Social media as a vector in alcohol consumption

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Drinking cultures go online

• “So drunk right now! Anybody wanna join?”

• “These Volts are going down real good”

• Drinking story durability

• Viral drinking/Neknominate
Social media – commercial platform

• Owning us one keystroke at a time!

• Harvesting immaterial labour (Fuchs, 2010)

• Power to the algorithm (Beer, 2009)

• The real knowledge economy?
Alcohol marketing in social media

• Exp@13 ~ Cons@15 (Anderson et al 2009)

• Diageo story (Mosher, 2012)

• “Everyday, everywhere” (Nicholls, 2012)

• Many-to-many comms = ^Exp (Moraes et al 2014)

• Realtime, [sm] embedded branding (Carah, 2014)
Policy implications

• Role of government

• SNS bans - Finland and Ecuador

• Role of corporations, marketers

• Make algorithms legal entities?


