

**Continuing Education Test**  
*Journal of Nutrition Education and Behavior*

Article Title: Increasing Nutrition Literacy: Testing the Effectiveness of Print, Web Site, and Game Modalities

1. Which statement provides the best description of the media uses and gratification theory?
  - a. Individuals use only available media to optimize their satisfaction.
  - b. Individuals become satisfied with the media once they repeatedly use them.
  - c. Individuals seek out different media to satisfy their different needs.
  - d. Individuals try to use as many different media as possible to satisfy their needs.
  
2. According to the article, an entertainment-education approach to nutrition education can offer what advantages?
  - a. Ability to reach a large audience
  - b. Cost-effectiveness
  - c. Increased audience interest
  - d. All of the above are potential advantages
  
3. What types of media content can be used for entertainment-education strategies?
  - a. Soap operas and songs
  - b. Plays and radio dramas
  - c. Interactive games
  - d. All of the above
  
4. Participants in which modality condition reported the highest level of knowledge?
  - a. Computer game
  - b. Web site
  - c. Pamphlet
  - d. Participants in all three conditions reported a similar level of overall knowledge.
  
5. Which modality did participants like the most?
  - a. Computer game
  - b. Web site
  - c. Pamphlet
  - d. Participants equally liked all three modalities.
  
6. Which statement is true regarding the results of the current study?
  - a. The web site was less effective than the pamphlet in increasing intention to use health information.
  - b. The web site was the least effective for retaining knowledge over time.
  - c. The pamphlet was the least effective in attracting participants' attention.
  - d. The web site was less effective than the game for increasing participants' understanding of health info.

7. What should practitioners do prior to making decisions about what type of modality to use for entertainment-education?

- a. Conduct formative research.
- b. Decide on what type of game works best.
- c. Develop a list of game ideas.
- d. Consider a generalized audience.

8. What is a key limitation of the current research?

- a. Too large of a sample size.
- b. Low external validity.
- c. Too many exposures for each condition.
- d. Large statistical differences between the groups.

9. Please indicate your satisfaction with the process of using this JNEB article for continuing education?

- a. Extremely satisfied
- b. Satisfied
- c. Unsatisfied
- d. Extremely unsatisfied.

10. Please comment on the process and mention topics you would like to be made available for continuing education credit in the future.