

# REPRESENTATION OF ALCOHOL BRANDS ON YOUTUBE

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## INTRODUCTION

- Representations of alcohol in media platforms (e.g., movies, advertisements, songs) are influential
- We aimed to characterize content of leading YouTube videos related to alcohol brands preferred by youth

## METHODS

- We captured the 137 most relevant and popular videos on YouTube related to the 8 top brands: *Bud Light*, *Coors Light*, *Grey Goose*, *Hennessy*, *Jack Daniel's*, *Mike's Hard Lemonade*, *Patron*, and *Smirnoff*
- An iterative codebook development process was followed by double-coding and adjudication

## RESULTS

- There were a total of 96,860,936 views for all 137 videos combined
- Like/dislike ratio was 15 to 1
- *Bud Light* and *Coors Light* were more likely to be in advertisements, while *Mike's Hard Lemonade* was most commonly represented in guides; *Patron* was most often seen in music or chugging videos
- Portrayals were nearly always positive and associated with humor, sexuality, friends, and heavy use

## DISCUSSION

- YouTube represents an important source of exposure to advertisement-like portrayals of alcohol use, even if they are not sanctioned by the industry

Category	N (%)	Description	Average Views	Examples
Traditional Advertisement	55 (40)	A professionally produced commercial that advertises an alcohol brand. This includes commercials that were uploaded or edited by a third-party.	1,122,289	 
Narrative Advertisement	16 (12)	A short film, interview, or documentary-style piece that is sponsored by or features a particular alcohol brand.	138,222	 
Music-focused	18 (13)	The primary focus of the video is on music with visual representations of alcohol brands. This includes commercial music videos and homemade lyrics videos.	1,344,375	 
Guide	27 (20)	One or more hosts showcases an alcoholic beverage and discuss its consumption. They may provide recipes, serving suggestions, or reviews.	21,492	 
Chugging	14 (10)	The video focuses on a person attempting to drink an extremely large quantity of alcohol at a rapid speed. The size of the product should be at least 375 mL.	402,119	 