encourage addictive behaviour as it actually shows that the media can also show the negative influences.

Furthermore, Byrne looked at the importance of film representations of addiction, in particular train spotting, because of the widespread appeal it had. The film provides stereotypes like drug addicts both for addicts themselves and the general public. He drew a parallel with the facts that the dominant image of electroconvulsive therapy comes not from public information and psychiatrists, but from the film ‘one flew over the cuckoo’s nest’ which shows the further influence the media has, and the parallel can show how the media can also influence addictive behaviours. This provides support for Waylen and Sulkunen and dispute the weakness provided by Boyd.