

MEDIA SMART YOUTH STUDENT QUESTIONNAIRE

The following questions ask about physical activity, nutrition and the media. **This is not a test.** We want to learn about what kids your age eat and know about nutrition and about physical activity and the media.

The answers you give will be kept private. No one will ever know what you say unless you tell them. Your name will never be used.

Please be as honest as you can.

You will receive a password to write down. Please write the password here:

Password: _____

MEDIA SMART YOUTH STUDENT QUESTIONNAIRE

About You

1. What grade are you in? _____

2. How old are you? _____ years old

Are you a boy or a girl?

3. Boy

4. Girl

5. How do you describe yourself?

White

Black or African American

Hispanic or Latino

Asian or Pacific Islander

American Indian or Alaskan Native

Other

* Public reporting burden for this collection of information is estimated to average 20 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0532). Do not return the completed form to this address.

Instructions


The next questions ask about **physical activity**, **nutrition**, and the **media**. Your answers will help us in developing programs for youth your age. There may be some questions with words that you don't understand or have not learned about yet. In that case, just make your best guess and choose that answer. You will not be graded on these questions. We hope you find this activity interesting!

Physical Activity

- 6 Young people should be physically active for at least _____ minutes each day. (Check only one option.)
- 15
 - 30
 - 45
 - 60
- 7 Check **all** the actions that you think are physical activities:
- Walking
 - Carrying groceries
 - Climbing stairs
 - Playing soccer

Instructions for Question 8 & 9: Circle **True** or **False** for each statement below.

- 8 Physical activity is anything that gets your body moving.
TRUE FALSE
- 9 Riding a bike is a weight-bearing activity.
TRUE FALSE
- 10 Taking your pulse during or after physical activity can tell you _____.
(Please check one.)
- how strong your muscles are.
 - how hard your body is working.
 - how flexible your body is.
 - how many minutes a day you should be active.

turn the page... 

Instructions for Questions 11–13: The next three questions ask for your opinions about activities. There are no right or wrong answers. For each question, mark (X) the box that tells how you feel. The lighter the box, the more you disagree with the sentence. The darker the box, the more you agree with the sentence.

11 I intend to be physically active for at least an hour a day during the next month.

12 I intend to be more physically active during the next month.

13 I intend to do more weight-bearing activities during the next month.

Stongly Disagree Stongly Agree

14 What can you do to help make your bones stronger? (Check one.)

- Eat foods with less added sugar and do weight-bearing activities
- Eat foods high in calcium and do weight-bearing activities
- Eat whole-grain foods and do stretches to be more flexible
- Eat fruits and vegetables and get enough sleep


Nutrition

15 Check **all** the ways to include **fruits and vegetables** in daily eating:

- Eat a banana with breakfast.
- Drink milk with dinner.
- Have a glass of 100-percent fruit juice.
- Have a turkey sandwich on whole-grain bread.

16 Check **all** the foods that are sources of **calcium**:

- Yogurt
- Spinach
- Carrots
- Peanut butter

turn the page... 

17 Check **all** the ways that you can reduce **added sugar** in your daily eating:


- Have plain cereal instead of frosted cereal for breakfast.
- Drink 100-percent fruit juice instead of fruit punch.
- Have jelly beans at snack time instead of ice cream.
- Split a candy bar with a friend instead of eating the whole thing.

18 Check **all** the ways that you can **reduce fat** in your daily eating:

- Remove the skin before eating chicken.
- Drink whole milk instead of skim milk.
- Choose a small order of French fries instead of a large order of French fries.
- Put butter on your toast instead of jam or jelly.

19 Check **all** the types of **whole-grain foods**:

- Oatmeal
- White rice
- Wheat bread
- Popcorn

turn the page... 


Instructions for Questions 20–26: The next seven questions ask for your opinions about the foods that you eat. There are no right or wrong answers. For each question, mark (X) the box that tells how you feel. The lighter the box, the more you disagree with the sentence.

- ◆ 20 I intend to eat more vegetables during the next month.
- ◆ 21 I intend to eat more fruit during the next month.
- ◆ 22 I intend to eat fewer high-fat snack foods during the next month.
- ◆ 23 I intend to eat more whole-grain foods during the next month.
- ◆ 24 I intend to eat or drink more foods with calcium during the next month.
- ◆ 25 I intend to read the Nutrition Facts label when I eat packaged snack foods during the next month.
- ◆ 26 I intend to eat fewer snack foods with added sugar during the next month.

	Stongly Disagree			Stongly Agree

Media

- ◆ 27 Check all the ways a person might see or hear advertisements:
 - Signs on the outside and inside of buses
 - Previews before movies and video rentals
 - Logos on t-shirts
 - Shopping bags

turn the page... 

Instructions for Questions 28–32: Please **fill in the letter** of the media concept next to the correct definition that **matches**.


28	a) Point of View	The way a person looks at an event or situation, or the perspective from which something is considered.
29	b) Techniques	A specific group of people that a media producer, a company, or a program is trying to reach. The members of this group usually have something in common.
30	c) Target Audience	The specific process by which a task is completed; the methods used by a media product to attract your attention.
31	d) Sponsor	The reason a media product is created, for example to persuade.
32	e) Purpose	The company or organization that pays for a media product such as an ad

33 Check **all** of the things you think media can do:

- Give you information
- Entertain you
- Persuade you to do or buy something

34 Check **all** of the reasons why you think it is important to know the sponsor of a message:

- To understand the point of view of the message
- To help you identify the audience
- To help you understand why you are being asked to take a certain action
- To help you form an opinion about the message

turn the page... 


35 Check **all** the things that you think are examples of media:

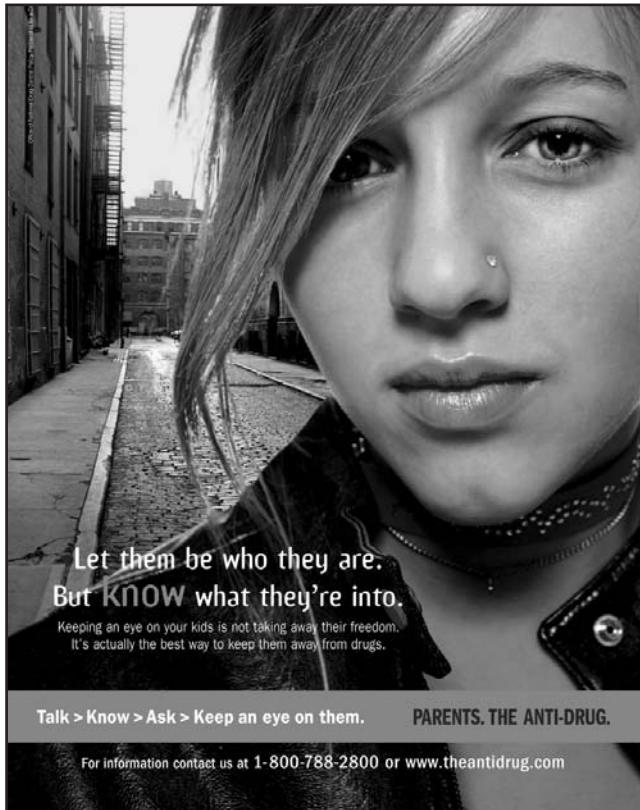
- Magazines
- Internet
- Logo on a shoe or t-shirt
- Billboards

Instructions for Question 36 & 37: Circle **True** or **False** for each statement below.

36 Media can influence people's food choices.
TRUE FALSE

37 Media can influence the amount of physical activity a person gets.
TRUE FALSE

turn the page... 



Please answer the following questions about the ad above.

38 Who is the audience for this ad? (Circle one.)

- a. Parents
- b. Drug users
- c. Youth
- d. Punks

39 What is the purpose of this ad? (Circle one.)

- a. To inform parents on the signs of drug use
- b. To inform young people about drugs
- c. To persuade parents to talk with their kids
- d. To persuade youth to talk to their parents

40 What is the message in this ad? (Circle one.)

- a. Be cool.
- b. Don't take drugs.
- c. It's important to know what your kids are doing.
- d. Young people with nose rings don't take drugs.

41 Thinking about the purpose of the ad, what important information is missing from this ad? (Circle one.)

- a. How to talk with your kids
- b. Information about the best way to keep your kids from taking drugs
- c. A phone number to call for more information
- d. Names of places where youth can hang out

42 What techniques are used to attract your attention in this ad? (Check one.)

- a. No message
- b. A celebrity
- c. An empty street in the background
- d. A girl with her friends

turn the page...

WHY WE USE BOOSTER SEATS.



REASON #235 TO USE BOOSTER SEATS: HER SMILE.
Sometimes, it's as easy to protect your children as it is to love them. When your child outgrows his or her safety seat, use a booster seat until your child is at least eight years old or is over 4-feet 9-inches tall. Seat belts alone are made for adults. A booster seat raises a child up so the seat belt fits, preventing the child from being thrown from the car in a crash. To learn more, go to www.buckleupamerica.org.

Parents protecting children
with child safety seats.



Please answer the following questions about the ad above.

- 43** Who is the author or sponsor of this ad? (Circle one.)
- Companies that sell booster seats
 - Parents
 - NHTSA
 - Companies that sell cars
- 44** Who is the audience for this ad? (Circle one.)
- Parents
 - Children
 - Adults who own cars
 - Companies that sell cars

- 45** What is the purpose of this ad? (Circle one.)
- To inform parents about how booster seats are made
 - To persuade parents to use booster seats
 - To make us laugh
 - To persuade parents to take pictures of their children
- 46** Thinking about the purpose of the ad, what important information is missing from this ad? (Circle one.)
- Where to buy booster seats
 - A good reason to use booster seats
 - A Web site to go to for more information about booster seats
 - How booster seats work

turn the page...



Ad Council

What do you want to be labeled as? Get involved. 800-722-4466. www.volunteer.org

49 What techniques are used to attract your attention in this ad? (Circle one.)

- a. Very few words
- b. A celebrity
- c. Picture of a big shoe
- d. Both A and C

Please answer the following questions about the ad above.

47 Who is the author or sponsor of this ad? (Circle one.)

- a. Shoe company
- b. Parents
- c. Youth
- d. Ad Council

48 What is the message in this ad? (Circle one.)

- a. Skateboarding is dangerous.
- b. Volunteering is hard work.
- c. Being physically active is important.
- d. Volunteering is cool.