



Music videos on television commonly portray alcohol: A content analysis



Te Whare Wānanga o Ōtago

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Population Health Congress 2012
September 10-12, Adelaide

Imlach Gunasekara F, Sloane K, Wilson N. Music videos on television commonly portray alcohol: A content analysis. [Oral presentation] Population Health Congress 2012, September 10-12, Adelaide.



Aims

- Document alcohol portrayal in New Zealand music videos in 2010
- Assess trends over time by comparing with a similar study in 2005

Travie McCoy: We'll Be Alright [OFFICIAL VIDEO]

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Why?

- Watching music videos in youth associated with:
 - Onset of drinking
 - More drinking when going out
 - Lower assessment of risks of drunk driving
- High percentage of music videos contain alcohol content (+ve portrayals)
- Previous work in NZ
 - TV ads and increased alcohol consumption
 - Content analysis of prime time TV

The Black Eyed Peas - The Time (Dirty Bit)

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What we did

- Analysed 861 music videos
 - Shown on youth-oriented TV channel in NZ
 - Over 2 week period end of 2010
- Examined for:
 - Visual presence of alcohol
 - Consumption of alcohol
 - Whether main artist involved with alcohol
 - Presence of alcohol branding
 - NZ or overseas artist
 - Tone explicitly negative to alcohol

Eminem - Love The Way You Lie ft. Rihanna

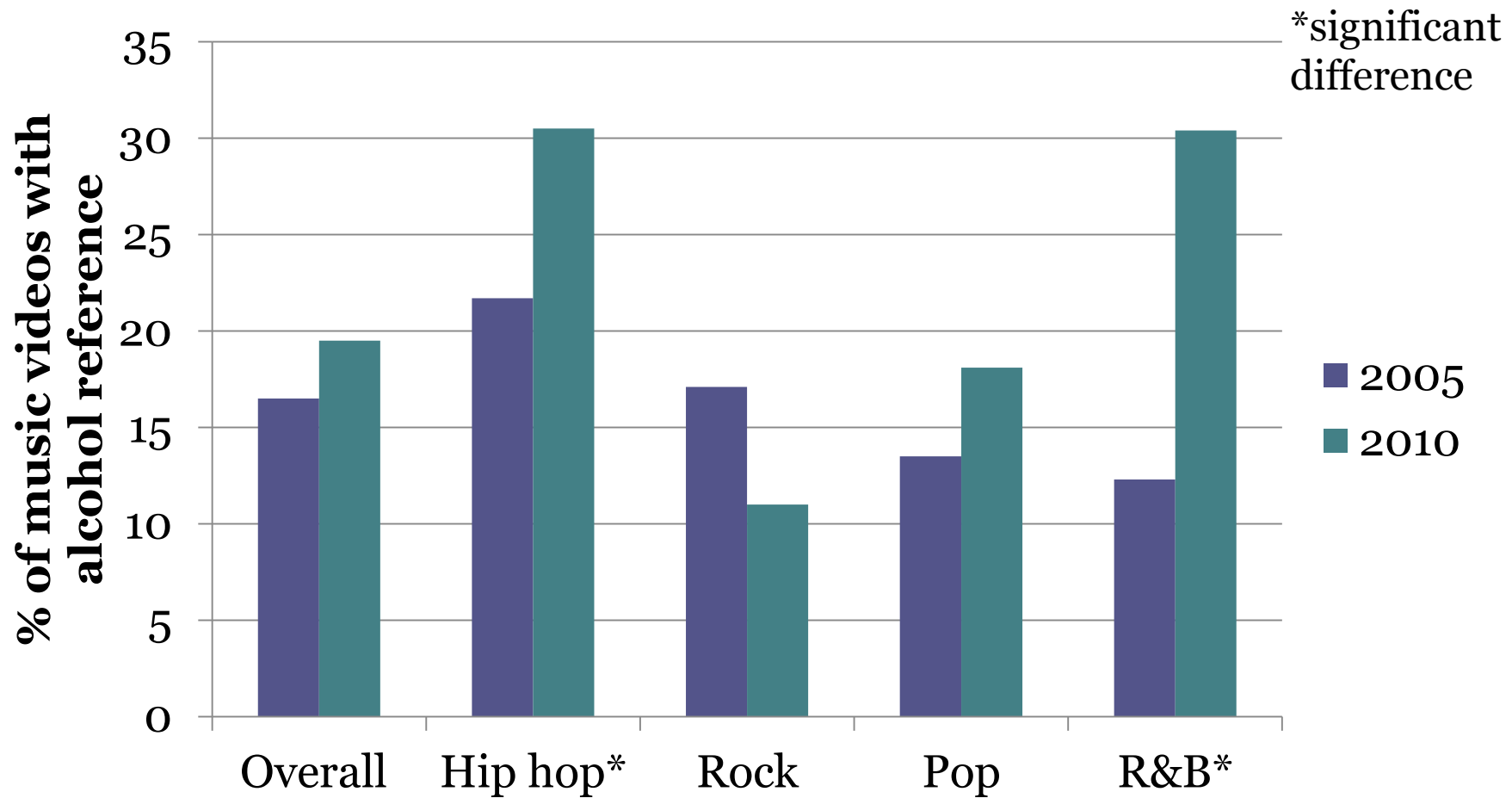
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Videos with reference to alcohol



DJ Khaled "All I Do Is Win" feat. Ludacris, Rick Ross, T-Pain & Snoop

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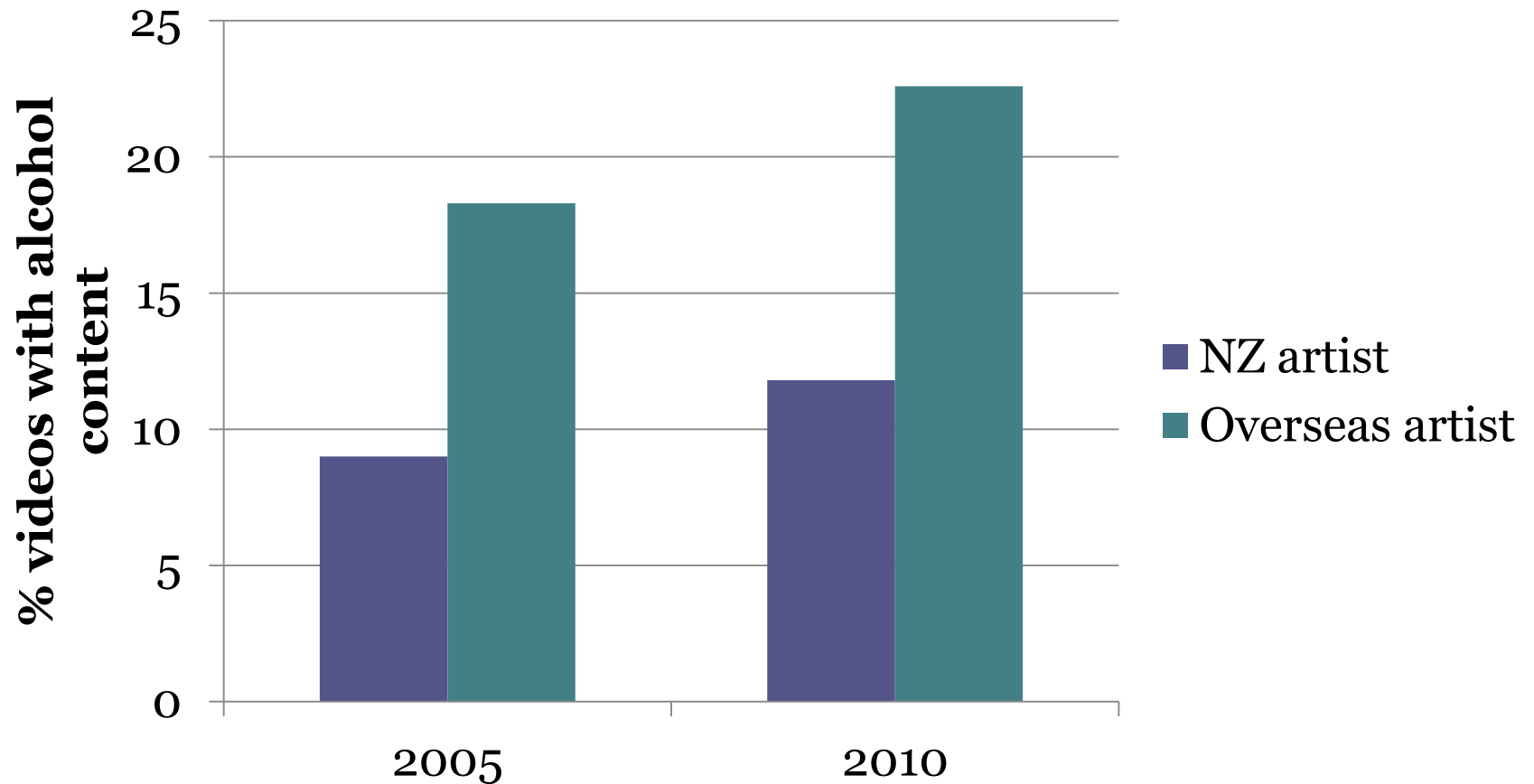


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New Zealand vs overseas artists



Rihanna - What's My Name? ft. Drake

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Lady Gaga - Paparazzi

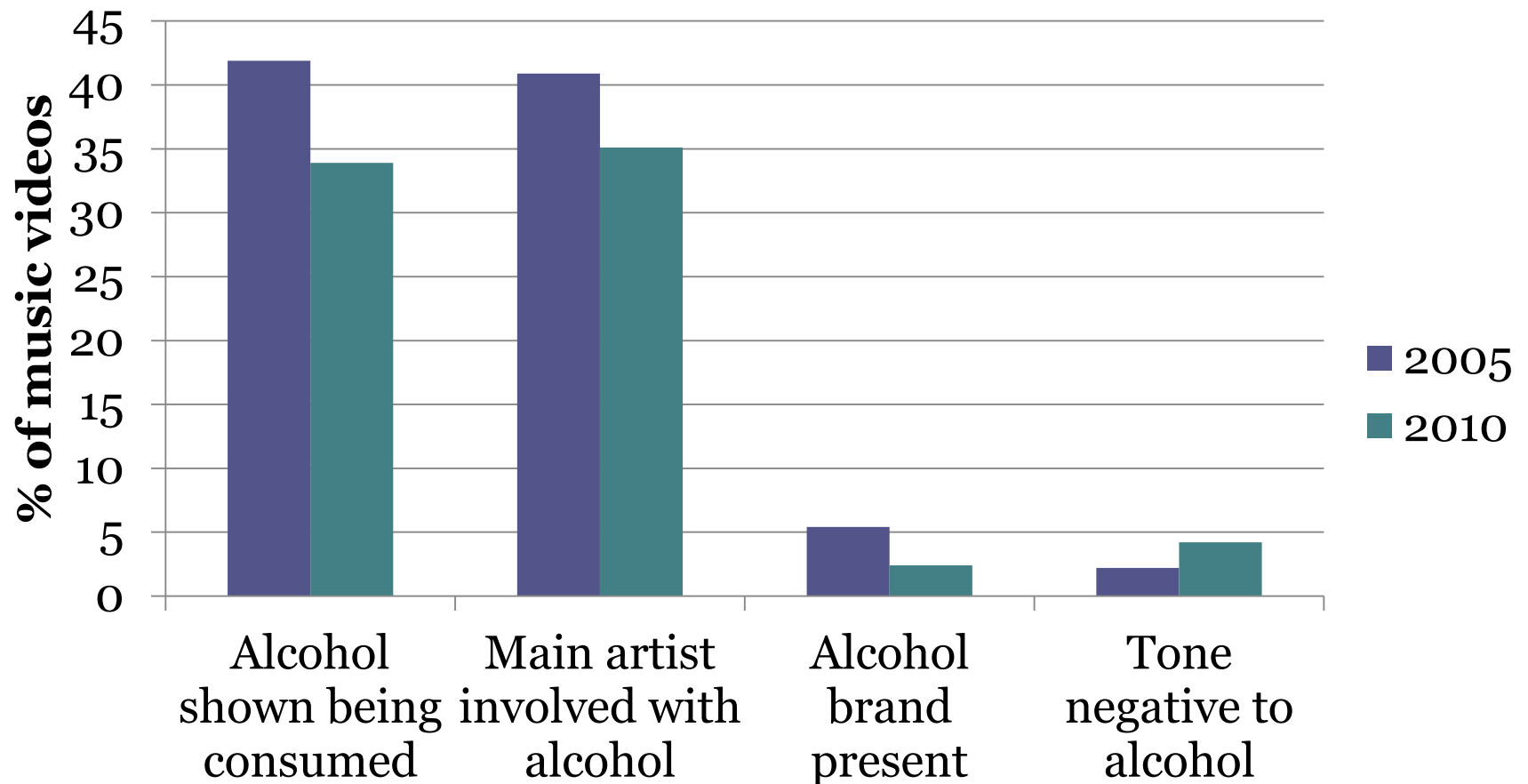
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Other aspects of alcohol in videos





good charlotte like its her birthday



B

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Conclusions

- Alcohol content common in music videos
 - Significant increase over time occurred in hip hop and R&B genres
- Potential for policy makers and health promoters
 - Funding for music videos
 - Restrictions on music videos with alcohol content
 - Working with music industry and musicians
- Alcohol in music videos another form of advertising – much more work to be done

P!nk - Raise Your Glass

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