

Smoking Media Literacy Scale (B. Primack, MD, EdM)

	Instructions: Please choose the answer that best represents your feelings about each of the statements below.	Strongly disagree	disagree	agree	Strongly agree	
1	"Buy-one-get-one-free" deals on cigarettes are designed to get people addicted					AA1
2	Tobacco companies are very powerful, even outside of the cigarette business					AA1
3	Tobacco companies only care about making money					AA1
4	Certain cigarette brands are designed to appeal to younger people					AA2
5	Wearing a shirt with a cigarette logo on it makes you into a walking advertisement					MM1
6	Cigarette ads link smoking to natural things that humans want like love, good looks, and power					MM1
7	Two people may see the same movie or TV show and get very different ideas about it					MM2
8	Different people can see the same cigarette ad in a magazine and feel completely differently about it					MM2
9	A tobacco billboard may catch one person's attention but not even be noticed by another person					MM2
10	People are influenced by TV and movies, whether they realize it or not					MM3
11	People are influenced by advertising					MM3
12	When people make movies and TV shows, every camera shot is very carefully planned					MM4
13	There are often hidden messages in cigarette ads					MM4
14	Most movies and TV shows that show people smoking make it look more attractive than it really is					RR1
15	Cigarette ads show green, natural, healthy scenes to make people forget about the health risks					RR1
16	When you see a "buy-one-get-one-free" cigarette deal, it's usually not actually a good deal in the long run					RR1
17	When you see a smoking ad, it is very important to think about what was left out of the ad					RR2
18	Advertisements usually leave out a lot of important information					RR2