing to its low response rate.

Keywords: Behavioral addictions, e-mail intervention, mass e-mailing, promoting a healthy lifestyle, substance addictions

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Received: August 4, 2023

Revision Requested: August 28, 2023

Last Revision Received: December 8, 2023

Accepted: February 24, 2024

Publication Date: March 21, 2024

Introduction

The use of addictive substances has grown at an alarming rate in today's world, as have behaviors that are harmful to personal health (Bahar, 2018; Manuel et al., 2016; Patel et al., 2016). According to the latest report of the Turkish Statistical Institute, there has been an increase in the use of alcohol and tobacco products in the last 10 years. From 2012 to 2022, the proportion of individuals aged 15 years and over who consume tobacco products every day

increased from 23.2% to 28.3%, and the proportion of individuals who consumed alcohol in the last 12 months increased from 19.4% to 21.1%. Meanwhile, the rate by which people consume vegetables or salads and fruits once a day or more has decreased in the last 10 years (TUIK, 2022). The widespread use of addictive substances such as cigarettes, alcohol, and drugs, and the uptick in diseases related to poor nutrition and lack of physical activity demonstrate the need for awareness of the dangers of these bad habits in order to promote healthier living.



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Cite this article as: Caydı, S., & Batmaz, S. (2024). Effectiveness of mass e-mailing on preventing substance and behavioral addictions and promoting a healthy lifestyle. *Addicta: The Turkish Journal on Addictions*, 11(1), 31-35.

Caydı and Batmaz. Effectiveness of Mass E-Mailing

Awareness and prevention interventions constitute a bulk of the efforts to combat addiction and promote healthy behaviors (Larimer & Cronce, 2002), and various mass media such as television and radio programs, newspapers, magazines, posters, and brochures are common outlets for these efforts (Carson-Chahhoud et al., 2017). In addition to these traditional communication tools, social media accounts, e-mail, and internet advertisements have also been employed for this purpose (Neuhauser & Kreps, 2003). It can be said that the use of mass media in awareness-raising and prevention efforts is advantageous as it affords the opportunity to reach many people in a short time, is cheaper than other interventions, and has the potential to change the knowledge and attitudes of a large part of the society (Redman, 1990). Although e-mail has become a popular communication tool in recent years, studies investigating its effectiveness in promoting healthy behaviors have been limited (Abroms et al., 2004).

There are, however, studies on the effectiveness of interventions using mass media. One of these reviewed 23 studies of 188,934 young people in the USA, Canada, and Australia to assess the effectiveness of mass media campaigns in preventing or reducing illicit drug use or intent to use among young people. This review points to two important findings. The first is that the current evidence is unclear regarding the impact of illicit substance use on young people, and the second is that more work needs to be done on this topic (Ferri et al., 2013). A review study by Wakefield et al. (2010) conducted a campaign using mass media on risky health behaviors, such as tobacco, drug, and alcohol use. The findings revealed that positive health behaviors increased, and negative health behaviors decreased in the study population. In another study conducted with young participants, it was investigated whether mass media can be effective in preventing smoking. In the study, perceptions and attitudes about smoking and levels of smoking reduction were examined. Despite the lack of strong evidence and several methodological problems, it was determined that the intervention was effective in smoking cessation (Brinn et al., 2010).

Based on the results cited above, there is no consensus in the literature on how effective mass media, specifically mass e-mailing, is in reducing or preventing addiction and risky health behaviors. While some studies provide evidence that these interventions have had an impact, others indicate that mass media has only limited success in providing health-beneficial behaviors and reducing or preventing addictions. The hypothesis of this study proposes that through mass e-mailing the participants' perceived level of addiction would decrease and their healthy lifestyle behaviors would increase.

Material and Methods

Research Model

In line with the National Action Plan for Combating Addiction (YESILAY, 2022), the study is designed as a screening study to assess participants' perceptions regarding combatting addiction and promoting a healthy lifestyle.

Participants

This research was conducted between December 9, 2022, and April 17, 2023, with Social Sciences University of Ankara students and staff. The brochures prepared by the Turkish Green Crescent

Society were sent to the institution through the Council of Higher Education and the brochures were requested to be shared within the institution via e-mail. All university students and staff were e-mailed. No exclusion criteria were employed.

The research questionnaire was sent to a total of 6488 people via e-mail, and 4760 (73.3%) of the people opened the e-mail. Ethics committee approval for this study was obtained from the Social Sciences University of Ankara Institutional Ethics Committee of Social Sciences and Humanities Research and Publication (number 73556, dated April 14, 2023). Participants consented to participate in the study.

Data Collection Tools

The study tool consisted of a four-question questionnaire created by the researchers using Google Forms. The survey questions were as follows:

Question 1: Have you read the e-mail sent to you before in line with the National Action Plan to Combat Addiction? (The answers included "Yes" or "No.")

Question 2: Did you find the e-mail content helpful? (The answers included "Yes" or "No.")

Question 3: Did the content raise awareness about preventing addiction and promoting healthy living? (The answers included "Yes" or "No.")

Question 4: Was this study helpful in making any behavioral changes (such as reducing and/or quitting addictive substances, starting exercise, etc.) for you? (The answers included "Yes" or "No.")

Procedure

In the first phase of the research, five brochures were sent to the e-mail addresses of ... students and staff. These brochures had been prepared by the Turkish Green Crescent Society on December 16, 2022, in line with the National Action Plan for Combating Addiction to raise awareness about substance and behavioral addictions and to encourage the acquisition of a healthy lifestyle. The subject was alcohol, substance, cigarette, and technology addiction and healthy lifestyle. In the brochures about addictions, there was information about what addiction is, how it occurs, misconceptions, what individuals with addictions experience, its harms, and how to protect oneself against it. The brochure on healthy living included information on protection from and management of diseases, sports, sleep, healthy nutrition, and personal hygiene.

Statistical Analysis

The data collected using Google Forms were exported to an Excel file. Since the research was designed as a screening study, a percentage calculation was made on the number of participants who were sent and viewed the e-mail along with the answers given.

Results

Information about the participants who opened the email and answered the questionnaire attached to the second e-mail is in Table 1. The brochures used in the study were sent to a total of 6488 people. Of those to whom the e-mail was sent, 73.3% opened the e-mail ($n = 4760$). Of those who opened the e-mail, .27% the

Table 1.
Percentage of Electronic Mail

	<i>n</i>	%
Number of people to whom e-mail was sent	6488	100
Number of people who opened the e-mail	4760	73.3
Number of people who completed the survey	13	.27%

survey questions ($n = 13$). The results indicate that 26.7% of those who were sent an e-mail or about a third of the target population never opened the e-mail, while those who answered the survey remained at a very low rate.

Table 2 shows the frequency of respondents' responses to the survey questions in the e-mail sent for the second time. The survey's first question was whether respondents previously read an e-mail with the same content, and it was deduced that 61.5% of respondents had read the first e-mail ($n = 8$). In the second question, where they were asked whether they found the email content useful, 92.3% of the respondents affirmed that it had ($n = 12$). The third question concerned whether the content of the email raised awareness about preventing addiction and promoting a healthy lifestyle, and 92.3% of the respondents agreed that it had done so ($n = 12$). The final question was on whether these brochures helped make behavioral changes, such as reducing and/or quitting addictive substances and starting exercise. Nearly half of those surveyed, 53.8%, reported positively ($n = 7$).

Table 3 shows the days on which the participants answered the survey. The e-mail, including the survey link, was sent to the participants on April 17, 2023. The survey link remained active for seven days from the date the survey was shared, that is, the responses from the participants were accepted within this time frame. The results in the table show that among the survey respondents, the proportion surveyed on the first day was 46% ($n = 6$). The response rate on the second day was 38% ($n = 5$). The rate was 8% ($n = 1$) for both the third and fifth days. No one participated in the survey on the fourth, sixth, and seventh days.

Table 2.
Frequency of Response

Questions	Yes		No	
	<i>n</i>	%	<i>n</i>	%
Read a previously sent e-mail	8	61.5	5	38.5
Found content useful	12	92.3	1	7.7
Raised awareness	12	92.3	1	7.7
Created behavioral change	7	53.8	6	46.2

Table 3.
Frequency of Survey Participation Dates

Date	<i>n</i>	%
April 17, 2023	6	46
April 18, 2023	5	38
April 19, 2023	1	8
April 21, 2023	1	8

Discussion

This study has scrutinized the effects of employing mass e-mailing on diminishing participants' perceived level of addictions and augmenting their healthy lifestyle behaviors. The results of the study showed that about two-thirds of the 6488 people opened the e-mail, and 13 people answered the questionnaire. In addition, of the 61% of respondents who had read the previous e-mail, 92.3% found the content of the brochures useful; the same percentage of people claimed to have gained awareness on the subject, and 53.8% exhibited a behavioral change. Another result of the study was that 46% of the respondents answered the questionnaire sent with the link in the e-mail sent for the second time on the day the e-mail was sent, while 38% answered the questionnaire the next day.

Like other intervention studies through mass media (Eng et al., 1999; Redman, 1990), in the present study, e-mail could be sent to more than six thousand people quickly and cost-effectively in a short period. E-mail intervention is also preferred in research due to its ease of implementation compared to other traditional methods. Internet and postal mail methods were preferred in a study (Smith et al., 2023) conducted with university students. With the participation of 116 university students, it was examined whether the delivery of the binge drinking prevention intervention via the Internet or postal mail differed in terms of the feasibility and effectiveness of the intervention. Over the course of four weeks, a newsletter was distributed to university students either via physical or digital copy. The results revealed that both interventions were effective. The fact that there was no difference between the interventions supports that internet-based health practices can be used as an alternative to traditional practices (Smith et al., 2023). Based on the findings of this study, it was thought that presenting the intervention in the current study via e-mail is preferable because of its practicality.

Approximately 4.2 billion people used e-mail in 2022, and this number is expected to increase to 4.6 billion in 2025 (Statista, 2022). As for the current study, two-thirds of the recipients opened the e-mail. This finding seems consistent with the data showing the widespread use of e-mail as a mass communication tool today (Statista, 2022). Considering that a significant portion of the participants in the study sample were young adults with bachelor's, master's, and doctoral degrees, this finding may also give a clue about the prevalence of e-mail usage among young people. Despite this trend, literature on the effectiveness of e-mail intervention remains limited (Abroms et al., 2004). Nevertheless, the ease of implementation sets it up to be a primary tool for further research.

An important finding of the research is related to the drastically low number of responses. This may need to be evaluated together with other research results. In a study involving young adults with a participation rate of 90%, the feasibility of a text messaging intervention for individual support in smoking cessation was investigated. The high participation rate in the study was interpreted by the researchers as that short-message system intervention among young adults may be more effective than other traditional methods (Haug et al., 2009). Although most parts of the participants in the current study were undergraduate and graduate students, who are also part

of the young adult group, 27%. The participation rate in the current study is significantly lower than the 90% participation rate in the text message intervention for smoking cessation, and the findings of the two studies are contradictory. One of the reasons for the higher response rate in text message interventions compared to e-mail interventions may be that the text message reaches the participant as soon as it is delivered, as participants need to log in to e-mail applications to read the e-mail. In applications where e-mail is used, the participant is expected to enter the e-mail application by himself, unless notifications are open, indicating that e-mail has been received. Participation in e-mail interception may have been lower, as it may be a more labor-intensive job than text messaging. A review of the literature reveals that the contradiction between the findings of these two studies is also valid for other studies on the subject. Although there are studies in the literature showing that the participation rate in e-mail surveys is around 60% (Andersen & Gansneder, 1995; Schaefer & Dillman, 1998), there are also studies showing that the participation rate in e-mail surveys is low (Couper et al., 1999; Swoboda et al., 1997). These findings point to the need for further research on e-mail intervention techniques.

Another finding of the study is that 92.3% of the respondents found the content of the e-mail useful and declared that their awareness increased on the issues of combating addiction and promoting healthy living. Consistent with the present study's data, other studies in which mass media was used also showed an increase in the participants' awareness level. For example, in a study aiming to increase fruit and vegetable consumption, a multimedia education campaign was carried out for 5 years in collaboration with more than 800 organizations comprised of companies in the food industry, local health institutions, and other educational institutions. During this period, state members' awareness of the importance of fruit and vegetable consumption increased, but there was no significant change in consumption behavior (Foerster & Hudes, 1994). While this study and the current study show similar results in increasing participants' awareness, they have different findings in creating behavioral changes. While no significant behavioral change was observed in the study aiming to increase the consumption of vegetables and fruits, 53.8% of the participants in this study declared that it led to behavioral changes in areas such as reducing and quitting addictive substances and starting exercise. Another study conducted in the United States examined trends in fruit and vegetable consumption among 434,121 adults who were randomly contacted and given a six-item telephone survey in four different years between 1994 and 2000. Researchers found that the frequency of fruit and vegetable consumption changed very little at the end of the 4 years (Serdula et al., 2004). Another study was conducted to examine the effectiveness of an e-mail-based intervention in promoting behavioral change in adolescents between the ages of 15 and 17. Participants were divided into two groups, those who received weekly e-mails with questionnaires and advice on fruit and vegetable consumption, smoking, and physical activity and those who did not. The study results showed no significant difference between the groups (Abroms et al., 2004). In terms of creating behavior change, the findings of these two studies offer quite different results from the current study, which suggests that health communication

interventions, defined as creating physical, psychological, and social changes in individuals (Northouse & Northouse, 1998), did not yield the expected results in terms of behavioral change. This can be considered an expected result considering the challenging nature of behavior change. Although health communication interventions do not meet all expectations for improving healthy behaviors, research offers hope that these interventions can be used more effectively in achieving the desired social change (Neuhauser & Kreps, 2003).

Behavioral addictions, which can be categorized through unhealthy dependence on things such as eating, exercising, sex, working, continue to increase. Although there is controversy in the field about naming, diagnosing, and treating these behaviors (Karim & Chaudhri, 2012), no studies have intervened in such behavioral addictions by e-mail. While the current study is one of the first to address this area, further studies examining e-mail intervention in behavioral addictions are needed.

The final finding of the study was that 46% of the respondents participated in the emailed survey on the first day and 38% on the second day. This finding is consistent with studies showing that the highest return to emailed surveys occurred within the first and second days. If email is preferred as the intervention method, it will be important to implement follow-up (Kittleston, 1995).

Limitations and Directions/Suggestions for Future Research

There are some limitations in the study. One of the limitations is that it was not determined in which specific area the participants' perceived awareness increased, such as reducing or quitting addictive substances, starting exercise, or how the participants found the study useful. This limitation can be eliminated by adding separate questions about the areas in which awareness is raised. In addition, the participants consisted only of university students and staff. To generalize the results, further research should include different groups of participants. Another limitation is that the low number of participants who participated in the survey makes it difficult to interpret the validity and generalizability of the findings. Further research should focus on alternative ways of contacting participants and use a follow-up period with participant feedback to systematically evaluate the effectiveness of the intervention. In the study, it was not possible to access the demographic information of all participants to whom emails were sent, as personal data protection is required, resulting in a lack of data in this regard. The missing demographic data has limited our ability to offer comprehensive insights into the diverse characteristics of our participants and to adequately explain the reasons behind the low participation rates. This absence emphasizes the constraints of the current study and highlights areas for improvement in future research. One additional constraint arises from the study's design as a screening study, thereby restricting its presentation solely to descriptive statistics. Consequently, while the findings serve as supporting data, they are inadequate for inferential purposes. Despite the limitations, the outcomes of the present study underscore the cost-effectiveness of utilizing mass e-mailing as an intervention aimed at enhancing participants' perceived awareness of substance and behavioral addictions, and advocating for a healthy lifestyle within the specific group that responded to the e-mail questionnaire.

Ethics Committee Approval: Ethical committee approval was received from the Social Sciences University of Ankara Institutional Ethics Committee of Social Sciences and Humanities Research and Publication (issue number 73556; date: April 14, 2023).

Informed Consent: Informed consent was obtained from the participants who agreed to take part in the study.

Peer-review: Externally peer-reviewed.

Author Contributions: Concept – S.B.; Design – S.B.; Supervision – S.B.; Data Collection and/or Processing – S.C.; Analysis and/or Interpretation – S.B., S.C.; Literature Review – S.B., S.C.; Writing – S.B., S.C.; Critical Review – S.B., S.C.

Declaration of Interests: The authors have no conflict of interest to declare.

Funding: The authors declared that this study has received no financial support.

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