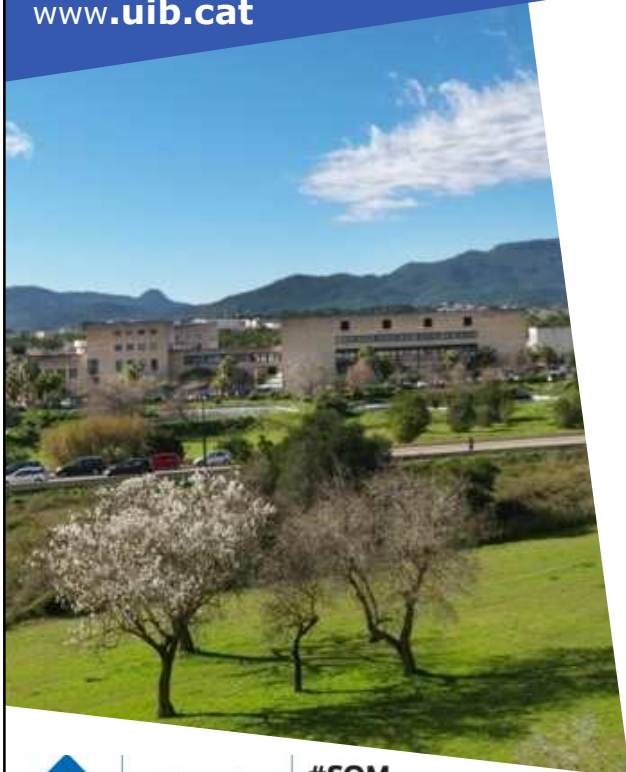


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SOCIAL CONTEXT AND ALCOHOL USE IN POPULAR FESTIVALS IN SPAIN

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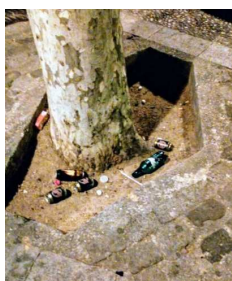


ALCOHOL USE IN SPAIN



In Spain, 66.2% of adolescents (15-17 year olds) and 78.7% of adults use alcohol.

40.8% of adolescents and 10.3% of adults use alcohol in the street.



Alcohol use in the streets is concentrated around youngsters from 15 to 24 years of age.

However, in popular festivals alcohol use is normal among a wider population, no matter the age.

(EDADES, 2013)

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PREVIOUS RESEARCH ON SOCIAL NORMS



Perceived social norms about **peer drinking** were associated with individual differences in drinking habits (Robinson et al., 2014)



Context-specific norms related to alcohol use during natural social events (Cullum et al., 2012)

In adolescence, parent, friend and community norms were related to adolescent's alcohol use (Song et al., 2012)



Social norm models predict that the relationship between the perception of intoxication of drinkers and alcohol consumption in a group are inversely proportional, with respect to the immediate environment.

The aim of this study is to analyse the influence of social factors on alcohol consumption during popular festivals.

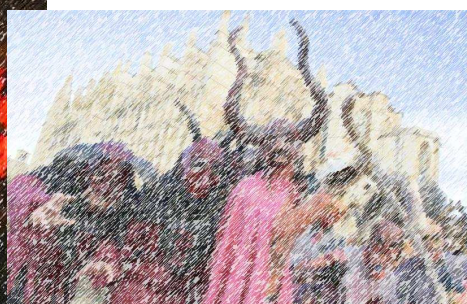


DATA COLLECTION



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DATA COLLECTION

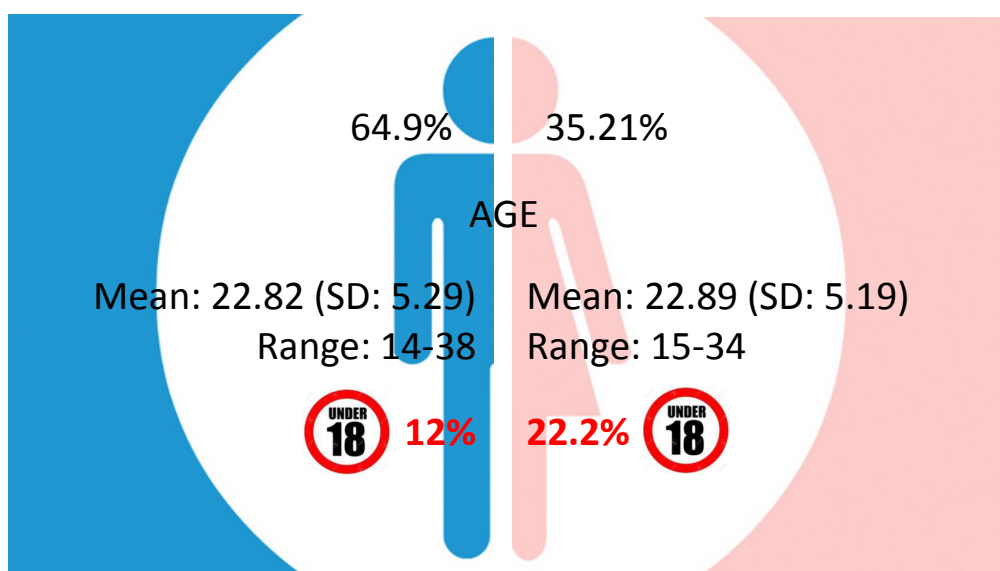


Perception of drunkenness



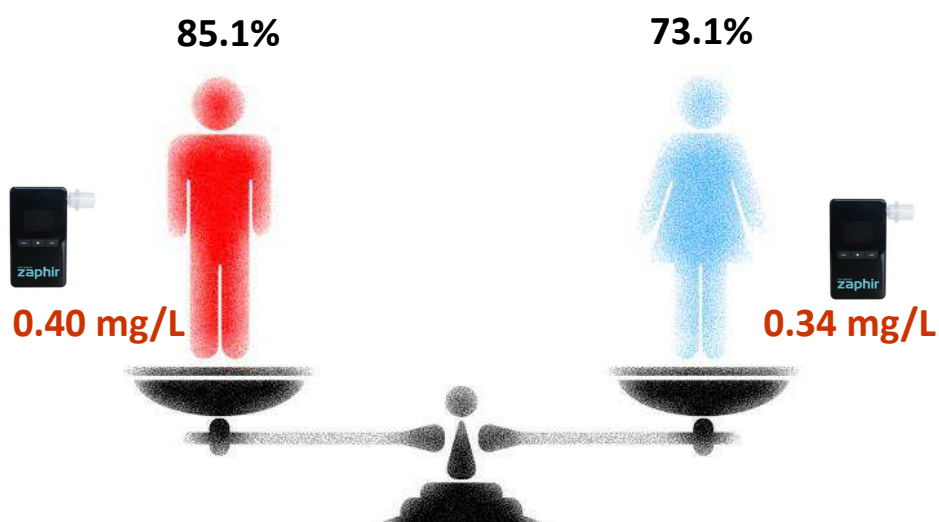
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SAMPLE DESCRIPTION (N=78, 13 groups of friends)



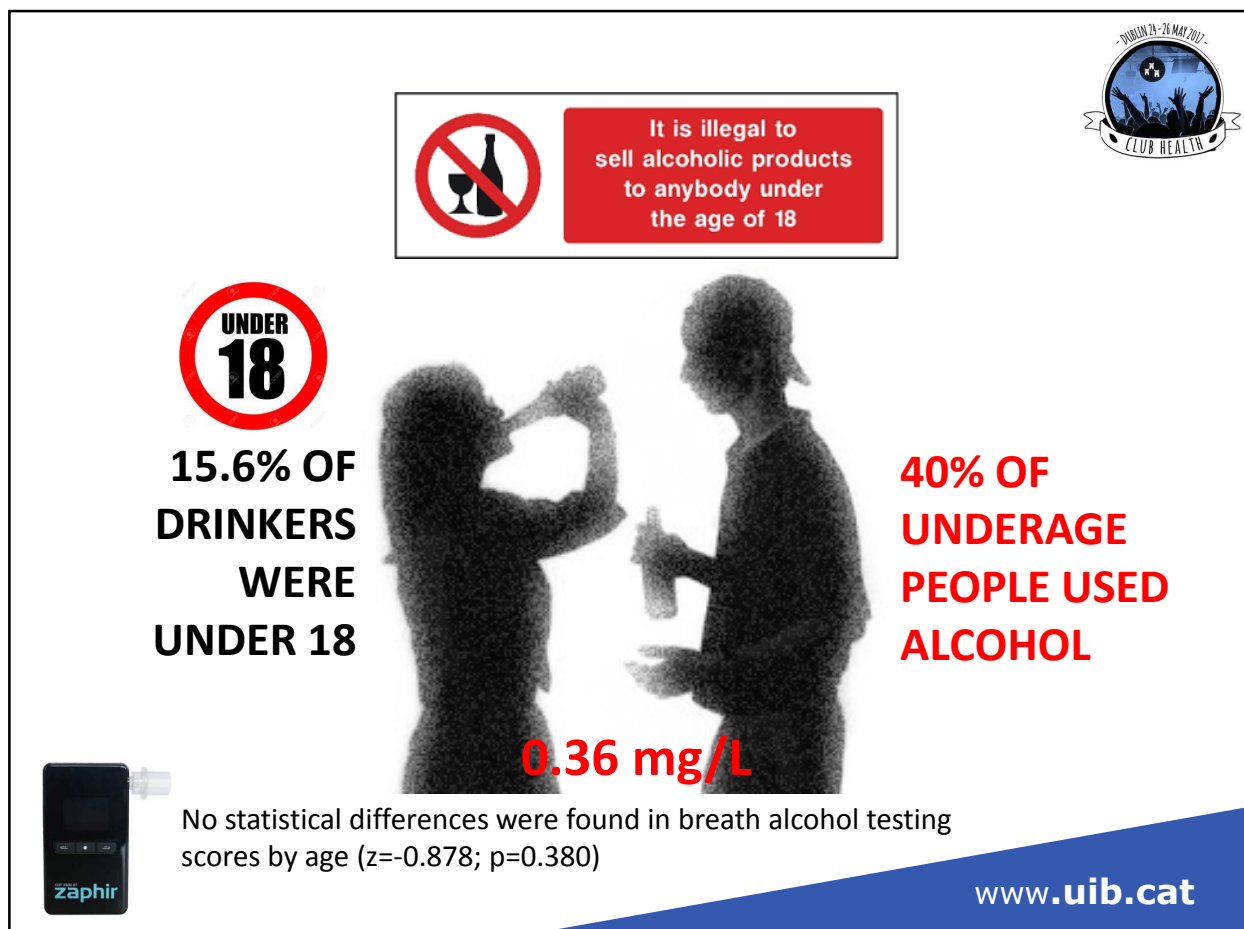
No statistical differences in age were found by gender

ALCOHOL USE



BREATH ALCOHOL TESTING

No statistical differences were found in breath alcohol testing scores by gender
($z=-0.406$; $p=0.685$)





RELATIONSHIP BETWEEN BREATH ALCOHOL TESTING SCORE AND PERCEPTION OF DRUNKENNESS

	Correlation
Total	0.278*
Girls	0.475*
Boys	0.180

** Correlation is significant at the 0.01 level

Low correlation between breath alcohol testing score and perception of drunkenness

	Correlation
Total	0.200
Girls	0.261
Boys	0.176

In alcohol users, no correlation between breath alcohol testing score and perception of drunkenness



Breath alcohol testing



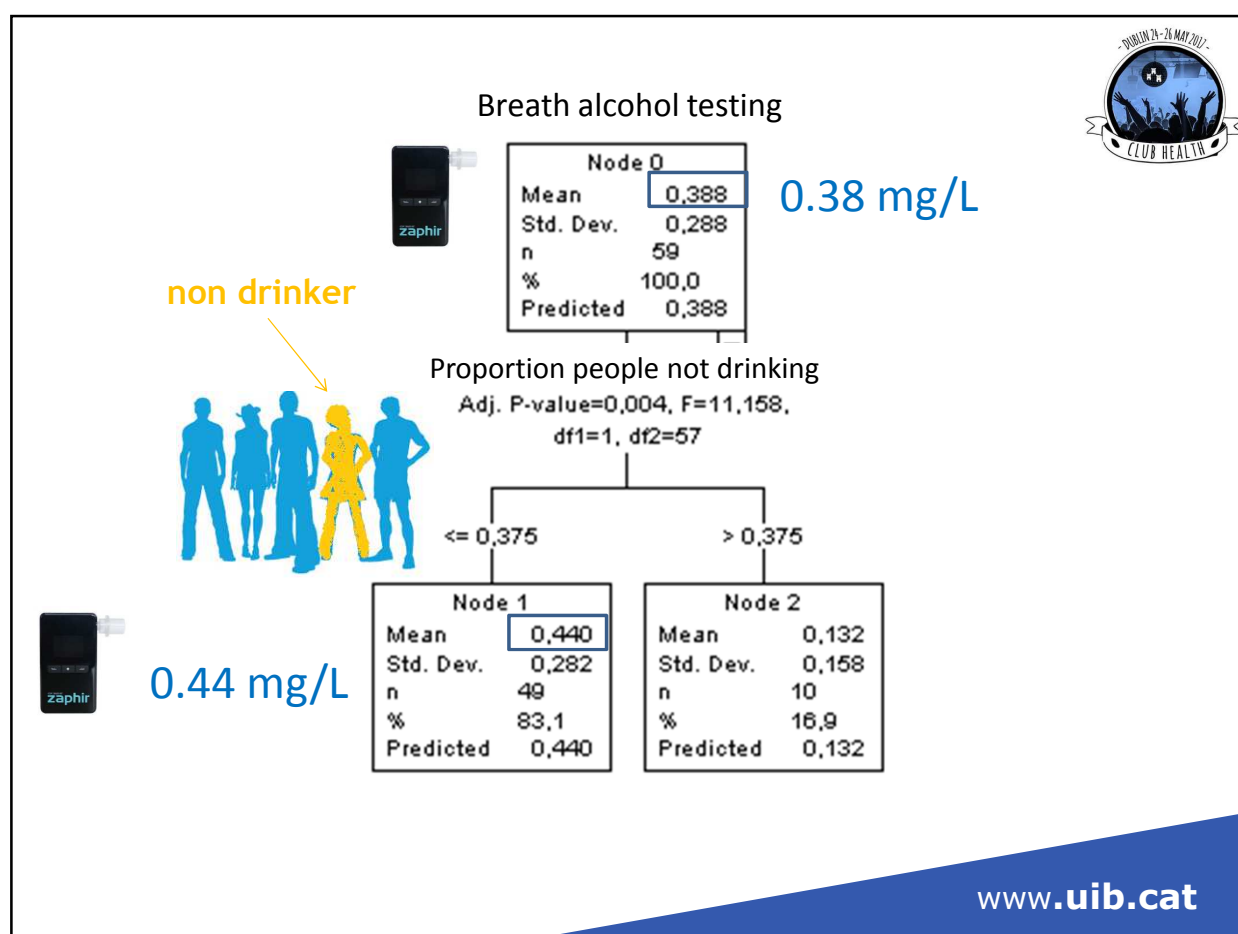
Node 0	
Mean	0,388
Std. Dev.	0,288
n	59
%	100,0
Predicted	0,388

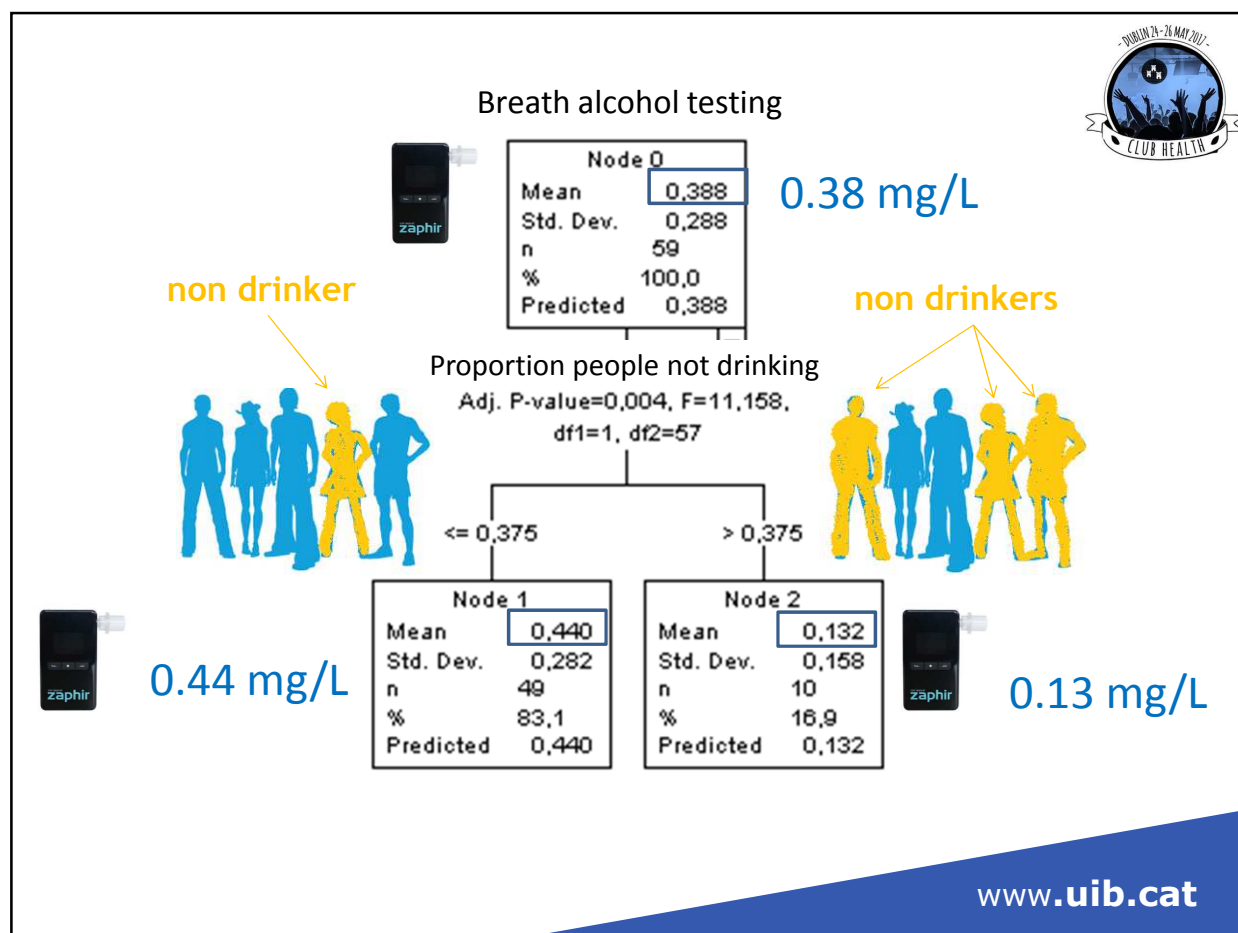
0.38 mg/L

The proportion of people not drinking in the group of friends predicted the alcohol intake of the drinkers in the group.

Proportion people not drinking
Adj. P-value=0,004, F=11,158,
df1=1, df2=57

$\leq 0,375$		$> 0,375$	
Node 1		Node 2	
Mean	0,440	Mean	0,132
Std. Dev.	0,282	Std. Dev.	0,158
n	49	n	10
%	83,1	%	16,9
Predicted	0,440	Predicted	0,132







- non drinkers



0.44 mg/L 0.13 mg/L



+ non drinkers



Breath alcohol testing

- Alcohol intake by alcohol users is lower when there are more people in the group who do not drink alcohol.
- Correlation between these two measures is indirect and statistically significant ($r=-0.4$; $p=0.01$)



FINDINGS

- **Alcohol use** in the street in popular festivals was **high** (for boys or girls and underage or adults).
- When consuming alcohol in a social setting, drinkers are **not able to assess properly** their **level of intoxication** based on their alcohol intake.
- Only the **proportion of friends who did not use alcohol in the group predicted alcohol in breath**. Perceived peer drinking norms could modify the consumption of this substance.



CONTRIBUTION

- We have add data to the relationship between perceived social norms and alcohol use in young and adolescent people.
- **Objective measures** of alcohol use and peer's alcohol use
- **Natural settings**

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Thank you!

Please, feel free to email me with any questions:

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