

Social Media Campaign Proposal – Working Bibliography

Student Name

BEHS 364

Cirillo, M., Halbert, J., Smith, J., Alamiri, N., & Ingersoll, K. (2022). #BingeDrinking-Using social media to understand college binge drinking: qualitative study. *JMIR Human Factors*, 9(2), e36239. <https://doi-org.ezproxy.umgc.edu/10.2196/36239>

This article highlighted how Instagram and other social media platforms are used by young college students to share drinking-related posts, which students perceived as acceptable college culture. Authors, Cirillo et al. (2022) reported a study conducted among various social media platforms, including Instagram, showed that college students' heavy drinking were reinforced by their peers' comments on shared posts. However, the study also showed that some students believed colleges needed to implement better alcohol prevention strategies and that colleges lacked the necessary resources to educate on alcohol awareness. While this source would not be one of the main sources for my paper, it would be useful to lead to more substantial sources regarding Instagram and college drinking.

Davis, R., Doyle, N., Samuel, K., Wilkerson, A., & Nahar, V. (2022). The relationship between trait emotional intelligence and problematic alcohol use among college students. *Health Promotion Perspectives*, 12(1), 101–109.

This source dealt with the importance of alcohol consumption among college students between the ages of 18-25 years of age. The article also pointed out that college students would be at an increased risk for heavy alcohol drinking due to social anxiety, drinking events, and peer pressure, which could lead to troublesome consequences. In addition, the importance of individual therapy was discussed for college students who were reluctant to participate in group therapy. I would use this source as a primary because it contained valuable information of binge drinking and stressors, such as personal finances,

maintaining relationships, and developing new social circles, which led to heavy alcohol patterns among college students.

Geusens, F., & Beullens, K. (2021). Perceptions surpass reality: Self-reported alcohol-related communication on Instagram is more strongly related with frequency of alcohol consumption and binge drinking than actual alcohol-related communication. *Drug and Alcohol Dependence*, 227. <https://doi-org.ezproxy.umgc.edu/10.1016/j.drugalcdep.2021.109004>

The article discussed how Instagram influenced college drinking for individuals between the ages of 20-25 years old. The article mentioned that college students' Instagram posts were linked to increased alcohol consumption because of what students consider social norms and the desire to fit in on college campus. Furthermore, this article highlighted that almost all college students consume alcohol; however, few recognize the harmful consequences. I would use this source in my assignment because it mentioned how popular Instagram is for college students to share alcohol-related posts and pictures.

LaBrie, J., Trager, B., Boyle, S., Davis, J., Earle, A., & Morgan, R. (2021). An examination of the prospective associations between objectively assessed exposure to alcohol-related Instagram content, alcohol-specific cognitions, and first-year college drinking. *Addictive Behaviors*, 119, N.PAG. <https://doi-org.ezproxy.umgc.edu/10.1016/j.addbeh.2021.106948>

This article mentioned a possible correlation between Instagram, alcohol consumption, and harmful consequences, such as blackouts, alcohol poisoning, and hindered academic performance. The article reported a study conducted with Instagram and college students, which increased alcohol use based on students' shared posts and comments to

others' newsfeeds. Based on the information this article has, I would use it because Instagram is a popular social media platform among college students to share social events. It would also be worth mentioning in my assignment that alcohol abuse could negatively impact academic performance, resulting in depression, anxiety, and other mental health issues.

Roberson, A., McKinney, C., Walker, C., & Coleman, A. (2018). Peer, social media, and alcohol marketing influences on college student drinking. *Journal of American College Health, 66*(5), 369–379. <https://doi-org.ezproxy.umgc.edu/10.1080/07448481.2018.1431903>

This article discussed how alcohol drinking among peers were influenced with social media. The article also mentioned how alcohol is marketed on social media, which increased alcohol consumption among young adults. Additionally, the article pointed out the Media Effects Model, which explains how individuals were influenced from social media. Because of the increased alcohol marketing on Instagram and other social media platforms, college students would have a high desire to drink and engage in risky activities. This source would be useful in my assignment because the importance of strategies to mitigate drinking could be shared on social media to positively influence the college crowd.