

Alcohol Literacy Challenge – Middle School Student Survey Key

- 1) What has a bigger influence on getting a person to feel good when drinking alcohol?
 - a. The physical effects alcohol has on your body
 - b. **It's the thinking, not the drinking, that causes most of the good effects associated with drinking.**
- 2) Effects people associate with alcohol but are not really caused by drinking alcohol are called:
 - a. Pretend Effects
 - b. Physical Effects
 - c. **Mental Effects**
- 3) True or False: Research has found that students who are told they are being served alcohol, but are really being served non-alcoholic beer, will feel as if they are getting drunk because of the placebo effect.
 - a. **True**
 - b. False
- 4) The most important thing alcohol ads want teens to believe is that drinking makes them:
 - a. Tough
 - b. Smart
 - c. **Cool**
 - d. Likeable
- 5) How many alcohol ads and social media posts about alcohol will people see by age 18?
 - a. Ten Thousand
 - b. One Hundred Thousand
 - c. **Half Million**
 - d. One Million
- 6) True or false: Ads for both alcohol and non-alcoholic drinks promise the same thing happens to people who drink those products.
 - a. **True**
 - b. False
- 7) What do marketers call people who forward social media posts about alcohol without getting paid to share them?
 - a. Lifestyle Influencers
 - b. Trend Reporters
 - c. Digital Followers
 - d. **Brand Ambassadors**
- 8) What are the physical effects the chemical alcohol has on a person's body:
 - a. Being happy, friendly, funny & energetic
 - b. **Getting tired, dizzy, queasy, and losing judgment & control**
 - c. Feeling funny, attractive, energetic and active
 - d. All of the above
- 9) What is the formula alcohol ads use to convince teens that drinking makes them cool:
 - a. Show people doing cool things
 - b. Use lots of bright colors and cool words
 - c. **Show a celebrity, great clothing, an appealing setting, and an intense look**
 - d. Drinking is already cool. Ads don't need to make it seem that way
- 10) How do alcohol ads get people to believe that drinking causes people to be happy, friendly, funny and energetic?
 - a. Alcohol ads talk about the physical effects of what happens when people drink
 - b. **Alcohol ads show images of what they want people to believe along with bottles of alcohol**
 - c. Alcohol ads don't have to convince people because alcohol really does these things

Alcohol Literacy Challenge – Middle School Student Pre-Test

- 1) What has a bigger influence on getting a person to feel good when drinking alcohol?
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 - b. Getting tired, dizzy, queasy, and losing judgment & control
 - c. Feeling funny, attractive, energetic and active
 - d. All of the above

- 9) What is the formula alcohol ads use to convince teens that drinking makes them cool:
 - a. Show people doing cool things
 - b. Use lots of bright colors and cool words
 - c. Show a celebrity, great clothing, an appealing setting, and an intense look
 - d. Drinking is already cool. Ads don't need to make it seem that way

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 - a. Alcohol ads talk about the physical effects of what happens when people drink
 - b. Alcohol ads show images of what they want people to believe along with bottles of alcohol
 - c. Alcohol ads don't have to convince people because alcohol really does these things

Alcohol Literacy Challenge – Middle School Student **Post-Test**

- 1) What has a bigger influence on getting a person to feel good when drinking alcohol?
 - a. The physical effects alcohol has on your body
 - b. It's the thinking, not the drinking, that causes most of the good effects associated with drinking.
- 2) Effects people associate with alcohol but are not really caused by drinking alcohol are called:
 - a. Pretend Effects
 - b. Physical Effects
 - c. Mental Effects
- 3) True or False: Research has found that students who are told they are being served alcohol, but are really being served non-alcoholic beer, will feel like they are getting drunk due to the placebo effect.
 - a. True
 - b. False
- 4) The most important thing alcohol ads want teens to believe is that drinking makes them:
 - a. Tough
 - b. Smart
 - c. Cool
 - d. Likeable
- 5) How many alcohol ads and social media posts about alcohol will people see by age 18?
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 - d. One Million
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 - d. Brand Ambassadors
- 8) What are the physical effects the chemical alcohol has on a person's body:
 - a. Being happy, friendly, funny and energetic
 - b. Getting tired, dizzy, queasy, and losing judgment & control
 - c. Feeling funny, attractive, energetic and active
 - d. All of the above
- 9) What is the formula alcohol ads use to convince teens that drinking makes them cool:
 - a. Show people doing cool things
 - b. Use lots of bright colors and cool words
 - c. Show a celebrity, great clothing, an appealing setting, and an intense look
 - d. Drinking is already cool. Ads don't need to make it seem that way
- 10) How do alcohol ads get people to believe that drinking causes people to be happy, friendly, funny and energetic?
 - a. Alcohol ads talk about the physical effects of what happens when people drink
 - b. Alcohol ads show images of what they want people to believe and then put a bottle of alcohol in the picture
 - c. Alcohol ads don't have to convince people because alcohol really does these things