

**INFLUENCE OF INTERNET ADVERTISEMENT ON
CONSUMPTION OF ALCOHOLIC DRINK AMONG
STUDENTS OF KWARA STATE POLYTECHNIC**

BY

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HND/23/MAC/FT/0930

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY.**

KWARA STATE POLYTECHNIC

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD
OF HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION**

MAY, 2025

CERTIFICATION

This is to certify that this research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

This research work is dedicated to Almighty Allah, the Giver of knowledge my parents, my late father ALHAJI ALIMI AHMED and my sweet mother ALHAJA ADEBOLA HAMMED my supervisor, MR MOHAMMED RUFAI BAKO and to those who ignore their selfish interest to work for the success and interest of the less privilege people.

ACKNOWLEDGEMENT

I would like to also extend my heartfelt gratitude and appreciation Almighty God and to all those who have contributed to the successful completion of my final year project for the Higher National Diploma (HND) program. This project has been an incredible journey, and I could not have accomplished it without the support and guidance of numerous individuals.

First and foremost, I would like to express my deepest thanks to my project supervisor, MR MOHAMMED RUFAT BAKO I am forever in your debt. I cannot repay you for your sacrifice, selfless service and sense of duty in ensuring the process of my project and HND is diligent, engaging and a success.

I extend my deepest gratitude to my beloved mother ALHAJA and my wonderful big sisters and brothers and my uncles BARRISTER FATIMAH GBADAMOSI ,HAMMED QODRI ADEKUNLE,HAMMED FATAI OLUWATOBI ,HAMMED WALIYU KEHINDE ,HAMMED KABIR , ISMAIL SULAIMAN ADEWALE,ISMAIL AKEEM ADEKOLA and HAMMED ZAINAB OMOTOLA for their unconditional love, unwavering belief in me, endless encouragement and support physically, spiritually, morally and financially. Their constant support, patience, and understanding have been the driving force behind my accomplishments, and I am forever grateful.

My gratitude is extended to my special one MUYIDEEN ABDUL QODIR ADESHINA your contribution towards this success is invaluable.

I am also deeply indebted to the departmental lecturers and staff at the Department of Mass Communication whose dedication to teaching and commitment to excellence have greatly enriched my learning experience. Their profound knowledge and passion for their respective fields have been a constant source of inspiration for me.

My sincere appreciation goes to my favorite lecturer MR IBRAHEEM that stood by me during this challenging period. YOUR unwavering support, brainstorming sessions, and friendly banter have made this journey not only academically fulfilling but also immensely enjoyable.

Furthermore, I would like to acknowledge the contributions of the participants and individuals who generously shared their time, insights, and experiences to make this project possible. Your willingness to participate and provide valuable information has been crucial in ensuring the accuracy and reliability of my research.

Lastly, to all those who have played a part, big or small, in shaping this project, please accept my sincere thanks. Your support, encouragement, and guidance have been instrumental in the successful completion of my final year project and I am deeply grateful for that.

ABSTRACT

The marketing and sale of alcoholic drinks have of late, witnessed an irresistible boom and alcoholic producing firms are enjoying field days. Drinking of alcohol has become a significant part in the social lives of most young people even though the abusive use of alcohol has been known as a key problem of young people in many societies. A case study design was employed in the research. This research investigates the impacts of alcohol beverage advertisement on the purchasing behaviour of students at Sunyani Technical University. A probability sampling technique was used to select the 100 respondents to participate in the research. Microsoft Excel was used to import data from the Statistical Package for Social Sciences (SPSS). The analysis from the survey data indicates that most of the male students contributed and the 18-35 years age category dominated in the study. The survey data designates that students do not take in alcohol and most drink alcohol during special occasions and few take it heavily. The present study explored the impact of alcohol beverage advertisement as a predictor variable on the purchasing behaviour of students at Sunyani Technical University. This means that alcohol beverage advertising plays a vital role in students' alcoholic purchasing behaviour.

Therefore, alcohol producers and marketers should incorporate these elements in adverts intended to attract their targets. The study, therefore, recommended, Alcohol manufacturers and dealers should integrate these elements in adverts intended to attract their targets, most advertisements must be run on televisions, radio, music video, billboard and movies as it is most effective introducing products to consumers, policymakers and all stakeholders in education and health should also take into consideration when planning to introduce policies to control alcohol consumption.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Alcohol is a drug that is mostly classified as a depressant that causes a slowing down of vital functions of the human body such as slurred speech, unsteady movement, and disturbed perception among others. The amount of alcohol consumed however determines the types of effect one gets. The consumption of alcohol has some effects on the human body, especially the brain, heart, liver, pancreas and the immune system. The adverse effects of the consumption of alcohol affects all age groups but, the effects are more pronounced in children and adolescents than in adults (Silveri & Spear, 2020). There is also the fact that adolescents later becoming alcoholics during adulthood is strongly linked to age of onset of drinking, thus the earlier the age of onset of drinking, the more likely it is for a person to become an alcoholic (Grant, 2010; Jenkins et al., 2011). Lifetime alcohol dependence and abuse is also closely related to the age at which individuals start consuming alcohol as the earlier a person starts drinking, the more likely he/she is to becoming a lifetime dependent or abuser (Grant & Dawson, 2017). Alcohol is also known to cause memory and neurological problems in adolescents' than in adults as the adolescents' brain is still undergoing some essential development (Brown, Tapert, Granholm, & Delis, 2000; Giancola & Mezzich, 2015; Squeglia, Spadoni, Infante, Myers, & Tapert, 2009).

Young people are exposed to a lot of alcohol advertisements. In fact, over 40,000 ads per year on social media platforms, such as Instagram and Facebook, alone. That's an issue because alcohol advertising has been linked to young people starting to drink at earlier ages and to binge drinking. These ads often link alcohol with good feelings, friendship and success. This can be dangerous as young people may not get the full picture about alcohol risks. Popular social media platforms such as TikTok, Facebook, Snapchat and Instagram have provided alcohol companies with new, cheaper ways to promote alcohol to young people.

Nearly all Kwara State Polytechnic students who are teenagers (90%) also see regular online ads which provide easy access to buy alcohol through the 'shop now' button, often without requiring age checks. Advertisers also use young people's data to make more targeted and personalised online alcohol ads which are 'dark', or only visible to the user, and fleeting. Facebook, for example, uses algorithms to assign more alcohol ads to children who show an interest in this content. According to FARE, 93% of 16 to 25-year-olds have seen alcohol ads on Facebook. We need better advertising standards when it comes to alcohol products. These standards should be developed by the government and represent the community's interests.

Advertisements seek to increase the customer base of any product. Over the years, producers of alcoholic products have made use of several advertisement techniques, including the use of celebrities, to market their products. Advertisers of alcoholic products argue that the main aim of advertising is to increase their market share and not to encourage under aged drinkers to consume alcohol. There is, however, substantial evidence to prove that the advertisement of alcohol encourages the youth to drink especially when connected to attributes that are important to the youth (Grube & Wallack, 2019). The advertisement of alcoholic products has taken a different dimension by the use of cartoon characters (Lieber, 2010), themes of rebellion and youth humour (Collins, Ellickson, McCaffrey, & Hambarsoomians, 2007).

Alcohol according to researchers is one of the most advertised products in both developed and developing economies (Endicott, 2021; Saffer & Dave, 2018). The health and social implications (fatal car crashes, risky sex, alcohol addiction; poor grades; impaired decision making; loss of memory; suicide and depression; impaired brain development) of taking alcohol especially among the youth have generated a lot of debate in the literature about alcohol advertising (Leslie et al. 2020). Snyder et al. (2022) established that students who are exposed to more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1% (event rate ratio, 1.01; 95% confidence interval, 1.01-1.02). Youth in markets with greater alcohol advertising expenditures drank more (each additional dollar spent per capita raised the number of drinks consumed by 3% (event rate ratio, 1.03; 95% confidence interval, 1.01-1.05). Examining only the youth younger than the legal drinking age of 21 years, alcohol advertisement exposure and expenditures still related to drinking.

Some policy makers call for ban on alcohol advertising, especially adverts that are exposed to the youth and the underage. Studies (Nelson & Young, 2019; WHO, 2010; Makowsky & Whitehead, 1991; Ogborne & Smart, 2015) have established that alcohol ban has no significant effect on the consumption of alcohol. alcohol advertising influence alcohol consumption among the youth in developed economies and developing economies, alcohol advertising induces alcohol drinking and also increases consumption.

In their study youth in markets with more alcohol advertisements showed increases in drinking levels into their late 20s, but drinking plateaued in the early 20s for the youth in markets with fewer advertisements. Control variables in the study included age, gender, ethnicity, high school or college enrollment, and alcohol sales. The writers concluded that alcohol advertising contributes to an increase in drinking among the youth.

Anderson et al. (2009) embarked on a review of empirical studies on the effect of alcohol advertising on consumption and established that advertising leads to onset of drinking amongst non-drinking youth; increased levels of consumption and also revealed evidence of a dose-relationship in relation to advertising exposure.

1.2 STATEMENT OF RESULTS

Advertising helps businesses market their products including alcohol. However, there seem to be a lot of contradictions as to whether alcohol advertisements has an impact on adolescents' drinking behaviour. While public health practitioners have insisted there is a link between advertisement and adolescent drinking behaviour, companies both in advertising and alcoholic production have rejected there is a link between advertisement and adolescent drinking. These companies argue that they target adults in their advertisements and their intention is brand choice rather than a decision to drink or not. But Atkin & Block, (2020) thinks that the sought of image advertisements portray about the characteristics of drinkers make the audience want to be like those who appear in these advertisements. So it is not necessarily about who is targeted but how drinkers are portrayed. And as adolescents want to build their self-image they are very likely to copy what drinkers do in these advertisements.

Saffer and Dave (2020) came into the argument by analysing minors. alcohol intake and concluded that alcohol advertising “has a positive effect” on youth (especially underage female drinkers) alcohol consumption as it determines whether they will drink at all and how much alcohol they will consume. One of the main purposes of advertisement is to serve as a reminder and in the case of adolescent drinking, it reminds them of their own reality and make them believe in their veracity thereby creating a positive association between alcohol advertisement and adolescent beer drinking. (Faria, Vendrame, Silva, & Pinsky, 2011). Alcohol advertisements also exposes young people to the different varieties of alcoholic beverages available and influences their consumption of alcohol (Moyo, 2014). According to Ross et al. (2015) young drinkers whose main aim of drinking is advertising of alcohol brands, are susceptible to consuming more alcohol and getting untoward effects from alcohol. There is therefore a strong association between the likeability of an advert and its influence on the youth to consume alcohol (Chen et al, 2005) and so the elimination of alcohol advertisement could reduce adolescent monthly drinking (Saffer and Dave (2003), (Faria et al., 2011).

The causes of alcohol use among youth, including older children, adolescents, and young adults, are a major public health concern. Drinking among youth can result in a panoply of negative consequences, including poor grades, risky sex, alcohol addiction, and car crashes. Drinkers younger than 21 years, who consume approximately 20% of all alcoholic drinks, imbibe more heavily than adults per drinking episode and are involved in twice as many fatal car crashes while drinking. The problem is getting worse, with youth initiating drinking at an earlier age on average than they did in the past.

One other influence of alcohol advertisement on adolescents that is worrying is celebrity endorsement of alcoholic products. The use of celebrity endorsements through explicit associations as a means of promoting products is not new and dates back to the seventeenth century with Pope Leo XIII's endorsement of the alcoholic beverage Vin Mariani in 1899 and

Frank Sinatra's endorsement of Jack Daniels (Inciardi 1992 cited by Garthwaite, 2014). According to Kurzman et al. (2007) celebrities enjoy a normative privilege which make people imitate the things that they do in public. Celebrities according to Kurzman et al.

1.3 RESEARCH OBJECTIVES

The overall objective of the proposed study is to examine the influence of internet alcohol advertising on the students. This would be achieved by the following specific objectives:

- 1.To analyze the effects of advertising alcohol and the use of celebrities in advertising alcoholic beverages on kwara state polytechnic students.

2. To find out the extent of alcoholic drink advertisements appear on the internet.

3. To determine the influence of internet advertising on alcoholic drink consumption on kwara state polytechnic students.

4. To establish possible ways to control internet/social media alcoholic drink advertisements.

1.4 RESEARCH QUESTION

- 1.What are the effects of advertising alcohol and use of celebrities in advertising alcoholic beverages on kwara state polytechnic students?

2. What is the extent at which alcoholic drink advertisements appear on the internet?

3. What is the influence of internet advertising of alcoholic drinks consumption on Kwara state polytechnic students?

4. What are the possible ways to control social media alcoholic drink advertisements?

1.5 SIGNIFICANCE OF THE STUDY

The impact of internet advertising messages on alcohol consumption among students in kwara state polytechnic will be revealed to the government at various levels, stakeholders involved in education policies, teachers, university lecturers, school management, media houses and students in this study. It will enlighten students on the need to be aware of the manipulative tricks of the alcohol industry and know that consumption of alcohol has both short and long term health consequences (Atkin,2019) and also help lecturers and school management on implementation of the policies and legislation regarding alcohol. Furthermore, this research will be useful to media houses to disseminate information to a large population regarding the dangers and health risks involved in taking alcohol.

Additionally, subsequent researchers will use it as a literature review. This means that other students who may decide to conduct studies in this area will have the opportunity to use this study as available literature that can be subjected to critical review. Invariably, the result of the study contributes immensely to the body of academic knowledge with regard to the impact of internet advertising messages on alcohol consumption among students in kwara state polytechnic.

1.6 SCOPE OF THE STUDY/LIMITATION OF STUDY

The scope of this study is boarded on the impact of internet advertising messages on alcohol consumption among undergraduate students in kwara state Ilorin. Empirically, the study will determine whether there is a significant relationship between internet advertising messages and alcohol consumption among undergraduate students, find out whether internet advertising messages stimulates students interest in alcohol consumption, whether internet advertising messages influences the purchase intention of alcoholic products and find out whether television advertising messages increases students patronage of alcoholic products.

Geographically, the study will be delimited to undergraduate students in kwara state polytechnic, Nigeria.

LIMITATION OF STUDY

In the course of carrying out this study, the researcher experienced some constraints, which included time constraints, financial constraints, languaged barriers, and the attitude of the respondents.

In addition, there was the element of researcher bias. Here, the researcher possessed some biases that may have been reflected in the way the data was collected, the type of people interviewed or sampled, and how the data gathered was interpreted thereafter. The potential for all this to influence the findings and conclusions could not be downplayed. More so, the findings of this study are limited to the sample population in the study area, hence they may not be suitable for use in comparison to other schools, local governments, states, and other countries in the world.

1.7 DEFINITION OF KEY TERMS

INTERNET: The Internet is a vast network that connects computers all over the world. Through the Internet, people can share information and communicate from anywhere with an Internet connection.

ADVERTISING: means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them

ALCOHOL: a drink especially when considered as the intoxicating agent in fermented and distilled liquors.

CONSUMPTION: the action of using up a resource especially alcohol.

STUDENT: a person who is studying at a university or other place of higher education.

CHAPTER TWO LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews the relevant literatures that are pertinent to the topic of this study. It is important to review literature because it shows what previous researchers have discovered. Literature review is usually quite long and primarily depend upon how much research has previously been done in the area one is planning to investigate (Oyewole and

Oloredo, 2014). The review is however divided into three categories; Conceptual Review, Empirical Review and the Theoretical Review.

2.1 CONCEPTUAL REVIEW

2.1.1 CONCEPT OF INTERNET

Internet, a system architecture that has revolutionized mass communication, mass media, and commerce by allowing various computer networks around the world to interconnect. Sometimes referred to as a “network of networks,” the Internet emerged in the United States in the 1970s but did not become visible to the general public until the early 1990s. By 2020, approximately 4.5 billion people, or more than half of the world’s population, were estimated to have access to the Internet. And that number is growing, largely due to the prevalence of “smart” technology and the "Internet of Things," where computer-like devices connect with the Internet or interact via wireless networks. These “things” include smartphones, appliances, thermostats, lighting systems, irrigation systems, security cameras. vehicles, even cities(Isaii 2021).

The Internet is a global system of connected networks, nodes, and hosts that are able to exchange data. Wide Area Network (WAN) is sometimes used interchangeably with the Internet, but more correctly, the Internet is the largest example of a WAN. Another term that is incorrectly used synonymously with the Internet is the web. The World Wide Web (WWW) is just a subset of the Internet and one of its most popular applications.

According to Hobbes' Internet Timeline, in 1957, the Soviet Union launched the first satellite into orbit. While this might not sound serious, this happened during a time in American history called the Cold War. It was at this time the threat of nuclear war was at its greatest. The thought was, if the Soviets could launch a satellite into space, then they might be able to launch a nuclear bomb and hit the United States, destroying all of our communication lines.

The Internet began in 1969 as a research project funded by the Department of Defense with a goal of creating a means of communication beside telephone lines. The first network was called **ARPANET** (Advanced Research Project Agency NETwork). The focus was on communicating in the event part of the network was disabled. This early network was the precursor to the Internet. It was limited in function but launched the idea of a different method of communication.

Information moves across the Internet much like UPS delivers packages. When you order something, it could be boxes in multiple packages because one box would be too large to deliver. A message or webpage is broken down into packets to be delivered to your computer. Each packet has addressing information so that it knows where it is going. Your message or webpage could be broken down into many packets and each packet will have the address and the number of the packet so that when it gets to its final destination your computer or email server will know how to put the packet together to make a meaningful message.

In the beginning, most information moved across telephone lines using a modem and dial up connection. This method of connection, slow and unreliable, is still available. Today, though, we have connections, such as ISDN - Integrated Service Digital Network, DSL - Digital Subscriber Line, T1 and T3 lines, that provide faster speeds. You can also get the Internet over your local cable TV lines and by satellite. No matter how you connect to the Internet, it has likely become a vital part of your everyday life.

2.1.2 HISTORY OF INTERNET

The history of the Internet has its origin in the efforts of scientists and engineers to build and interconnect computer networks. The Internet Protocol Suite, the set of rules used to communicate between networks and devices on the Internet, arose from research and development in the United States and involved international collaboration, particularly with researchers in the United Kingdom and France.

Computer science was an emerging discipline in the late 1950s that began to consider time-sharing between computer users, and later, the possibility of achieving this over wide area networks. J. C. R. Licklider developed the idea of a universal network at the Information Processing Techniques Office (IPTO) of the United States Department of Defense (DoD) Advanced Research Projects Agency (ARPA). Independently, Paul Baran at the RAND Corporation proposed a distributed network based on data in message blocks in the early 1960s, and Donald Davies conceived of packet switching in 1965 at the National Physical Laboratory (NPL), proposing a national commercial data network in the United Kingdom.

ARPA awarded contracts in 1969 for the development of the ARPANET project, directed by Robert Taylor and managed by Lawrence Roberts. ARPANET adopted the packet switching technology proposed by Davies and Baran. The network of Interface Message Processors (IMPs) was built by a team at Bolt, Beranek, and Newman, with the design and specification led by Bob Kahn. The host-to-host protocol was specified by a group of graduate students at UCLA, led by Steve Crocker, along with Jon Postel and others. The ARPANET expanded rapidly across the United States with connections to the United Kingdom and Norway.

Several early packet-switched networks emerged in the 1970s which researched and provided data networking. Louis Pouzin and Hubert Zimmermann pioneered a simplified end-to-end approach to internetworking at the IRIA. Peter Kirstein put internetworking into practice at University College London in 1973. Bob Metcalfe developed the theory behind Ethernet and the PARC Universal Packet. ARPA initiatives and the International Network Working Group developed and refined ideas for internetworking, in which multiple separate networks could be joined into a network of networks. Vint Cerf, now at Stanford University, and Bob Kahn, now at DARPA, published their research on internetworking in 1974. Through the Internet Experiment Note series and later RFCs this evolved into the Transmission Control

Protocol (TCP) and Internet Protocol (IP), two protocols of the Internet protocol suite. The design included concepts pioneered in the French CYCLADES project directed by Louis Pouzin. The development of packet switching networks was underpinned by mathematical work in the 1970s by Leonard Kleinrock at UCLA

During the early years of the Internet, email and similar mechanisms were also fundamental to allow people to access resources that were not available due to the absence of online connectivity. UUCP was often used to distribute files using the 'alt.binary' groups. Also, FTP e-mail gateways allowed people that lived outside the US and Europe to download files using ftp commands written inside email messages. The file was encoded, broken in pieces and sent by email; the receiver had to reassemble and decode it later, and it was the only way for people living overseas to download items such as the earlier Linux versions using the slow dial-up connections available at the time. After the popularization of the Web and the HTTP protocol such tools were slowly abandoned.

2.1.3 SOCIAL MEDIA AND INTERNET

Social Media, A form of mass media communications on the internet (such as on websites for social networking and microblogging) through which users share information, ideas, personal messages, and other content (such as videos). Social networking and social media are overlapping concepts, but social networking is usually understood as users building communities among themselves while social media is more about using social networking sites and related platforms to build an audience.

According to Sherman (2000) the term “social media” was in 2007 coined by Danah in Boyd of the school of information at the University of California and Nicole B. Ellison of the Department of Telecommunications, information studies and media at Michigan State University. Even though the term is usually regarded by several people to mean the same with similar concepts like new media and social networking sites, however, the two concepts are not actually the same. In order to rightly contextualize the concept of social media, it is imperative to consider what social networking sites are. Boyd and Ellison (2008, P. 21) opined that “social networking sites are web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulates a list of other users with whom they share a common connection, and view and traverse their list of connections and those made by others within the system”. Boyd and Ellison’s definition provides us with an understanding for describing social media. According to them, social media is a medium that allows individuals to share important information with friends. Social media therefore, is a subset of information communication technologies.

Corroborating Boyd and Ellison’s definition, Chijioke (2013) asserted that “social media are simply internet based interactive platforms through which people can create and

exchange information in a participatory manner on a real-time basis.” He went further to note that they are online democratic and participatory communication channels that allow inhibited exchange of information and documents among users. According to Arthur (2011), social media are internet based tools and services that allow users to engage with each other, generate content, distribute, and search for information online. It is the interactive or collaborative nature of the medium that makes them “social”. Social media are the channels via which individuals connect with one another to share, trade, and comment on content through online communities and networks (Oparaugo, 2021). In order to build highly participatory platforms for individuals and groups to share, create, discuss, and alter user generated content, social media uses mobile and web-based technology (Oparaugo, 2021).

Through virtual networks, it makes it easier for people to share ideas and information (Dollarhide, 2023). It might manifest as video sharing, social gaming, business networks for professionals, virtual worlds, review sites, and more (Dollarhide, 2023). Communication between organizations, communities, and individuals undergoes significant and pervasive changes as a result (Adescope & Ogan-Charles, 2015, in Oparaugo, 2021). Social media refers to websites and apps that facilitate communication, participation, information sharing, and working together (The Economic Times, n.d). Social media is used by people to maintain contact with their friends, family, and neighbours. Carr and Hayes (2015) defined social media as "internet-based channels that enable users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences to derive value from user-generated content and the perception of interaction with others." Oparaugo (2021) adopted this definition. The internet provides countless niche social networks where participants can congregate around a shared interest (Oparaugo, 2021). There are active social media networks for both broad and niche themes, ranging from security and compliance to colon and digestive health (Didiugwu et al. 2015,

in Oparaugo, 2021). Social media are platforms for social engagement that make communication methods easily accessible and scalable. The transformation of communication into interactive discourse is made possible by the employment of web-based and mobile technology (Joseph, 2013, in Oparaugo, 2021).

2.1.4 OVERVIEW OF ALCOHOLIC DRINKS

Terms “alcohol” and “alcoholic beverages” tend to be used interchangeably to designate the product consumed, and the same practice has been followed in this monograph. A distinction is made, however, between alcohol or alcoholic beverages and the substance ethanol. This monograph includes only data relevant to the consumption of alcoholic beverages by humans:

occupational exposures to ethanol and exposures other than by drinking were not considered by the Working Group.

Most human societies have made and used alcoholic beverages. The major exceptions, prior to contact with European cultures, were the Pacific Islanders and the indigenous populations of most of North America (Marshall, 2012). The distillation of alcoholic beverages has a long tradition on the Eurasian continent, beginning in the Far East and moving to Europe via Arabia about a millennium ago (Anon., 2010; Lord, 2010). Traditional alcoholic beverages are fermentation products of a wide variety of organic materials, including grain (beer, shochu), fruit (wine, cider), sap (palm wine, pulque) and honey (mead); even wood has been used occasionally (Trembl, 2013). Since distillation was traditionally associated with pharmacy, many substances other than ethanol have often been included intentionally in distilled drinks. Thus, traditional alcoholic beverages and commercially produced beverages contain many constituents other than ethanol and water.

Alcoholic beverages have a wide variety of functions for humans. They quench thirst, in some parts of the world more hygienically than local water supplies; they are nutritional and, in some situations, can lead to excess caloric intake or an unbalanced diet (Balboni, 2020). It has been estimated that alcohol may provide as much as one-quarter of the caloric intake of male agricultural workers in wine production areas (Lolli et al., 2019). Alcohol has also been used medicinally in many cultures and is present as a solvent in pharmaceutical preparations. It is used in many cultures as a psychoactive substance (Marshall, 2015).

Alcoholic beverages have diverse symbolic functions: alcohol is used in many religious observances; it is often associated with feasting and celebration; having or sharing a drink may be a ritual of solidarity or friendship, of sealing an agreement, of marking a rite of passage or of indicating that normal social constraints are suspended. In different cultures, various powers are attributed to drinking, and diverse behaviours are associated with drunkenness (MacAndrew & Edgerton, 2020; Marshall, 2022). In some societies, intoxication leads to and, to some extent, is used to explain disruptive or violent behaviour.

Abstaining from drinking has also often had a sociocultural meaning. For Muslims, abstinence is both a religious duty and a mark of differentiation from those of other faiths. In ancient China, abstinence was expected of those holding government offices (Cherrington, 2016). In nineteenth century Britain, serious persons who wanted to better the lot of their children signed a pledge of abstinence (Harrison, 2012).

In cultures where alcohol is valued, access to it has often been the prerogative of those of higher status. This may reflect a scarcity value, an ideology that intoxication is appropriate only for those of higher status, or fear that intoxication may produce insurrection. It is notable that the access of groups of persons who have been considered to be of socially subordinate status, such

as women and children, has frequently been limited (Knupfer & Room, 2015). However, abstinence among women has decreased dramatically in many countries, and, in a number of countries, young people have also increased their drinking (World Health Organization, 2006).

In traditional societies, the availability of alcoholic beverages depended mainly on agricultural abundance and climate. In a tropical climate, production of alcoholic beverages may be a simple task, whereas in preindustrial times, in regions such as Iceland, alcoholic beverages were all imported (Room, 2010). Alcohol has long been an item of trade: the abundance of amphoras from the classical world testifies to the long-standing importance of wine in Mediterranean trade patterns (Johnson, 2016). The spread of distilled beverages in the seventeenth and eighteenth centuries partly reflects their function as a form of agricultural surplus that did not spoil and was relatively transportable (Rorabaugh, 2008).

In traditional societies with no cash economy and poor transportation connections, fermented beverages were, and still are, consumed relatively quickly after their production, before spoiling. Such production is frequently seasonal — for example, at harvest time or on festive occasions — and is often associated with a culturally sanctioned drinking pattern or intermittent extreme intoxication, where all the alcoholic beverage produced for the occasion is rapidly consumed. In such circumstances, variations in agricultural supply can limit drinking (Anon., 2013).

Such traditional societies have gradually disappeared over the last few centuries as more peoples are incorporated into a global market economy (Wolf, 2013). Groups moving from a traditional into an urban cash economy often preserve their drinking patterns initially, but engage in them more frequently (Caetano et al., 2019). In general, the advent of industrially produced alcoholic beverages with an indefinite shelf-life, improvements in transportation and participation in a cash economy have erased constraints on availability of alcohol. Under these circumstances, constraints on consumption depend on state controls on availability and price and, for example, on religious and social limitations.

With time, home-made and locally produced alcoholic beverages tend to be replaced by industrially produced alcohol (World Health Organization, 2008). In the USA and the UK, industrially brewed beer replaced cider in the nineteenth century (Anon., 2022). Today, the process continues in countries such as Zambia and Mexico, as lager-style beer replaces opaque beer and pulque. The attractiveness of industrially produced alcoholic beverages is enhanced by the cosmopolitan, high-status connotations given to them by advertisers (Moser, 2017; Rosovsky, 2015). Governments also have a fiscal interest in the industrialization of production, since it facilitates the collection of revenues based on drinking. Although the epidemiological evidence reviewed in this monograph is based primarily on commercially produced alcoholic beverages, it

should be kept in mind that much of the world's alcohol consumption is of non commercially produced alcoholic beverages (Walsh & Grant, 2016).

Even in Europe, the current level of availability of alcoholic beverages is a relatively recent historical phenomenon. In the seventeenth and eighteenth centuries, spirits shifted from a pharmaceutical status to an item of everyday consumption, as industrial production methods flooded the market. Technological innovations transformed beer production, starting in the latter part of the nineteenth century, from a craft producing beverages for local and immediate consumption to an integrated industry producing a beverage that could be transported worldwide and stored almost indefinitely (Anon., 2016). Improvements in agricultural methods and the development of disease-resistant vines have allowed greatly increased wine production and consumption. Thus, wine consumption in France quadrupled in the last decades of the nineteenth century (Johnson, 2008).

2.1.5 ADVERTISEMENT OF ALCOHOLIC DRINK ON INTERNET

Alcohol advertising is the promotion of alcoholic beverages by alcohol producers through a variety of media. Along with nicotine advertising, alcohol advertising is one of the most highly regulated forms of marketing. Some or all forms of alcohol advertising are banned in some countries. The World Health Organization (WHO) has specified that the advertising and promotion of alcohol needs to be controlled. In September 2005, the WHO Euro Region adopted a Framework for Alcohol Policy for the Region. This has 5 ethical principles which includes "All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages.

Currently, the standard is that alcohol advertisements can only be placed in media where 71.6% of the audience is over the legal drinking age. Alcohol advertising's creative messages should not be designed to appeal to people under the age of 21, for example, using cartoon characters as spokespeople is discouraged. Advertising cannot promote brands based on alcohol content or its effects. Advertising must not encourage irresponsible drinking. Another issue in media placement is whether media vendors will accept alcohol advertising. The decision to accept an individual ad or a category of advertising is always at the discretion of the owner or publisher of a media outlet.

Young people are exposed to a lot of alcohol advertisements. In fact, over 40,000 ads per year on social media platforms, such as Instagram and Facebook, alone. That's an issue because alcohol advertising has been linked to young people starting to drink at earlier ages and to binge drinking. These ads often link alcohol with good feelings, friendship and success. This can be dangerous as young people may not get the full picture about alcohol risks. Popular social media platforms such as TikTok, Facebook, Snapchat and Instagram have provided alcohol

companies with new, cheaper ways to promote alcohol to young people. Nearly all Australian teenagers (90%) also see regular online ads which provide easy access to buy alcohol through the 'shop now' button, often without requiring age checks. Alcohol brands with youth-appealing advertising are consumed more often by youth than adults, indicating that these ads may be more persuasive to relatively younger audiences, and that youth are not simply mirroring adult consumption patterns in their choice of brands. Future research should consider the content of alcohol advertising when testing marketing effects on youth drinking, and surveillance efforts might focus on brands popular among youth.

However, advertising mild alcoholic beverages on social media is prohibited if their commercial operator uses written or image content produced by consumers in its information network service. Advertising is also prohibited if the commercial operator provides written or image content produced by it or consumers through a service for sharing by consumers. This means that advertising comments on and images of alcoholic beverages added by consumers must be removed from social media accounts. Consumers' comments or images cannot be shown in advertising, and consumers cannot be requested to share posts added to social media accounts. Several social media services also include the like option. As the like option is not regarded as content produced by consumers, the advertiser does not need to remove or prevent likes. The permissibility of the use of hashtags must be assessed considering the overall image formed of the activities. What is particularly essential for this consideration is whether a commercial operator can be considered to have sought to advertise and promote an alcoholic beverage by leveraging the active participation of consumers or content produced by them. As a rule, sponsored advertisements of mild alcoholic beverages targeted at consumers on social media are permitted, while such advertisements cannot be targeted at minors.

Many alcohol companies create campaigns to raise awareness and/or funds for a particular charity (typically through the use of a "ribbon" symbol associated with a specific condition). Companies do so through alcohol products and promotions and other marketing materials. Most ribbons are not trademarked or regulated, and thus companies are able to place the image on any product. Due to this clear association, pinkwashed alcohol advertising has been criticized for promoting consumption of a product that contributes to the problem. As breast cancer is the most commonly occurring cancer for women, alcohol advertising that emphasizes funding to breast cancer societies may present the most harm to women, particularly when the amount of alcohol purchased is tied to the amount donated. Nonetheless, many alcohol companies have donated substantial amounts to various cancer charities, which undoubtedly supports important causes.

2.1.6 CONSUMPTION AND EFFECTS OF DRINKING

Alcohol consumption is associated with many health problems, which can be divided into three main types: chronic physical problems, casualty and disability problems, and mental

problems. Physical health problems include, notably, cirrhosis of the liver, cancers at various sites effects on the developing embryo and fetus (discussed on pp. 148–151), and other diseases affecting the gastrointestinal, cardiovascular, respiratory, nervous and reproductive systems (World Health Organization, 1980). The relationship between alcohol intake and the occurrence of cardiovascular disease appears to be J-shaped, with the risk for abstainers being slightly higher than that in moderate drinkers (i.e., those consuming fewer than two or three drinks per day) and substantially lower than that for heavy drinkers (Marmot, 1984). The reduced incidence of coronary heart disease may explain the lower total mortality among moderate drinkers which has often been found in relation to alcohol intake. Possible confounding effects of socioeconomic variables cannot be excluded in the light of their correlation with past alcohol consumption, and data with regard to women are limited (Marmot, 1984; Friedman & Kimball, 1986).

Alcohol is causally implicated in many types of casualty, including road-traffic deaths, drownings, burns, falls, suicides and acute poisoning. Mental problems associated with drinking include a wide range of neurological consequences of prolonged heavy consumption, depression and other mental disorders. A prominent adverse consequence of drinking is the alcohol dependence syndrome (World Health Organization, 1980), a term which encompasses both physical and psychological aspects of addiction to alcohol (Edwards et al., 1977; Walsh & Grant, 1985). The pharmacological basis of alcohol dependence has been reviewed (Edwards et al., 1977).

Although, at an individual level, alcohol consumption can be associated with domestic violence and neglect, and criminal behaviour, and, at a collective level, can result in loss of production due to absenteeism and reduced efficiency (World Health Organization, 1980), the drinking of alcoholic beverages is a source of pleasure and of solace to many people and facilitates human contacts in many societies.

In studying potential causal relations between alcohol consumption and health or social problems, it is important to consider and investigate the aspect of alcohol consumption that may be involved — total volume of ethanol consumption, frequency of bouts of drunkenness or length of time spent with the amount of blood-alcohol above a given level. Questions of exposure measurement in epidemiological studies are discussed in detail in section 5.1 (p. 153).

2.1.7 RESPONDING TO ALCOHOL-RELATED PROBLEMS

Efforts by society to reduce the toll of alcohol-related problems are cited in the earliest written records of mankind. Societies and ethnic groups in which there are now few alcohol-related problems reacted in different ways: for example, during several Chinese dynasties severe controls were enacted on drinking, while Israelite prophets preached against

drunkenness and its consequences. The prohibitions on drinking in the Koran were proclaimed in response to a situation in Middle Eastern societies during the sixth century.

Until the late nineteenth century, governmental actions to reduce alcohol-related problems rarely took account of public health issues (Walsh & Grant, 1985); authorities were more concerned with social disorder, destitution, vagrancy and vices, which were seen as being due to drinking. The role of drinking casualties did not become a matter of policy concern until the age of railways and automobiles, and the involvement of drinking in such specific disorders as cirrhosis and delirium tremens was clarified only in the nineteenth century. Although small groups of physicians actively pressed for temperance policies in a number of countries, the consequences of drinking usually played a small part in policy decisions during this period (Bruun, 2010). As a reaction to prohibitionist claims, there was a tendency in the medical literature of the 1940s and 1950s in some countries to discount any chronic biological consequences of drinking; in the 1940s, a review of findings on the biological effects of drinking disclaimed any connection between drinking and cancer, and even questioned a direct relationship with cirrhosis (Haggard & Jellinek, 2020).

Since the Second World War, public health considerations have taken priority in actions to combat alcohol-related problems. Responding to the high prevalence of alcohol-related medical problems among their patients, French doctors led the way to some extent, with the concept of the “alcoholization” of society (Jellinek, 2019). In other countries in the 1950s, actions to reduce the role of alcohol-related traffic casualties had been instituted (Moore & Gerstein, 2018; Mäkelä et al., 2017). Otherwise, the responsibility of public health officials in the management of alcohol-related problems was limited to the provision of treatment for relatively marginalized populations of ‘alcoholics’, without regard to the general population of “normal drinkers” (Room, 1984). Arguments for instituting preventive activities orientated towards the long-term biological consequences of drinking are a relatively new phenomenon in many countries, although they have become widespread in recent years (see, for example, Bruun et al., 2015; World Health Organization, 2017).

Increased interest in the chronic biological effects of drinking also reflects objective conditions: in most industrialized societies, alcohol consumption levels, after having reached a low in the 1930s, rose steeply in the period after the Second World War, resulting in substantial increases in mortality from cirrhosis and in other indicators of biological effects (Mäkelä et al., 2016). In many countries, alcohol consumption levels have now stabilized, but at much higher levels than earlier in the century. In the meantime, the number of known chronic biological effects of alcohol has grown considerably, although dose-response curves are not well established. In particular, the importance of the pattern of drinking, as distinct from the overall volume of drinking, is not well understood for many conditions.

Societies have adopted a number of strategies to diminish alcohol-related problems (Moore & Gerstein, 2017). Some measures aim at reducing the consequences without necessarily affecting drinking patterns themselves; others aim at structuring drinking and associated behaviour in order to minimize harmful effects; and a third type aims at reducing the level of consumption, particularly heavy drinking (Bruun et al., 2017). While the first two types of measure are important elements of an overall plan to tackle social and casualty problems, the third type is the most important with regard to chronic biological consequences.

In most societies, there is some form of control to restrict the availability of alcohol. The state may monopolize the sale or production of alcohol, or may license others to sell or produce on condition that they comply with licence requirements. Commonly, some limits are placed on the hours and conditions of sale. Investigation of the effectiveness of such actions suggests that it is limited unless the restrictions are very stringent. Price control, normally through excise taxes, has been used for a long time but is often motivated more by fiscal interest than by concern for the public health. Recently, there has been renewed interest in, and evidence of the effectiveness of, taxes as a constraint on consumption levels (Grant, 2020). Other controls that have proved effective include rationing the supply available to any one individual and setting minimum age levels below which drinking is not permitted. Control measures are most likely to be effective in the long term when popular support is substantial. Major reductions in the consumption level in a society tend to occur either in situations of social crisis, such as war, or in response to large-scale popular movements and shifts in consciousness concerning drinking (Moser, 2019).

Education and public persuasion campaigns have been a popular strategy for prevention in all societies concerned about the level of alcohol-related problems. Such campaigns are unlikely to be strongly effective if they are pursued in isolation from other strategies (World Health Organization, 1980; Moser, 2017). As with cigarette smoking, education and persuasion efforts are likely to be potentiated in periods of shift in popular sentiments concerning drinking. In the period after the Second World War, many industrial societies built up extensive alcoholism treatment systems, partly with the aim of reducing the rate of alcohol-related problems in the population (Mäkelä et al., 2020). While such treatment is crucial, studies have shown that there is a substantial relapse rate after any type of treatment, suggesting that the provision of treatment and early case finding is only moderately effective in preventing future alcohol problems (Miller & Hester, 1986). It is in this context and because of growing popular opinion to reduce alcohol consumption in many countries that broader approaches to alcohol problems have come to the fore (World Health Organization, 2015; Walsh & Grant, 2014).

2.1.8 EFFECT OF ALCOHOLIC DRINKS ON POLYTECHNIC STUDENT MENTAL HEALTH PROBLEMS

There are many studies showing the connection between mental health problems and abusing alcohol. Drinking too much alcohol can lead to a mental health disorder and vice versa. Students often try to self-medicate with alcohol to alleviate anxiety, depression, and other mental illnesses. Alcohol affects brain chemicals responsible for making you feel happy and rewarded. But over time, alcohol can damage brain cells and students find it hard to feel that happiness on their own. Mental illness makes it difficult to complete tasks such as homework assignments and preparing for tests. In some instances, students with mental illness can't find the motivation to attend classes and complete projects. While mental illness alone can affect grades, combined with alcohol it becomes even harder to get good grades.

LEGAL STRESS

Those who drink in excess are more likely to find themselves in trouble with either the school, the police or both. Drinking and driving among college students is risky behavior that takes place more often than it should. When a student is drunk, they are likely to make poor decisions, some of which may violate the policies of the college. Violating the law or school policies can mean paying large fines, suspension or being expelled. All these lead to failing or incomplete courses.

ALCOHOL WEAKENS THE IMMUNE SYSTEM

Long-term excessive alcohol drinking can have negative effects internally. It can damage the liver, the respiratory system, and the digestive system, to name a few. Drinking impairs immune cells in the lungs, leading to ailments such as pneumonia and tuberculosis. Binge drinking can further weaken the immune system due to the overwhelming amount of alcohol flooding the system at once. The liver cannot process out the antitoxins fast enough to protect the body, causing the immune system to weaken.

When students are sick, they are not able to fully concentrate on their studies. They may not even be able to attend classes due to an illness. And when class participation and attendance factor into a grade, this can lower their overall score.

POOR SLEEPING HABITS

Proper sleep has long been linked to good health. Lack of sleep contributes to decreased mental focus, irritability, and anxiety. Alcohol prevents you from getting good sleep. It dehydrates your body and can sleep-related disorders worse, including sleep apnea and insomnia. When students are not well rested, they often oversleep and miss important classes. If they do attend the class, they find it difficult to concentrate and engage in learning. Not putting forth the necessary efforts to do well in a course can lead to a lower overall grade.

PHYSICAL INJURIES

Alcohol, because it causes impairments in the brain, affects motor skills. It also affects decision-making skills. When sober, you can make smart decisions and weigh the factors of if something is harmful. Alcohol changes the chemicals in your brain and makes you think you can accomplish things you can't. For instance, when drinking, you may think surfing on concrete while being pulled behind a vehicle is a fun way to pass the time. You think you are invincible and won't be harmed. You quickly learn the opposite is true when you end up in the hospital with a few broken bones. Injuries such as these prevent you from attending class and put you behind in completing the assignments required to complete the class. Or, you may be given narcotics to help ease the pain of your injury. Narcotics further prevent you from being able to properly study.

FINANCIAL STRESS

According to reports, college students spend \$900 a year on alcohol. They spend about half of this amount on books. This can mean that students are spending their loan money on booze. When financial trouble hits a college student, there can be serious repercussions. Some students may have to obtain a job that can interfere with attending class or study time. Some students may lose a scholarship or grant money due to excessive partying. Losing a scholarship or other funding can lead to a student dropping out of college or going further into debt. Financial stress can lead to students not being able to give their grades the attention they need

2.2. THEORETICAL FRAMEWORK

2.2.1 USES AND GRATIFICATIONS THEORY

Uses and Gratifications Theory provided the framework for this study. According to Baran and Davis (2003), the origin of the theory is often credited to Herta Herzog. They went further to establish that Herzog's article entitled "motivations and gratifications of daily serial listeners" was the first published research to provide an in-depth examination of media gratifications. Sweetser and Kaid (2008) opined that the theory has been more recently used to determine the gratifications of entertainment media. The theory also has a long history of investigating political information seeking motivations.

Blumer and McQuail (1969) found that gratifications sought from watching political broadcasts clustered into three constructs; political reason such as reinforcement or vote

guidance; surveillance for keeping up with the issues; and excitement such as seeing which political party would win. With the development of the internet and its subsequent deployment for the dissemination of political information, researchers have applied the uses and gratifications perspective to online political information seeking. Kaye and Johnson (2002) examined gratification for seeking political information online and found that primary motivations to be guidance, information seeking and surveillance, entertainment and social utility. These scholars also link media use political attitudes and behaviours. To buttress this assertion, Kaye and Johnson (2002) in a study reported that higher levels of self-efficacy are associated with information seeking and surveillance, and higher interest in politics is correlated with accessing political information online for social utility and information seeking surveillance.

The theory according to Anaeto, Onabanjo and Osifeso (2008, p.71) is concerned with what people do with the media instead of what the media do to people. The major thrust of the theory subscribes to the assumption that consumers of mass media content influence the effect of the mass media on them. Hence media consumers are not passive but active in determining what they use the media for. Folarin (2005) observed that mass media audience have some certain needs that are dear to them that is why they are exposed to, attend to, and retain media messages because of the perceived gratification derivable from such messages. The theory is relevant to this study because users of social media feel that the medium will satisfy their curiosity and meet their information needs, and thus make them active participants in the political communication process. Therefore, they are able to select specific messages on a variety of social media platforms to connect to political activities within and outside their geographical location.

2.2.2 FRAMING THEORY

Framing theory is a theoretical framework propounded by Erving Goffman in 1974 which states the media draws attention to specific occurrences before contextualizing them with a specific explanation. This work provides a detailed examination of how cognitive frameworks influence an individual's interpretation of societal dynamics. The author effectively utilized the metaphor of a picture frame to vividly demonstrate and support this theoretical concept (Mass Communication Theory (Online), 2017). The concept of framing entails the deliberate selection of particular aspects of an observed reality and accentuating them within a communication text in order to support a particular problem recognition, causal analysis, ethical evaluation, and/or proposed interventions. (Scheufele, 2019).

According to the framing theory, the way information is presented to an audience (referred to as "the frame") influences how people process and interpret it. Frames, which are conceptual representations, are employed to shape and structure the meaning of messages. The frame acts as a framework that helps individuals contextualize their experiences in life, symbolized by a picture that captures their perception. Framing involves the procedural aspect by

which a source of communication establishes and constructs the manner in which information is presented. The dominant utilization of frames is observed in the way news or media outlets shape the presentation of their content. A frame describes how the media, who act as gatekeepers, arrange.

2.3 EMPIRICAL REVIEW

Risky and harmful use of alcohol is still the most important cause of death among young people between the ages of 15 and 29 (WHO, 2024). Risk factors for alcohol consumption are divided into two categories: the first category includes legal, social and cultural factors that provide a normative assumption for behaviour, and the second category is factors of individuals and their interpersonal environment (Petronytė et al., 2017). An Australian study carried out a decade ago emphasized the use of alcohol in the family, specific communication patterns (the extent to which adolescents feel free to talk to their parents about emotional topics), adopted rules and parental involvement, quality of the parent–child relationship, family conflicts and parental monitoring of adolescents' everyday activities (Ryan et al., 2010).

According to the 2022 National Survey on Drug Use and Health (NSDUH), of full-time college students ages 18 to 22, 49.0% drank alcohol and 28.9% engaged in binge drinking in the past month. Drinking at college has become a ritual that students often see as an integral part of their higher education experience. Some students come to college with established drinking habits, and the college environment can lead to a problem.

Studies also show that many parents take responsibility for young people's attitudes towards alcohol and their drinking habits (Ryan et al., 2011). Population studies find that early age of drinking onset correlates with increased lifetime risks for developing alcohol dependence, violence and injuries (Crews et al., 2016). Drinking during adolescence increases the risk of hazardous or harmful alcohol use, heavy episodic drinking, alcohol dependence, injuries and psychological distress (Pillai et al., 2014).

A wealth of evidence has demonstrated a reliable relationship between exposure to alcohol marketing in traditional domains and alcohol consumption, particularly in young people (Jernigan et al. Citation2017; Babor et al. Citation2023). Researchers have recently argued that there is enough evidence to conclude that exposure to alcohol promotions in conventional channels is causal of subsequent alcohol consumption in young people in a dose-effect relationship (Sargent and Babor Citation2020). Using the Bradford Hill framework and criteria, Sargent and Babor (Citation2020) synthesized a comprehensive collection of commissioned studies (and other research literature) from alcohol science experts and concluded the evidence supports a causal relationship between alcohol marketing and alcohol consumption. This work heralds a major shift in the position of public health research and has led to momentum for

arguments around an international framework convention (with a component similar to Article 13 of the WHO Framework Convention on Tobacco Control; WHO Citation2003). However, there is now much alcohol marketing in the online environment, and we know little about the effects of digital alcohol marketing, and particularly marketing on social media platforms (Sargent and Babor Citation2020). Babor et al. (Citation2023) have suggested that the impacts are likely to be similar - if not potentially more influential – to conventional alcohol marketing.

The Varaždin region has a reputation as an area with high alcohol consumption in Croatia. The most recent ESPAD (European School Survey Project on Alcohol and Other Drugs) survey showed that 64% of Croatian secondary school students had tried an alcoholic beverage before age 13. Furthermore, 11% had been intoxicated before age 13, which is higher than the European average (8%; ESPAD, 2015). In 2015, the study was conducted for the sixth time. Overall, 55% of Croatian students reported drinking alcohol in the previous 30 days. The results also showed that the prevalence of drunkenness reported in the previous 30 days was 16% for all students (17% for boys and 14% for girls; Kraus et al., 2016).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter will attempt to describe the method employed both in data analysis and in data collection. The chapter discusses the following research design, research method, population of the study, sample size and sample techniques, research instrument, validity of the research instrument, reliability of research instrument, method of administration of research instrument, method of data analysis and presentation of data. It presents a set of guidelines for this study and states explicitly the sampling procedures to be adopted, the stages involved, and other procedures anticipated in the methodological design phase.

3.1 RESEARCH DESIGN

This refers to the skeletal structure or the architectural blueprint of a research process. The study design here takes cognizance of the type, timeline and purpose of research as proposed by Babbie (2013). This research piece adopts a descriptive-explanatory and survey design. This implies firstly, that the purpose would be both to describe certain features of the population using data collected and also explain relationships and associations between and among selected variables. Finally, it's survey research; which implies the use of Questionnaires.

3.2 RESEARCH METHOD

The study used a quantitative method of research. The choice of these methods was influenced by the perceived varying degrees of opinions, views and perception of divergent respondents sampled. (Croswell, 2009) argues that quantitative research design is suitable in natural settings. Since the study mostly focused on respondents' internet advertisements on alcoholic consumption among Kwara State Polytechnic student will explain how quantitative approaches gave more room for interpretation and understanding. Strauss & Corbin (1999) have further shown that those who use quantitative research obtain satisfactory results and appropriate answers to the central research questions being investigated. Therefore, this design was chosen because of its usefulness in order to ascertain the impact of internet advertisements on the consumption of alcoholic drinks among Kwara State Polytechnic students.

3.3 POPULATION OF THE STUDY

Nwodu defined the population of the study as the total number of elements within a given environment which the researcher set out of the study.

Based on the undergraduate population of Kwara State Polytechnic, this project suggests that the researcher should use the youths students population of Kwara State Polytechnic, Ilorin, Kwara. The Population of Kwara state polytechnic as a whole can be included to be over 20,500 Thousand populace As at 2023 academic Session.

The study population consists of selected male and female students in Kwara state polytechnic Ilorin, Kwara State. For the inclusion criteria, the respondents needed would be included, while concerning the exclusion criteria, the respondents not needed for the study would be excluded. In other words, only the department chosen would be considered for the study. This implies that every element, subject, objects, etc. is capable of providing useful and relevant data in explaining a certain phenomenon of a given study.

3.4 SAMPLE SIZE AND SAMPLE TECHNIQUES

The selection of the sample size of this study employed Multistage Sampling Techniques and these help to generate unique insight into the phenomenon under investigation. Sampling involves simple random and purposive selection of sample for the study. For the

purpose of the population targeted the research sample will be limited to a manageable size of one hundred (100) by using Yamane research formula for calculating the sample size.

$$n = \frac{N}{1 + N(e)^2}$$

The sampling of the study was drawn using Taro Yamani's formula which is

$$n = \frac{N}{1 + N(e)^2}$$

$$1 + N(e)^2$$

Where N = Population

e = Error Limit

I = Constant

The population of residents in Ilorin-East metropolis is 20,500. Therefore

$$N = 20,500$$

$$e = 0.09$$

I = Constant

$$n = 20,500$$

$$1 + (20,500) (0.09)^2$$

$$n = 20,500$$

$$1 + 2260 (0.0081)$$

$$n = 20,500 = 137.8$$

$$2261$$

$$\therefore n = 100$$

SAMPLING TECHNIQUES

Therefore, the adoption of the Multistage sampling techniques is to select 100 respondents in the Mass Communication Department Institute of information and communication technology (IICT) Kwara State polytechnic. This study make use of purposive sampling for the Kwara state polytechnic Students which is the unit of analysis and simple random sampling was used to select 100 students from Department Of Mass Communication IICT Institute which makes a total sample size of 100 Students.

The study could not be carried out on all the respondents in Kwara state polytechnic. However, this is to take the sample as the systematic simple random sampling due to the large population. 100 respondents will be selected from Mass Communication Department IICT Institute Kwara state polytechnic, precisely respectively to administer the questionnaires.

3.5 RESEARCH INSTRUMENT

According to Saadudeen (2015), Questionnaires will be used to determine the outcome of a research exercise. This study employs the usage of a close-ended question to formulate its questionnaire. Research instruments are said to be different tools or devices used in collecting data. Therefore, in this research, questionnaires will be used as the instrument for data collection. Questionnaire is mostly used in conducting surveys and it is as important as the whole research

itself. Physical Distribution method of paper questionnaire will be used to analyse and collect respondent response towards the research questions.

According to Saadudeen (2015), Questionnaires will be used to determine the outcome of a research exercise. This study employs the usage of a close-ended question to formulate its questionnaire.

3.6 METHOD OF ADMINISTRATION OF THE RESEARCH INSTRUMENT

The administration of the paper questionnaire will be carried out personally by the researcher, the questionnaire was sought permission of the lecturers and administration of the questionnaire. The questionnaire contained questions which help the researcher to get the right option or view of the subject or respondents. The researcher personally collected the questionnaire immediately the respondents were through with the questions.

3.7 METHOD OF DATA ANALYSIS

The responses of the questionnaire administered will be statistically analyzed by researchers using table format. The analysis is what the researchers used to eventually draw up a conclusion on the influence of internet advertisements on the consumption of alcoholic drink among kwara state polytechnic students.

CHAPTER FOUR DATA ANALYSIS AND RESULTS

4.0 INTRODUCTION

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights. In this chapter data are organized into tables so that statically and logical conclusions can be obtained from the collected data and findings will be discussed. In this research work, the simple percentage tabular presentation presents the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The

researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

4.1. ANALYSIS OF RESEARCH INSTRUMENT

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (20) Twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

DISTRIBUTION TABLE

| Respondent | Frequency |
|--|-----------|
| Number of questionnaire distributed | 100 |
| Number of questionnaire returned | 100 |
| Number of discard | Nil |
| Number of questionnaire not returned | Nil |
| Number of questionnaire presented and analyzed | 100 |

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaires distributed were 100, the percentage was 100%, number of questionnaires returned was 100, no of discards was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 100.

4.2. ANALYSIS OF RESEARCH INSTRUMENT

SECTION A- BIO DATA OF THE RESPONDENTS

QUESTION 1: Distribution of sex respondents

Table I

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| | | |

| | | |
|--------|-----|------|
| Male | 52 | 52% |
| Female | 48 | 48% |
| Total | 100 | 100% |

Source: Field Work 2025

In the response to the question on the distribution of respondents according to their sex, 52 respondents representing 52% of the population are male while 48 representing 48% are female. From the above table, it shows that Male respondent response are more than the female respondent.

QUESTION 2: Distribution of the age of respondent

Table II

| RESPONSES | FREQUENCY | PERCENTAGE |
|--------------|-----------|------------|
| 16-20 | 24 | 24% |
| 21-25 | 72 | 72% |
| 26-30 | 3 | 3% |
| 31 and above | 1 | 1% |
| Total | 100 | 100% |

Source: Field Work 2025

In the above table, 24 respondents on 24% fall between the age bracket of (16-20) years and 72 respondents on 72% fall between the age bracket of (21-30) years. For the age bracket of (36-45) years we have 3 respondents on 3% and then 21 respondents 1% for the age 46 years and above.

The above table shows that the age of 21__25 response are more than others age range.

QUESTION 3: Marital Status

Table III

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| Single | 82 | 82% |
| Married | 17 | 17% |
| Separate | 1 | 1% |
| Divorce | 0 | 0% |
| TOTAL | 100 | 100% |

Source: Field Work 2025

The table 3 above shows the Marital Status of the respondents. According to the table 82 (82%) of the respondents are single, 17 (17%) are married, 1 (1%) of the respondents is separated while 0 (0%) is divorce.

The above table shows that single respondent response are more than others respondent.

QUESTION 4: Occupation of Respondent

Table IV

| RESPONSES | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| Self employed | 12 | 12% |
| Civil servants | 0 | 0% |
| Employed | 5 | 5% |
| Student | 83 | 83% |
| Total | 100 | 100% |

Source: Field Work 2025

Table above shows the occupation of the respondents, according to the table 12 (12%) are respondents for self employed, 0 (0%) are civil servants, 5 (5%)are employed, while 83 (83%) are students.

The table above shows that student responses are more than others respondents.

QUESTION 5: Which social media platform are you familiar with?

Table V

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| Facebook | 76 | 76% |
| Twitter | 4 | 4% |
| Instagram | 13 | 13% |
| Others | 7 | 7 |
| Total | 100 | 100% |

Source: Field Work 2025

From the table above, 76 (76%) of the respondents make use of Facebook platform, 4(4%) of the respondents are familiar with twitter, 13(13%) of the respondents are familiar with Instagram while the 7 (7%) of the respondent make use of others social media. The table above shows that respondents make use of Facebook as their major social media platform.

QUESTION 6: Which of the internet platforms advertise alcoholic drinks mostly?

Table XI

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| Facebook | 40 | 40% |
| Twitter | 26 | 26% |
| Instagram | 10 | 10% |
| Others | 24 | 24% |
| Total | 100 | 100% |

Source: Field Work 2025

The table above shows how respondents answered the question on the platform that advertise alcoholic drinks mostly in which 40(40%) of the respondent choose Facebook, 26 (26%) of the respondent choose Twitter while 10(10%) of the respondent choose Instagram and 24 (24%) of the respondent choose others social media platform. The above table shows that respondent choose Facebook platform as the one that mostly advertises alcoholic drinks.

QUESTION 7: Does the internet have a vast reach, allowing information about advertisements on alcoholic drink to be accessible to a large audience?

Table VII

| RESPONSES | FREQUENCY | PERCENTAGES |
|-----------|-----------|-------------|
| Yes | 73 | 73% |
| No | 27 | 27% |
| Total | 100 | 100% |

Source: Field Work 2025

From the above table, it shows the rate to the internet have a vast reach and allowing information of advertisement to be accessible to the audience in which 73(73%) of the respondent agreed while 27(27)% of the respondent disagree.

The above table shows that internet allow information to reach a large audience and make people to have access to information on alcoholic advertisement.

QUESTION 8: Does internet advertisements increase student patronage of alcoholic product?

Table VIII

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
|-----------|-----------|------------|

| | | |
|-------|-----|------|
| Yes | 85 | 85% |
| No | 15 | 15% |
| Total | 100 | 100% |

Source: Field Work 2025

From the above table, it shows that internet advertisements increase student patronage of alcoholic drinks in which 85(85%) of the respondents agree while 15(15%) of the respondents disagree. The table above indicates that internet advertisements increase student patronage of alcoholic products.

QUESTION 9: Do you think alcohol consumption affects your academic performance?

Table IX

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| Yes | 90 | 90% |
| No | 10 | 10% |
| Total | 100 | 100% |

Source: Field Work 2025

Table 9 above shows that alcohol consumption affects student academic performance in which 90(90%) of the respondents agree to that while 10(10%) of the respondent disagree with that..

The table above shows that alcohol consumption affects student academic performance in one way or other.

QUESTION 10: How often do you have a drink containing alcohol?

Table X

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
| Yes | 87 | 87% |
| No | 13 | 13% |
| Total | 100 | 100% |

Source: Field Work 2024

The above table shows that 87(87%) of the respondents agree that drink contain alcohol while 13 (13%) of the respondents disagree with that.

QUESTION 11: Social media allows for the dissemination of information about the prevalence, signs, and consequences of alcohol drink among students.

Table XI

| RESPONSES | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 55 | 55% |
| Agree | 30 | 35% |
| Neutral | 5 | 5% |
| Strongly disagree | 7 | 7% |
| Disagree | 3 | 3% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows how the respondents response to how social media allows for the dissemination of information about the prevalence, signs, and consequences of alcohol drink among students in which 55(55%) of the respondent strong agree, 30(30%) Agreed, 5(5%) are neutral while 7(7%) of the respondents disagree and 3(3%) of the respondent disagree.

QUESTION 12: Alcohol advertisements increase the likelihood of young people starting to drink, the amount they drink, and the amount consumed on any one occasion

Table XII

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------------------|-----------|------------|
| <u>Strongly agree</u> | 40 | 40% |
| Agree | 35 | 35% |
| Neutral | 5 | 5% |
| Strongly disagree | 15 | 15% |
| Disagree | 5 | 5% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that alcohol advertisements increase the likelihood of young people starting to drink, the amount they drink, and the amount consumed on any one occasion in which 40(40%) of the respondent strong agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

QUESTION 13: The strategy of restriction or banning of all forms of advertising of alcohol is one way to control alcoholic drink on the social media.

Table XIII

| RESPONSES | FREQUENCY | PERCENTAGE |
|-----------|-----------|------------|
|-----------|-----------|------------|

| | | |
|-------------------|-----|------|
| Strongly Agree | 60 | 60% |
| Agree | 14 | 14% |
| Neutral | 3 | 3% |
| Disagree | 15 | 15% |
| Strongly Disagree | 15 | 15% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that the restriction or banning of all forms of advertising of alcohol is one way to control alcoholic drink on the social media in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

QUESTION 14: Government and other agencies should set and enforce limits on the days and hours when people buy alcohol.

Table XIV

| RESPONSES | FREQUENCY | PERCENTAGES |
|-------------------|-----------|-------------|
| Strongly Agree | 50 | 50% |
| Agree | 18 | 18% |
| Neutral | 2 | 2% |
| Disagree | 20 | 20% |
| Strongly Disagree | 10 | 10% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that Government and other agencies should set and enforce limits on the days and hours when people buy alcohol in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

QUESTION 15: Students should prevent the habit of drinking alcohol to read, sleep or celebrate among themselves.

Table XI

| RESPONSES | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 83 | 83% |
| Agree | 10 | 10% |
| Neutral | 0 | 0% |
| Strongly Disagree | 5 | 5% |
| Disagree | 2 | 2% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that 83 (83%) of the respondent strongly agree that Students should prevent the habit of drinking alcohol to read, sleep or celebrate among themselves as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

QUESTION 16: Taking alcoholic drinks has a negative influence on the student of kwara state polytechnic.

Table XII

| RESPONSES | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 60 | 60% |
| Agree | 20 | 20% |
| Neutral | 5 | 5% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that Taking alcoholic drinks has a negative influence on the student of kwara state polytechnic in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the

respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

QUESTION 17: Alcoholic drinks destroy and change the student moral behavior in the society .

TABLE XVII

| RESPONSES | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 56 | 56% |
| Agree | 24 | 24% |
| Neutral | 0 | 0% |
| Disagree | 15 | 15% |
| Strongly Disagree | 5 | 5% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that Alcoholic drinks destroy and change the student moral behavior in the society in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

QUESTION 18: Social media serves as a powerful tool for raising awareness about the consequences of alcohol among students.

TABLE XVIII

| RESPONSES | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| Strongly Agree | 36 | 36% |
| Agree | 54 | 54% |
| Neutral | 3 | 3% |

| | | |
|-------------------|-----|------|
| Disagree | 5 | 5% |
| Strongly Disagree | 2 | 2% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that Social media serves as a powerful tool for raising awareness about the consequences of alcohol among students in which 36 (36%) strongly agree, 54 (54%) agree while 3 (3%) of the respondent are, neutral to the statement, 5(5%) of the respondent Disagree and 2(2%) of the respondent strongly Disagree with the statement.

QUESTION 19. Institutions should organize public campaigns about the negative influence of consumption of alcoholic drinks among the students.

| RESPONSES | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 55 | 55% |
| Agree | 15 | 15% |
| Neutral | 0 | 0% |
| Strongly Disagree | 15 | 15% |
| Disagree | 15 | 15% |
| Total | 100 | 100% |

Source: Field Work 2025

The above table shows that Institutions should organize public campaign about the negative influence of consumption of alcoholic drink among the student in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement. .

QUESTION 20: Student obsessed with alcohol affect their mentality and physical activeness among their peers in the environment.

| RESPONSES | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| Strongly Agree | 55 | 55% |

| | | |
|-------------------|-----|------|
| Agree | 15 | 15% |
| Neutral | 0 | 0% |
| Strongly Disagree | 15 | 15% |
| Disagree | 15 | 15% |
| Total | 100 | 100% |

Source: Field work 2025

The above table shows that student obsessed with alcohol affect their mentality and physical activeness among their peers in the environment in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement.

4.3 ANALYSIS OF RESEARCH QUESTIONS

RESEARCH QUESTION 1: What are the effects of advertising alcohol and use of celebrities in advertising alcoholic beverages on kwara state polytechnic students?

Table 16 answered this research question as it was gathered in Table 16 which shows the respondents response on the taking of alcoholic drinks has a negative influence on the student of kwara state polytechnic in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

Table 17 answered this research question that Alcoholic drinks destroy and change the student moral behavior in the society in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

Table 20 answered this research question that alcohol affect their mentality and physical activeness among their peers in the environment in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement.

RESEARCH QUESTION 2: What is the extent at which alcoholic drink advertisements appear on the internet?

Table 6 answered this research question as it explained the platform that advertise alcoholic drinks mostly in which 40(40%) of the respondent choose Facebook, 26 (26%) of the respondent choose Twitter while 10(10%) of the respondent choose Instagram and 24 (24%) of

the respondent choose others social media platform. The above table shows that respondent choose Facebook platform as the one that advertise alcoholic drink mostly.

Table 7 answered this question as it shows rate to the internet have a vast reach and allows information of advertisement to be accessible to the audience in which 73(73%) of the respondent agreed while 27(27)% of the respondent disagree. The table shows that the internet allows information to reach a large audience and make people have access to information on alcoholic advertisements.

RESEARCH QUESTION 3: What is the influence of internet advertising of alcoholic drinks consumption on Kwara state polytechnic students?

Table 9 answered this research question in which it shows that alcohol consumption affects student academic performance in which 90(90%) of the respondents agree to that while 10(10%) of the respondent disagree with that. The table above shows that alcohol consumption affects student academic performance in one way or another.

Table 15 answered the question on this research question also in which it shows that 83 (83%) of the respondent strongly agree that Students should prevent the habit of drinking alcohol to read, sleep or celebrate among themselves as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

RESEARCH QUESTION 4: What are the possible ways to control internet alcoholic drink advertisement?

Table 13 answered the question in which the above table shows that the restriction or banning of all forms of advertising of alcohol is one way to control alcoholic drink on the social media in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

Table 14 answered this research question as it explain that government and other agencies should set and enforce limits on the days and hours when people buy alcohol in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

Table 19 answered this research question as it proves that Institutions should organize public campaign about the negative influence of consumption of alcoholic drink among the student in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement.

RESEARCH QUESTION 5: Does exposure to internet advertising messages increases students patronage of alcoholic products.

Table 12 answered this research question as it shows that advertisements increase the likelihood of young people starting to drink, the amount they drink, and the amount consumed on

any one occasion in which 40(40%) of the respondent strong agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

Table 18 answered this research question as social media serves as a powerful tool for raising awareness about the consequences of alcohol among students in which 36 (36%) strongly agree, 54 (54%) agree while 3 (3%) of the respondent are, neutral to the statement, 5(5%) of the respondent Disagree and 2(2%) of the respondent strongly Disagree with the statement.

Table 8 answered this research question as the internet shows that advertisements increase student patronage of alcoholic drinks in which 85(85%) of the respondents agree while 15(15%) of the respondents disagree. The table above indicates that internet advertisements increase student patronage of alcoholic products.

4.4 DISCUSSION OF FINDINGS

The purpose of this study is to examine “**INFLUENCE OF INTERNET ADVERTISEMENTS ON CONSUMPTION OF ALCOHOLIC DRINKS AMONG STUDENTS OF KWARA STATE POLYTECHNIC**”. The result obtained from the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite questions were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

This study sought to examine the influence of social media advertisement on alcohol consumption among student of kwara state polytechnic. The main instrument for data collection of this survey is questionnaire, which was used to find out the perception of the sampled population. However, after carefully analysing the data collected using a statistical table, the findings will be discussed in the following order.

From the research conducted where we had a population size that constitutes both males and females, people from different age bracket ranging from less than 20 to 36 years and above, sex, marital status, educational qualification and occupational status, we were able to deduce that the simple random sampled respondents for this research were all exposed to social media advertising platforms in kwara state polytechnic.

Base on the findings it was discovered that, the main source(s) of exposure of social media alcohol advertisement are portable hand held devices e.g phone, ipads and tablets, video

streaming sites e.youtube, satellite television like DSTV, terrestrial television like Silverbird, channels TV and social media sites like facebook, twitter, Instagram.

From the respondent response, it was view that the student make use of social media sites mostly such as Facebook, Twitter, Instagram and others to listen to view alcohol advertisement in which we were able to deduced the fact that Facebook is the mostly social media platform in which student make use of to come across alcohol advertisement on the social media platform.

According to the research, Findings indicate alcoholic drink has a huge effect on the student, we can therefore conclude that the taking of alcoholic drink has a huge negative impact on the moral behavior of the students. The study aligns to the findings of Dent and Gaif (2021) argues while alcohol plays a very important role in condemning behavioral patterns of adolescents, other factors such as social, biological and environmental dynamics also contribute to this relationship.

This research explored the impact of social media alcohol advertisements with different appeals. Notably, the alcohol advertisement positively changed peoples' perceptions and attitudes about drinking, without really changing their drinking intention. The advertisement impacted viewers' perceptions and attitudes about drinking to be more positive. However, these perceptions and attitudes are essentially what lead to action.

The appeals were more effective when combined than standing alone in regard to impacting peoples' intention to purchase the product. Influencer marketing and humor were not nearly as effective as the taste appeal at impacting behavior, indicating that the central route of appeals works best for alcohol advertisements. Additionally, the results that alcohol has evolved over time to become more of a high involvement product, possibly because of the emotional

treatment it is given by society which could enhance its perceived value. This also provides an explanation as to why a rational appeal (taste) would be more effective than emotional appeals (humor).

It is notable that heavy social media users' behavior was more easily influenced by the advertisements than other social media users. Additionally, being a member of Greek Life was correlated with a more positive attitude and perceptions and an increased intention to buy or recommend. These different types of alcohol advertisements clearly impact different people in different ways, it will be interesting to examine more how additional industry trends can affect behavior and cognition.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The research study is based on "INFLUENCE OF INTERNET ADVERTISEMENTS ON CONSUMPTION OF ALCOHOLIC DRINKS AMONG STUDENTS OF KWARA STATE POLYTECHNIC". This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasis on the correlation between the youths and alcoholic advertisement on social media. As it shows that a lot of young people are exposed to alcohol advertisements which increases their patronage of consuming alcoholic drinks or gin.

The influence of alcoholic advertisement through various social media platforms on youths has become such an essential societal issue that can no longer be overlooked or treated with levity; not just because of how easily widespread the influence can be on Youths but because of its obvious impact on the behavior and their educational aspect of today's students.

The chapter Two of this research work deals with review of relevant literature. The review made a notable attempt towards examining the stands of various authors and scholars as to the influence of alcohol advertisement on social media on the general youth morality behaviors. This chapter also has several reviews of related studies (empirical review). The chapter also include a theoretical framework which discusses a couple of mass communication theories and its relevance to this study. In a nutshell, the work of scholars, their postulations, theoretical assumptions and literary documents that were consulted and reviewed was done for reasonable generalization, coupled with the findings of the study itself. Uses and gratification theory and Framing theory is used.

Chapter three of this work deals with the research methodology adopted. The researchers used descriptive design survey, a component of survey method of research for collecting the required data. Simple Random Sampling Technique coupled with the descriptive survey method of research which involves the use of questionnaires as research instruments was deployed. The total of 100 residents of Mass Communication Student, Kwara state polytechnic students that were selected randomly formed the sample of this study.

In chapter four, the data gathered through the use of questionnaires as aforementioned in the third chapter of this study was analysed using a statistical table. Also, interpretations of the findings were made in line with responses gotten from respondents. The data were analysed based on the one hundred (100) questionnaires that were issued out and completely returned by respondents.

Consequently, data obtained from respondents shows that The main source(s) of exposure of student to the alcohol advertisement on social media platforms is majorly through their held phones and gadgets and the platform they make use mostly is Facebook in which they usually come across alcohol advertisement on Facebook mostly that significantly impact negatively on the moral behavior of the adolescent.

Finally, According to the research, Findings indicate alcoholic drink has a huge effect on the student, we can therefore conclude that the taking of alcoholic drink has a huge negative impact

on the moral behavior of the students. The study aligns to the findings argues that while alcoholic plays a very important role in condemning behavioral patterns of adolescents, other factors such as social, biological and environmental dynamics also contribute to this relationship.

5.2 CONCLUSION

Social media have a broad reach into the lives of many young people and therefore have the potential to strongly influence their decisions. The growing body of literature on social media and alcohol suggests that researchers can consider the role of social media in alcohol consumption in two ways. First, social media can serve as a source of information about the behavior of the individual user, as illustrated by studies that link online content to offline behavior (Moreno et al. 2011) or demonstrate links between online and offline alcohol consumption patterns (West et al. 2012). Second, social media can be a source of influence on behavior according to such behavioral models as Social Learning Theory (Bandura 1986), the Media Practice Model (Brown 2000), and new theoretical frameworks such as the Facebook Influence Model (Moreno et al. 2013b). The influence of alcohol advertising in social media is not yet fully understood. Future work is needed to broaden our understanding of alcohol content across social media sites and over time in an adolescent's development.

5.3 RECOMMENDATION

- Researchers should further explore the interactive nature of social media sites that provide new opportunities for interventions. Such interventions must be developed with an understanding of the privacy settings within each network. Only individuals who are able to view the content and are comfortable communicating about it would be able to

conduct such interventions. Understanding to what extent parents, teachers, college resident advisors, and other influential adults are privy to young people's displays of alcohol content on social media is an area for future inquiry. For example, if parents see a reference to problem alcohol use on their child's Facebook profile, that reference may indicate that the child actually engages in problem drinking.

- Research should explore the extent to which young people are exposed to advertising from alcohol manufacturers across social media sites. Regulations or new technology-based methods to avoid displaying such content to underage individuals may be possible and warranted. The same social-marketing approaches that may be used to promote alcohol on social media also can potentially be harnessed to promote abstention before age 21 and responsible use thereafter. In these ways, an improved understanding of the new landscape of social media could be used to reduce the negative consequences of alcohol use among youth.
- Social media could be used similarly to how traditional media outlets have promoted responsible alcohol use and increased awareness of alcohol-related harm. Advertisements could be pegged to the same keywords used by alcohol beverage advertising, with the goal of reaching the same target audiences and providing educational messages or links to online interventions.
- The National Broadcasting Commission (NBC) should become more thorough with the screening of what nature of advertisement are allowed to be broadcast on any television

channel within Nigeria, be it terrestrial or extra terrestrial. Penalty for defaulters should also be deterring enough.

- Parents on the other hand, should consciously censor the kind of videos their adolescents screen online by checking the previous history after using the internet. Parents are also discouraged from purchasing android phones for secondary school students until their university level or beyond. However, if there is a high need for communication, a non – android phone can be purchased for guidance purposes.
- In addition, parents should monitor the use of some platform on their adolescent phones as this is where the problem begins. There are other age appropriate/ educative videos that can be used in exchange of hip hop music videos.
- Furthermore, students should be educated on the dangers of alcohol advertisement and its effect in their character and academic pursuit. In place of hip hop music, they can be introduced to other morally acceptable music videos that are more beneficial and less harmful to them. Music videos that celebrate obscenity and undermine morals of African culture should not be encouraged.
- The government should censor inappropriate sites in Nigeria. They can contact IT specialists with the support of owners of YouTube, Facebook and Instagram in such a way that adolescents will no longer have access to these sites without parental guidance. China for example created their own model of these apps to guide its citizens from corruption. Nigeria can do the same.
- Religious institutions are not left out. It is their duty to vehemently present the dangers of alcohol advertising and consumption to adolescents. This is because, most adolescents respect what their religious leader says more than their parents and teachers.

- Government agencies and other corporate bodies should endeavor to sponsor the production of music videos that promote Nigerian values. There should be deliberate effort to protect the public from too many foreign music videos that overtly contain negative themes.
- In conclusion, if stakeholders, government, parents, religious institutions, schools and so on can come together to combat/educate adolescents on the right path, the influence of alcoholic advertisement on social media platforms will be reduced significantly thereby protecting the future leaders of Nigeria.

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QUESTIONNAIRE

MASS COMMUNICATION DEPARTMENT
INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY
(IICT) KWARA STATE POLYTECHNIC ILORIN

Dear respondent,

I'm HND II student of the above-named Institution and Department presently carrying out a research work with the topic “**INFLUENCE OF INTERNET ADVERTISEMENTS ON CONSUMPTION OF ALCOHOLIC DRINKS**”. You have been selected as one of the respondents for this research work. Kindly assist in answering the following questions objectively as your responses will be treated with absolute anonymity because it is for academic purpose only. Thanks.

Instruction: please tick (✓) the answer you consider appropriate the questionnaire is divided in Three parts

SECTION A

KEYS: Strongly Agree {SA}, Agree {A}, Neutral {N}, Disagree {D}, Strongly Disagree {SD}.

| S/N | STATEMENT | S A | A | N | D | SD |
|-----|---|--------|---|---|---|----|
| 1. | Internet media allows for the dissemination of information about the prevalence, signs, and consequences of alcohol drink among students. | | | | | |
| 2. | Alcohol advertisements increase the likelihood of young people starting to drink, the amount they drink, and the amount consumed on any one occasion. | | | | | |
| 3. | The strategy of restriction or banning of all forms of advertising of alcohol is one way to control alcoholic drink on the internet. | | | | | |
| 4. | Government and other agencies should set and enforce limits on the days and hours when people buy alcohol.. | | | | | |
| 5. | Students should prevent the habit of drinking alcohol to read, sleep or celebrate among themselves. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 6. | Taking alcoholic drinks has a negative influence on the student of kwara state polytechnic. | | | | | |
| 7. | Alcoholic drinks destroy and change the student moral behavior in the society. | | | | | |
| 8. | Social media serves as a powerful tool for raising awareness about the consequences of alcohol among students. | | | | | |
| 9. | Institutions should organize public campaign about the negative influence of consumption of alcoholic drink among the student. | | | | | |

SECTION B

10. Which social media platform are you familiar with?

A. Facebook () B. Twitter () C. Instagram ()

11. Have you ever come across advertisements on alcoholic drink ?

A. Yes () B. No ()

12. Which of the internet platforms advertise alcoholic drinks mostly?

A. Facebook () B. Twitter () C. Instagram ()

13. Does the internet have a vast reach, allowing information about advertisements on alcoholic drink to be accessible to a large audience?

A. Yes () B. No ()

14. Does internet advertisements increase student patronage of alcoholic product?

A. Yes () B. No ()

15. How often do you have a drink containing alcohol?

A. Frequently () B. Rarely () C. Occasionally () D. Never

16. Do you think alcohol consumption affects your academic performance?

A. Yes () B. No () C. Not sure ()

SECTION C

17. Gender: Male () Female ()

18. Age: 15 – 20 () 21 – 30 () 31 – 40 () 41 and above ()

19. Marital Status: Married () Single () Divorced ()

- 20.. Educational Qualification: SSCE () OND/NCE () BSC/HND () Other ()
21. Occupation: Student () Self Employed () Civil Servants () Others ()