

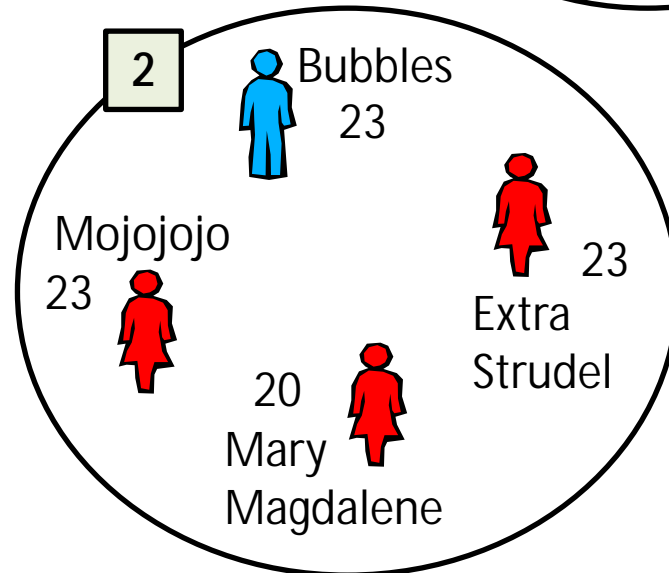
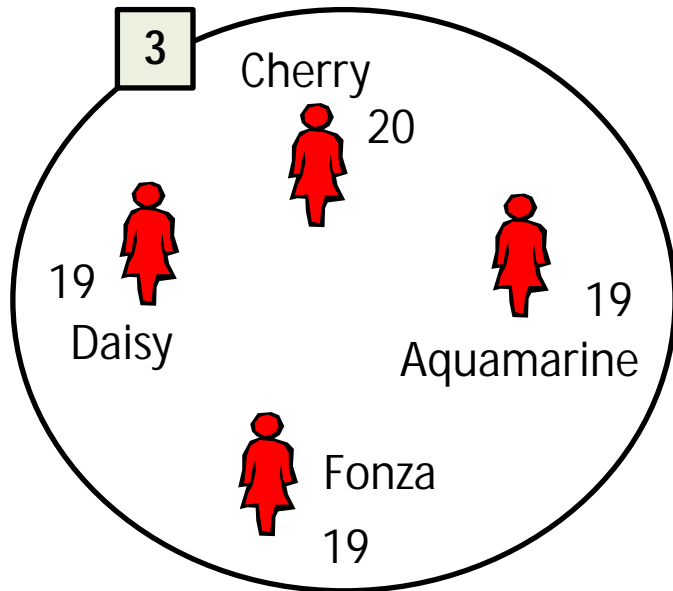
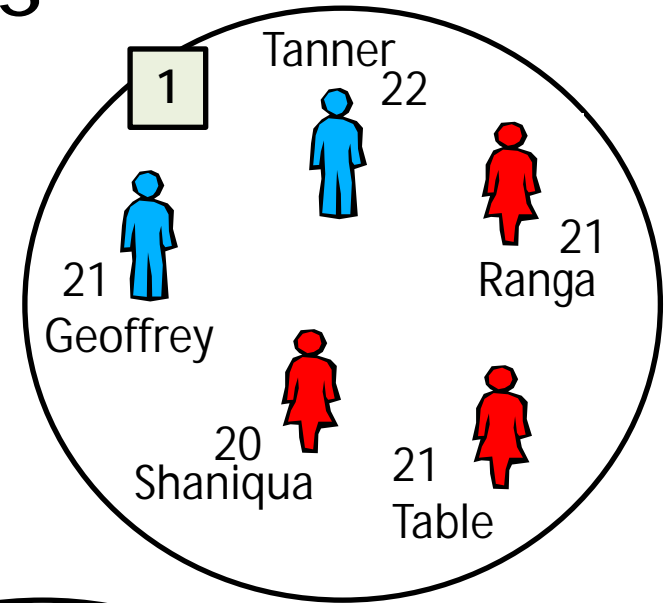
# Facebook, Alcohol Marketing and Student Drinking



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# The Groups

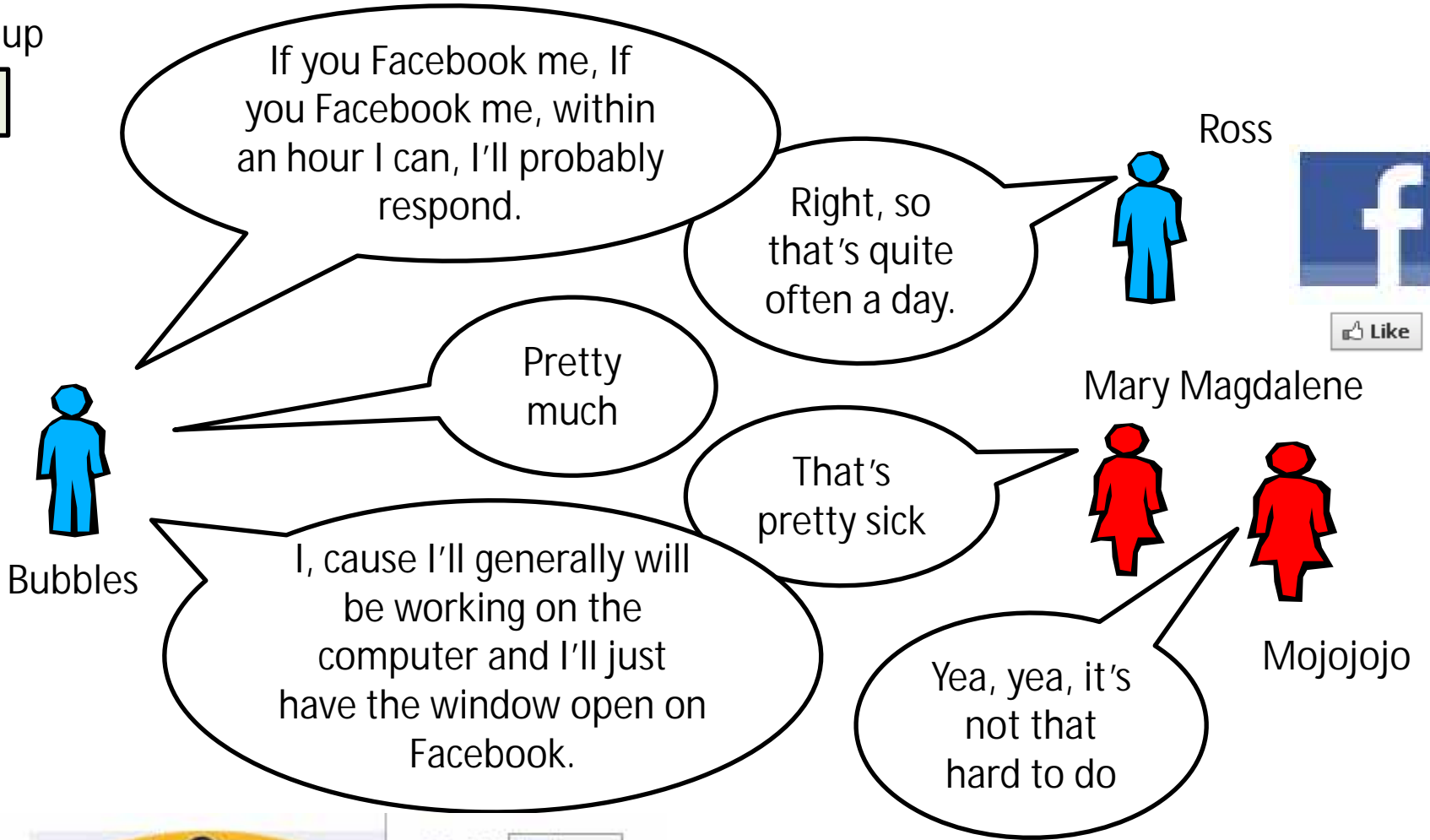
Students (aged 19-23) that socialised together, drank together and used Facebook.



# Mundane networking (data)

Group

2



**Tui**   
Company

# Mundane networking

## Facebook

- Taking over a portion of everyday face to face contact
- More convenient than offline networking
- Enabled access to in novel contexts

# Mundane drinking (data)

Group

1



I'm not an alcoholic. I'm a New Zealander

Common Interest  
43,493 members



It's the same night every night, (cause that's it)

Geoffrey

But it never gets boring, it's always fun so..

it's always some drama

Crazy antics.

Pretty much it's, it's just everyone sitting round and just listening to music do drinking games, and..



Shaniqua

Chilling.

just talk about, just, general whatever.



Ranga

That sounds so boring when you say it, But it's really not, it's so much fun.



Table

when you add alcohol it gets that much better.



Drinking

Interest  
1,563,706 people like this.



# Mundane drinking

- Elision of drinking and casual socialising
- Alcohol as 'fourth' friend
- Benefits - social contact, intimacy and bonding.
- Regular social (heavy?) drinking naturalised

# A discourse of mundane socialising

- Converge as a discourse of socialising
- Mundane engagement in both Facebook and drinking normalised
- Downplays excess/harms in both areas
  
- Other talk broadly around 'savvy' serves to manage risks, contradictions, consequences

# Savvy drinking (data)

Group

2

Bubbles



Ross



Mary Magdalene



Mojojojo

One of the drama guys has been banned from attending the parties because {lifts right hand} drinks too much, throws up a lot, everywhere.

Oh, right.

On the roof. No shit.

Really? That's impressive.

Like he'll go into the bathroom but then he will just like, just projectile {brings both hands up in the air}, and so we're like you can't, you can't, you can't control your drinking in terms of not drinking so much that you projectile vomit in the bathroom.

We, we aren't so cool with that.

... In a bar that would be hilarious. But in someone's house that's a lot of cleaning up to do.





# Drinking Savvy

- **Knowing your limits**
- **Drinking to context**
- **Not breaching rules of cool**



# Savvy Facebook (data)

Group

1



Geoffrey

And I don't like yeah maybe in the future, since with all the drinking and stuff like that, like (I've no idea), like, when it comes to later on

like say with previous like, employers and they'll trawl it and



Ranga

That's what my mum always says to me, she's like "your employers can see that" and I'm always like "naaa, na they can't"



Shaniqua

yeah that's what, my parents are like that

The photos won't end up on Facebook.

Yeah right.®



# Facebook savvy

- Acknowledge risky, problematic issues on FB
- Assurance in their skill in negotiating potential dangers
- Sense of immunity increased vulnerability?
- Routine 'liking' viral marketing

# A discourse of savvy agency

- Use of Facebook, regular drinking are seen as having inherent 'risks'
- Positioning as savvy users who are aware of the dangers and thereby carrying an immunity

# Conclusions

- **Digitally enhanced intoxicogenic environments**
- **Convergence of online and offline behaviour**
- **Discourse of Savvy less immunity than distraction**