

Dangerous Consumptions Colloquium abstract

Consuming cultures: Gender, alcohol and Facebook

This paper will explore some of the issues surrounding young people, drinking cultures and their use of social technologies such as Facebook. Qualitative focus group discussions will be thematically analysed to identify key issues relating to the role of alcohol and social technologies in young people's drinking cultures. Gendered constructions of pleasure, 'extreme drinking', harm reduction and risk taking will be considered alongside the importance of social technologies in young people's drinking practices. The study is part of a wider Marsden¹ funded project that aims to move beyond examining the amounts of alcohol consumed towards a consideration of the places and spaces that young people inhabit to drink alcohol, as well as the function of social networking in facilitating alcohol related pleasures, risks and harms.

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ⁱ The research this presentation is based on is supported by the Marsden Fund Council from Government funding, administered by the Royal Society of New Zealand (contract MAU0911).