

# Feasibility and Acceptability of a Browser Plug-in Blocking Online Alcohol Imagery

Patsouras, M., Kuntsche, E., Cook, M., Pennay, A., Manning, V., & Riordan, B.

## INTRODUCTION

Previous reviews have confirmed a relationship between online alcohol imagery and subsequent alcohol use. An alcohol-blocking browser plug-in, capable of blocking all alcohol references (e.g., user-generated posts and marketing), may be a useful intervention tool mitigating against alcohol use.

## METHOD



Semi-structured interviews over Zoom (20 adult drinkers, 5 parents).



We discussed: internet use, alcohol use, alcohol exposure, and feedback and support of an alcohol-blocking browser plug-in.

## FINDINGS

Using reflexive thematic analysis, we generated four themes.

### Theme #1: Environments of exposure

*"I think it's a brilliant idea. But I'm sad that it's [the plug-in] necessary. I really think that this should be legislated at the government level, and restricted that way. I think it's ridiculous. But, yes, I - good idea in lieu of that."* – Parent\_1.

### Theme #2: Blocking the temptation of alcohol exposure

*"[It tries] to get us to drink more. But it depends what mood you're in; when you're seeing alcohol, and if you're having a depressing sort of day, it's like, "Oh, this looks appetising, I think I need to go and get a drink." So, it's like it's testing you when you're at your low point, I guess. They just make it sound so delicious or something."* – Adult\_Drinker\_18.

### Theme #3: Protecting the digital generation

*"... You don't know what they're looking at, but they're just so exposed to everything, that nothing's really like innocent anymore... I definitely think that children seeing these things in social media, it is something that pushes them to want to go try – or drink, get that product..."* – Adult\_Drinker\_3.

### Theme #4: Different Target Audiences Require Different versions - Personalising and Tailoring Features

*"Yeah, again I like – I think choice is always great... So yeah I would definitely say that providing the user to tailor their experience with this plug-in is the best option always."* – Adult\_Drinker\_9.

## CONCLUSION

Participants agreed that the browser plug-in was an acceptable, useable, and feasible tool for blocking online alcohol content. They thought it was especially helpful for those who were aiming to reduce drinking or minors. Participants highlighted the importance of customising the browser plug-in based on the target audience.