

Quiz

1. Where does most of the pressure and curiosity to try cigarettes and e-cigarettes come from?
 - a. Video games
 - b. Advertisements on TV, movies, magazines, and the internet
 - c. Parents
2. A billboard of JUUL is an example of direct advertising
 - a. True
 - b. False
3. A Social media post of a celebrity using an e-cigarette is an example of indirect advertising
 - a. True
 - b. False
4. What is the goal of e-cigarette advertisements?
 - a. To sell you something
 - b. To tell you all the bad things about e-cigarettes
 - c. To make sure you never use an e-cigarette
5. Companies use indirect advertising to market their products to kids your age.
 - a. True
 - b. False

Answer Key

1. Where does most of the pressure and curiosity to try cigarettes and e-cigarettes come from?
 - a. Video games
 - b. Advertisements on TV, movies, magazines, and the internet - Session 3, Slide 4
 - c. Parents
2. A billboard of JUUL is an example of direct advertising
 - a. True
 - b. False
3. A Social media post of a celebrity using an e-cigarette is an example of indirect advertising
 - a. True - Session 3, Slide 10
 - b. False
4. What is the goal of e-cigarette advertisements?
 - a. To sell you something - Session 3, Slide 12
 - b. To tell you all the bad things about e-cigarettes
 - c. To make sure you never use an e-cigarette
5. Companies use indirect advertising to market their products to kids your age.
 - a. True - Session 3, Slide 5
 - b. False