

Alcohol promoting and alcohol warning advertisements: Impact on implicit cognition, emotion, and craving

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European Society for
Prevention Research



Background - alcohol advertising

- Evidence indicates a dose-response effect of advertising exposure on alcohol initiation and consumption in young people (Anderson et al., 2009; Smith & Foxcroft, 2009)
- Viewing advertising may increase alcohol consumed immediately after exposure by small amounts (Stautz et al., in prep.)
- Little is known regarding mechanisms of effect



Background - alcohol warnings

- An alternative to alcohol marketing restrictions/bans
- Highlight short- or long-term negative consequences of alcohol use
- Produced by governments, public health bodies, charities
- Absence of evidence regarding efficacy and mechanisms of effect



Study I: Research questions

1. Do alcohol promoting and alcohol warning advertisements influence:
 - a) implicit alcohol attitudes
 - b) explicit alcohol attitudes
 - c) alcohol selection?
2. Are effects modified by socioeconomic status (education) or typical drinking?

Study I: Sample and design

- 373 participants recruited via research agency
- Aged 18-40 (M = 28.0, SD = 5.6)
- 60% female; 85% white British

Participants randomised to one of three groups:

4 x



4 x



4 x



Study I: Measures

- Implicit Association Tests

Positive *and* negative implicit attitudes, assessed before and after exposure

- Explicit attitudes towards drinking alcohol

e.g. *I consider drinking alcohol to be: very pleasant - very unpleasant*

- Voucher selection

Choice of £5 voucher for either pub or café

Study I: Results

- No main effects of condition on implicit or explicit attitudes, or on voucher selection

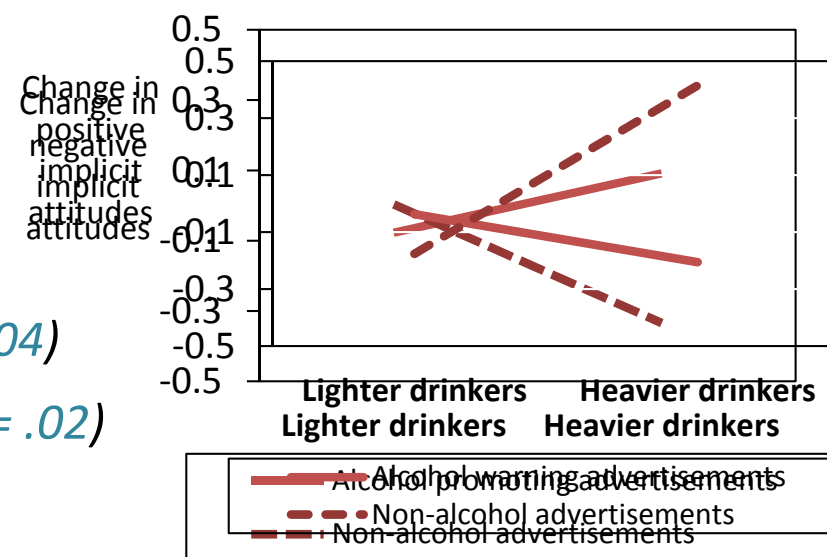
- In **heavier drinkers**

viewing alcohol promoting advertisements:

- *increased* positive implicit attitudes ($\beta = .15, p = .04$)
- *decreased* negative implicit attitudes ($\beta = -.17, p = .02$)

viewing alcohol warning advertisements:

- decreased negative implicit attitudes ($\beta = -.19, p = .01$)



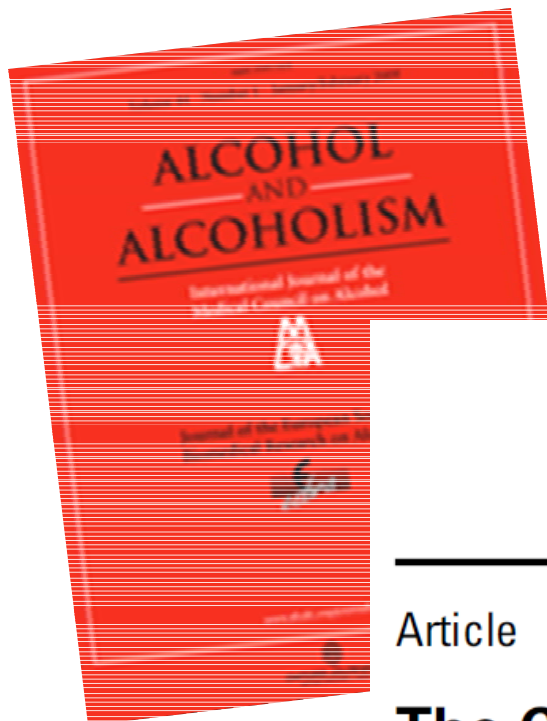
Study I: Research questions

1. Do alcohol promoting and alcohol warning advertisements influence:
 - a) implicit alcohol attitudes
 - b) explicit alcohol attitudes
 - c) alcohol selection?
2. Are effects modified by socioeconomic status (education) or typical drinking?

Study I: Research questions

1. Do alcohol promoting and alcohol warning advertisements influence:
 - a) implicit alcohol attitudes **Yes**
 - b) explicit alcohol attitudes **No**
 - c) alcohol selection? **No**
2. Are effects modified by socioeconomic status (education) or typical drinking?

Effects observed only in heavier drinkers



Alcohol and Alcoholism, 2015, 1–9

doi: 10.1093/alcalc/agv104

Article

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Article

The Cognitive and Behavioural Impact of Alcohol Promoting and Alcohol Warning Advertisements: An Experimental Study

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Study II: Research questions

1. Do alcohol promoting and alcohol warning advertisements induce/reduce alcohol craving?
2. Are main effects mediated by emotional responses to advertisements?
3. Are main effects moderated by typical drinking?

Study II: Sample and design

- 152 participants recruited via research agency
- Aged 18-25 ($M = 21.5$, $SD = 1.3$)
- 50% female; 65% white British

Participants randomised to one of three groups:

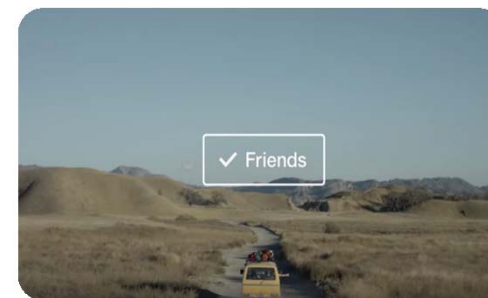
6 x



6 x



6 x



Study II: Measures

- Alcohol Urge Questionnaire
- Emotional responses to each advertisement
 - Pleasure** – *“How pleasant did this advertisement make you feel?”*
 - Arousal** – *“How alert did this advertisement make you feel?”*

Study II: Results

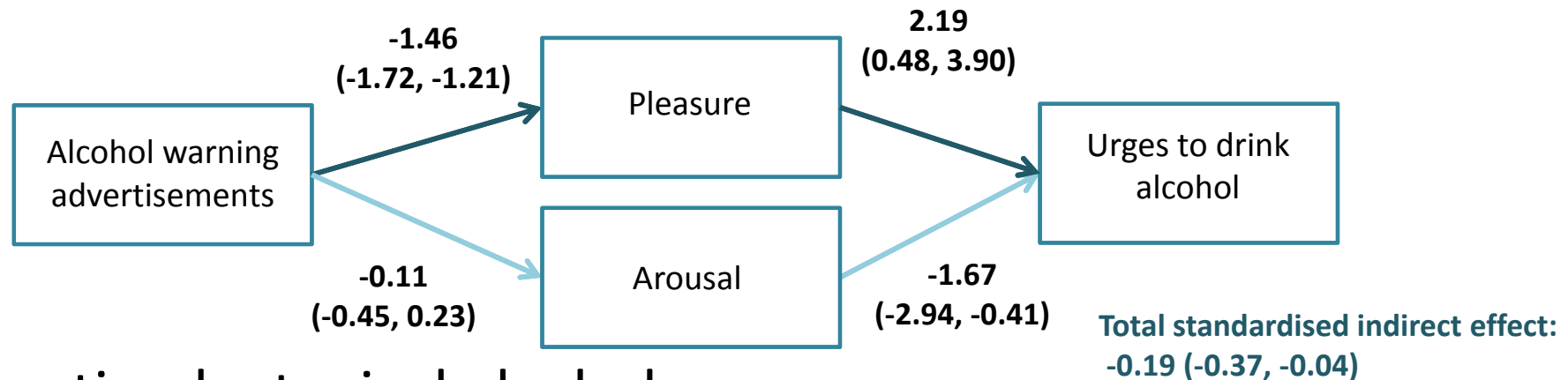
- Viewing alcohol warning advertisements led to reduced urges to drink alcohol

	Alcohol promoting	Alcohol warning	Non-alcohol
Mean (SE)	19.64 (1.05)	14.19 (1.05)	18.04 (1.06)

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*

- Effect mediated by displeasure



- No moderation by typical alcohol use

Study II: Research questions

1. Do alcohol promoting and alcohol warning advertisements induce/reduce alcohol craving?

Viewing alcohol warnings reduces urges to drink

2. Are main effects mediated by emotional responses to advertisements?

Yes - Effect mediated by displeasure

3. Are main effects moderated by typical drinking?

No

Next steps

Experiment in a bar-laboratory

- Participants: 204 young adult heavy drinkers
- Outcome: alcohol consumption (objectively measured)
- Mediators: emotional responses, implicit alcohol approach bias, alcohol attentional bias



ISRCTN11570646



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Thank you

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