

# Can social listening data be used to provide meaningful insights into abuse or inappropriate use of bupropion? (A feasibility analysis) (202115)

**First published:** 16/01/2015

**Last updated:** 28/05/2024

Study

Finalised

## Administrative details

### EU PAS number

EUPAS8375

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### Study ID

48232

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### DARWIN EU® study

No

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### Study countries

 United States

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### Study status

Finalised

## Research institutions and networks

## Institutions

### GlaxoSmithKline (GSK)

**First published:** 01/02/2024

**Last updated:** 01/02/2024

Institution

## Contact details

### Study institution contact

GSK Clinical Disclosure Advisor GSK Clinical Disclosure  
Advisor Pharma.CDR@gsk.com

Study contact

[Pharma.CDR@gsk.com](mailto:Pharma.CDR@gsk.com)

### Primary lead investigator

GSK Clinical Disclosure Advisor GSK Clinical Disclosure  
Advisor

Primary lead investigator

## Study timelines

### Date when funding contract was signed

Planned: 12/12/2014

Actual: 12/12/2014

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**Study start date**

Planned: 30/01/2015

Actual: 12/12/2014

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**Date of final study report**

Planned: 12/12/2016

Actual: 03/06/2016

## Sources of funding

- Pharmaceutical company and other private sector

## More details on funding

GlaxoSmithKline

## Study protocol

[202115-protocol-redact.pdf](#) (510.79 KB)

[gsk-202115-protocol-redact.pdf](#) (926.71 KB)

## Regulatory

**Was the study required by a regulatory body?**

No

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**Is the study required by a Risk Management Plan (RMP)?**

EU RMP category 3 (required)

## Methodological aspects

### Study type

**Study topic:**

Human medicinal product

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**Study type:**

Non-interventional study

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**Scope of the study:**

Other

**If 'other', further details on the scope of the study**

Observational feasibility study

**Data collection methods:**

Secondary use of data

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**Main study objective:**

The purpose of this analysis is to determine the feasibility to use social media for collecting meaningful insights into potential abuse or inappropriate use of bupropion.

## Study Design

**Non-interventional study design**

Other

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**Non-interventional study design, other**

Retrospective descriptive observational study

## Study drug and medical condition

## **Study drug International non-proprietary name (INN) or common name**

AMITRIPTYLINE

BUPROPION

CODEINE BP

DIAZEPAM

## Population studied

### **Short description of the study population**

Data were collected from publicly available social media or internet forum posts from individuals who chose to post on Bluelight or Opiophile by Epidemico™ through the DataSift™ platform or directly from the in-scope website administrators. The population was thus self-selecting and voluntary, and included users from any country or background as long as they posted in the English language and agreed to the site's policies.

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### **Age groups**

- Adults (18 to < 46 years)
  - Adults (46 to < 65 years)
  - Adults (65 to < 75 years)
  - Adults (75 to < 85 years)
  - Adults (85 years and over)
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### **Estimated number of subjects**

100

## Study design details

### **Data analysis plan**

Bupropion abuse data available will be compared to positive controls—those with established abuse liability greater than bupropion (methamphetamine, alprazolam), negative controls—non-controlled substances with negligible abuse liability, similar to current international classification of bupropion (venlafaxine, amitriptyline), and opioid controls (buprenorphine, oxycodone).

## Documents

### Study results

[gsk-202115-clinical-study-report-redact.pdf](#) (1.56 MB)

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## Data management

### ENCePP Seal

The use of the ENCePP Seal has been discontinued since February 2025. The ENCePP Seal fields are retained in the display mode for transparency but are no longer maintained.

## Data sources

### Data sources (types)

[Other](#)

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### Data sources (types), other

Social media websites including Facebook, Twitter, erowid.org, reddit.com, drugs-forum.com, hipforums.com, shroomery.org, grasscity.org,

reddit.com/r/Drugs, reddit.com/r/Nootropics, IOPlist.com, and partyvibe.org.

## Use of a Common Data Model (CDM)

### **CDM mapping**

No

## Data quality specifications

### **Check conformance**

Unknown

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### **Check completeness**

Unknown

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### **Check stability**

Unknown

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### **Check logical consistency**

Unknown

## Data characterisation

### **Data characterisation conducted**

No