

Lesson 4: Is the Cannabis Industry Misleading YOU-th? Exploring Marketing Tactics & Messaging Used in Media (High School)



1. Why does the cannabis industry target youth viewers?
 - a. A lot of teens like cannabis
 - b. The cannabis industry cares about the well-being of teens
 - c. The cannabis industry wants to make money off young consumers
 - d. None of the above

2. The cannabis industry wants young people to pay close attention to their ads.
 - a. True
 - b. False

3. Which of the following is a marketing tactic used by the cannabis industry to attract young consumers:
 - a. Cool factor & celebrity endorsements
 - b. Deceptive messaging
 - c. Packaging & product variety
 - d. All the above

4. What are some questions to ask yourself when decoding cannabis marketing tactics?
 - a. Who is the source of the message?
 - b. How could this message be interpreted?
 - c. Is the message fair and trustworthy?
 - d. All the above

5. The cannabis industry explicitly advertises the amount of THC in their products:
 - a. True
 - b. False

6. Which method does the cannabis industry use to distract teens from focusing on the amount of THC in a product?
 - a. Packaging and product variety
 - b. There is no THC in cannabis products.
 - c. Teens shouldn't ask about the amount of THC in a product.
 - d. Small font with no appealing images.

7. Exposing deceptive cannabis marketing tactics can reduce their appeal and influence:
 - a. True
 - b. False

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¡Kahoot! - Clave de respuestas:

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