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To use or be used: The role of media literacy in healthy decision making

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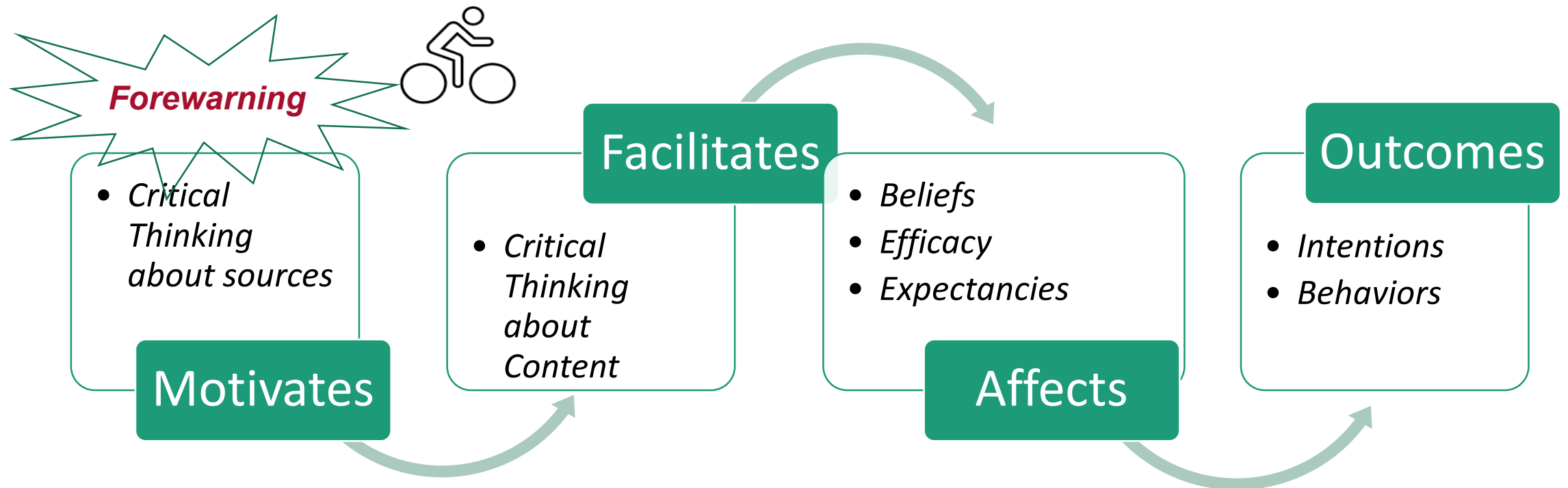
Media are tools, not toys: Effective media use requires skills

- To control attention
- To understand intent of message makers
- To sort through and interpret information
- To control emotional reactions



Media Literacy Theory of Change

Decision making is partly **logical**
and partly **emotional**



We need our emotions to work
for us instead of **against** us

Post-test-only online experiment in 2023

- N=1201, U.S. ages 18-29
- Each participant saw an infographic (control, media literacy)
- Each participant saw 3 randomly assigned still social media messages (1 each of alcohol, tobacco and cannabis)
- Each participant saw 1 randomly assigned TikTok style video (alcohol, tobacco or cannabis)
- Each participant responded about misinfo statements (and other survey questions)



Rebekah Byers · Follow



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Rebekah Byers Tip of the day! 🍷💚💙

Find some time to relax and let your stress just roll away. To help with that, light up a joint. It can help you relax and can ease the pain away. We are over worked and underpaid, so find some time to let your stress just melt away. Some might say it is addicting, but that isn't true. Its not like pills. It is just a way to help your body relax and there are no chemicals that'll make you addicted. There are so many good things that come from this stuff. Like multiple doctors will agree that since it is natural, it is good for you. It helps you relax your muscles, helps with anxieties, and is just good for you. So, if you are stressed today or overwhelmed, just sit back, light one up, and chill. Come smoke with me.

... more

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Jesse P. Lighting one up

Mike G. I like that idea



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Carson Woodson · Follow

When you wake up with
no hangover



1,324 Likes

Carson Woodson A hangover is one of the worst things to feel after a night of drinking. You feel ill and groggy the following day and you do not want to do anything else, but sleep. However, you can do a few things to prevent that from happening. First, drink plenty of water. Hangovers are a sign of dehydration, so keeping yourself hydrated during a fun night is always important. Two: mixing different types of alcohol because that can cause and make your hangover works. Your body needs some sort of consistency when it comes to alcohol levels. So stick to one type of drink. Finally, eat something greasy. Greasy foods can help absorb alcohol, making it easier for your body to recover. However, you can do all that or you just don't have to drink at all. Not drinking is the easiest way to avoid a hangover. But if you do, take my advice and be safe. ... more

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Peter O. fnk great!

Iggy U. Yes 🍷!!!! feel freaking fantastic!



Jason Barlowe · Follow



1,457 likes

Jason Barlowe What do Arnold Schwarzenegger, Michael Jordan, and Winston Churchill all have in common? Not only are they leaders and successful, but they also know how to smoke a good cigar. Many people don't understand that a good cigar is a great way to end a long, hard-working day. It helps stimulate your nerves and allows you to unwind. As a matter of fact, cigars are actually healthier than cigarettes because cigars are pure tobacco, there is nothing else in cigars except for tobacco leaves. They are not mixed with all those extra chemicals, so it allows the purity of the leaves to help you relax. If you want to be a real G and be successful, do not just look at what successful men do regarding their work ethic but also what they do when they have free time. So, don't just lay around and be lazy. Get a cigar, drink some whiskey, and plan your next hustle and success. ... more

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Zak A. Real G moves there!

Mason G. Nothings better than a good ash lol



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6 days ago

Misinfo Statements:

- It is safe to take an over-the-counter-medicine to help you sleep, even if you are drunk on alcohol.
- Driving while high on THC (cannabis) is safe.
- If you're chilly, drinking alcohol will increase your body temperature.
- Hangovers are caused by switching drinks.
- Cigars are safer than cigarettes.
- Using psychedelics is safe for everyone.

Always true (5).....Always false (1)?

Skeptical of Social Sophistry: An Experiment Testing a Media Literacy Infographic on Substance-Use Misinformation

Erica Weintraub Austin^a , Shawn Domgaard^b , Andrew D. Sutherland^c  and Hae Yeon Seo^c 

Table 5. Means by group assignment.

Measure	Predictor	Mean
Mixing OTC sleep medicine with alcohol	Treatment	1.90
	Control	1.79
Driving high on Cannabis is safe	Treatment	1.81
	Control	1.93
Drinking alcohol increases body temperature	Treatment	2.95
	Control	2.89
Hangovers caused by switching drinks	Treatment	2.47
	Control	2.65
Cigars are safer than cigarettes	Treatment	2.62
	Control	2.62
Using psychedelics is safe for everyone	Treatment	2.12
	Control	2.11

Note: Belief statements are abbreviated for use in the Table.

- Driving high $p < .10$; Hangovers $p < .01$

Also testing intervention effects on

- **Behavioral intentions to avoid sharing misinformation**
- **Expectancies for tobacco use**

Examining potential for indirect effects of media literacy and developmental differences in media literacy relationships with media-related beliefs, intentions.

<https://doi.org/10.1080/10826084.2025.2538732>