MEDIA INSPECTION

ACTIVITY

Time Needed
50–90 minutes

Materials
Devices for students to find examples on social media and other platforms
Examples of media that highlights drug use and media that discourages it

Activity Description
We are flooded with images and messaging from a variety of media sources. The amount of time we spend interacting and passively engaging on devices has increased dramatically in just the past few years. The images and messages leave an impact, sometimes an impact we don't even realize. It's important to educate ourselves to filter what we see, read, and hear and process it with our own perspective and values in mind. This activity is designed to help you recognize messaging and to start thinking about it so you can be better prepared to be savvy consumers of media.

Suggested Steps
1. Ask:
   ● What is exciting, interesting, or alluring about drug use?
   ● When do you stop to think about images and messages you see and hear when you watch shows or movies, read a book, listen to podcasts or music, or look at photos or memes? Do you ever discuss lyrics to a song or outcomes from a book with friends or family? If so, what is an example?

2. Find examples.
   a. Find three examples of celebrities, movies, books, shows, memes, or songs that make drugs look like a good, healthy, or appealing option. Explain what it is about these examples that make drug use look fun or like a good idea. You can jot down notes or discuss with a partner or small group.

   b. Find three examples of celebrities, movies, books, shows, memes, or songs that contradict the first three. What makes these compelling arguments against using drugs? You can jot down notes or discuss with a partner or small group.

3. Discuss:
In small groups, talk about which images are more widespread/easier to find? Why do you think that is the case? How do these images impact decisions you make? What is a behavior you'd want to continue or change after thinking about this activity?