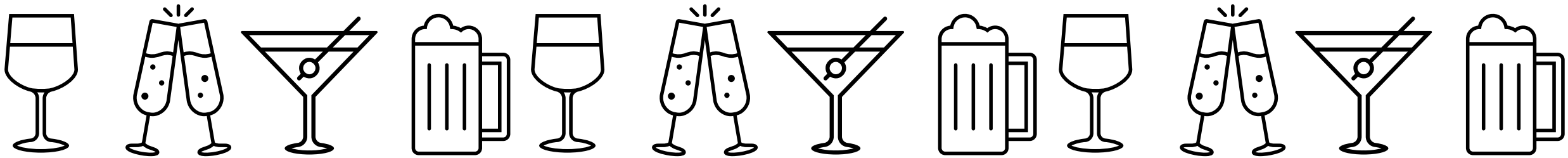
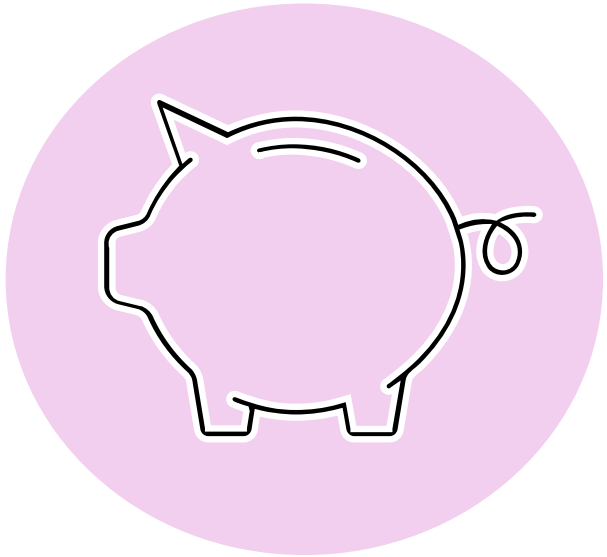
“Cocktails & Fireworks”

When are Alcohol- Related Instagram Posts written?

Jack Delmenico, Benjamin Riordan, Emmanuel Kuntsche, Dan Anderson - Luxford



Disclosures



La Trobe PhD Scholarship – Jack

DECRA – Ben

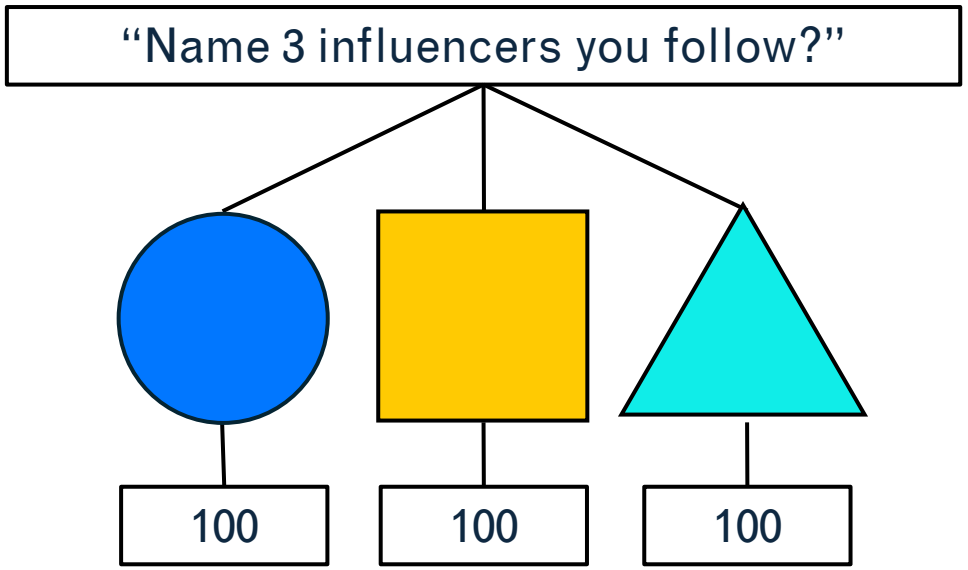
LeBron James
“The Second Decision”

“I choose...
Hennessy”

Influencers

“... established credibility in a specific industry, have access to a huge audience and can persuade others to act based on their recommendations...”

How common is alcohol- related posts from Influencers?



2.2%

Hendriks et al., 2020

AI

Content Analysis

“Ugh. Maybe just the most recent posts”

AI

“Let’s do them all!”

Riordan et al. 2024

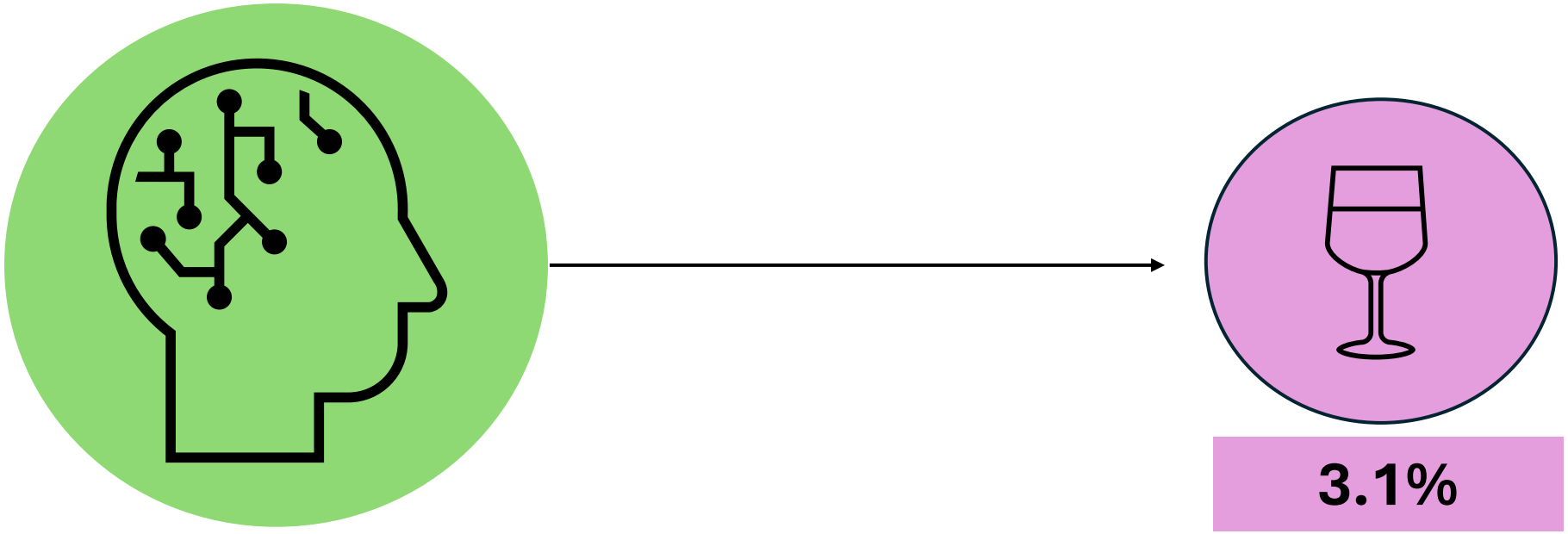
Method

Identify 1032 Top Australian Influencers

Collect Every Post (688,325)

Use AI to flag posts that reference alcohol

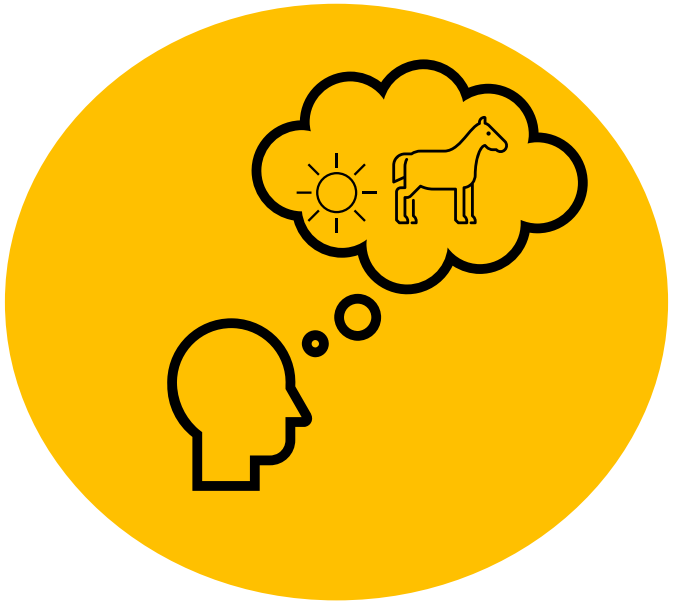
Prevalence



3.1%

Riordan et al. In prep

Aim

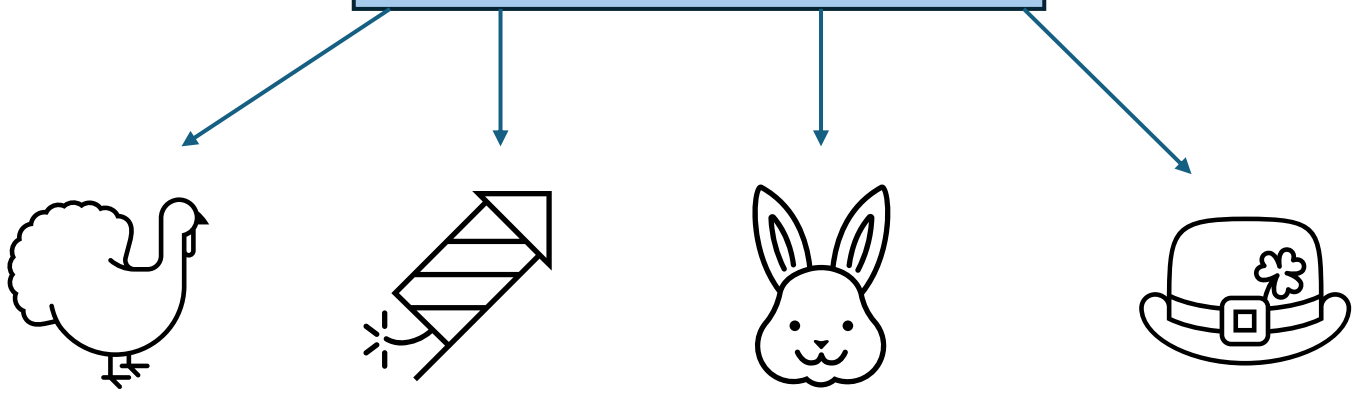


When do Influencers post alcohol related- content?

Timing of Posts

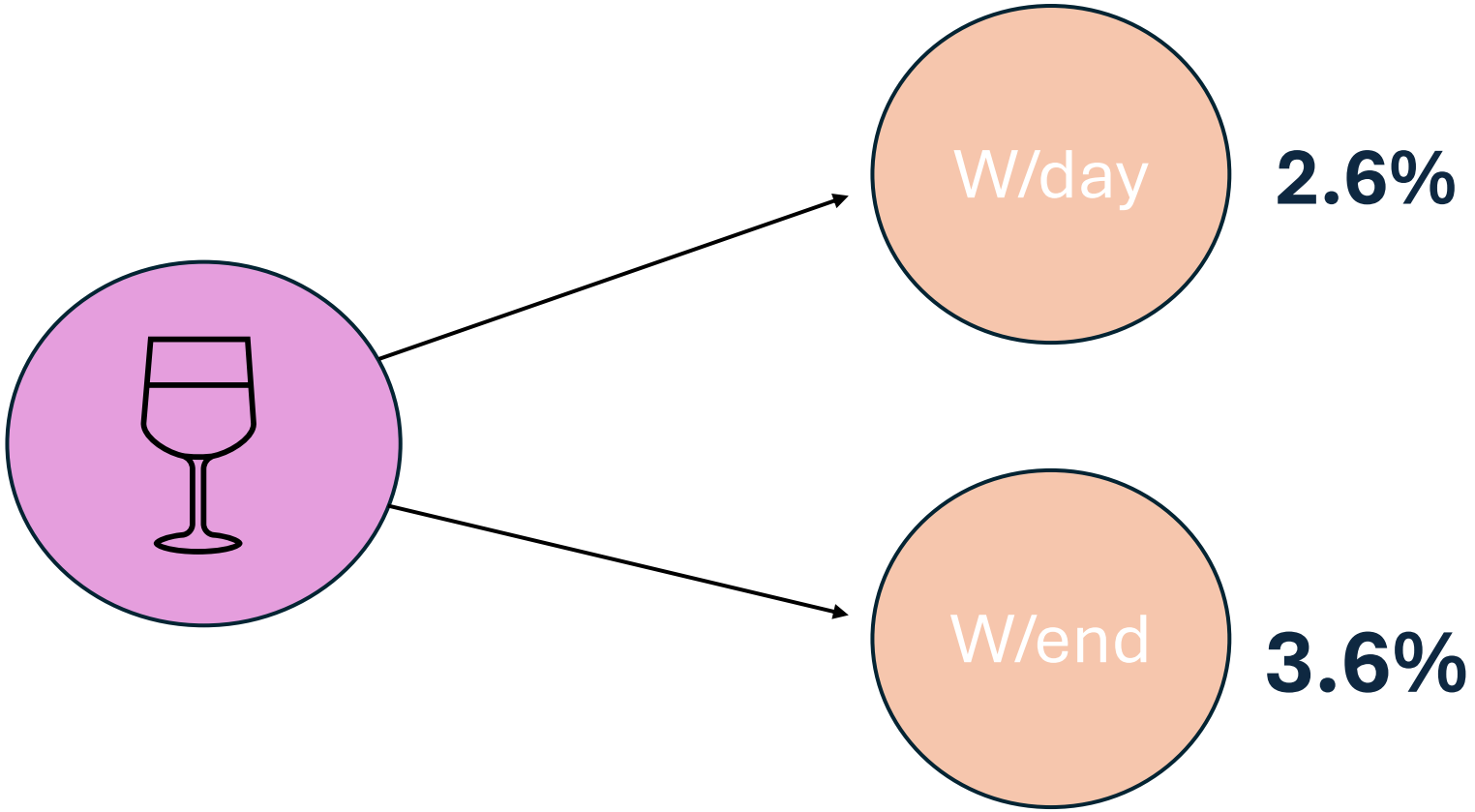
Twitter

Alcohol- related Tweets



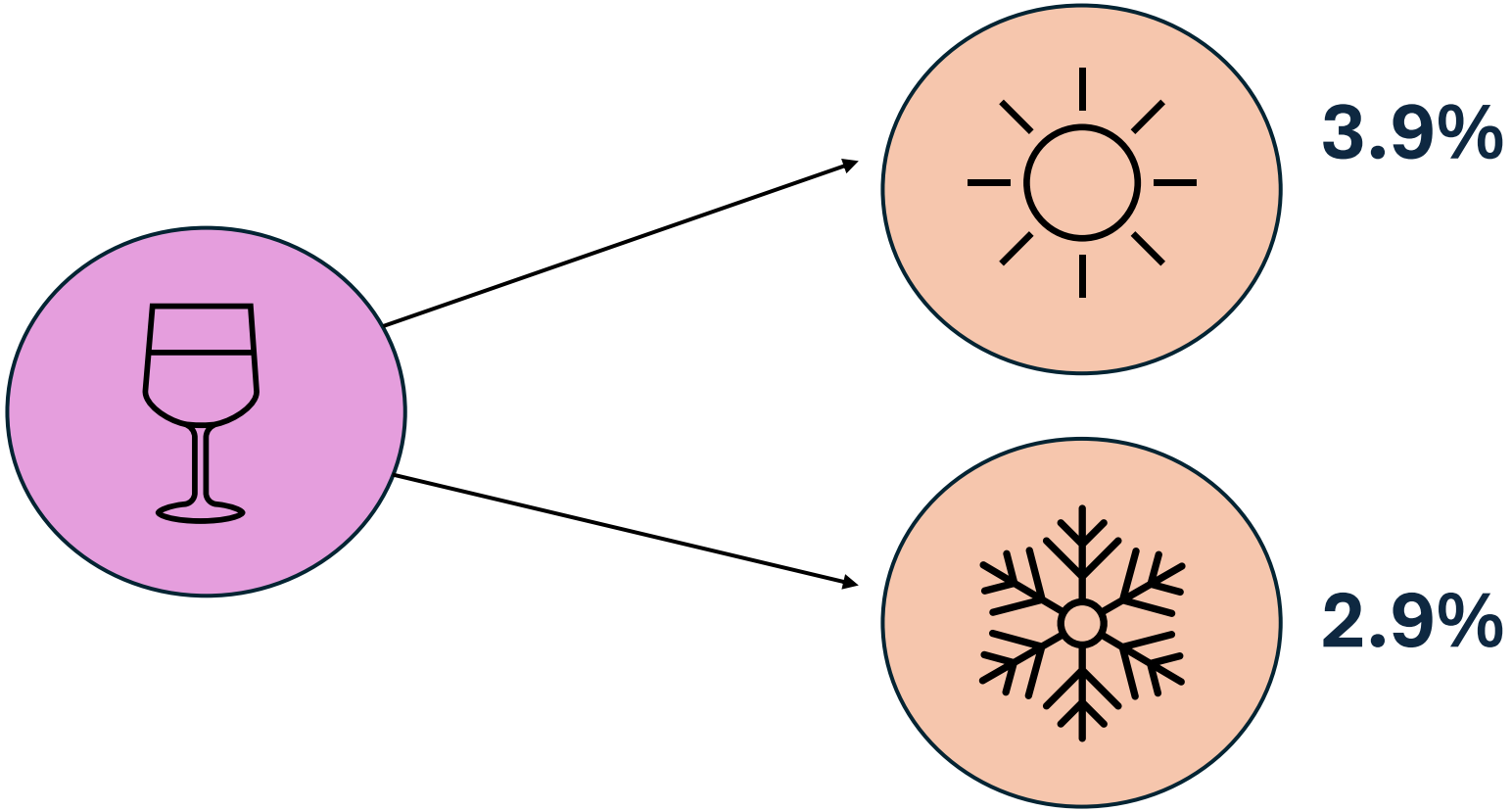
Riordan et al., 2022

Time of Week



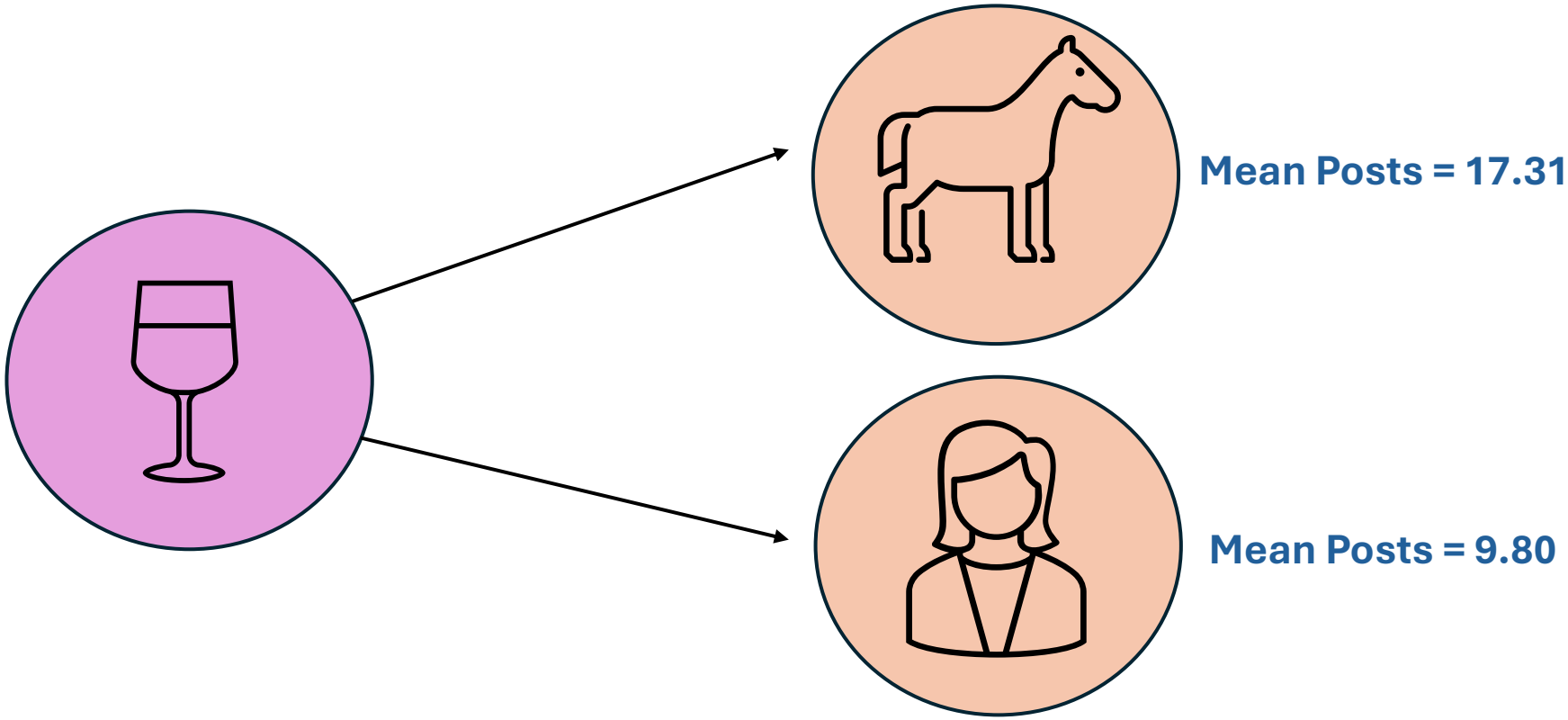
Delmenico et al. In prep

Time of Year



Delmenico et al. In prep

Event Days



Delmenico et al. In prep

But…

We only looked at the text of posts and may have missed Alcohol Imagery

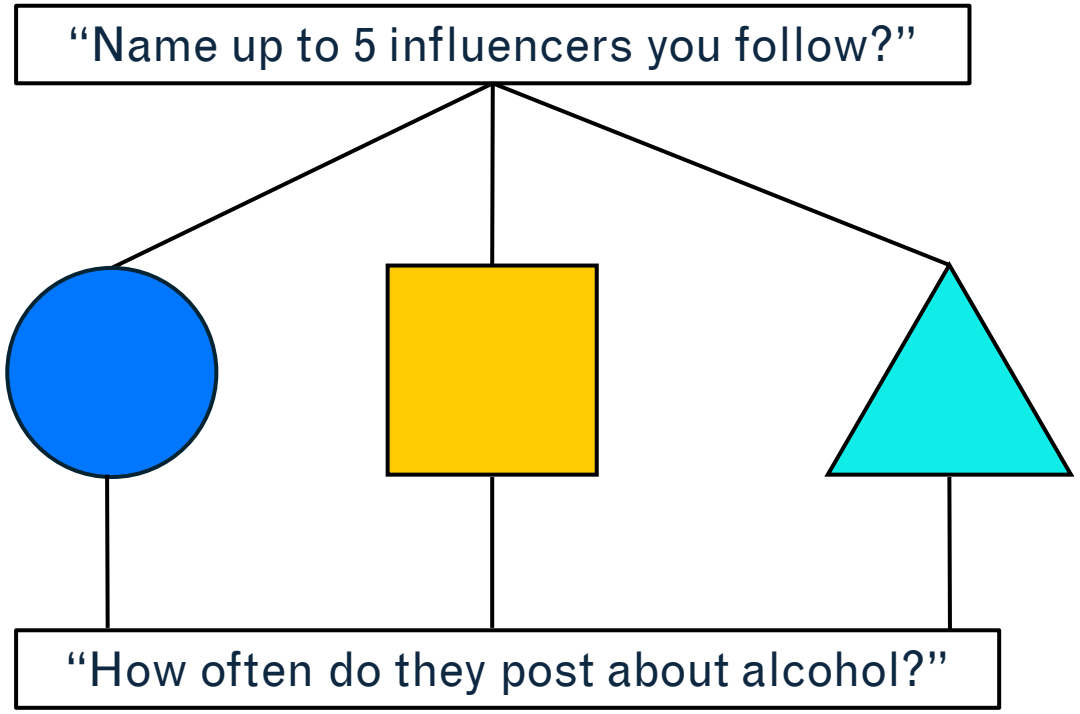
Alcohol for the day of week may be more common on stories or other features

Event days are difficult to test for

Using objective measures to estimate the prevalence of alcohol references from influencers and the link to alcohol use

Ben Riordan, Jack Delmenico, Megan Strowger, Jingda Du, Dan Anderson-Luxford, Rose Marie Ward, Zhen He, Jennifer Merrill, Taylor Winter, Damian Scarf, Emmanuel Kuntsche

Link Between Exposure and Use



Strowger et al. 2024

Aim

Does Exposure to influencer alcohol content change alcohol use?

Method

128 Participants reported weekly alcohol use + top 5 influencers

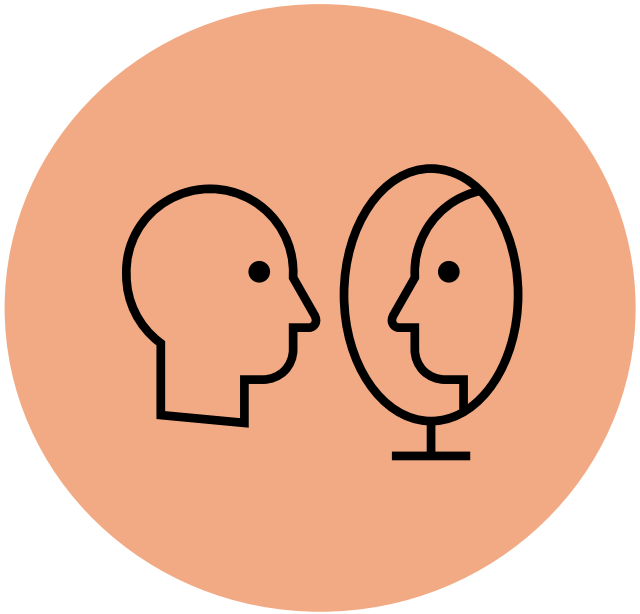
410 Unique Influencers

281,227 Instagram Posts

Riordan et al. In prep

Exposure → Use

Self- Report



.16**

Objective

.29**

Riordan et al. In prep

Additional Coding

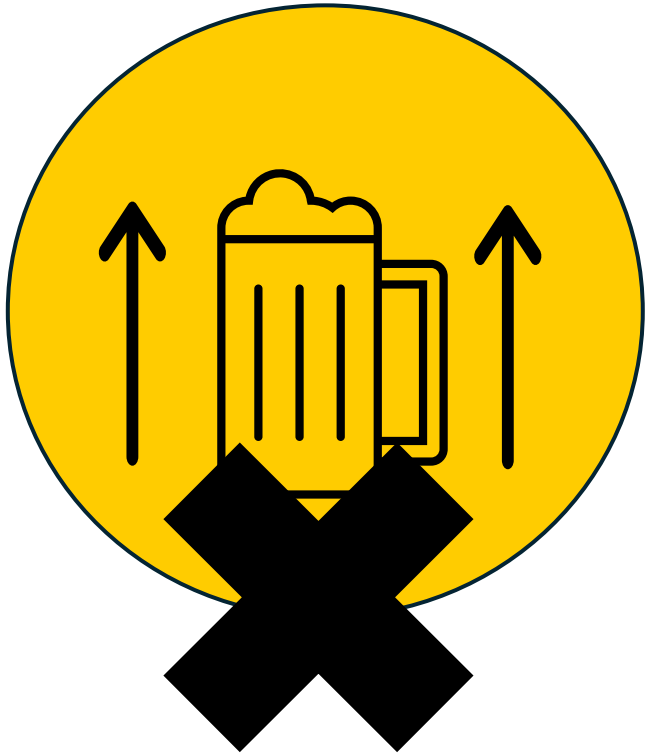
There were a lot of false positives included, mostly around social contexts

False positives were removed

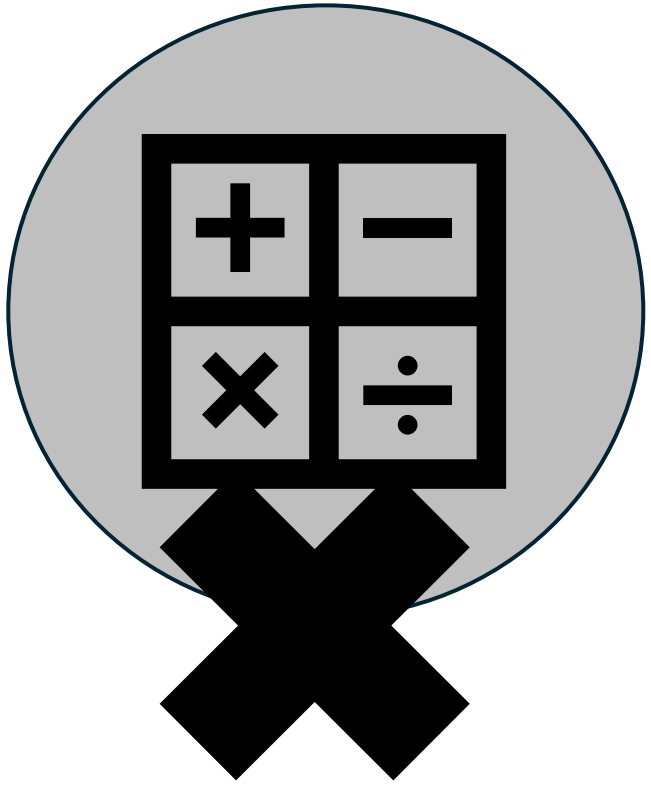
We also coded for sentiment, brands and disclosures of both the texts and the images

Exposure → Use (After Coding)

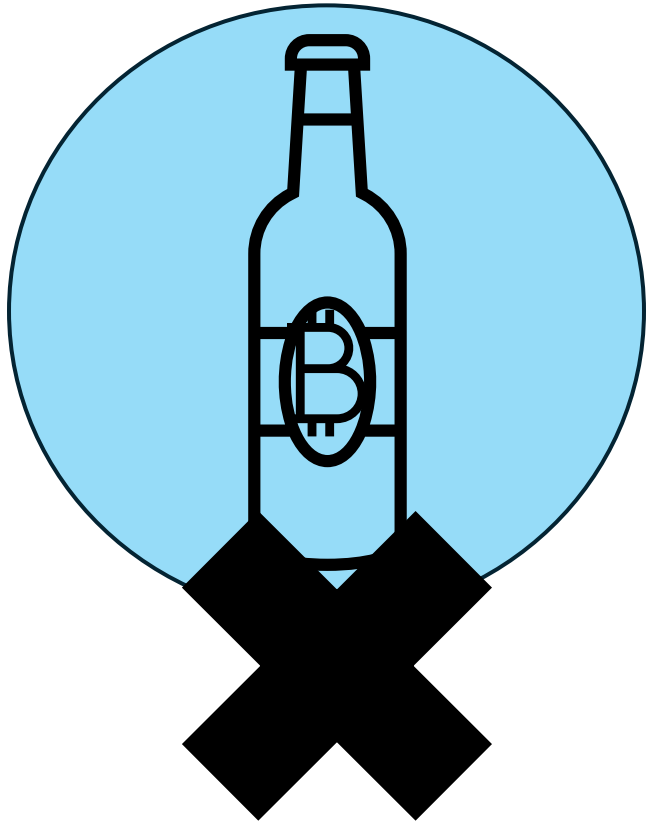
More Alcohol



Sentiment



Brands



Riordan et al. In prep

Discussion

It was an older sample compared to Strowger et al.

What makes a post “alcohol-related”

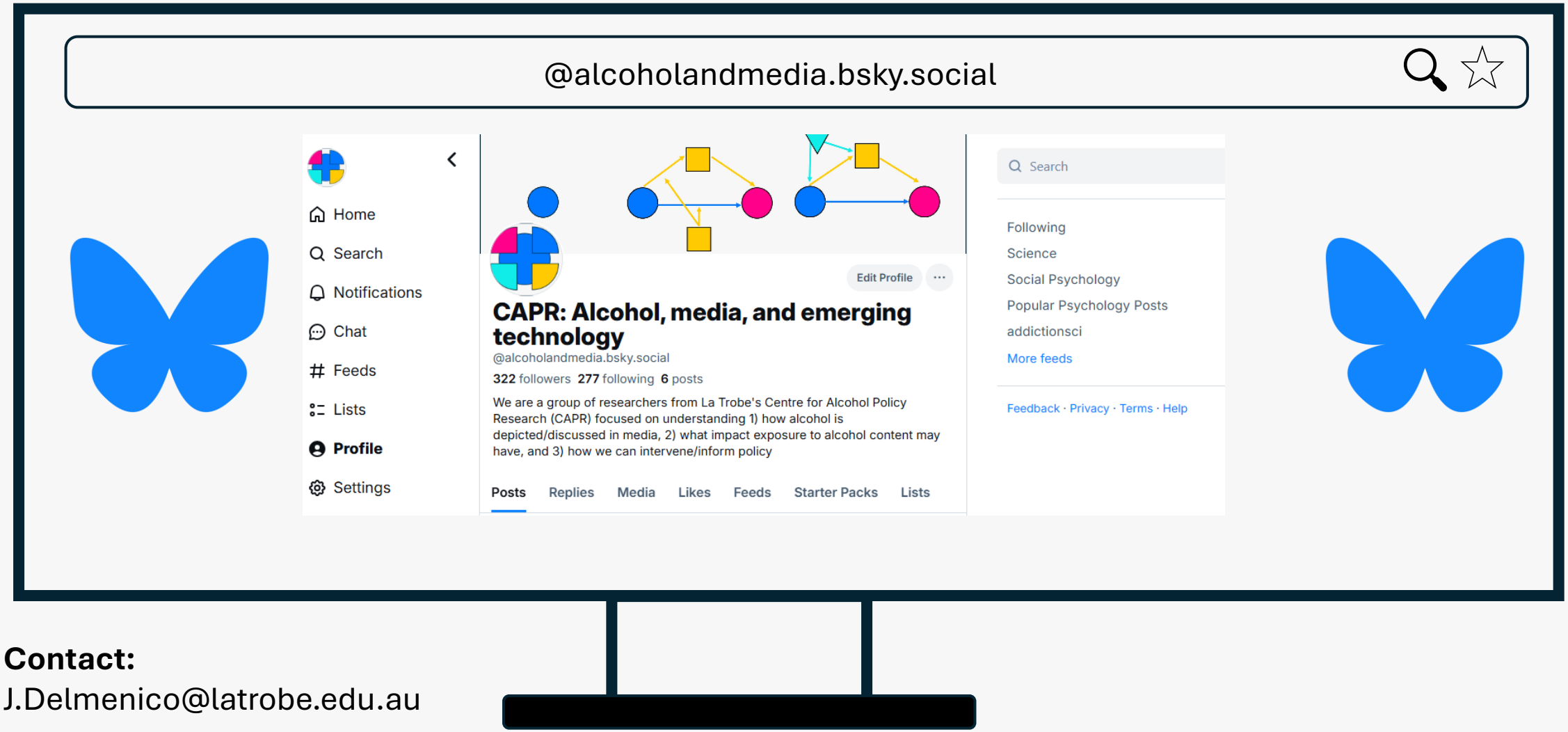
Riordan et al. In prep

Implications

Identify periods where increases in Alcohol seen online may increase

Implement measures to limit impact of alcohol content online

Thanks!



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