

Diffusion Channels



Authors:

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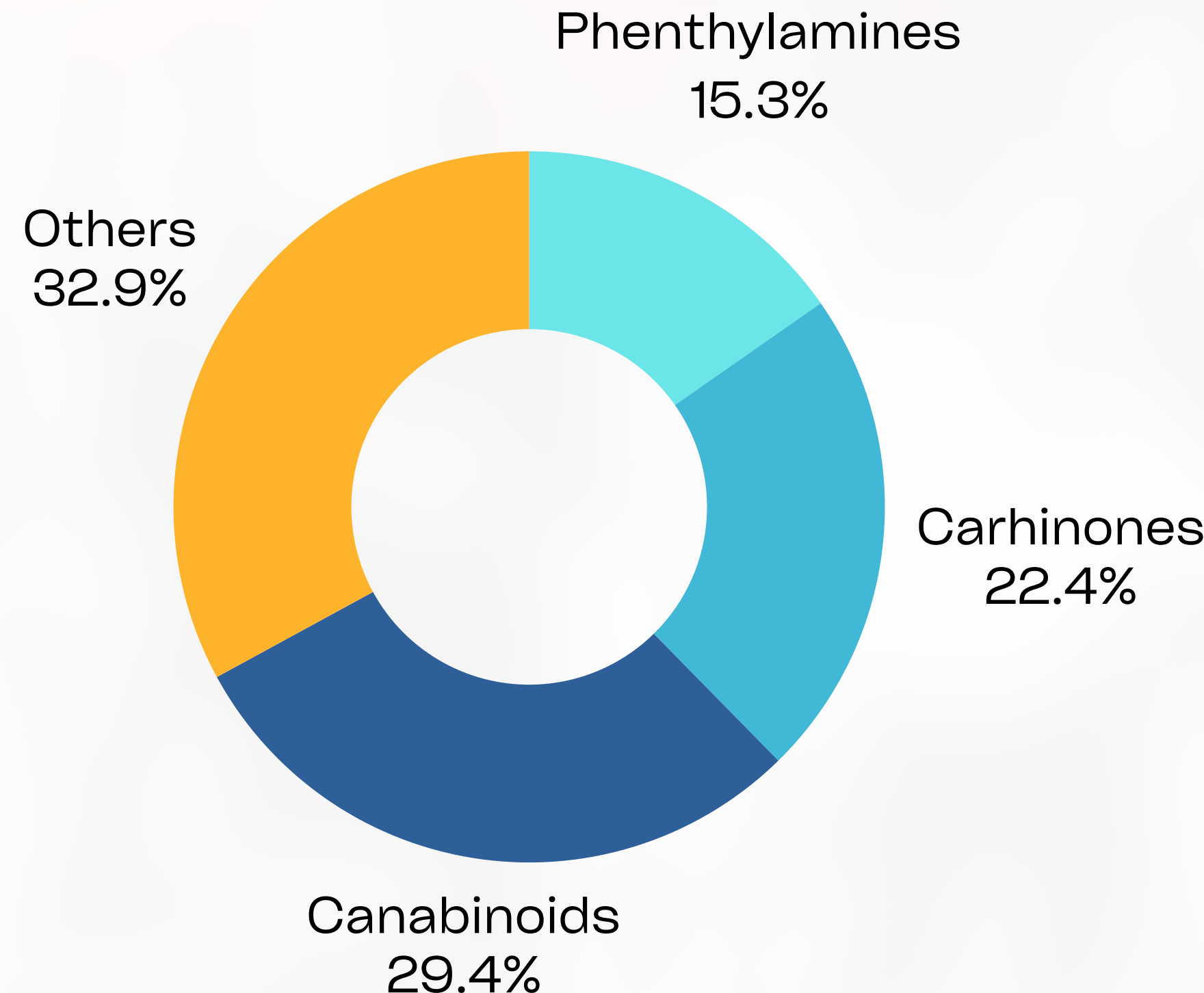
New psychoactive substances (NPS)

Also known as “legal highs” or “Bath Salts”, these are synthetic drugs designed to mimic the effects of the traditional illicit substances

Not properly researched, unpredictable effects.

Highly dangerous, unknown chemical compositions

Can bypass drug laws and regulations



Types of diffusion channels:

**Information
diffusion channels**



**Consumption
diffusion channels**



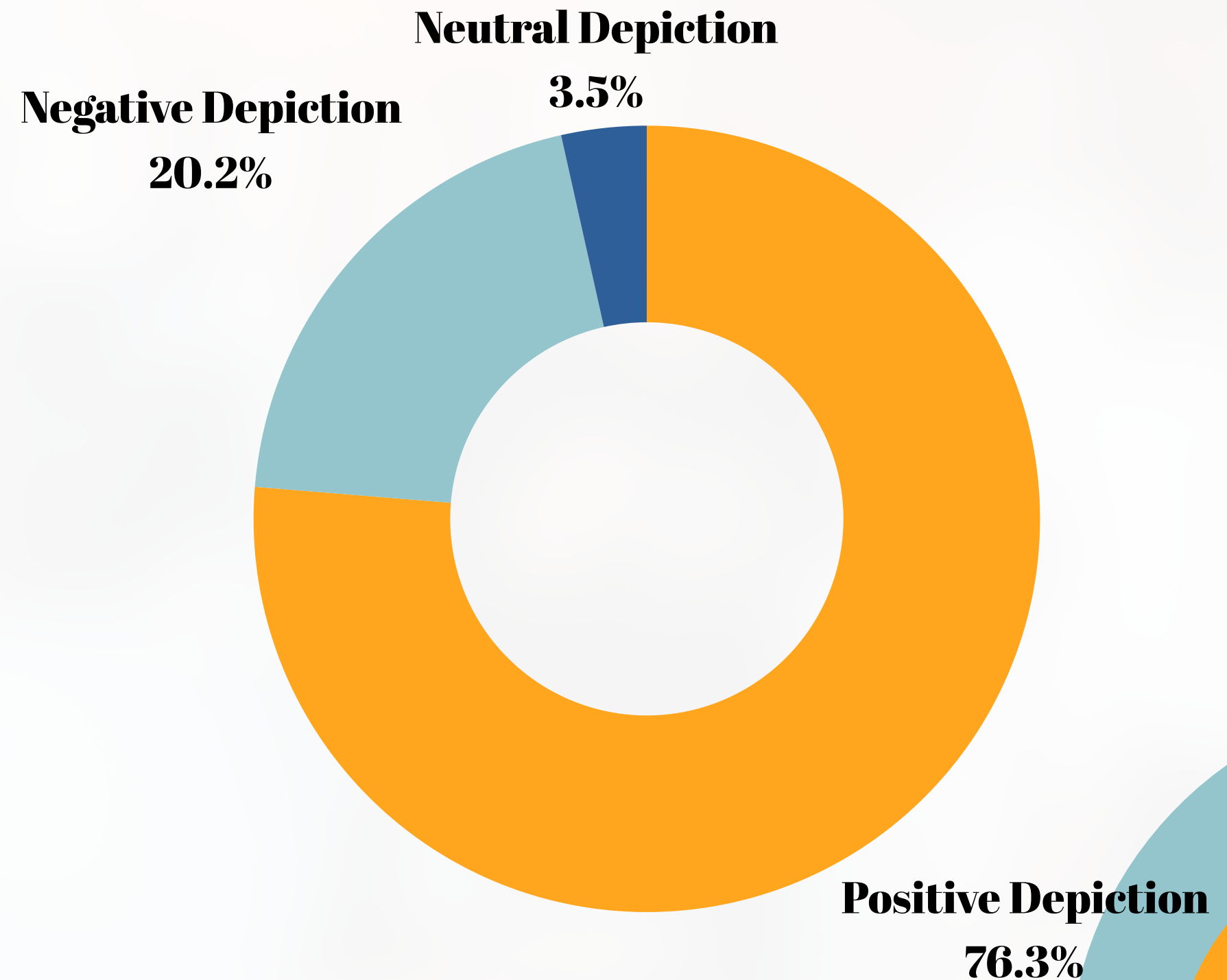
Science should be neutral, however...



A total of 73 studies covered 15 905 182 social media posts with the following results:

Neutrality provides:

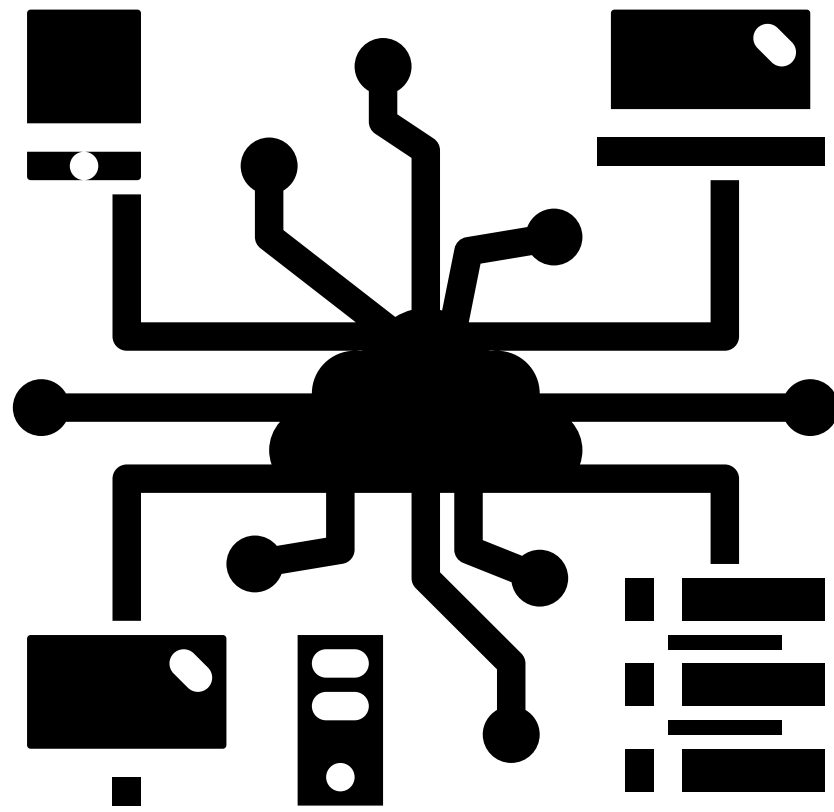
- Objectivity
- Transparency
- Accurate understanding
- No Bias



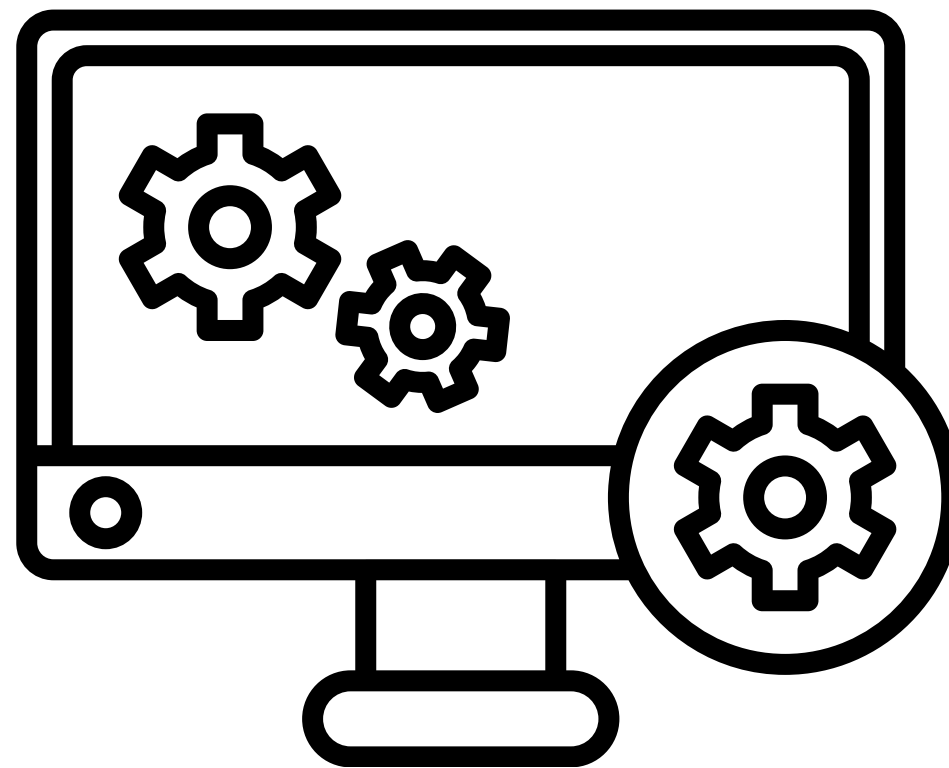
Social media platforms:



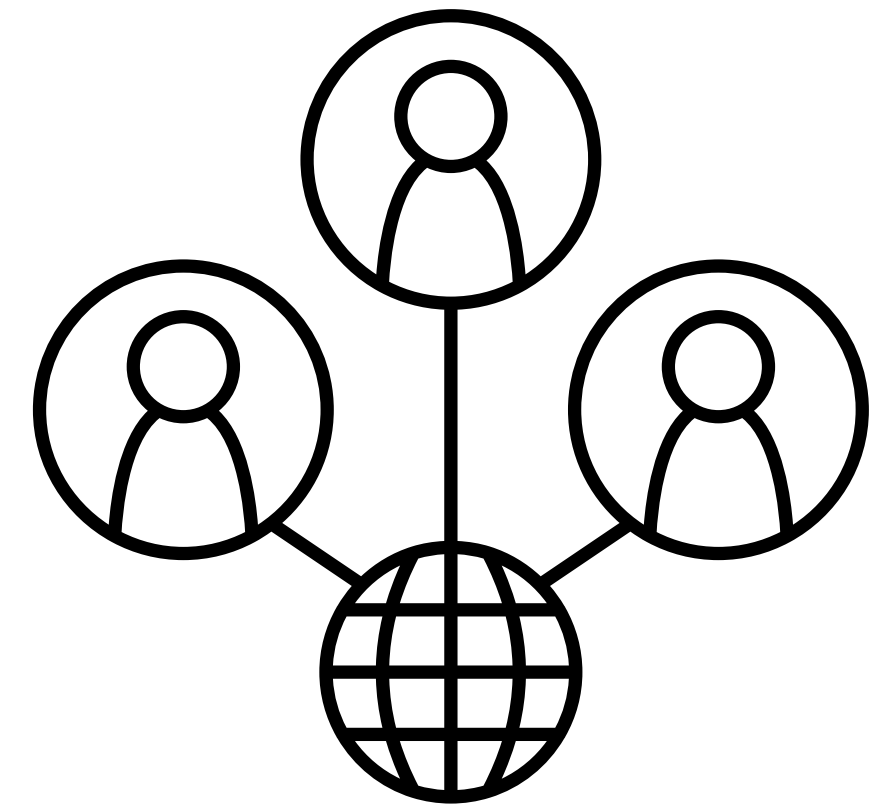
Online marketplaces:



**Dark-web
market places**



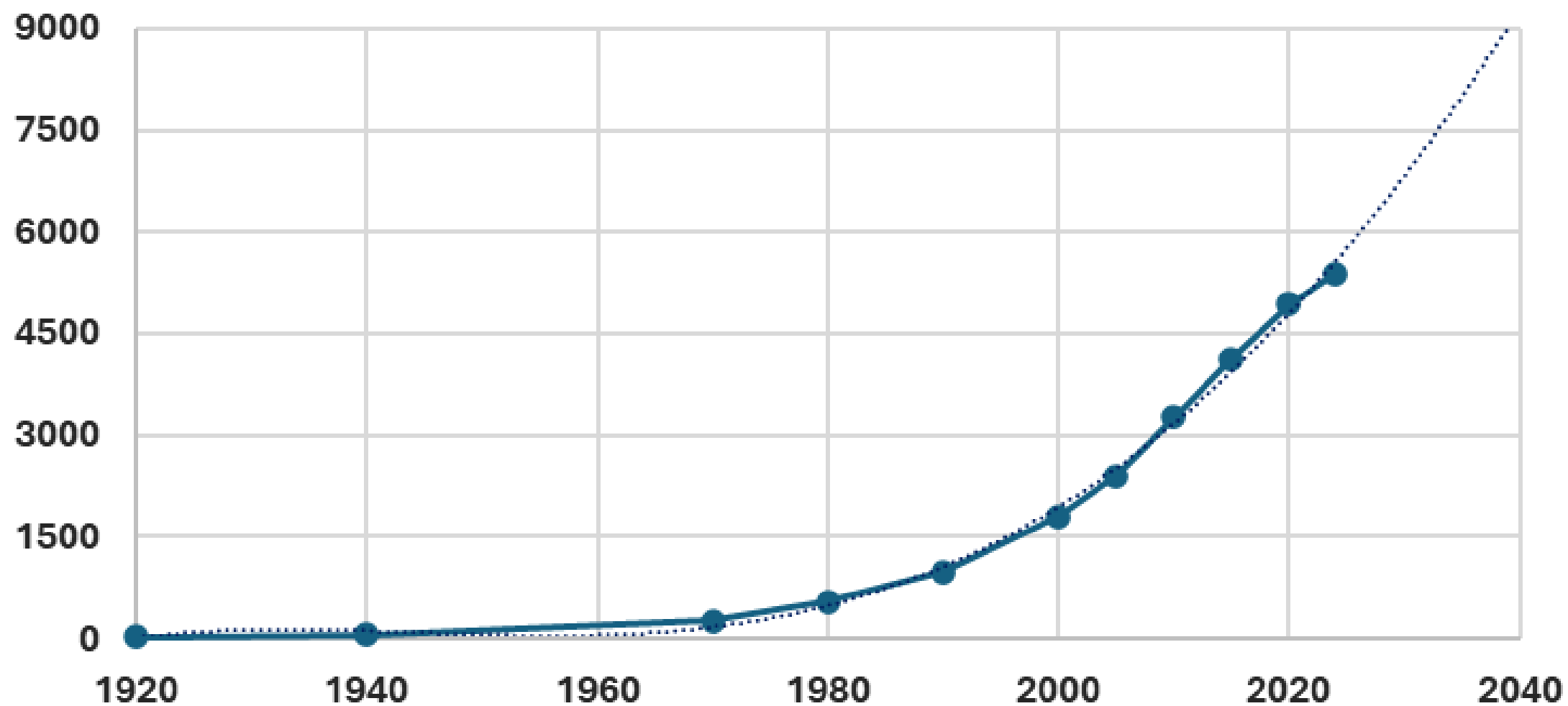
**Clear-net market
places**



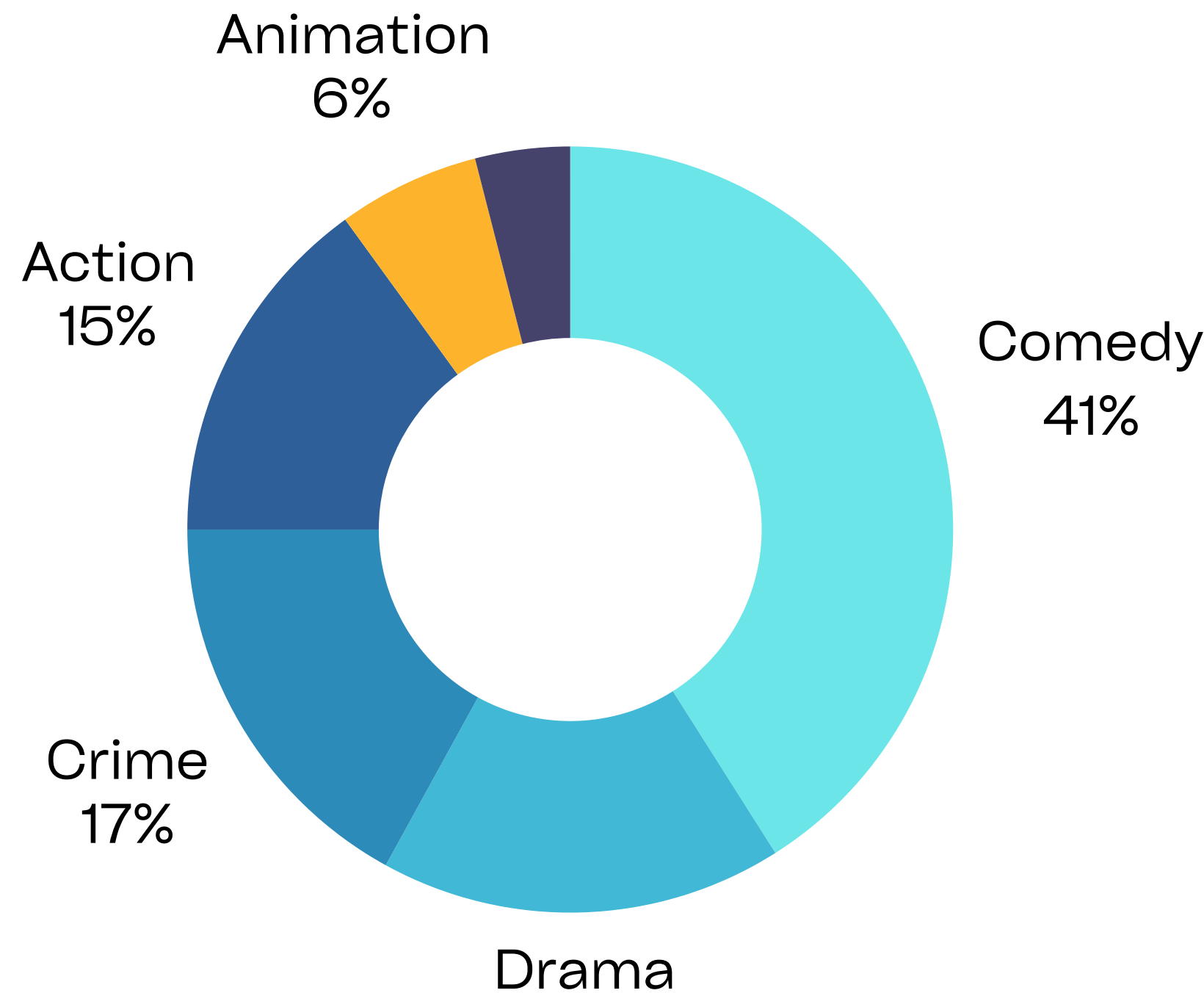
Social media

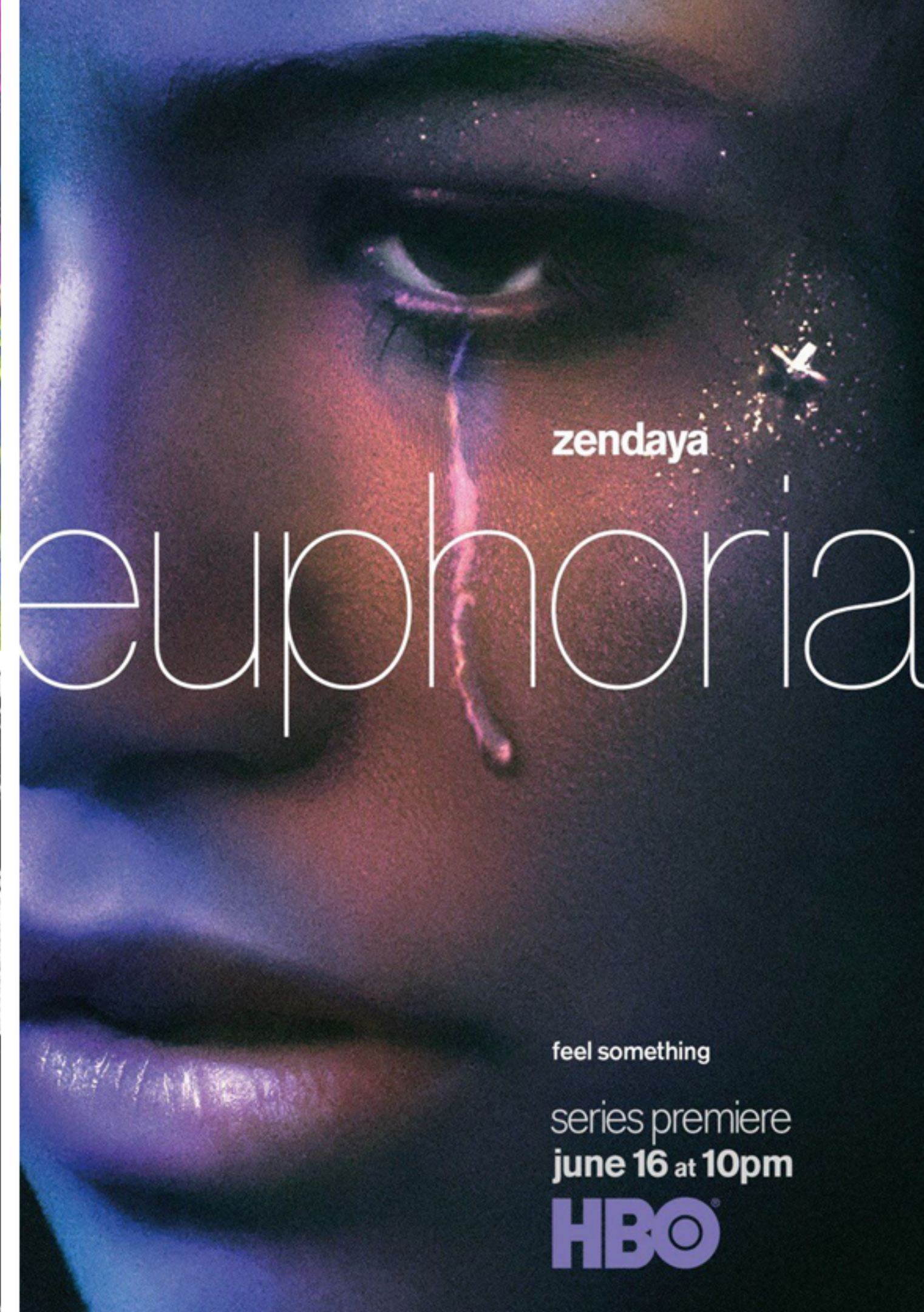
Pop culture:

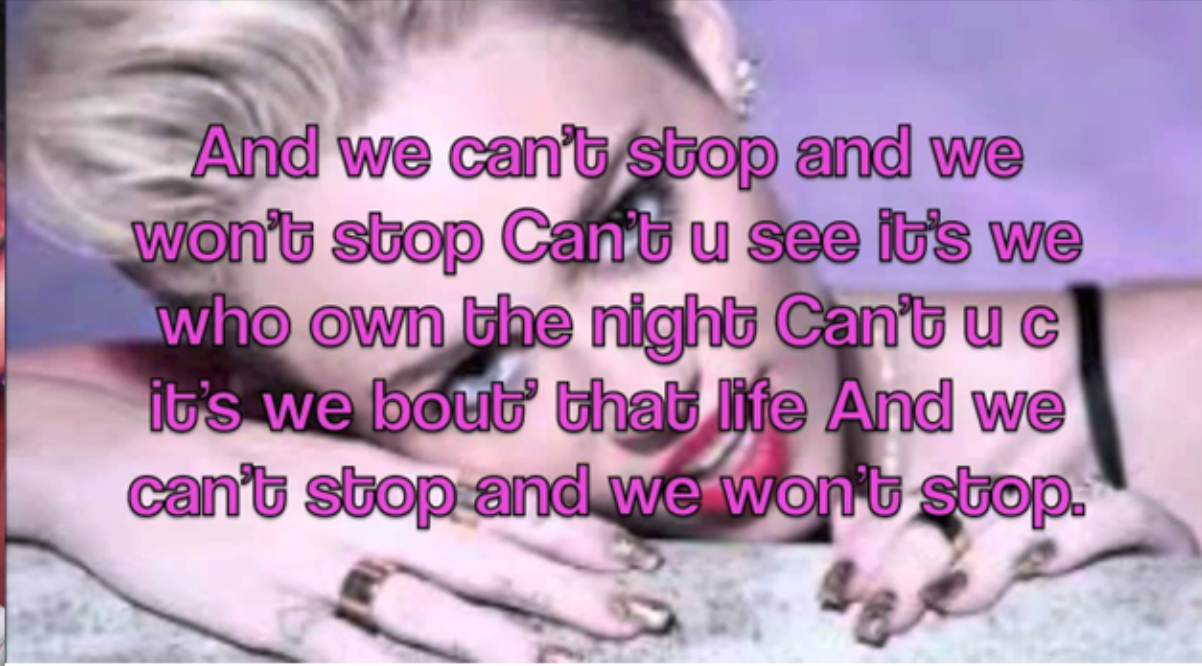
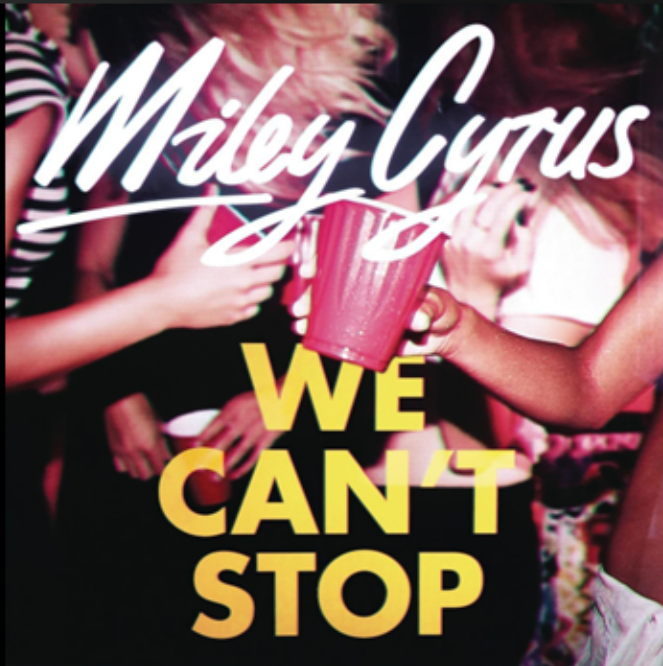
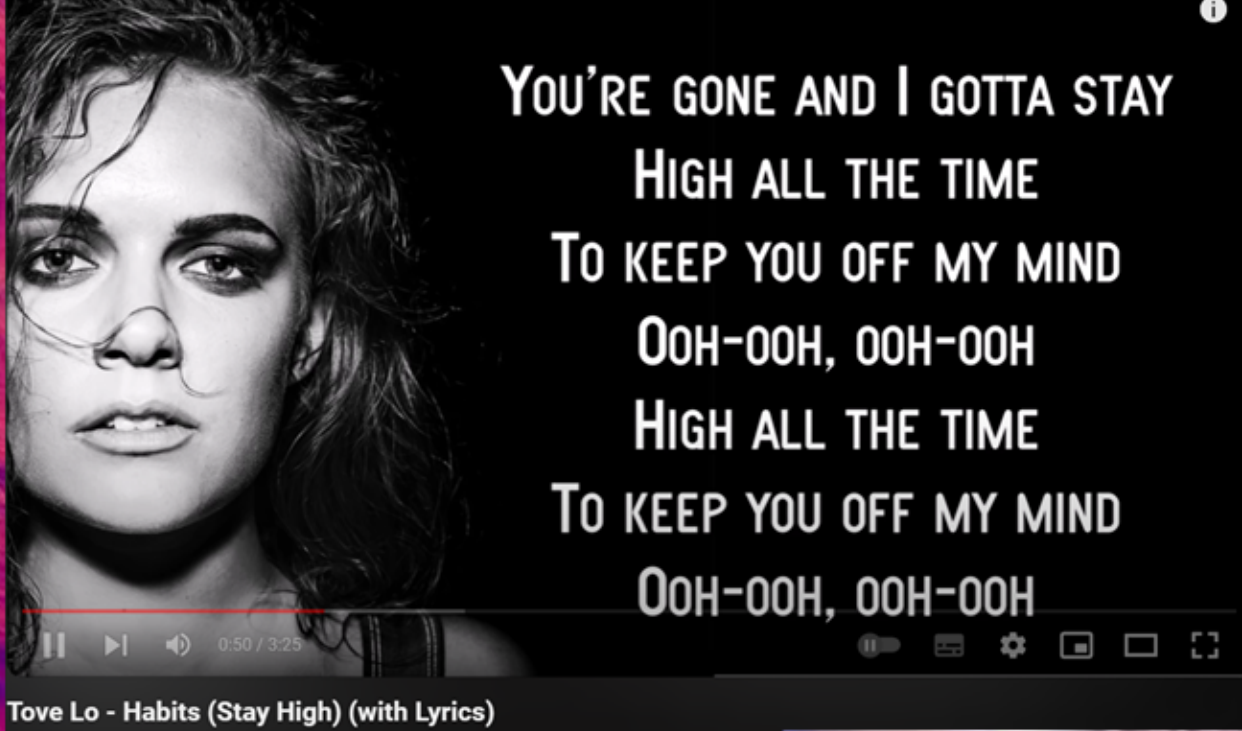
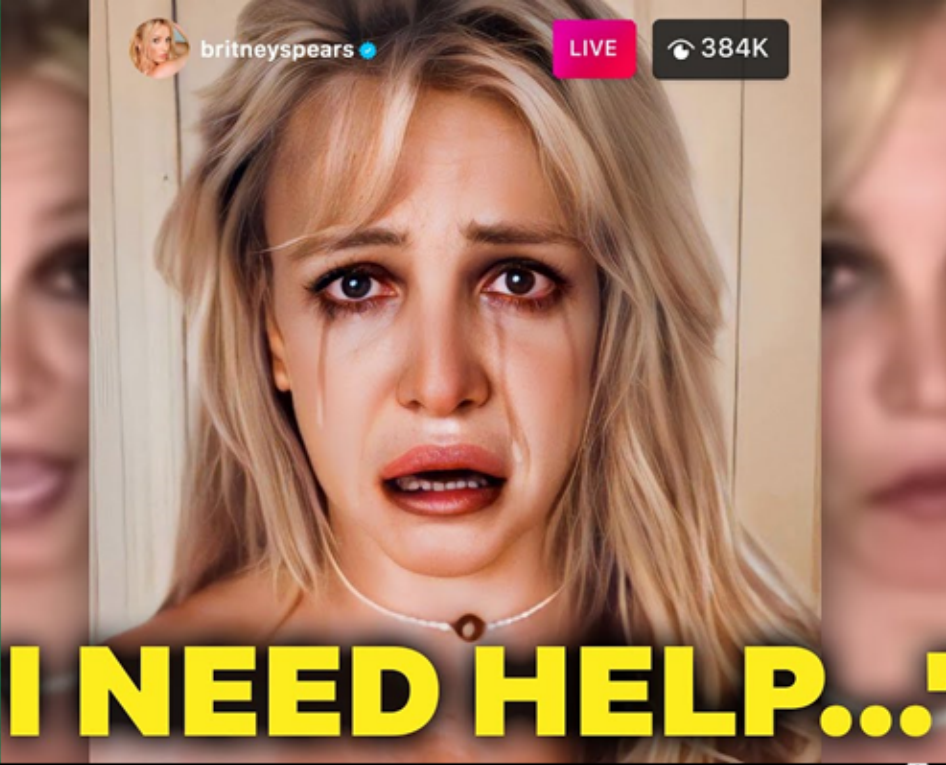
Movie search with “drugs” as a keyword.
Number over years, IMDB (www.imdb.com)



Drug mention in movies
by genere:



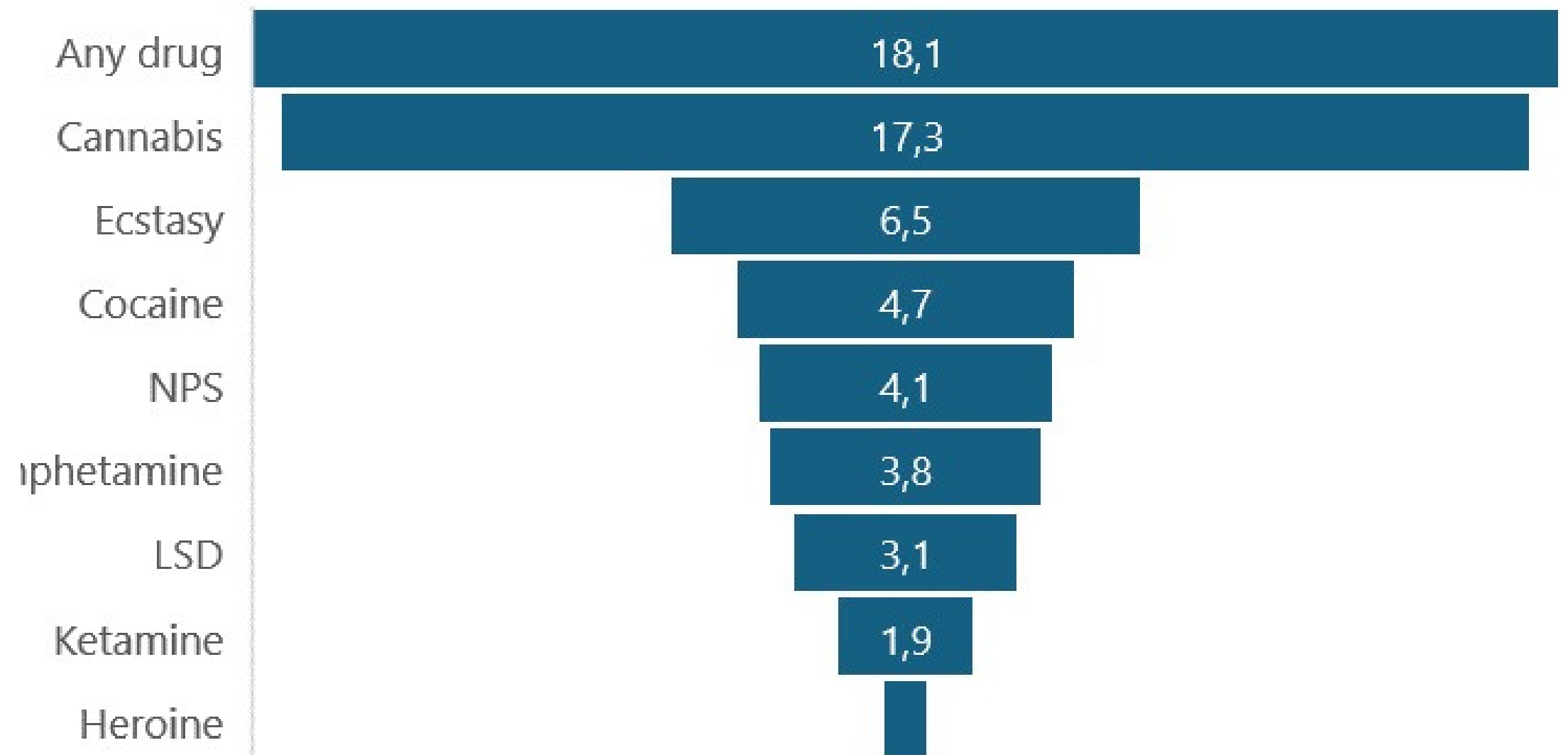




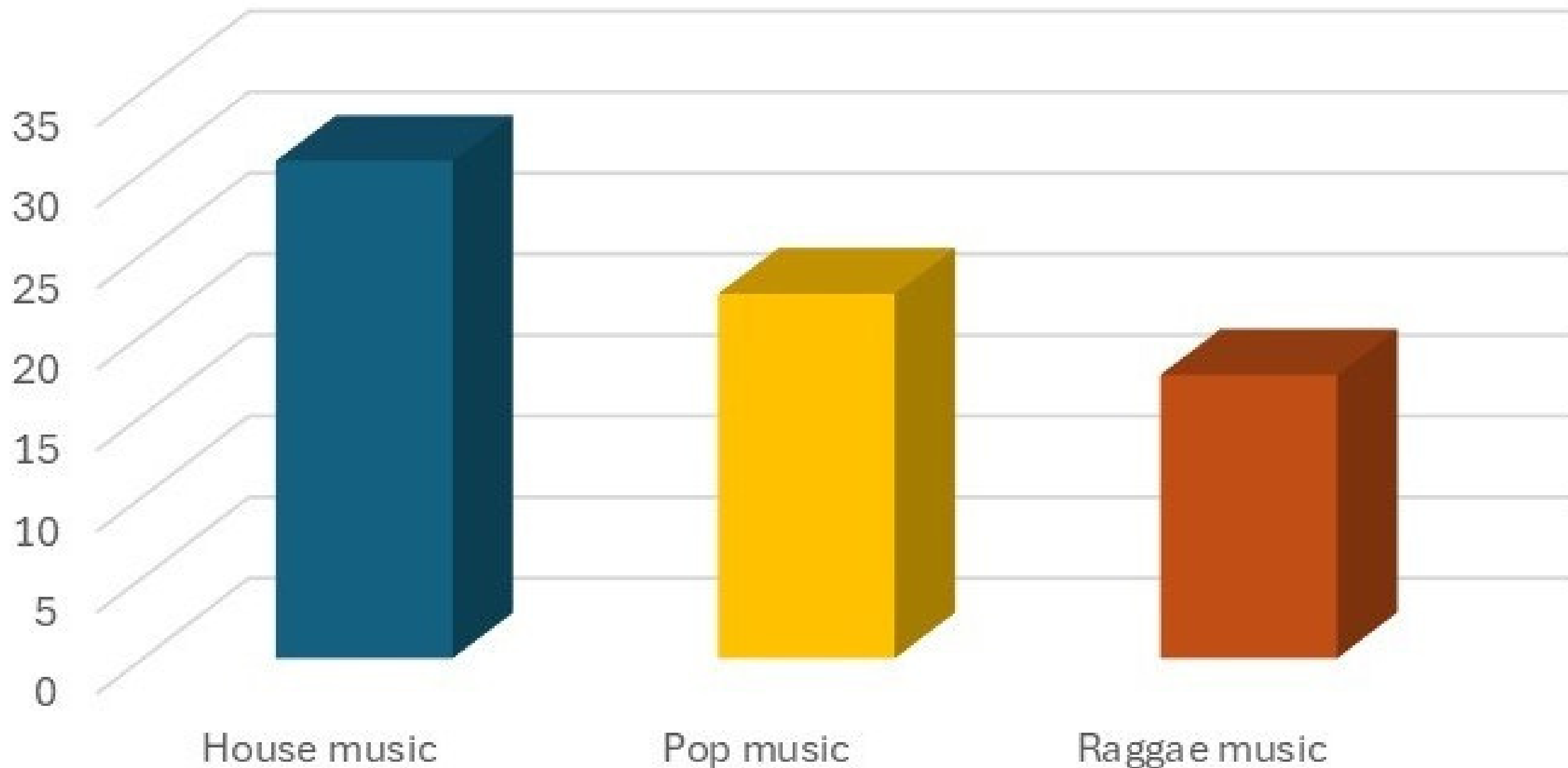
Peer to peer distribution:

- “After Huor” Clubs - 18.9%
- Private parties - 19.2%
- Pubs and bars - 20.7%
- Concerts - 18.7%
- Clubs - 18.1%

Types of drugs teens use for the first time in Festivals/ Concerts



Music genres preferred by users at festivals/concerts



Thank You
Do You Any Question?

