

The influence of alcohol marketing and other factors on youth drinking.

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1. Alcohol marketing influences youth drinking 2. The following factors moderate or mediate the relationship between marketing & drinking: a. Personal relevance of advertisements, b. Sociability, parental guidance in understanding TV and...

Ethische beoordeling	Positief advies
Status	Werving nog niet gestart
Type aandoening	-
Onderzoekstype	Observationeel onderzoek, zonder invasieve metingen

Samenvatting

ID

NL-OMON26476

Bron

NTR

Aandoening

Alcohol use, alcoholgebruik

Ondersteuning

Primaire sponsor: IVO Addiction Research Institute

Overige ondersteuning: International Center for Alcohol Policies

Onderzoeksproduct en/of interventie

Uitkomstmaten

Primaire uitkomstmaten

The main study parameter is alcohol use in youth.

Alcohol use will be defined in terms of:

- Frequency of alcohol use in the previous four weeks: 6-point scale ranging from (1=have not been drinking to 6=every day)

- Intensity of drinking in number of glasses of alcohol the respondents have drunk in the

previous week during weekdays and during the weekends in contexts at home and outside the home. If this variable turns out to be too skewed than categories will be made.

Toelichting onderzoek

Achtergrond van het onderzoek

Objective: The primary objectives of this study are to assess the influence of alcohol marketing exposure on alcohol use in youth as well factors that moderate or mediate the relationship between alcohol marketing & alcohol use in youth. Also, this study aims to assess the relative influence of alcohol marketing on alcohol use as compared to other main known and assumed factors which are amendable by policy, education and child rearing.

Study design: A longitudinal cohort study with three waves of data collection will be conducted among adolescents attending secondary school, using a school-based survey.

Total duration of the study is 36 months. T1 is in the second school year (typical ages 13-14), T2 is 12 months later (ages 14-15) and T3 another 12 months later (ages 15-16).

Study population: 1600 adolescents (T1) attending the second year of secondary school (typically aged 13-14) at three different school types (VMBO-T, HAVO and VWO) will be included in the study, via a stratified sample of secondary schools according to educational level.

Main study parameters/endpoints: The main study parameter is (frequency and intensity of) alcohol use in youth. Other parameters are the influence of alcohol marketing exposure on alcohol use in youth and factors that moderate or mediate the relationship between marketing & drinking, such as personal relevance of advertisements and alcohol-related attitudes.

Additional parameters are the differences in contributing effect sizes of some of the main known and assumed predictors of alcohol use, including factors amendable by policy, education and child rearing, such as parenting styles and alcohol availability/accessibility.

Doel van het onderzoek

1. Alcohol marketing influences youth drinking
2. The following factors moderate or mediate the relationship between marketing & drinking:
 - a. Personal relevance of advertisements, b. Sociability, parental guidance in understanding TV and advertisement, c. Alcohol-related attitudes
3. Youth drinking is influenced by several factors of which alcohol marketing is one. Others

are: a. parenting styles, b. alcohol availability/accessibility, c. school based preventive interventions, d. peer influence, e. pubertal development, f. personality. We expect differences in the relative influence of these factors on youth drinking.

Onderzoeksopzet

A longitudinal cohort study with two or three waves of data collection (depending on funding; this will be decided upon inbetween waves 1 and 2) will be conducted among adolescents attending secondary school, using a school-based survey.

Total duration of the study is 36 months. T1 is in the second school year (typical ages 13-14), T2 is 12 months later (ages 14-15) and T3 another 12 months later (ages 15-16).

Onderzoeksproduct en/of interventie

Not applicable

Contactpersonen

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Deelname eisen

Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

The inclusion criterion will be: attending the second year of secondary school at one of the three school types (VMBO-T, HAVO, VWO) that will be recruited for this study.

Belangrijkste redenen om niet deel te kunnen nemen (Exclusiecriteria)

No exclusion criteria regarding either demographic or socioeconomic characteristics will be applied.

Onderzoeksopzet

Opzet

Type: Observationeel onderzoek, zonder invasieve metingen
Onderzoeksmodel: Anders
Controle: N.v.t. / onbekend

Deelname

Nederland
Status: Werving nog niet gestart
(Verwachte) startdatum: 31-10-2014
Aantal proefpersonen: 1600
Type: Verwachte startdatum

Ethische beoordeling

Positief advies
Datum: 15-10-2014
Soort: Eerste indiening

Registraties

Opgevolgd door onderstaande (mogelijk meer actuele) registratie

Geen registraties gevonden.

Andere (mogelijk minder actuele) registraties in dit register

Geen registraties gevonden.

In overige registers

Register	ID
NTR-new	NL4597
NTR-old	NTR4851
Ander register	METC : 467

Resultaten

Samenvatting resultaten

Scientific reports of the project results will be submitted to international peer reviewed journals.