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Um experimento social sobre tabaco e atração sexual no Tinder

[ASH](#) informa por *e mail* que acaba de efetivar um experimento social sobre tabaco e atração sexual no Tinder (Smoking Hot):

“Smoking Hot

Young adults make up the largest group of smokers in the US. They are rarely affected by advertisements about death and lung cancer, so we worked with some colleagues to attempt to reach them in a different way. We wanted to find out if smoking was found attractive among this age group. To do so, we conducted a social experiment on the dating app Tinder to find out who would get more right swipes (i.e. potential dates), a girl who is portrayed smoking or the same girl who is shown not smoking.”

O vídeo com o experimento está em:

<http://ash.org/smokinghot>

Experimentalmente,

Carlos Perin Filho

E.T.: Sobre experimentos não consentidos, vale conferir artigo da LÚCIA GUIMARÃES sob o título “O fim da inocência” (jornal [O ESTADO DE S. PAULO](#) de 6JUL2014, D2 – Aliás).

[www.carlosperinfilho.net/2014/17072014.pdf]