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# **“Everyone’s a bit buzzed, so why not share that” – exploring the alcohol-related user-generated content practices among Aboriginal, regional and LGBTQ+ young people**

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# Aim + RQs

- **Aim:** To investigate the perspectives of young people from regional, Aboriginal, and LGBTQ+ communities about alcohol-related user-generated content (UGC).
- **Research Questions:**
  1. How do young people from these communities experience alcohol-related UGC?
  2. How do their social and structural contexts shape how they interpret and respond to this content?



# Methods

- Online semi-structured interviews with 24 young people aged 16-20 (mean 17.8 years)
- **Sample:** Aboriginal (n=6), LGBTQ+ (n=10), and regional (n=8) communities
- Reflexive thematic analysis



# Theme 1: Posting to Belong – Alcohol, Identity and Social Pressure

- Alcohol-related posts signalled belonging and helped avoid exclusion.

***“[Alcohol] is like an accessory in the photo or video – something you have to have”  
(Aboriginal and regional participant, Age 19)***

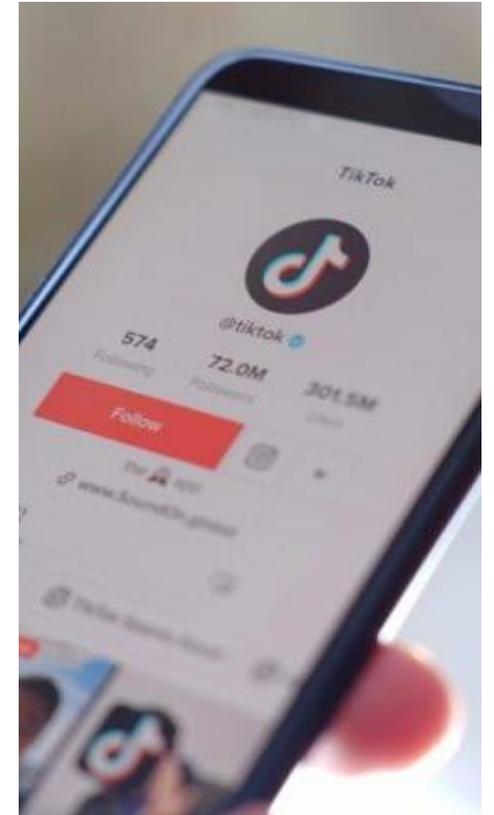


# Theme 2: Social Media and Binge Drinking Culture

- Binge drinking was digitally framed as entertaining, socially valued, and algorithmically amplified

***“On TikTok on my For You page, I see 13-14 year olds glorifying alcohol and flexing that they have it”***

***(LGBTQ+ participant, Age 16)***



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# Theme 3: Alcohol Content is Not Experienced Equally

- **Regional participants:** permissive environments normalising underage drinking; greater perceived alcohol exposure and UGC than metropolitan peers
- **Aboriginal participants:** racialised stereotyping; hypocritical peer responses
- **LGBTQ+ participants:** Central to queer events/drag culture; negotiating safety and visibility

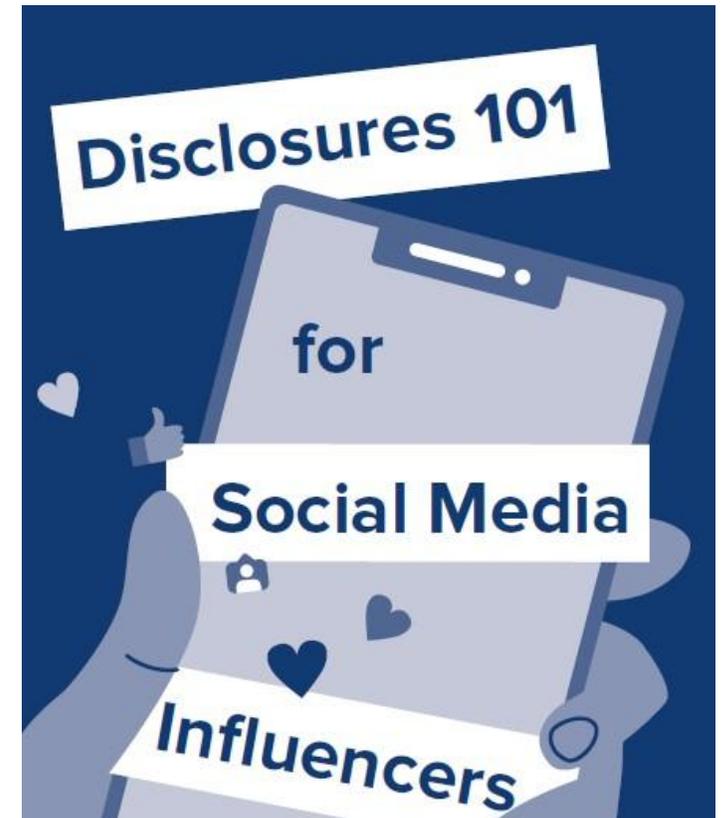


# Theme 4: Seeing Through #Spon

- Young people recognised promotional alcohol content, but authenticity was difficult to gauge.

***“I judge influencers more harshly...they have a platform. It feels irresponsible”***

***(LGBTQ+ participant, Age 19)***



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# Take homes

- Alcohol-related UGC is a cultural practice tied to belonging, visibility and normalised risk.
- Implications:
  - Address algorithmic amplification of harmful drinking content on platforms like TikTok
  - Strengthen regulation of influencer alcohol marketing, including undisclosed promotion
  - Develop community-specific interventions accounting for structural factors



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Thank you



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