

wanted more information mainly related to the type of offence committed (i.e. smuggling vs small quantities).

The statistics were also a little confusing for some and it was suggested that the facts be simpler to read and understand. Providing raw numbers was suggested as an alternative to percentages. People also questioned whether or not the United States allowed for arrangements for transfer to a Canadian prison given that 56% were incarcerated in the States and 53% were imprisoned on drug charges in countries where there are no arrangements for transfer to a Canadian prison. The only other change suggested was adding a 1-800 number for people who wanted more information or had questions.

Gambit Video

The 90-second version of Gambit was shown to all participants. Only the English version was shown in Toronto whereas Montreal participants viewed both the French and the English versions. The video was shown 2 to 3 times in each group and discussion took place after each showing.

Most participants clearly enjoyed the video. It was described as being very good, well done, very appealing and almost scary. Viewers stated that they liked it and would remember it for quite some time. As one Montreal participant pointed out, the greater the shock value, the greater the recall. He compared it to a Quebec television ad on responsible drinking in which a little girl's mother is killed in a car accident and the girl cries out for her. People still remember that ad very clearly.

The voice-over in the video was criticized by some participants mainly in Montreal where the majority of participants felt the voices were too "nerdish" and sounded like foreign French. "No one speaks like that in real life". The voices made it that much more difficult to relate to the video.

The drug switch from the male to the female character created some confusion among some participants and some did not understand what had taken place until they saw the video a second time. Others felt that the effect the switch created contributed greatly to the video's shock value and made it that much more interesting. The scene where the dealer slaps on the chess game was viewed as the best part of the video and all participants liked the way it was presented. The dealer's expression and actions say a lot and really help in making the situation look as real as possible. Some felt that the arrest could have been more dramatic, heavier and scarier.