

Diffusion Channels

Let's see how much you know about diffusion channels!

1. What are the main distribution channels for NPS?

20 pontos

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- ☐ Surface web, Deep web, "Legal" shops and Amazon Prime
- ☐ Surface web, Deep web, Street market and "Legal Shops
- ☐ Street market, Surface web, Shopping Center and Amazon Prime
- ☐ "Legal" shops, Amazon Prime, Shopping Center and Deep web

2. What are the two main communication channels?

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- ☐ Mass media and Disney Channel
- ☐ Netflix and BBC News
- ☐ Interpersonal channels and mass media
- ☐ Interpersonal channels and BBC News

3. What is the correct order of the diffusion process?

20 pontos

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- ☐ Knowledge, Persuasion, Fun, Sadness and Confirmation
- ☐ Persuasion, Sadness, Anger, Confirmation and Happiness
- ☐ Implementation, Persuasion, Decision, Knowledge and Confirmation
- ☐ Knowledge, Persuasion, Decision, Implementation and Confirmation

4. What is one of the educational objectives when it comes to NPS?

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- ☐ Help people to stop using drugs
- ☐ Teach people to have fun at parties
- ☐ Teach kids on how to use drugs safely
- ☐ Prevent kids getting hurt

5. What is diffusion?

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- ☐ A drug spread easily among teens
- ☐ Something that kids enjoy to play with
- ☐ The process which an innovation is communicated through channels over time
- ☐ The movement of molecules of a substance through a semipermeable barrier

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