

NPS DIFFUSION CHANNELS



What are NPS?

Synthetic drugs designed to mimic effect of traditional illegal substances

Known as Legal highs, Bath salts, Research chemicals

Unpredictable side effects due to lack of research data.

Can contain impurities with unknown composition

Created to bypass drug laws and regulations

DIFFUSION CHANNELS refer to the pathway through which information, attitudes and behaviours is spread within a community, and can be:

Social Media

- Viral trends and influencers can significantly amplify the spread of information about NPS and unintentionally promote them.
- Social networks can glamorize NPS making them appealing or less dangerous.
- Neutral representation of NPS encourages individuals to make informed decisions based on accurate information.



Peer-to-peer Communication

- Information about NPS can spread quickly in peer groups through word of mouth.
- Peer pressure, group validation, shared experiences, and misguided advices encourage teens to use NPS and to fit in with their peers.
- At festivals, parties, clubs, and bars, NPS might become trendy or popular. Reduced risk perception due to alcohol consumption.

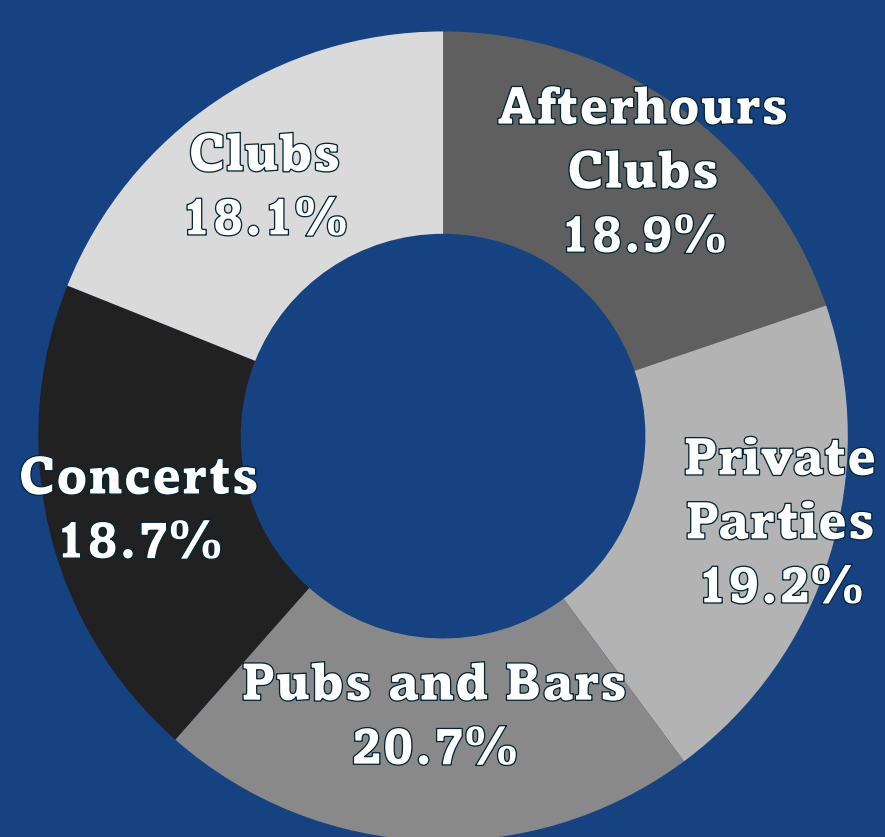


Online Marketplaces

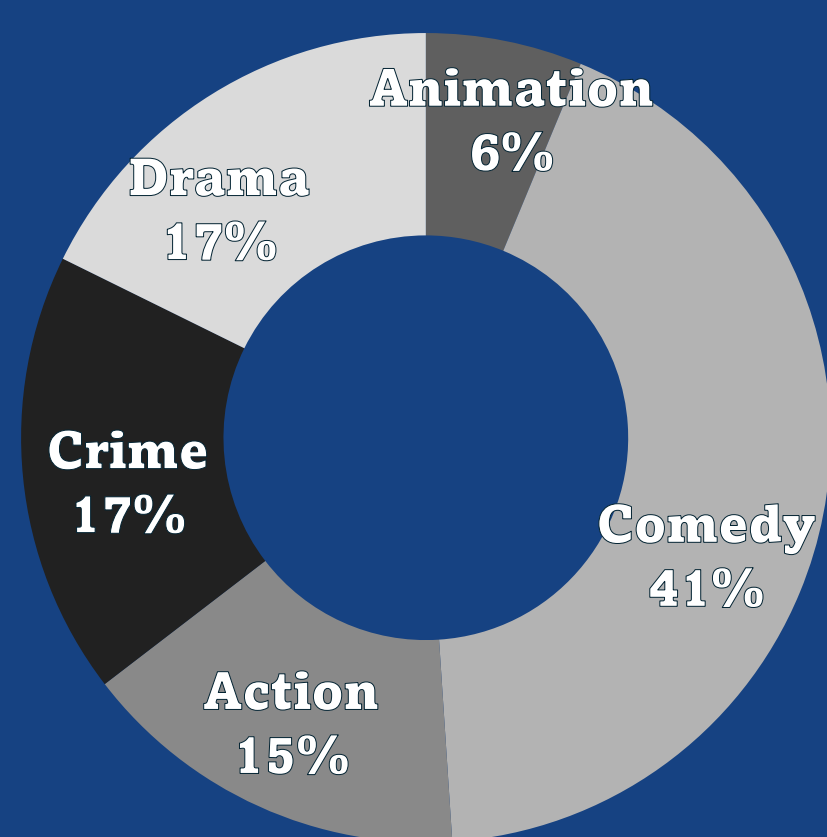
- Many online marketplaces lack proper regulation, making it easier for sellers to distribute NPS.
- Sellers on online marketplaces can provide misleading descriptions of NPS, leading to misuse and potential harm.
- Dark net and cryptocurrencies are frequently used in the illicit trade of NPS due to their anonymity and untraceability.



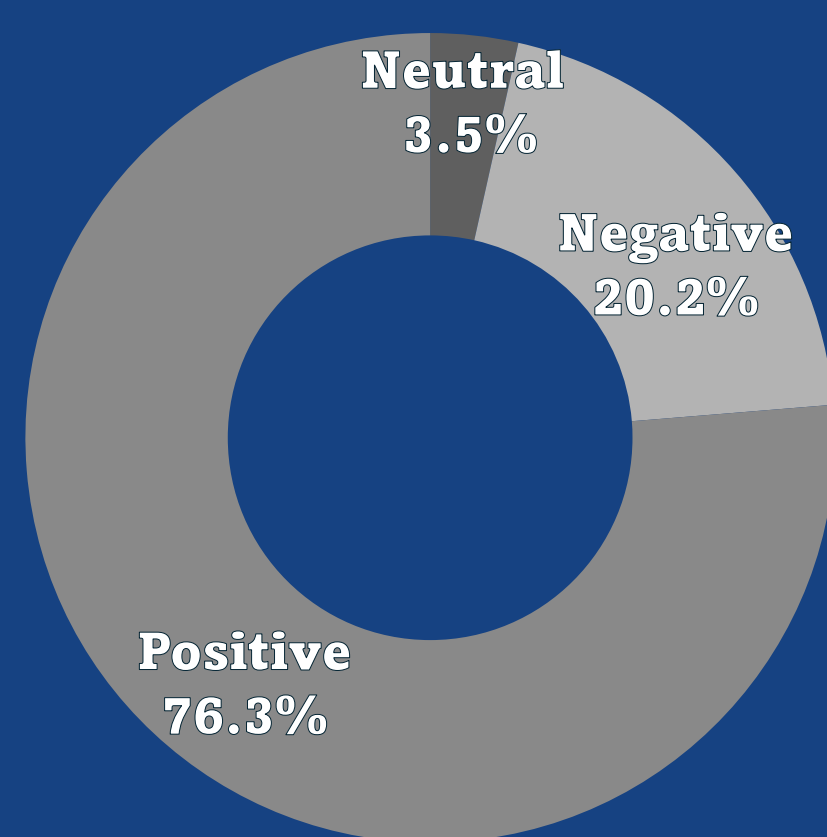
Peer-to-peer places by popularity



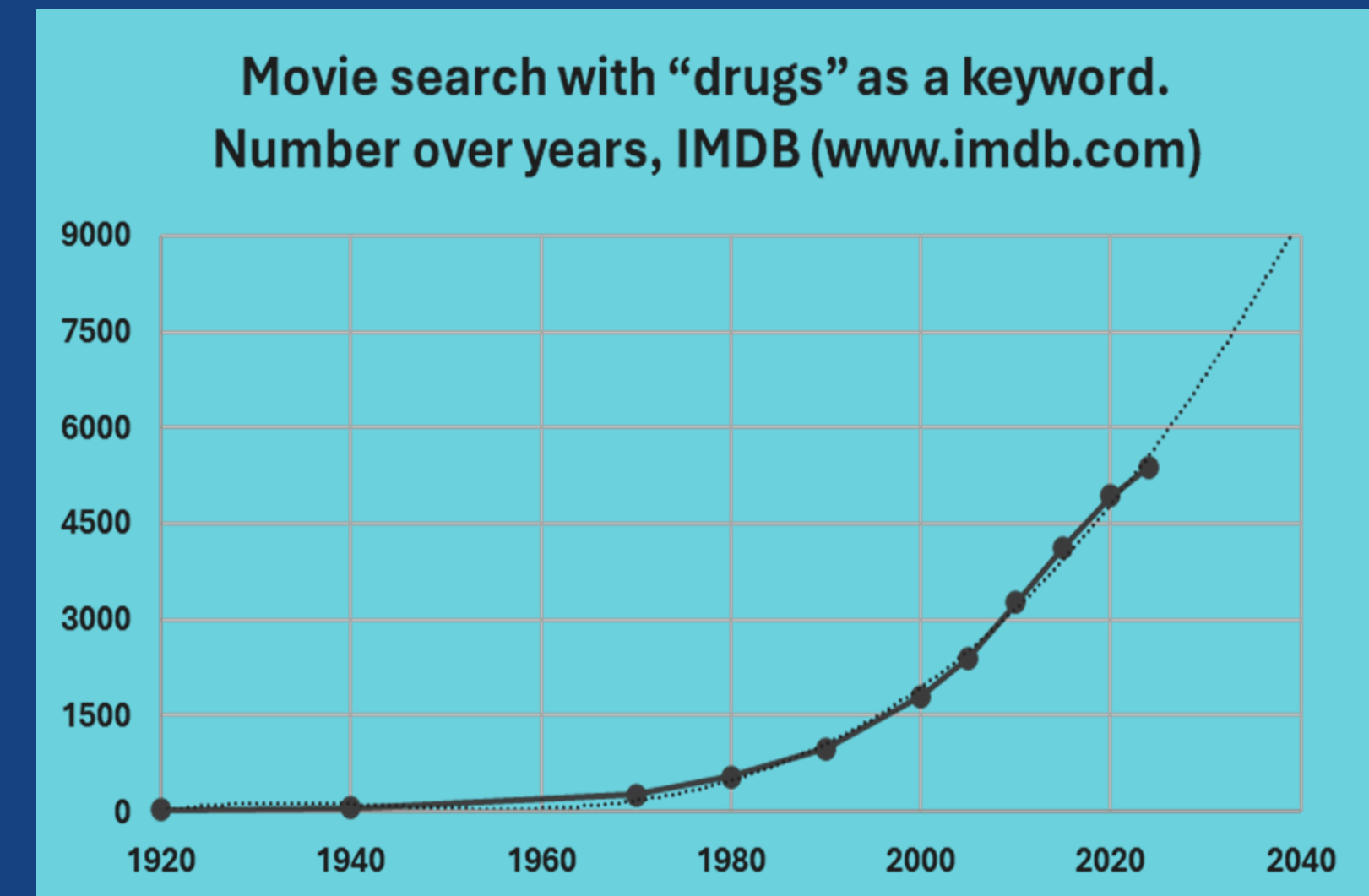
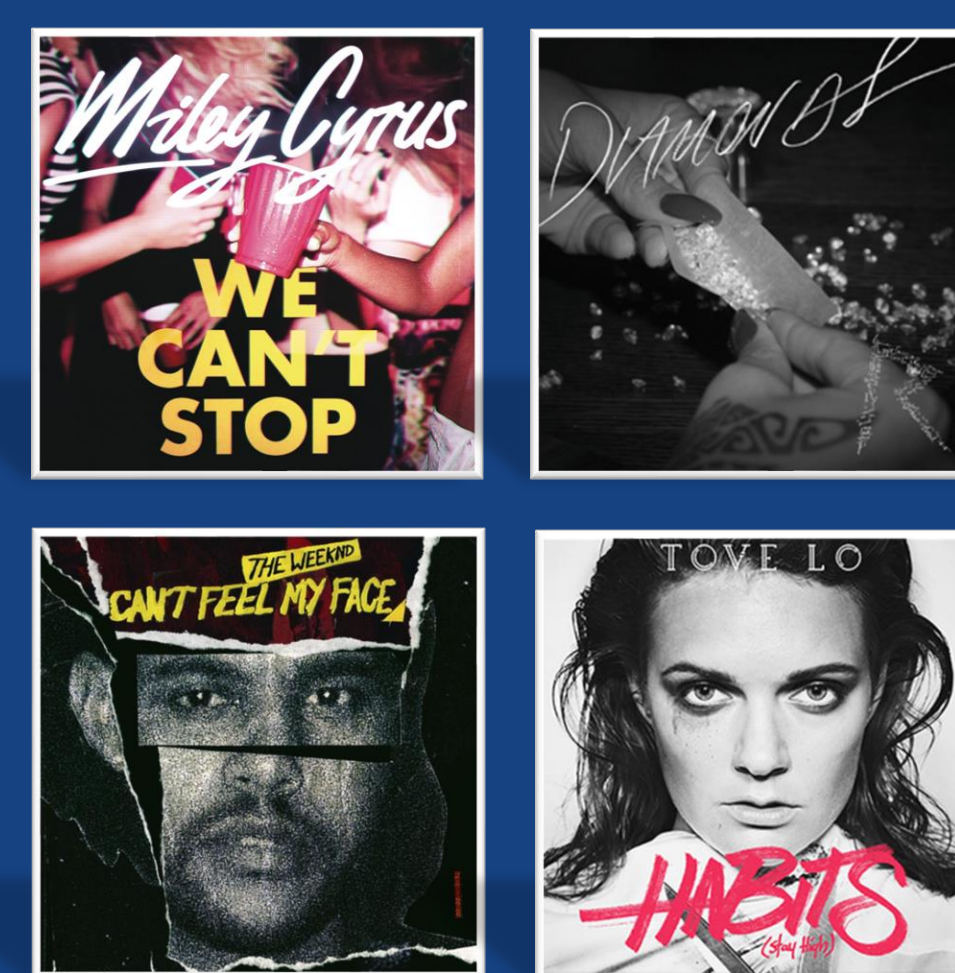
NPS representation by genre



NPS depiction in social media



Music examples



TV Series



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