Psychometric Evaluation of the mCEQ Applied to Cigarettes and Heat-not-Burn Products in the US and Japan

Introduction and Objectives

The modified Cigarette Evaluation Questionnaire (mCEQ) is a self-report measurement instrument that assesses the rewarding effects of smoking cigarettes. Consequently, the mCEQ scores of nicotine-free products and cigarettes may not necessarily be combined. Aims: To assess the applicability of the mCEQ to evaluate tobacco products, in particular nicotine-free products.

Methods

The mCEQ was administered across 15 smoking trials: 9 in the US (N = 108; 64 females) and 6 in Japan (N = 111; 80 females) to assess the psychometric properties of the measure. Participants were randomly assigned to 3 nicotine content levels within 3 product categories (nicotine-free, menthol, and regular) and measured the degree to which they liked smoking each cigarette.

Results

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Discussion

The mCEQ is, in principle, applicable to cigarettes as well as to Nicotine-Tobacco Research products. The mCEQ can be used to evaluate tobacco products, although it may not be appropriate for use in nicotine-free products.

Compliance with Ethical Standards

Research involving human participants carried out in the context of this study was approved by the Institutional Review Board. All participants provided written informed consent before participating in the study.

Conclusion

The mCEQ is a psychometrically sound tool for measuring the rewarding effects of smoking cigarettes. It can be used to evaluate tobacco products, although it may not be appropriate for use in nicotine-free products.