

Social Media and Teenagers? Desire to Consume Alcoholic Beverages

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Resumo

Consumption of alcoholic beverages and their exposure on social media is becoming common among teenagers. Based on virtual scenarios (teenagers exhibiting alcohol consumption) an analysis was conducted in connection to the the social, family and attitudinal contexts that might associate social media usage and the desire to consume alcoholic beverages. Based on a sample (n=226) of Brazilian teenagers (aged M=15,34 | s.d.=1,16), a survey was conducted, with which part of the data collection gathered through an almost-experimental model. Results revealed that teenagers? exposure to alcoholic beverages on social media stimulates the desire to drink and this desire can be magnified when positive attitudes are shown on the posts and the injunctive norms are high. The study aims to support literature to confirm that social media influences earlier alcoholism and reveals that injunctive norms influence more on the desire to consume alcoholic beverages by young people than the explicit peer pressure.



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Abstract: Consumption of alcoholic beverages and their exposure on social media is becoming common among teenagers. Based on virtual scenarios (teenagers exhibiting alcohol consumption) an analysis was conducted in connection to the the social, family and attitudinal contexts that might associate social media usage and the desire to consume alcoholic beverages. Based on a sample (n=226) of Brazilian teenagers (aged M=15,34 | s.d.=1,16), a survey was conducted, with which part of the data collection gathered through an almost-experimental model. Results revealed that teenagers' exposure to alcoholic beverages on social media stimulates the desire to drink and this desire can be magnified when positive attitudes are shown on the posts and the injunctive norms are high. The study aims to support literature to confirm that social media influences earlier alcoholism and reveals that injunctive norms influence more on the desire to consume alcoholic beverages by young people than the explicit peer pressure.

Keywords: Social Media, Alcoholic beverages, Teenagers.

Introduction

Surveys on social media and the consumption of alcoholic beverages by teenagers and young people are getting more attention among researchers. Previous studies have confirmed the relationship between the exposure to alcoholic beverage on social media and the increase on its consumption by young people (Erevik et al., 2018; Roberson et al., 2018; Boyle et al., 2017; Hoffman et al., 2016). Other studies associate the exposure to alcoholic beverages on social media to behavior changes (Beullens; Vandebosch, 2015), on personality (Erevik et al., 2018) and identity (Pegg et al., 2018; Thompson; Romo, 2018). However, analysis of the effects of posts suggesting the use of drinks are still incipient.

Social media are the expression of exhibitionism, pictured mainly by selfies, in which individuals have the main need to self-promote themselves in order to receive popularity and social recognition (Silva; Ballerini; Galhardi, 2015). This might occur specially during teenage years, period of life in which young people search for self-affirmation in their social relationships (Ferreira, 2009). What teenagers choose to post on social media is nothing more than a reflection of the way they want to be seen. Such posting behavior might be moderated by the social environment they are as well as the sort of social interaction they are trying to establish (Boyd, 2014). Holmberg et al. (2016) show, for example, the frequency in which young teenagers display posts of food, most of which of high calories and low nutritional value. When associated to consumption of alcoholic beverages, however, it is believed that these posts might indeed influence other teenagers, who do not drink, to do so.

According to Kapetanaki, Bertele & Brennan (2015), sharing pictures showing social interactions associated to the consumption of alcohol is a potential trigger encouraging other young people to drink. Furthermore, the interaction between active and potential consumers through self-posting on the act of drinking is a way to remove guilt and encourage the consumption of drinks, something which is socially acceptable due to the fact that these drugs are legal in many countries (Nicholls, 2012).

The act of drinking is an intrinsic social custom on the cultures and on places where its consumption is allowed (Grácio, 2009). This reflects on the popular habit of frequently consider that the presence of alcoholic beverages is what makes an occasion be considered special, in which drinking is taken as one of the most important element on festivities. In Brazil, alcohol is considered a legal drug only for consumption by adults. However, alcohol is not only associated with festivities but it might be accessed, legally or illegally in many circumstances. For example, it is observed that teenagers have access to it in big supermarket chains and in

small popular markets, as well as in parties, pubs and restaurants. Therefore such consumption is part of Brazilian teenagers' reality. It should be highlighted that Horta et al. (2007) claimed that the consumption of alcohol among young people in Brazil have been increasing in the last decades, specially among those aged between 12 and 15 years old.

As a matter of fact, it is during teenage years that the first contact with alcohol occurs. This is the reason why research work concentrates on this period of human development (Sloboda, 2004; Pegg et al., 2018). In one of the strands, epidemiologic studies try to unravel which factors take teenagers to fast and abusive alcoholic consumption. Among these factors are psychosocial ones, since teenage years are considered a period when character develops (Marcia, 1966; Schoen-Ferreira; Aznar-Farias; Silveiras, 2003), in which teenagers start to search for identification and new experiences.

There are also factors related to attitudes and social and familiar contexts which might influence the relationship between the exposure to alcohol in social media and its consumption by teenagers. From a conditional process model, Beullens & Vandebosch (2015) have found positive associations between the use of social media by teenagers and its injunctives and descriptive rules, attitudes and intentions related to the use of alcohol. Hoffman et al. (2016) have explored teenagers' experiences with posts related to alcohol on social media and its association with attitudes and problematic behaviors, concluding that even under this negative social effect, media tend to influence higher consumption of alcohol.

On the same line of investigation, Pegg et al. (2018) have concluded that both content exposed on social media and the intensity of the use are related to higher consumption of alcoholic beverages. Although many relationships were confirmed, as described so far, studies have not shown the effects of exposure to alcoholic beverages on social media over the desire to consume. By the same token, moderators related to attitudinal, social and family contexts, should be confirmed as related to the desire to drink, and as a consequence, the act of actually drinking. Therefore, inspired on the perspectives of *Transformative Consumer Research (TCR)* (Mick, 2006), the exposure of teenagers to peers exhibiting alcoholic beverages on social media was analyzed together with their social, family and attitudinal contexts related both to the use of social media and alcohol consumption. In particular, approval attitudes, injunctive norms and explicit peer pressure relates were associated with teenagers' desire to consume alcohol.

Social Media and the Consumption of Alcoholic Beverages

Social media have strengthened social circles: nowadays, it is on the virtual environment where friends, family and colleagues are found. Among young people, engagement is strong. According to a research by TIC Kids Online Brasil (2017), about 90% of young Brazilians aged 9 to 17 have at least one active profile on social media. The study also showed that 81% of teenagers browse online daily and, among these, 73% also access social media.

Social relationships are, thus, being taken to virtual environment (Bargh; Mckenna, 2004; Romão-Dias; Nicolaci-Da-Costa, 2005; Coleta; Coleta; Guimarães, 2008). Either to search for a job (LinkedIn) or to arrange a date or new friendships (Tinder), social media have brought new dynamics into interpersonal relationships. The internet also has many opinion leaders, the so called digital influencers, title given to address people who have a large number of followers on virtual environments and are opinion leaders on the area they are part of (Uzunoglu; Kip, 2014). Among those, are youtubers and bloggers, besides other professionals who conquered relevance on the virtual environment, such as nutritionists, personal trainers, chefs, teachers and many others.

Since young people are huge fans of social media, it is possible that they are being influenced by these personalities, given that it is known that adolescence is a period in which peers have a great influence on individual's behavior (Giordano, 2003). This is confirmed by research work that focuses on different age groups segments. From politics (Zhang et al., 2009)

to consumerism (Ioanãs; Stoica, 2014) teenagers are among the most susceptible groups to be influenced by external sources.

Specifically about alcohol consumption, a campaign made in 2016 by Addict Aide has called the virtual community's attention by emphasizing the social media deleterial effects of glamorization of drinking consumption. Campaign gives publicity to a young model exposing many travel pictures on her Instagram, depicting alcohol related bevarages in every scenario. The profile was very successful and quickly got many followers and likes. It might be said that such glamorization is a determinant factor for teenagers to expose themselves to the consumption of , alcohol since such exposure is related to conquering popularity among friends and owning a reputation (Ferreira, 2009), besides meeting the need for self-affirmation (Ferreira, 2009).

On this line of thought, research work have addressed how much social media are used to satisfy psychological needs (Amaral; Moschetta, 2014). Recuero (2009) listed some psychosocial factors that are related to the use of social media, such as social capital, visibility, reputation, popularity and authority. On the same line, Amaral & Moschetta (2014) have discussed how the search for popularity and for building a reputation on these media is present on young people aged 17 and 27 years old. Furthermore, Steinfield, Ellison & Lampe (2008) showed results that put Facebook as a platform able to influence young adults' self esteem and social capital.

For young people who are closer to leave the adolescence period, it has been concluded that posts on virtual social media related to the consumption of alcoholic beverages tend to increase with time inside Academic Institutions. For example, Pumper & Moreno (2014) have discovered that the percentage of alcoholics who posted alcohol related issues on Facebook have doubled from 39,1% to 90,4% on the first year of college. Since colleagues usually see such posts positively (Beullens; Schepers, 2013), they can contribute to the student's perceptions that drinking is normative (Fournier; Hall; Ricke; Storey, 2013). This might increase consumption probability (D'Angelo; Zhang; Eickhoff; Moreno, 2014). In this sense, the following hypothesis was formed: **H1**: Posts of teenagers showing alcoh beverages on social media generate a greater desire to consume these drinks by young people.

Exposure and interaction that social media produce might also provide a way for teenagers to satisfy their psychological needs (self affirmation, self esteem and desire for popularity), which are characteristics of these stage of life. Fulfilling such personal psychological needs might accomplished by the glamorization of alcohol consumption.

Influencers of Alcohol Consumption among Teenagers

There are many possible influencers on alcohol consumption among young people and teenagers. According to the supporting literature, it was noticed that the most common are related to social, family and attitudinal contexts, ranging from the need to develop character to self-affirmation, personal acceptance, search for acceptance in reference groups and social status. Here, the focus will be on attitudes, specifically approval and social and family contexts.

Adolescence period is made of many changes, in which the teenagers start to develop their own character (Schoen-Ferreira; Aznar-Farias; Silvares, 2003). Teenagers' character development is influenced by the social environment, which can be intrapersonal, interpersonal and cultural, all of them potentially directing teenagers to search for identifications. According to Ferreira & Fonte (2006), if the identification process goes astray, teenagers might have an identity crisis and, thus, compromising on attitudes either adopting a non-natural behavior according to its own self, or, to the contrary, opposing what is taken as appropriate by society, with a deviant attitude that do not correspond to itw own self.

This deviant behavior could lead to drugs consumption and alcohol consumption might be the entrance door to drug's consumption. This transformation phase, especially on the initial

years of adolescence, is a turbulent moment, since the person enter a new reality of lost of references, stimulating young people to search for new identifications and social circles that share the same ideas and attitudes (Neves; Teixeira; Ferreira, 2015). Human relationship in teenagers' social circles are based on sharing information, interests and opinions. This influences them, becoming their new references and mold their own personalities according to the social values of this newly acquired environment (Schoen-Ferreira; Aznar-Farias; Silveira, 2003).

Litt & Stok (2011) have examined the impact of social descriptive norms on the disposition to drink alcohol, to increase social ties between drinkers, to favour positive attitudes on drinking, to create archetypes on behavior while drinking and, on the other hand, to acknowledge vulnerability due a state of drunkenness. Results provided evidence that descriptive norms for alcohol usage, as shown on Facebook profiles, significantly affect the above constructs. A multiple mediation analysis indicated that archetypes, attitudes and perceptions on potential physiological hazards mediate the relation between the use of Facebook and disposition to drink. These results indicate that teenagers who notice that the use of alcohol is normative, as evidenced on Facebook profiles, have a higher bias to alcohol consumption than the ones who do not see the use of alcohol on media frequently and thus, due to this low frequency of exposure, cannot associate drinking as normative behavior.

Based on the analyses stemming from literature, it is proposed that the attitude of approval related to posts with alcoholic content on social media might positively influence the desire to drink. Therefore, the second hypothesis is formulated like follows: **H2:** Posts of teenagers exhibiting alcoholic beverages on social media have a stronger positive impact on the desire to drink alcohol when their approval attitudes regarding such posts are high.

Friends and family stand out as important social, cultural and behavior influencers (Ferreira; Fonte, 2006). This fact is corroborated by authors such as Hung et al. (2011) who investigated influencing factors of alcohol consumption among teenagers. They found that cognitive and social (friendships, kinship) aspects are relevant. Therefore, it is noticeable the narrow relation between a teenager's social circle and favouring alcohol consumption (Marques; Cruz, 2000; Soldara et al., 2004).

Borsari & Carey (2003) verified that college students overestimate both the positive behavior associated with drinking (descriptive norms) and the supporting approval (injunctive norms) of their peers. Thereby, they have observed consistent discrepancies in self-assessments of drinking, when compared to social assessments. In general, self-perceptions on drinking behavior and drinking approval are generally lower when compared judgment made by others. Beullens & Vandebosch (2015) also verified that the exposure to alcohol related content on social media predicts collective descriptive and injunctive norms over alcohol use. As a further step, going from social predictors to individual ones, they found that the influence of injunctive norms on the intention to drink is stronger on those that are more frequently exposed to alcohol related messages on Facebook.

Nesi et al. (2017) also verified that the exposure to friend's messages with alcohol related content predicts the consumption of these drinks by teenagers, even for episodes of intensive consumption one year later. Furthermore, it is possible to grade alcohol consumption according to injunctive norms as depicted on social media. Results suggest that social media have a single role in contributing in the process of influencing the peers that surrounds alcohol usage. Taking injunctive norms as a degree of approval that a person thinks the other judge alcohol consumption (Borsari; Carey, 2003), the third hypothetical proposition was formulated: **H3:** Posts of teenagers exhibiting alcoholic beverages on social media have a higher positive impact on young people's desire to drink beverages when injunctive norms are high.

Another aspect that might influence beverages consumption is explicit peer pressure. Pressure can have either a positive or a negative approach (Fuligni; Eccles, 1993). On the

positive side, there is, for example, parental monitoring and family teenagers' openness to report what they do on their free time and outside home (Kerr; Stattin, 2000). The same study has also considered, as another example, a negative approach to alcohol consumption as related to family members that do offer alcoholic beverages to teenagers and think they can drink it (Fuligni; Eccles, 1993). Since it is a stimulus to use, it is taken that the degree of this explicit peer pressure might moderate (for better or for worst) alcohol consumption. Thereby, the fourth hypothetical proposition was formulated: **H4**: Posts of teenagers exhibiting alcoholic beverages on social media have a higher positive impact on teenagers' desire to consume drinks when the explicit peer pressure is high.

This study proposes that either general approval attitudes on exhibiting alcoholic beverages on social media, friends' approval related to alcohol consumption and drunkenness, and/or parents' or family approval on that, teenagers tend to feel more comfortable to consume alcoholic beverages and exhibit themselves on social media while doing so. In order to address the above hypothesis, the following methodological decisions were taken.

Participants

The research was made with 226 Brazilian teenagers (51,3% men and 48,7% women) of two private schools on a Capital on Northeast of the country (Fortaleza), aged between 13 and 17 years old ($M=15,34$ | $s.d.=1,16$). Only 37,6% of the participants have revealed their monthly family income, which was in the region of $M=R\$ 8.344,20$ | $s.d.=R\$ 9.365,20$. The average number of persons living in the same home was $M=4$ | $s.d.=1$. The great majority, 92,5% of the participants, have indicated to live with both or a single parent, most of which have mothers (96,5%) and fathers (88,5%) alive. When it comes to monthly allowances, 70,4% do not receive any fixed amount from their parents, while 29,6% have said that they do. About race, 46,5% have said to be caucasian, 36,3% *pardos* (brown skinned), 9,3% blacks, 4,9% Asian and 3,1% natives. About religion, the most mentioned were catholic (67,3%) and protestant (7,1%), while 18,1% have mentioned a diferente religion or no religion at all.

Scenario

By adapting pictures of social media posts, previously collected by the research team, it was possible to devise an experimental scenario comprising by teenagers exhibiting alcoholic beverages (bottles and glasses on tables and in hands) and a controlled scenario represented by teenagers seen on activities with no evocation of alcohol consumption. Pictures were selected randomly and inserted on pictures of Facebook and Instagram pages, simulating real social media pages. Prior to data collection, the stimulus were checked by four research experts, that were satisfied with the conformity between what the scenario represented and the image that was intended to be shown to the participants.

Procedures and data collection

Data collection was made on-site during four weeks, according to the calendar proposed by the two schools that accepted to take part in the experiment. They suggested a schedule to visit classrooms in accordance to the teaching staff, in order to bring disturbances to a minimum. Teenagers were briefed on how to approach the questionnaire, and the usual guarantees of secrecy and anonymity were reassured, through non-identification of names, classrooms and schools.

There were two stages of data collection process: on the first, participants answered a set of items according to their daily life and, on the second, they had to face the propositions stemming from the experimental aos controlled scenarios. At the end, they addressed items including social, economical and demographic characteristics. Both groups of teenagers who took part on this research work (the experiment group, that received images with stimulus

related to exhibition of alcohol consumption, and the control group that did not receive such stimulus) were randomly selected according to the age brackets for each group, what guaranteed sample randomness.

Participants had sufficient time to answer and when handing over the form, items were checked in order to identify discrepancies, incomplete fillings and atypical answers. Therefore, blank forms were avoided and it was possible to get insights on surprising answers or deemed out of expected behavior. All ethical principles were followed according to the appropriate procedures applied in Brazil.

Measuring and Analysis Techniques

There are many social and behavioral aspects related to the consumption of alcoholic beverages and use of social media by teenagers. Thereby, some constructs were established to evaluate them from three categories of analysis: a) attitudes b) social contexts and c) family contexts. Individual characteristics, social-demographic and other variables were also measured. Analysis were performed by means of descriptive statistics, multiple linear regressions and variance analysis. Tests such as analysis of scale reliability (*Cronbach 'α'*) and normality were also applied.

Attitude in relation to posting and willingness to consume. The attitude in relation to posts with exposure of alcoholic beverages was measured through two variables taken from the literature and ranked over a 10-point Likert scale ($\alpha=0,832$). It was also taken into account general attitudes in connection to alcohol consumption, social media and 'self-posting of alcoholic content' ($\alpha=0,768$). Desire to drink was measured through a specific item, again using a 10-point Likert scale.

Social contexts. Problems with alcohol consumption by teenagers were brought to teenager's attention through a scale adapted from Hoffman et al. (2016), with low and high agreement indicted by a 10-point Likert scale. The analyses of these items were just descriptives. Furthermore, it was also verified friends' approval towards consumption of alcoholic beverages, drunkenness and exhibitionism from a scale of 'injunctive norms' ($\alpha=0,815$) taken from Wood et al. (2004). This construct is one of the moderators on the proposed model. Participants have indicated friends' approval and disapproval level on a 10-point Likert scale.

Family contexts. The 'explicit peer pressure' ($\alpha=0,684$) was investigated through a scale adapted from Fuligni & Eccles (1993), in which participants indicated the degree of agreement (low or high) on a 10-point Likert scale. The measurement of 'parental monitoring' was inspired by dichotomous items (yes or no) proposed by Kerr & Stattin (2000).

Results and Discussions

The results will be presented first according to specific aspects on the use of media and consumption of alcoholic beverages. Further to that, results and discussions will deal with social contexts, family concerns and teenagers' attitudes in relation to alcohol consumption as related to in social media.

Social Media Usage

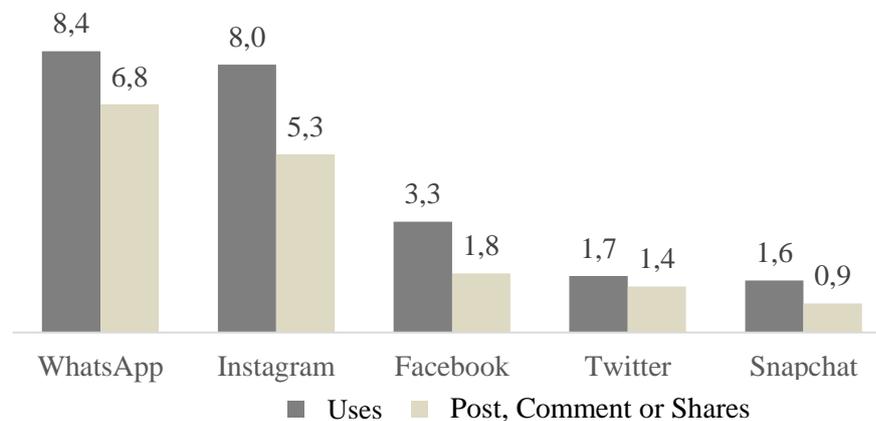
It was already expected that almost all teenagers (98,2%) use social media. However, it was impressive the number of hours they browse on these media during the week ($M=38$ | s.d.=36), the minimum was approximately 1 hour and the maximum was about 168 hours per week. The average number of daily exposing is 5 hours and 42 minutes. The maximum number of weekly hours reported were checked when respondents handed over their questionnaires. Six teenagers were asked to explain how this could happen. They replied that

they were connected 24 hours a day, slept poorly, waking up many times during the night to post, comment and like posts when they hear their smartphones notification.

In relation to the use of social media and the practice of posting, commenting or sharing, it was found that the most used by teenagers are WhatsApp ($M=8,4$ | $s.d.=2,8$) and Instagram ($M=8,0$ | $s.d.=3,0$). Twitter ($M=1,7$ | $s.d.=2,5$) and Snapchat ($M=1,6$ | $s.d.=2,3$) have shown lower average use. On the same order, the media in which teenagers interact with posts, comments and sharing are also WhatsApp ($M=6,8$ | $s.d.=3,5$ and Instagram ($M=5,3$ | $s.d.=3,8$), followed by Twitter ($M=1,7$ | $s.d.=2,5$) and Snapchat ($M=1,6$ | $s.d.=2,3$) (See Figure 1).

Teenagers like and/or share on other people's newsgroups, websites, blogs or photosites on average $M=89$ | $s.d.=740$ times per week. When it comes to their own newsgroups, websites, blogs or photosites, the average of posting and/or comments is about $M=23$ | $s.d.=78$ times per week. It should be noticed that teenagers use commenting and interacting more on others' virtual environments than on their own profiles. The average frequency of use of virtual social media websites and apps is $M=83$ | $s.d.=680$ times per week.

Figure 1: Comparative average use and interaction in social media by teenagers.



Consumption of Alcoholic Beverages by Teenagers

It was observed that 76,1% of teenagers have already consumed at least once and 36,3% consumes alcohol regularly. They drink on average $M=5,5$ | $s.d.=8,6$ per month (30 days), drinking on average $M=5,3$ | $s.d.=6,5$ liters, minimum of 0,5 and maximum of 30 liters monthly. It was also observed that teenagers that spend more time browsing on social media tend to consume more alcoholic beverages ($R^2=0,55$, $\beta=2,95$, $p\leq 0,05$).

Social Contexts

Regarding the problems created by the consumption of alcoholic beverages, it was observed that teenagers who drink have indicated lower accommodating attitudes in relation to problems on their social contexts. The higher averages observed were problems with friends and with fights, falls and accidents. By analysing such behavior amongst different genders, it was observed that male teenagers, when drunk, tend to break more objects than female ($M_{men} = 3,7$ | $M_{women} = 2,0$ | $F(1, 86)=7,403$; $p=0,01$). These results are aligned with Hoffman et al. (2016), who concluded that the consumption of alcoholic beverages by teenagers might cause problematic behaviors on social life. Table 1 brings evidence on that, despite the fact that occurrences are relatively low.

Regarding injunctive norms, teenagers who consume alcoholic beverages indicated that most of their friends from the same age group approve consuming alcohol ($M_{consume} = 6,7$ | $M_{donotconsume} = 5,4$ | $F(1, 219)=10,52$; $p=0,001$). This is reinforced by the fact that peers tend to

also approve the condition of drunkenness among them ($M_{consume} = 5,3 \mid M_{donotconsume} = 4,2 \mid F(1, 219)=8,025; p=0,005$) and consumption exhibition on virtual environments ($M_{consume} = 6,0 \mid M_{donotconsume} = 4,8 \mid F(1, 219)=9,471; p=0,002$). It is worth highlighting that exposure to alcohol related behaviors by friends and family might induce teenagers to develop injunctive norms in favour to their own consumption. Widespread alcohol consumption might spread approval for their use by young people (Borsari; Carey, 2003; Beullens; Vandebosch, 2015).

Table 1: Social contexts: problems due to consumption of alcoholic beverages.

The consumption of alcoholic beverages	M	s.d.
...have caused me financial problems	2,29	2,44
...have caused me problems at school	2,48	2,41
...have caused me problems with friends	4,33	3,30
...have caused me problems with family	3,75	3,40
...have made me break things	3,13	3,00
...have made me hurt myself (fights, falls, accidents)	3,92	3,05
...have made me hurt other people	2,88	2,86

Family Contexts

Explicit peer pressure is related to the fact that friends and family usually offer alcoholic beverages to teenagers and think they can drink it. Therefore, it was verified that teenagers with high explicit peer pressure feel more willing to drink alcoholic beverages when they see friends' ($M_{low_orientation} = 1,9 \mid M_{high_orientation} = 2,8 \mid F(1, 176)=9,471; p=0,017$) and family posts ($M_{low_orientation} = 1,5 \mid M_{high_orientation} = 2,7 \mid F(1, 176)=12,426; p=0,001$) on virtual social media. This type of peer pressure tends to be harmful, since its essence is negative, as said by Fuligni & Eccles (1993).

As for parental monitoring, it was verified that 81,0% of teenagers reported that their parents or guardians know what they do on their free time, but only 54,4% of the participants tell their parents or guardians things they do when they are not at home. Considering only those who drink alcohol, the figure reduces to 47,6%. Thus, in general less than half teenagers tell their parents what they do when they are outside their homes.

Attitudes in Relation to Alcoholic Beverages and Posts on Social Media

Attitudes in relation to posts exposing alcoholic beverages were on average relatively low, but dispersion is expressive. Those teenagers who consume had attitudes averages significantly higher than those who do not. Table 2 shows these differences, in which it is possible to observe that teenagers who drink tend to like and share more posts of people consuming alcoholic beverages. They want to drink when seeing friends, family posts and advertisements related to alcoholic beverages. They also have greater propensity to drink just to post on social media.

Feeling like drinking is greater for those who see from friends exhibiting drinks on social media ($M_{consume} = 4,75 \mid M_{do_not_consume} = 2,7 \mid F(1, 148)=14,976; p=0,000$), as opposed to those that were not faced with such stimuli. The former teenagers had an average of $M=3,8 \mid s.d.=3,2$ for the attitude of posting photos with alcoholic beverages and of $M=4,0 \mid s.d.=3,2$ indicating that they also post photos with glasses and bottles when are drinking.

Table 2: Attitudes in relation to alcoholic beverages and social media posts between consumers and non consumers of alcoholic beverages.

Attitudes	Consume M(s.d.)	Do not Consume M(s.d.)	F	Sig.
				$p \leq 0,05$
I like posts in which people are having fun	6,68 (3,17)	5,56 (3,47)	5,741	0,017
I like posts in which people are drinking alcoholic beverages	4,58 (3,13)	2,99 (2,73)	15,705	0,000
I share posts in which people are having fun	3,82 (3,29)	2,89 (2,86)	4,826	0,029
I share posts in which people are drinking alcoholic beverages	2,91 (3,08)	1,82 (1,95)	10,618	0,001
I feel like drinking alcoholic beverages when I see friends posting drinks on social media	2,98 (2,77)	2,00 (1,99)	9,274	0,003
I feel like drinking alcoholic beverages when I see family posts showing drinks on social media	2,78 (2,88)	1,67 (1,75)	12,747	0,000
I feel like drinking alcoholic beverages when I see drinks advertisements on social media	2,62 (2,93)	1,78 (2,05)	6,327	0,013
I would drink alcoholic beverages to be able to post photos on social media	2,35 (2,76)	1,67 (1,92)	4,672	0,032
I would drink expensive alcoholic beverages only to be able to post photos on social media	2,51 (2,88)	1,80 (2,06)	4,513	0,035

Exposure of Consumption of Alcoholic Beverages on Social Media

The first hypothesis (H1) suggests that posts of teenagers showing alcoholic beverages on social media generate a greater desire to consume these drinks by young people who see such posts. Results have indicated that teenagers who have seen pictures on social media exhibiting alcoholic beverages had higher averages, statistically significant, related to desire to drink ($M_{with_drinks} = 2,75$ (s.d.=2,68) | $M_{without_drinks} = 1,70$ (s.d.=1,438) | $F(1, 221)=10,989$; $p=0,001$), confirming H1. These results are aligned to studies on the same perspective (Beullens; Schepers, 2013). Analyzing only those who drink regularly, the averages were even higher ($M_{with_drinks} = 3,61$ (s.d.=3,11) | $M_{without_drinks} = 1,94$ (s.d.=1,67) | $F(1, 80)=7,594$; $p=0,007$).

Those teenagers who have seen the images with exposure of young people consuming alcoholic beverages also indicated to share the same habit ($M_{consume} = 6,2$ $M_{do_not_consume} = 5,4$ | $F(1, 389)=9,471$; $p=0,05$) and to become drunk ($M_{consume} = 4,9$ $M_{do_not_consume} = 4,1$ | $F(1, 219)=4,153$; $p=0,043$) are socially acceptable conditions. Beullens e Vandenbosch (2015) are of the same view, concluding that teenagers who are exposed to content related to alcohol on social media more frequently believe that a higher number of friends consume alcohol and that its use is socially acceptable.

Interactive Effects: Attitude, Injunctive Norms and Explicit Peer Pressure

Regarding hypothesis H2, the interactive effect of attitude on the relation between posts exhibiting alcoholic beverages on social media and the desire to consume was significant ($F(1, 218)=7,193$; $p=0,008$). In other words, when teenagers saw the posts of young people exhibiting alcoholic beverages on social media and had a positive attitude (of approval), the desire to consume alcoholic beverages was higher. Thereby, hypothesis H2 was accepted (see Figure 2).

As regards hypothesis H3 it might be said that injunctive norms had moderated the relation between posts of teenagers exhibiting alcoholic beverages on social media and the desire to drink ($F(1, 214)=4,331$; $p=0,039$). In other words, when injunctive norms are high teenagers show a stronger desire to consume alcoholic beverages when they see posts of young people exhibiting alcoholic beverages on social media. Thus, hypothesis H3 was also accepted (see Figure 3). Findings by Borsari & Carey (2003) e Nesi et al. (2017) support this evidence.

This research work investigated peer pressure as a moderator of drinking behavior among teenagers. However, it was verified that this is not the case ($F(1, 174)=1,398; p=0,239$). In other words, even in face of high explicit peer pressure (as, for example, relatives offering alcoholic beverages and believing that teenagers can drink), the group of youngster under investigation did not show higher statistically significant desire to drink when exposed to posts of teenagers exhibiting alcoholic beverages on social media. Therefore, hypothesis H4 was rejected and this is different from what literature proposes.

Figure 2: Interactive effect of attitude on the relation between teenagers' posts with/without alcoholic beverages over the desire to drink.

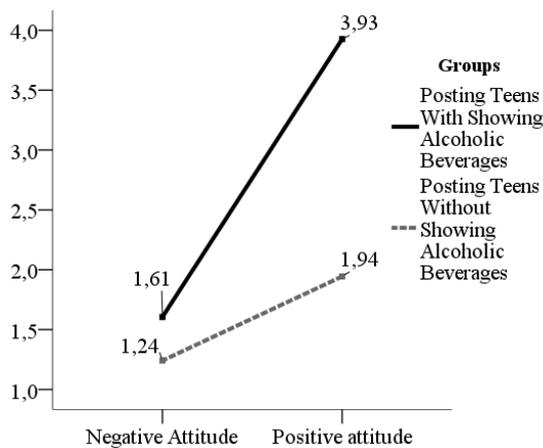
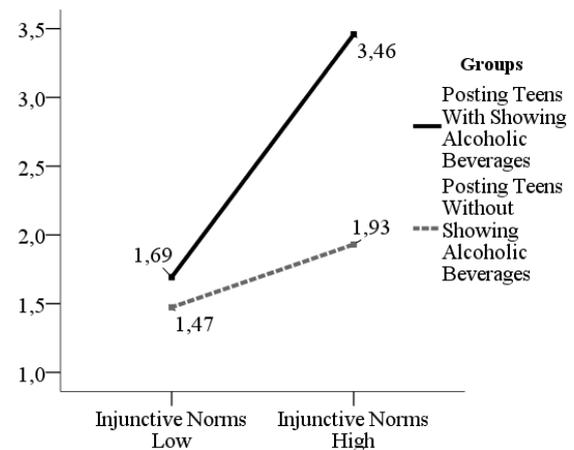


Figure 3: Interactive effect of injunctive norms on the relation between teenagers' posts with/without alcoholic beverages over the desire to consume.



Closing Remarks

The use of social media is something very common among teenagers and the amount of time spend browsing online is very representative. Considering that an average person sleeps about eight hours a day, it was found that these teenagers spend at least, approximately, 34% of the time awake browsing on social media, and can increase up to the maximum amount of hours in a day online. Since the sample is composed of student's teenagers, it is possible to suppose that this time might hamper school performance, since social use of internet during the classes is quite common.

Teenagers comment, like and share more on other people's newsgroups, websites, blogs and photosites than on their own, WhatsApp and Instagram are the most used social media nowadays. Following, there is Facebook, but with a lower average use frequency. Teenagers prefer faster and easier to use media, the most used features are, respectively, status and stories. It is an interesting finding to develop actions of both marketing and instructional nature, specific to this public.

In terms of consumption of alcoholic beverages, it was seen that a little over $\frac{3}{4}$ of teenagers have already drank at least once in their lives and the percentage of those who drink actively is 36,3%, number also alarming due to the critical phase of development of these teenagers. It was also verified that the average time browsing on social media influences on the frequency of consumption of alcoholic beverages of these teenagers. In other words, those who spend more time browsing tend to consume more alcoholic beverages when they see posts of other teenagers exhibiting them on social media, the desire to drink tend to rise. Such effect is greater for those who already drink normally.

Male teenagers tend to have more deviant behaviors than females. Despite that, when drunk, both males and females might show problematic behaviors, such as fights with friends and family, hurt themselves or break objects. However, it was seen that on their friendship

circles, this is not a problem for them, since most of the closest friends approve the consumption of alcoholic beverages and its consequences, drunkenness and exhibition of these on social media. Therefore, those who drink and have embarrassing moments are not criticized by their friends and excluded of the groups.

Based on previous studies and on the results found, with or without exposure to alcoholic content on social media, it is possible to consider that injunctive norms, by themselves, are strong constraints of the feeling of belonging to a group, since the environment in which teenagers live, usually, is of approval of consumption of alcoholic beverages, and their exposure in social media is only a positive stimulus to these norms and positive attitudes towards alcoholic behavior.

Teenagers with high explicit peer pressure might feel more need to consume alcoholic beverages when they see posts of friends and family on social media. This occurs due to drink offering and belief that teenagers can drink by those who are considered their guardians. However, it was verified that this orientation do not moderate the relation between the exhibition of posts with alcoholic content on social media and the desire to drink. In other words, the desire to drink alcoholic beverages does not rise when the explicit peer pressure is high. This indicates that offering drinks and maintaining that teenagers can drink by their adult relatives might not be a very expressive influencer.

Almost half of the participants have declared that do not tell their parents or guardians activities they perform outside home, especially those who drink alcoholic beverages. Although this implication might seem obvious, the study enforces the orientations that teenagers parents should pay attention to their children's attitudes, always trying to know what they do, with whom they go out and what they are accessing, both in and out of the virtual environment. This monitoring is fundamental, since the influence of the environment in which the teenager lives is very significant.

It was verified that teenagers who drink alcoholic beverage tend to like and share more posts of people consuming them on social media and always post photos with alcoholic beverages, exhibiting them on glasses and bottles. They feel more desire to drink when they see this type of post from friends and family, as well as advertisements with alcoholic content, and have, besides that, higher propensity to drink only to exhibit themselves on social media. This need of drinking alcohol just to exhibit oneself on social media is intriguing, since it suggests that this desire might be a stimulus to consumption among teenagers. They drink to exhibit themselves, and then, exhibit themselves while drinking.

In these terms, it can be concluded that the exposure of teenagers exhibiting alcoholic beverages on social media stimulates the desire to drink on those teenagers who see such posts. This desire tend to rise when they have positive attitudes in relation to the posts and when the injunctive norms (approval of the consumption, of drunkenness and exhibition of alcoholic beverages by closest friends) are high. Besides that, it was also verified that the explicit peer pressure and family offering and family statements on teenagers permission to drink is not a strong moderator of this relation.

Thus, this study contributes to the literature by confirming that social media tend to be a strong influencer of precocious alcoholism and revealing that injunctive norms influence more on teenagers' desire to consume alcoholic beverages than the implicit peer pressure. It also tries to contribute to the dissemination of consumers' transformative research on Brazilian context, by investigating a context possibly ignored by companies and public sector, since precocious alcoholism is something that causes pain and sorrow to the families that have dependents, both on child and adult age. This is relevant because even though it is forbidden to sell, provide, or give alcoholic beverages or other products that might cause addiction to teenagers (national law number 13.106/15), the consumption by teenagers is something common on Brazilian society.

Sample profiles can be highlighted as a possible shortcome for this research work, since most of them are from teenagers whose families incomes are considered middle and lower middle classes. Thus, even if results are in accordance to available literature, it cannot be stated that these findings would be similar for different social classes. There were difficulties on the application due to dispersion of the students with side conversations and interferences with jokes typical of their age range during the process, which might have influenced the answers. However, all these was considered normal since they were teenagers.

As indications for future researchers, it is suggested that some analysis to be taken in schools where it would be possible to access teenagers of higher and lower social classes. It is necessary to develop investigations through deeper triangular interviews between parents and children to better explain some informations on the excessive use of social media and details about motivations to consumption of alcoholic beverages. Besides that, researches considering structural characteristics such as background of exposure of alcoholic content on social media, such as wish for more likes, comments and/or shares can yield practical advance on this field of research.

Transformative Implications

Guardians and professionals that helps on the prevention of consumption of alcoholic beverages on young age need to consider the influence of social media on this vulnerable part of the life cycle. It should be observed that interventive actions need to start on the last years of childhood (Beullens; Vandenbosch, 2015), since, as it was seen, there are thirteen year-old who already drink alcoholic beverages. Media literacy has been an alternative suggested by many researchers, since, in some conditions, developing teenagers' critical thinking is a useful strategy to decrease their intentions to get involved in risky undergoings (Bergsma; Carney, 2008; Scull et al., 2010; Beullens; Vandenbosch, 2015). By activating critical thinking, it is believed that young people would also be able to deal with situations where they are faced to the exposure and offering of alcohol by family and friends, in or out a virtual environment.

Media literacy programs should be developed, specially, through social media (Beullens; Vandenbosch, 2015). Ridout & Campbell (2014), for example, have built a interventional project in which they provide feedback of social norms on the use of alcohol by college students. The participants of the group receive taylor made messages on consumption norms from colleagues via Facebook. They have shown lower drinking attitudes after the intervention. Thereby, it is believed that everyone campaigning the reduction of alcohol consumption among teenagers should take social media as one of the main ways to propagate their efforts.

It is also suggested that interventions focused on preventing consumption of alcoholic might engage in group discussions, theater plays enacting and lectures to be made in schools, churches and public places, emphasizing potential harms now and in the future along teenagers life course. This proposition is in line with the idea that consciousness for non-consumption could reduce injunctive norms. Schools could also promote events to help parents and professionals on the process of conscientization and prevention.

In a more specific way, it is considered that companies that produces alcoholic beverages should also be made responsible for alcohol abuse including in their agendas prevention actions and fighting against illegal sale. Another aspect is family practices and customs. Parents and guardians must avoid exposing drinks near teenagers, specially at home. On the other hand, it is necessary that government inspection actions increase their effectiveness to prevent selling alcoholic beverages to children and teenagers.

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