


The “alcohol diary” as a tool to monitor alcohol marketing exposure

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-29 03 2012-


Alcohol advertisement and drinking behavior

- Alcohol marketing exposure affects drinking behavior (Anderson)
- Earlier drinking onset with exposure
- Alcohol consumption increases in drinking youngsters
- Adolescents vulnerable to adverse health effects – need to monitor



How to monitor alcohol marketing exposure?

- Objective** measures: advertisement expenditure, volume of advertisement
 - pro: not dependent on memory of subject (underestimation, distortion)
 - cons: not readily available, does not cover non traditional media, not possible to look at individual variation




How to monitor alcohol marketing exposure?

Subjective measures



(1) Questionnaire:


- pros: easy to obtain, also covers non-traditional media, possible to look at individual variation
- con: retrospective - highly susceptible to memory effects (underestimation, distortion)



How to monitor alcohol marketing exposure?

(2) Alcohol Diary: ask subjects to register all advertisement ad hoc


-  retrospective - highly susceptible to memory effects
-  possible to look at individual variation, also covers non-traditional media
- but: easy to obtain? Higher effort needed, possibly lower response rate



The Alcohol Diary

- Participants record all marketing seen for one weekday and one weekend day (exact day varies between subjects)
- For all marketing observed, subjects fill in:

Time and day	Brand?	On What?	Where were you?	What were you doing?	What did it look like?
Tuesday, 15.16	Panasonic	Bottle	Cadeaushop	Buying a present for a friend	A bottle wearing a winter jacket



The Alcohol Diary

- All forms of alcohol monitoring are covered separately with examples:

- traditional and new media
- billboards
- sport sponsoring
- package design
- merchandise
- price advertisement
- stunts while going out



Pilot study in the Netherlands

- 200 adolescents (16 year olds, 60% girls) from three Dutch high schools (one Amsterdam, two more rural)
- Response rate was disappointing (50%)
 - participants were rewarded before completion
- Results;
 - An average exposure of four advertisements per day
 - Most marketing exposure through: television, outdoor commercials, advertisement in shops



Pilot study in the Netherlands

- Trend for exposure to increase intention to buy alcohol
- Sample size too low to test for associations as consumption
- Future study in Ireland with a larger sample size (1400)
 - Participant reward only after completion of the study
 - Follow up one year later: does exposure predict alcohol consumption?



Conclusion

- The alcohol diary promising subjective measure of alcohol marketing exposure
 - Has the same advantages as questionnaire
 - Is less distorted by memory effects than questionnaire
 - Data collection is feasible provided sufficient support



Questions?

