

Association of Various Components of Media Literacy and Adolescent Smoking

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Objective: To determine which specific aspects of media literacy were most strongly associated with smoking outcomes. **Methods:** Students at a public high school responded to cross-sectional survey items measuring smoking outcomes, components of media literacy, and other variables. **Results:** Of the 1211 participants, 19% were current smokers (N = 216) and 40% of the nonsmokers (N = 342) were susceptible to smoking. In the ad-

justed models, current smoking was most strongly related to representation-reality domain items, but susceptibility to smoking was associated with each of the media literacy domains. **Conclusion:** Varied relationships exist between individual facets of media literacy and smoking outcomes.

Key words: Media literacy, smoking, health education, health promotion, prevention

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