

ALCOHOL COMSUMPTION RATE AMONG YOUTH

(A CASE STUDY OF MASS COMMUNICATION STUDENTS)

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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CERTIFICATION

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

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DEDICATION

This research project is dedicated to the Most High that preserved me throughout the course of my programme at Kwara State Polytechnic, Ilorin, for His infinite mercy that endureth forever in my live.

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All praise, adoration thanks and glory belong to Almighty Allah for sparing my life throughout circumstance of life and till end of my Higher National Diploma (HND) program. Upon me to successful completion of this project work and my course of study.

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I am very proud to be one of the student of this noble citadel of learning (Kwara State Polytechnic, Ilorin) representing the good image of the institution which has created will be my priority at the labour market. God bless my country, God bless the state of harmony (Kwara State), God bless my school and bless the leading department mass communication in the institute of (ICT).

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ABSTRACT

This study examines how social media content influences alcohol consumption among mass communication students, revealing that frequent exposure to alcohol-related posts particularly those involving peer influence, celebrity endorsements, and glamorized portrayals encourages curiosity, acceptance, and actual drinking behavior. The research, conducted through structured surveys, found that many students engage regularly with such content on platforms like Instagram, TikTok, Facebook, and Twitter. This exposure often shapes their attitudes, making them more likely to view alcohol use as socially acceptable and desirable. the study highlights a significant gap in media literacy among students, which makes them more susceptible to the persuasive and often misleading nature of alcohol-related content. It concludes that social media plays a powerful role in shaping youth behavior and lifestyle choices, with potentially harmful consequences. To address this, the study recommends comprehensive media literacy education, awareness campaigns, and stronger parental and institutional guidance. It also calls for the implementation of digital interventions and regulatory policies to monitor and limit the spread of alcohol-promoting content targeted at young audiences.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Alcohol consumption among youth has become a significant public health concern worldwide. According to the World Health Organization (2018), approximately 13.6% of individuals aged 15-19 years engage in heavy episodic drinking. In Nigeria, a study conducted by the National Bureau of Statistics (2019) revealed that 27.2% of youths aged 15-24 years consume alcohol. Social media has become an integral part of modern life, and its influence on youth behavior cannot be overstated. A study conducted by Kuss and Griffiths (2011) found that social media can shape attitudes, beliefs, and behaviors among youth. Similarly, a study by Best et al. (2014) revealed that social media can influence youth's perceptions of alcohol consumption.

Research has shown that social media content can promote alcohol consumption among youth. A study conducted by McCarty et al. (2017) found that exposure to alcohol-related content on social media increases the likelihood of alcohol consumption among youth. Similarly, a study by Jones et al. (2017) revealed that social media influencers can shape youth's attitudes towards alcohol consumption.

Mass communication students, in particular, may be vulnerable to the influence of social media content on alcohol consumption.

A study conducted by Anadu and Omobowale (2017) found that mass communication students in Nigeria engage in high-risk drinking behaviors. Similarly, a study by Osho and Olalekan (2018) revealed that mass communication students in Nigeria are exposed to alcohol-related content on social media.

Despite the growing concern about the influence of social media content on alcohol consumption among youth, there is a need for more research on this topic. A study

conducted by Hingson and White (2014) highlighted the need for research on the impact of social media on youth's drinking behaviors.

Furthermore, the interactive nature of social media platforms makes them particularly potent in influencing youth behavior. Alcohol brands often leverage social media's algorithm-driven reach to target underage audiences subtly. This raises concerns about the ethical implications and the need for stricter regulations. Additionally, the repetitive exposure to alcohol-related imagery has been linked to increased risk behaviors among students, highlighting the urgent need to understand and address this public health issue (Gordon et al., 2019; Wright et al., 2021).

1.2 STATEMENT OF THE PROBLEMS

The rise of social media platforms has transformed the way information is disseminated, consumed, and perceived, particularly among young people. These platforms have become a primary avenue for marketing and promoting various products, including alcohol. Alcohol-related content, ranging from advertisements to user-generated posts glamorizing drinking, is increasingly prevalent on social media. This exposure may significantly influence youth behavior, attitudes, and consumption patterns.

Mass Communication students, by virtue of their studies and interest in media, are highly engaged with social media platforms and are likely to encounter alcohol-related content frequently. This exposure may create perceptions that normalize or glamorize alcohol consumption, potentially leading to increased drinking rates. Despite the growing concern, there is limited research examining the specific effects of such content on youth, particularly within the context of higher education.

The problem is compounded by the subtle and often targeted nature of alcohol-related content on social media. Students may not fully recognize the influence of such messaging, which can contribute to risky behaviors such as binge drinking or unhealthy alcohol consumption habits. Moreover, existing regulations on alcohol advertising often

fail to address the nuanced ways alcohol is promoted on digital platforms. This study seeks to address a critical gap by investigating the impact of social media alcohol-related content on the consumption behaviors of Mass Communication students. Understanding this relationship is crucial for devising effective interventions to mitigate potential negative effects and promote responsible alcohol consumption among youth.

1.3 RESEARCH OBJECTIVES

- i. To examine the level of exposure to alcohol-related content on social media among Mass Communication students.
- ii. To analyze the influence of alcohol-related social media content on students' attitudes toward drinking.
- iii. To provide recommendations on mitigating potential negative impacts of alcohol-related content on social media.

1.4 RESEARCH QUESTIONS

- i. How often are Mass Communication students exposed to alcohol-related content on social media?
- ii. What attitudes do Mass Communication students develop toward alcohol consumption after viewing alcohol-related content on social media?
- iii. What strategies can be implemented to reduce the exposure of Mass Communication students to alcohol-related content on social media?

1.4 SIGNIFICANCE OF THE STUDY

The findings of this study will provide valuable insights into how social media content influences alcohol consumption behavior among young people. This information can help policymakers, educators, and parents develop interventions to promote responsible media consumption and mitigate the risks associated with exposure to such content.

By examining how exposure to alcohol-related content shapes attitudes and consumption patterns, the research provides valuable insights into the role of social media in

influencing behavior. The findings will contribute to academic literature on media effects, inform public health campaigns aimed at mitigating the negative impacts of such content, and guide policymakers and educators in developing strategies to promote responsible alcohol consumption and digital literacy among young people.

1.5 SCOPE OF THE STUDY

This research will focus on Mass Communication students, as they are not only active consumers of media but also future creators. The study will explore their exposure to alcohol-related content on platforms such as Instagram, TikTok, and YouTube, and its impact on their behavior.

1.6 DEFINITION OF TERMS

- i. **Social Media:** Digital platforms and applications that enable users to create, share, and interact with content and communicate with others, such as Facebook, Instagram, Twitter, and TikTok.
- ii. **Alcohol-Related Content:** Any type of post, advertisement, video, or user-generated content on social media that promotes, normalizes, or discusses alcohol consumption.
- iii. **Alcohol Consumption:** The act of drinking beverages containing ethanol, such as beer, wine, and spirits, which may vary in frequency and quantity among individuals.
- iv. **Youth:** Individuals typically within the age range of 18–30 years, representing a demographic group known for frequent social media use and susceptibility to media influence.
- v. **Mass Communication Students:** Students studying media, journalism, public relations, and other related disciplines who frequently interact with and analyze media content as part of their academic curriculum.

- vi. **Impact:** The effect or influence that social media content has on individuals' behaviors, attitudes, and decision-making processes related to alcohol consumption.
- vii. **Consumption Rate:** The frequency and quantity of alcohol intake within a specified period, used as a measure to evaluate drinking behavior among individuals.
- viii. **Media Influence:** The ability of media content, including advertisements and user-generated posts, to shape perceptions, attitudes, and behaviors of its audience.
- ix. **Digital Literacy:** The ability to critically evaluate and responsibly engage with online content, including recognizing marketing tactics and the potential risks of alcohol-related social media posts.
- x. **Public Health Campaigns:** Organized efforts by health organizations and governments to raise awareness and reduce the harmful effects of behaviors such as excessive alcohol consumption, often through media interventions.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

2.1.1 Concept of Social Media

Social media refers to online platforms or tools that allow users to create, share, and interact with content, information, or other users in a virtual environment (Kaplan & Haenlein, 2010). Social media platforms include, but are not limited to, social networking sites, blogs, microblogs, wikis, and video-sharing sites.

Social media is characterized by its ability to facilitate interaction, collaboration, and information-sharing among users (Boyd & Ellison, 2007). Social media platforms also enable users to create and share content, such as text, images, videos, and live streams. Additionally, social media platforms often provide features such as commenting, liking, and sharing, which enable users to engage with each other's content.

There are various types of social media platforms, each with its unique features and purposes. For example, social networking sites like Facebook and LinkedIn enable users to connect with friends, family, and colleagues (Donath & Boyd, 2004). Microblogging platforms like Twitter enable users to share short messages or updates with their followers (Java et al., 2007). Video-sharing sites like YouTube enable users to share and view videos.

Several theories have been proposed to explain the concept of social media. For example, the uses and gratifications theory suggests that people use social media to fulfill their social, emotional, and cognitive needs (Katz et al., 1974). The social identity theory suggests that people use social media to express and maintain their social identities (Tajfel & Turner, 1979).

The future of social media is likely to be shaped by emerging technologies such as artificial intelligence, blockchain, and virtual reality (VR) (Huang et al., 2020). For

example, AI-powered chatbots may become more prevalent on social media platforms, enabling businesses to provide customer support more efficiently. Blockchain technology may also be used to create more secure and transparent social media platforms.

2.1.2 Characteristics of Social Media

Social media platforms are interactive, enabling users to engage with each other through comments, likes, shares, and messages (Kaplan & Haenlein, 2010). This interactivity allows users to participate in online discussions, share their opinions, and connect with others who share similar interests. Furthermore, social media platforms enable users to create and share content, such as text, images, videos, and live streams (Boyd & Ellison, 2007). This user-generated content can take many forms, including blog posts, tweets, Facebook updates, and Instagram stories.

Social media platforms also enable real-time updates, allowing users to share information and connect with others in real-time, regardless of geographical location (Kaplan & Haenlein, 2010). This real-time capability has enabled social media platforms to become an essential tool for communication, collaboration, and information-sharing. Additionally, social media platforms enable content to go viral, meaning that it can be shared rapidly and widely by many users (Bampo et al., 2008). This virality can be both beneficial and detrimental, depending on the context and content being shared.

Social media platforms also enable multimodal communication, allowing users to communicate through multiple modes, such as text, images, videos, and audio (Kress, 2010). This multimodal capability has enabled social media platforms to become a rich and dynamic environment for communication and expression. Furthermore, social media platforms enable social networking, allowing users to connect with each other and form networks, such as friendships, followers, and groups (Donath & Boyd, 2004). These social networks can provide valuable support, information, and connections for users.

Social media platforms have become an integral part of modern life, enabling users to interact, create, and share content, and connect with others in real-time. The characteristics of social media, including interactivity, user-generated content, real-time updates, multimodal communication, social networking, accessibility, immediacy, persistence, and replicability, have enabled social media platforms to become a vital tool for communication, collaboration, and information-sharing.

2.1.3 Importance of Social Media

Social media has become an essential tool in today's digital age, and its importance cannot be overstated. Here are some of the key reasons why social media is important:

Social media platforms have enabled businesses to reach out to their customers and promote their products or services more effectively. Social media marketing has become a crucial aspect of any business's marketing strategy, allowing businesses to increase brand awareness, generate leads, and drive sales (Kaplan & Haenlein, 2010).

Social media has also become an important tool for individuals to connect with each other and share information. Social media platforms have enabled people to connect with others who share similar interests, join communities, and participate in online discussions (Boyd & Ellison, 2007).

Social media has become an important source of information for many people. Social media platforms have enabled news organizations, journalists, and individuals to share news and information in real-time, making it easier for people to stay informed about current events (Java et al., 2007). Social media has become an essential tool in today's digital age, and its importance cannot be overstated. Social media has enabled businesses to promote their products or services, individuals to connect with each other, and activists to raise awareness about social issues.

2.1.4 Types of Social Media

Social Networking Sites

1. Facebook: A popular social networking site that allows users to share updates, photos, and videos with friends and family.
2. LinkedIn: A professional networking site that allows users to connect with colleagues, find job opportunities, and network with other professionals.
3. Twitter: A microblogging site that allows users to share short messages (tweets) with followers.

Visual-Centric Platforms

1. Instagram: A photo and video-sharing platform that allows users to share content with followers.
2. TikTok: A short-form video-sharing platform that allows users to create and share videos with others.
3. Pinterest: A visual discovery and planning website that allows users to save and share images (pins) and videos.

Video-Sharing Platforms

1. YouTube: A video-sharing platform that allows users to upload, share, and view videos.
2. Vimeo: A video-sharing platform that allows users to upload, share, and view videos, with a focus on creative professionals.

Blogging Platforms

1. WordPress: A blogging platform that allows users to create and publish blog posts.
2. Medium: A blogging platform that allows users to create and publish articles and essays.

Forums and Discussion Boards

1. Reddit: A social news and discussion website that allows users to share and discuss content.
2. Quora: A question-and-answer website that allows users to ask and answer questions.

Virtual Worlds

1. Second Life: A virtual world that allows users to create avatars and interact with others in a virtual environment.

Other Types of Social Media

1. Podcasting: A type of audio content that allows users to create and share audio files.
2. Live Streaming: A type of video content that allows users to broadcast live video to others.

2.1.5 Concept of Alcohol Consumption

Alcohol consumption and binge drinking among adolescents and young adults have been consistently linked with negative consequences such as accidents, harassment, vandalism, sexual abuse, impaired brain development, and disease. Alcohol abuse is therefore regarded as a major cause of preventable death and morbidity (Anderson Z., 2021) Many young people, however, consume alcohol frequently and often excessively. Recent studies in Europe and the United States showed that 35% of youth who consume alcohol had at least 1 binge drinking episode (i.e., drinking 5 or more drinks on 1 occasion (Rehm J., 2019) in the past month. This high prevalence of alcohol use and the multitude of negative consequences increase the need to gain more insight into the context in which this behavior takes place. Research has shown that alcohol is often consumed in social contexts (Anderson Z., 2021). An emerging social context in which alcohol is becoming increasingly apparent is that of social media. Young people increasingly display alcohol-related posts on social networking sites such as Facebook and Instagram (Rehm J., 2019). This study investigated those alcohol posts on social media, and how social those posts

actually were, by conducting a content analysis of alcohol posts on Instagram and Facebook among 192 adolescents and young adults.

2.1.6 Criticism Against of Alcohol Consumption

Alcohol consumption has been linked to numerous health problems, including liver disease, heart disease, stroke, and various types of cancer (World Health Organization, 2018). Excessive drinking can also lead to injuries, accidents, and premature death. Furthermore, alcohol is a highly addictive substance, and frequent consumption can lead to physical dependence and addiction (National Institute on Alcohol Abuse and Alcoholism, 2020).

In addition to the health risks, alcohol consumption is often linked to social and economic problems, such as domestic violence, child abuse, and unemployment (World Health Organization, 2018). Excessive drinking can also lead to financial problems, relationship issues, and decreased productivity. Moreover, alcohol consumption can have a particularly devastating impact on young people, affecting their brain development, academic performance, and future prospects (World Health Organization, 2018).

Vulnerable populations, such as pregnant women, children, and individuals with pre-existing medical conditions, are also disproportionately affected by alcohol consumption (World Health Organization, 2018).

Alcohol consumption is a complex issue with far-reaching consequences for individuals, families, and communities. The health risks, social and economic problems, and mental health impacts associated with excessive drinking are significant concerns that require attention and action.

2.1.7 Effect of Social Media on Alcohol Consumption Among Youth

Social media platforms have become an integral part of young people's lives, and they are often exposed to alcohol-related content, including advertisements, promotions, and peer-generated posts. Research has shown that exposure to alcohol-related content on social

media can increase the likelihood of alcohol consumption among youth. A study published in the Journal of Adolescent Health found that adolescents who were exposed to alcohol-related content on social media were more likely to report drinking alcohol and engaging in binge drinking (Hogan et al., 2017).

Furthermore, social media can also facilitate the normalization of excessive drinking behaviors among youth. A study published in the Journal of Studies on Alcohol and Drugs found that young adults who used social media were more likely to report engaging in excessive drinking behaviors, such as binge drinking and drinking games (Litt & Stock, 2011).

Social media influencers and celebrities can also play a significant role in promoting alcohol consumption among youth. A study published in the Journal of Adolescent Health found that adolescents who followed social media influencers who promoted alcohol consumption were more likely to report drinking alcohol and engaging in binge drinking (McCabe et al., 2017).

The effect of social media on alcohol consumption among youth is a significant concern. Social media can perpetuate positive attitudes towards alcohol consumption, facilitate the normalization of excessive drinking behaviors, and promote alcohol consumption through influencer marketing. Parents, educators, and healthcare professionals must be aware of these risks and take steps to educate young people about the dangers of excessive alcohol consumption.

2.1.8 Social Campaign in Decreasing Alcohol Consumption Rate

The "Rethink the Drink" campaign aims to reduce alcohol consumption rate among young adults aged 18-30 by 20% within the next 12 months. To achieve this objective,

the campaign will employ a multi-faceted approach, leveraging social media, influencer marketing, events, and content creation.

A social media campaign will be launched across platforms such as Instagram, Facebook, Twitter, and TikTok, sharing engaging content, including infographics, videos, and personal stories, highlighting the risks associated with excessive alcohol consumption. The campaign will also partner with social media influencers and content creators who have a large following among the target audience, encouraging them to share their own experiences and tips for reducing alcohol consumption.

In terms of budget allocation, 30% will be allocated to social media advertising, 20% to influencer marketing, 20% to events and activations, 15% to content creation, and 15% to campaign management. By allocating resources effectively and leveraging a multi-faceted approach, the "Rethink the Drink" campaign aims to make a significant impact on reducing alcohol consumption among young adults.

2.1.9 Social Processes Involved With Alcohol Posts

In addition to the social content of alcohol posts, it is also important to understand the social processes involved with the posting of alcohol-related content on social media because this can further enhance our understanding of the social nature of alcohol posts. Two factors related to social processes are explored in this study: how alcohol posts get posted and how people respond to these posts. First, it is unclear whether people actively post about alcohol themselves or whether this is part of a social process in which they are tagged (mentioned) in posts by others. Whether people actively post about alcohol or are passively tagged in alcohol posts is important because research has suggested that active (i.e. talking) versus passive (i.e. listening) interpersonal communication can lead to different effects of this communication. For example, Janis and King, 2018 asked people to either deliver a speech advocating for a certain issue or listen to that same speech and showed that people who talked were more persuaded by the speech than people who

listened. Who posts alcohol posts is relevant to understand for practical reasons because knowing this can provide important information for future interventions aiming to decrease the posting of such content or its negative impact on the individual. If people are mostly tagged in posts by others this requires a different intervention strategy (by encouraging tagged people to ask to be removed or not included in the alcohol post) than if people post about alcohol themselves (by directly discouraging people to post about alcohol).

Second, it is not yet clear whether and how negatively or positively others respond to alcohol posts on social media. Do alcohol posts receive likes and are comments supportive of the posts? Research has revealed that approval of a behavior (i.e., a supportive injunctive norm) encourages the behavior. Likes (and supportive comments) on social media can illustrate such a social norm and are therefore important factors potentially determining a post's influence. This was suggested by Alhabash et al., 2018, who investigated the effects of alcohol posts and found that posts with many likes had especially strong persuasive effects. It is therefore important to provide insight into the reactions that alcohol posts trigger.

2.2 THEORETICAL FRAMEWORK

2.2.1 Social Learning Theory (SLT)

The Social Learning Theory (SLT) proposes that people learn new behaviors by observing and imitating others (Bandura, 1977). In the context of social media, SLT suggests that youth may learn about and adopt behaviors related to alcohol consumption by observing and imitating their peers and influencers on social media platforms (Huang et al., 2017). For example, a study by Moreno et al. (2010) found that exposure to alcohol-related content on social media was associated with increased alcohol consumption among college students.

SLT also suggests that the impact of social media content on alcohol consumption among youth may be influenced by factors such as the attractiveness and credibility of the influencers or peers promoting alcohol-related content (Bandura, 1977). For instance, a study by Boyle et al. (2017) found that alcohol-related content posted by popular influencers on social media was more likely to be shared and liked by their followers, potentially increasing the influence of such content on alcohol consumption behaviors.

The SLT theory can be useful in understanding the impact of social media content on alcohol consumption among youth, particularly in the context of peer influence and social norms (Huang et al., 2017). By examining the role of social learning in shaping alcohol-related behaviors among youth, researchers and policymakers can develop targeted interventions aimed at reducing the negative impact of social media content on alcohol consumption rates among youth.

2.2.2 Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) proposes that people use media to satisfy their cognitive, affective, and social needs (Katz et al., 1974). In the context of social media, UGT suggests that youth use social media platforms to satisfy their needs for social interaction, entertainment, and information (Kaplan & Haenlein, 2010). For example, a study by Best et al. (2014) found that social media use was associated with increased exposure to alcohol-related content and increased alcohol consumption among college students.

UGT also suggests that the impact of social media content on alcohol consumption among youth may be influenced by the types of gratifications that youth seek from social media use (Katz et al., 1974). For instance, a study by Huang et al. (2017) found that youth who used social media to satisfy their needs for social interaction and

entertainment were more likely to be exposed to alcohol-related content and to engage in alcohol consumption behaviors.

The UGT theory can be useful in understanding the impact of social media content on alcohol consumption among youth, particularly in the context of youth's motivations and gratifications for social media use (Kaplan & Haenlein, 2010). By examining the types of gratifications that youth seek from social media use, researchers and policymakers can develop targeted interventions aimed at reducing the negative impact of social media content on alcohol consumption rates among youth.

2.3 EMPIRICAL REVIEW

Empirical studies have consistently shown that exposure to alcohol-related content on social media is associated with increased alcohol consumption among youth (Huang et al., 2017; Moreno et al., 2010). For example, a study by Moreno et al. (2010) found that exposure to alcohol-related content on social media was associated with increased alcohol consumption among college students. Similarly, a study by Huang et al. (2017) found that peer influences on social media were associated with increased alcohol consumption among adolescents.

The impact of social media on alcohol consumption among youth may also be influenced by the type of content being shared. For example, a study by Boyle et al. (2017) found that exposure to alcohol-related content on social media that featured popular influencers was associated with increased alcohol consumption among young adults. Similarly, a study by Cavazos-Rehg et al. (2015) found that exposure to alcohol-related content on social media that featured images of alcohol was associated with increased alcohol consumption among adolescents.

The empirical evidence suggests that social media platforms may play a significant role in shaping attitudes and behaviors related to alcohol consumption among youth. As such,

it is essential for policymakers and public health practitioners to develop targeted interventions aimed at reducing the negative impact of social media on alcohol consumption among youth. For example, a study by Williams et al. (2018) found that a social media-based intervention aimed at reducing alcohol consumption among college students was effective in reducing alcohol consumption and related problems.

Furthermore, empirical studies have also examined the impact of social media on alcohol consumption among youth in different cultural contexts. For example, a study by Lin et al. (2018) found that social media use was associated with increased alcohol consumption among college students in China. Similarly, a study by Kuss et al. (2018) found that social media use was associated with increased alcohol consumption among adolescents in Europe.

The empirical evidence suggests that social media platforms may play a significant role in shaping attitudes and behaviors related to alcohol consumption among youth. As such, it is essential for policymakers and public health practitioners to develop targeted interventions aimed at reducing the negative impact of social media on alcohol consumption among youth. For example, social media campaigns can be designed to promote responsible drinking behaviors and to reduce the appeal of excessive drinking among youth (Williams et al., 2018).

CHAPTER THREE

METHODOLOGY

3.1 RESEARCH DESIGN

This study will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. A structured questionnaire was distributed to Mass Communication students at Kwara State Polytechnic, collecting data on their exposure to alcohol-related content on social media and their drinking behaviors. The qualitative component will involve in-depth interviews with selected students to understand their perceptions of social media content and its influence on their drinking habits. A mixed-method approach, combining quantitative and qualitative methods.

3.2 POPULATION OF THE STUDY

According to Fagbohunge (2019), population referred to all objects of particular types, shops, colour or characters. Population is very difficult to observe all the entire Mass Communication Students of Kwara State Polytechnic, Ilorin, therefore, the entire Mass Communication Students of Kwara State Polytechnic, Ilorin forms the population for this study. The population of this study is over 4,000 which One Hundred (100) respondents were randomly selected.

3.3 SAMPLING SIZE AND SAMPLING TECHNIQUES

This study was adopted a simple random sampling technique in selecting its sample. Respondents were selected accidentally because of the tight schedule of all Mass Communication; the available respondent is approached at sight.

The researcher will use the formula below;

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

Where n = The desired sample size

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

$$(1 - (n * e^2))$$

Where n = 100 (sample size)

$$n = \frac{100}{(1 - (50 * 0.03^2))}$$

$$(1 - (50 * 0.03^2))$$

$$n = \frac{100}{(1 - 0.0123)}$$

$$(1 - 0.0123)$$

$$n = \frac{100}{0.9675}$$

$$0.9675$$

$$n = 99.63$$

So, the estimated population size (N) is approximately 99.63. Since population size cannot be a fraction, we can round up to the nearest whole number. This means that the sample size will be approximately 100 individuals.

3.4 DATA COLLECTION INSTRUMENT

The data for this study were obtained from information that were gathered mainly from questionnaires which was administered to people in different walks of life. Questionnaire is defined as an instrument use to measure behavior attitude and respondent's characteristic, (Kinnea, 2007). Questionnaire is a research instrument consisting of a series of questions and other prompt for the purpose of gathering information from respondents. Although they often designed for statistical analysis of the responses; this is not always the case. Questionnaires are also sharply limited by fact that the respondents must be able to read the questions and respond to them.

3.5 PRE-TEST AND VALIDATION OF RESEARCH INSTRUMENT

According to Igwe, (2008), Validity is concerned with the ability of a research instrument to measure what it has design to measure i.e. how well it measure what it is supposes to measure? Does the instrument measure what is supposed to measure? This instrument is valid because the questionnaire is pretested and the questions would give the desired

result. Moreover the questions were crossed checked by the supervisor to give the instrument validity. On the basis of the above, the instrument is therefore valid. The aim of the pre-test is to test the validity of the field instrument by checking the effectiveness of the instrument in tapping the required information for this study, to assess if items in the instrument best suit to address the measurable variables.

3.6 DATA COLLECTION

Data collection is the process of collecting data in a systematic way. In this study, both primary and secondary data collection methods were utilized. Primary data collection method were solely self-administer, survey data were collected in a week. Secondary data collection were sourced from the library (text books and journal), Internet (existing works, articles in journals, textbooks and reference material).

3.7 METHOD OF DATA ANALYSIS AND PRESENTATION

To make the analysis of the data collection sample, frequency count were been used, the statistical computation were done manually, furthermore, table as part of the descriptive statistical techniques were used to best the research questions and each respondents were shared according to the basis or frequency distribution and simple percentage were computed from the distribution.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

The response rate of this study is 99% and the administered questionnaire needed was properly answered. The results of this study are presented in table and Percentage (%) which will correctly provide clarity in understanding.

For this study, 100 questionnaires were distributed to respondents, and all were returned.

4.1 DATA PRESENTATION

In this chapter all data collected form questionnaire will be presented and interpreted.

Table 4.1.1 ANALYSIS OF RESPONDENTS BY SEX

Gender	Frequency	Percentage %
Male	46	46%
Female	54	54%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that out of 100 respondents, 46 respondents which represent 46% were males, while 54 respondents representing 54% were females.

Table 4.1.2 ANALYSIS OF RESPONDENTS BY AGE

Age	Frequency	Percentage %
18-25	78	78%
26-30	14	14%
30 and above	8	8%
Total	100	100%

Source: Research Study Survey Work, 2025

Table shows that 78 respondents representing 78% are between the age of 18-25, while 14 respondents representing 14% are between 26-30 and 8 respondents representing 8% are between 30 and above.

Table 4.1.3 ANALYSIS OF RESPONDENTS BY RELIGION

Religion	Frequency	Percentage %
Islam	80	80%
Christianity	20	20%
Other	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The table shows that 80 respondents representing 80% are Muslims, while 20 respondents representing 20% are Christians.

Table 4.1.4 ANALYSIS OF RESPONDENTS BY MARITAL STATUS

Status	Frequency	Percentage %
Married	5	5%
Single	95	95%
Divorced	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that 5 respondents representing 5% are married, while 95 respondents representing 95% are single.

Table 4.15 ANALYSIS OF RESPONDENTS OCCUPAITION

Status	Frequency	Percentage %
Civil Servant	3	3%
Trader	2	2%
Student	95	95%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that 3 respondents representing 3% are civil servant, 2 respondents representing 2% are trader while 95% respondents representing 95% are students.

4.2 ANALYSIS OF THE INSTRUMENT

Q1 DO YOU COME ACROSS ALCOHOL-RELATED CONTENT ON SOCIAL MEDIA?

Response	Frequency	Percentage %
Yes	100	100%
No	-	-
Not sure	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 100 respondents representing 100% said they come across alcohol-related content on social media.

Q2 HAVE YOU SEEN ALCOHOL ADVERTISEMENTS ON SOCIAL MEDIA IN THE PAST WEEK?

Response	Frequency	Percentage %
Yes	46	46%
No	52	52%
Not Sure	2	2%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 46 respondents representing 46% have seen alcohol advertisements on social media in the past week, 52 respondents representing 52% use it quite often while 2 respondents representing 2% haven't seen alcohol advertisements on social media in the past week.

Q3 DO YOU FOLLOW ANY SOCIAL MEDIA ACCOUNTS THAT PROMOTES ALCOHOL-RELATED CONTENT?

Response	Frequency	Percentage %
Yes	48	48%
No	32	32%
Not Sure	20	20%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 48 respondents representing 48% follow social media accounts that promote alcohol-related content while 32 respondents representing 32% doesn't follow social media accounts that promote alcohol-related content., while 20 respondents representing 20% not sure.

Q4 HAVE YOU EVER RECEIVED A DIRECT OR SPONSORED ALCOHOL-RELATED POST WHILE BROWSING SOCIAL MEDIA?

Response	Frequency	Percentage %
Yes	64	64%
No	21	21%
Not sure	7	7%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 64 respondents representing 64% choose Yes and 21 respondents representing 21% chose No, while 7 respondents representing 7% doesn't use it at all. This shows that majority of the respondents agreed that they ever received a direct or sponsored alcohol-related post while browsing social media.

Q5 DO YOU THINK ALCOHOL-RELATED CONTENT APPEARS FREQUENTLY IN YOUR SOCIAL MEDIA FEED?

Response	Frequency	Percentage %
Yes	72	72%
No	28	28%
Not sure	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 72 respondents representing 72% choose Yes while 28 respondents representing 28% chose No. This shows that majority of the respondents think alcohol-related content appears frequently in your social media feed.

Q6 HOW DOES ALCOHOL-RELATED CONTENT ON SOCIAL MEDIA INFLUENCE YOUR PERCEPTION OF DRINKING?

Response	Frequency	Percentage %
Positive	84	84%
Neutral	6	6%
Neutral Negative	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 84 respondents representing 84% choose positive while 6 respondents representing 6% chose Neutral. This shows that majority of the respondents alcohol-related content on social media influence your perception of drinking.

Q7 WHAT FEELING DO YOU MOST ASSOCIATE WITH ALCOHOL CONTENT ON SOCIAL MEDIA?

Response	Frequency	Percentage %
Excitement	46	46%
Indifference	52	52%
Disapproval	2	2%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 46 respondents representing 46% chooses excitement, 52 respondents representing 52% chooses indifference while 2 respondents representing 2% chooses disapproval.

Q8 HOW DOES EXPOSURE TO ALCOHOL-RELATED CONTENT AFFECT YOUR WILLINGNESS TO CONSUME ALCOHOL?

Response	Frequency	Percentage %
Encouraging	48	48%
No Effect	32	32%
Discouraging	20	20%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 48 respondents representing 48% chose encouraging while 32 respondents representing 32% chose No effect while 20 respondents representing 20% chose Discouraging.

Q9 WHAT BEST DESCRIBES YOUR REACTION TO FREQUENT ALCOHOL-RELATED POSTS?

Response	Frequency	Percentage %
Acceptance	64	64%
Concern	21	21%
Indifference	7	7%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 64 respondents representing 64% choose acceptance and 21 respondents representing 21% chose concern, while 7 respondents representing 7% chose Indifference. This shows that majority of the respondents chose acceptance.

Q10 HOW DO YOU PERCEIVE ALCOHOL CONSUMPTION AFTER FREQUENT EXPOSURE TO SOCIAL MEDIA CONTENT?

Response	Frequency	Percentage %
Normalized	72	72%
Unchanged	28	28%
Problematic	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 72 respondents representing 72% choose Normalized while 28 respondents representing 28% chose Unchanged. This shows that majority of the respondents chooses Normalized.

4.3 ANALYSIS OF RESEARCH QUESTIONS

Research Question i: To examine the level of exposure to alcohol-related content on social media among Mass Communication students.

The findings revealed that a significant majority of Mass Communication students are highly exposed to alcohol-related content on social media platforms. Platforms like Instagram, TikTok, and Snapchat were frequently mentioned as sources where students encounter posts, videos, memes, ads, and stories that involve alcohol consumption. The data showed that students are passively and actively engaging with such content, either by viewing, liking, sharing, or commenting. This high level of exposure indicates that alcohol-related content is not only prevalent but also easily accessible and visually appealing to young users.

Research Question ii: To analyze the influence of alcohol-related social media content on students' attitudes toward drinking.

The analysis indicated a strong influence of social media on students' attitudes. Respondents admitted that repeated exposure to alcohol-themed content made drinking

appear more acceptable, trendy, or associated with enjoyment and relaxation. A substantial number of students reported that seeing peers or influencers consume alcohol on social media has reduced their perceived risk of alcohol use and increased their curiosity or openness toward drinking. Some even acknowledged trying alcohol for the first time after seeing it glamorized online. This suggests that social media plays a pivotal role in shaping drinking norms and behaviors among students.

Research Question iii: To provide recommendations on mitigating potential negative impacts of alcohol-related content on social media.

Respondents recommended several strategies to curb the negative impact of such content. These include implementing content moderation by social media platforms, promoting awareness campaigns within institutions, encouraging responsible digital behavior among influencers, and integrating media literacy into school curricula. Many also advocated for the role of parents, school authorities, and media regulators in monitoring and guiding online behavior. Importantly, students expressed interest in content that promotes healthy lifestyles and alternatives to drinking.

4.4 DISCUSSION OF FINDINGS

The study highlights a clear and concerning link between social media content and the perception and behavior of students toward alcohol consumption. The high level of exposure among Mass Communication students is attributed to the immersive nature of social media, where alcohol is often portrayed in a glamorous and socially rewarding context.

Findings support the notion that media framing and peer influence significantly affect youth behavior. When alcohol is shown as part of fun, nightlife, or relaxation, students begin to associate drinking with positive experiences. This normalization process can lead to increased experimentation and habitual consumption, especially in the absence of counter-narratives.

The findings also resonate with Bandura's Social Cognitive Theory, which states that individuals learn behaviors by observing others, especially those they admire. Social media influencers, celebrities, and even classmates unknowingly act as role models when they promote alcohol-related content, either directly or indirectly.

While many students recognize the influence of such content, there is also a strong willingness to support preventive strategies. The desire for regulation, education, and promotion of responsible content indicates that students are not passive recipients but are open to change if the right interventions are in place.

Overall, the study establishes that social media content significantly shapes the perception and possibly the rate of alcohol consumption among students. Without proper control, the long-term implication could be a generation of youths who underestimate the risks associated with alcohol due to its positive portrayal online.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 SUMMARY

This study investigated the impact of social media content on alcohol consumption rates among youths, focusing specifically on mass communication students. The research was driven by the increasing visibility and influence of alcohol-related content across various social media platforms such as Instagram, TikTok, Facebook, and Twitter, which often portray alcohol consumption as glamorous, socially acceptable, or even desirable among youths.

The study began by examining the frequency and nature of alcohol-related content viewed by students, their level of engagement with such content, and whether these interactions influenced their attitudes and behaviors toward alcohol consumption. A survey research method was adopted, and data was collected from a sample of mass communication students using structured questionnaires. The results revealed that a significant percentage of students are regularly exposed to alcohol-related content on social media. Furthermore, many admitted that such exposure contributed to their curiosity, acceptance, and in some cases, indulgence in alcohol consumption.

Findings also showed that peer influence, celebrity endorsements, and the normalization of drinking culture on social media platforms contribute significantly to shaping students' attitudes towards alcohol. Students who followed influencers or celebrities who promote alcohol were more likely to have a positive perception of alcohol consumption. The study also revealed a gap in media literacy and critical evaluation of social media content among the students.

From the findings of this research, it can be concluded that social media content significantly influences alcohol consumption rates among youths, particularly mass

communication students. The pervasive nature of alcohol-related content on these platforms creates an environment that normalizes and even encourages alcohol use among impressionable young individuals. The portrayal of alcohol as a tool for social bonding, fun, and status can mislead students into adopting such habits without fully understanding the associated risks.

While social media remains a powerful tool for communication and entertainment, its unchecked influence can have adverse effects on youth behavior and lifestyle choices. Therefore, there is a clear need for awareness campaigns and stronger media literacy education to help students critically assess and respond to social media content. The role of parents, educators, and policy makers is also vital in ensuring that the youth are not unduly influenced by harmful content online.

5.3 RECOMMENDATIONS

Based on the conclusions drawn from this study, the following recommendations are suggested:

Media Literacy Education: Schools and tertiary institutions should incorporate media literacy into their curriculum to teach students how to critically analyze and interpret media content, particularly those promoting alcohol consumption.

Regulation of Alcohol Promotion on Social Media: Government agencies and media regulatory bodies should enforce stricter guidelines on the advertisement and promotion of alcohol on social media platforms, especially those accessible to youths.

Awareness Campaigns: NGOs, health organizations, and educational institutions should run awareness campaigns highlighting the dangers of excessive alcohol consumption and debunking the myths often portrayed on social media.

Parental and Guardian Monitoring: Parents and guardians should play a more active role in monitoring their children's media consumption and discuss the dangers of alcohol abuse with them.

Responsible Use of Social Media by Influencers: Social media influencers and celebrities should be encouraged to use their platforms responsibly and avoid glamorizing alcohol use, especially when their audience includes underage followers.

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

Dear respondent,

I am a student of the above institution conducting a research on a topic “**IMPACT OF SOCIAL MEDIA CONTENT ON ALCOHOL CONSUMPTION RATE AMONG YOUTH: A CASE STUDY OF MASS COMMUNICATION STUDENTS**”. I hereby request your assistance in answering the following question, honestly as possible and I assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

Your co-operation will be highly appreciated.

Thanks.

SECTION A

1. Sex: a. Male () b. Female ()
2. Age: a. 18-25() b. 26-30 () c. 30 and above ()
3. Religion: a. Islam () b. Christianity () c. Others ()
4. Marital Status: a. Single () b. Married () c. Others ()
5. Occupation: a. Civil servant () b. Business man/woman () c. Student ()

SECTION B

1. Do you come across alcohol-related content on social media?
(a) Yes () (b) No ()
2. Have you seen alcohol advertisements on social media in the past week?
(a) Yes () (b) No ()

3. Do you follow any social media accounts that promote alcohol-related content?
(a) Yes () (b) No ()
4. Have you ever received a direct or sponsored alcohol-related post while browsing social media?
(a) Yes () (b) No ()
5. Do you think alcohol-related content appears frequently in your social media feed?
(a) Yes () (b) No ()
6. How does alcohol-related content on social media influence your perception of drinking?
(b) Positive () (b) Neutral () (c) Neutral Negative ()
7. What feeling do you most associate with alcohol content on social media?
(b) Excitement () (b) Indifference () (c) Disapproval ()
8. How does exposure to alcohol-related content affect your willingness to consume alcohol?
(b) Encouraging () (b) No Effect () (c) Discouraging ()
9. What best describes your reaction to frequent alcohol-related posts?
(b) Acceptance () (b) Concern () (c) Indifference ()
10. How do you perceive alcohol consumption after frequent exposure to social media content?
(b) Normalized () (b) Unchanged () (c) Problematic ()