

Stop drinking, bro : an analysis of peer-norm based alcohol abuse prevention campaigns in France and in South Korea

Programme Jeune
Recherche
2023-2024

Jiwon JEONG



PhD candidate
Sociology-demography

Paris Cité University, Research Center
for Medicine, Science, Health, Mental
Health, and Society (CERMES3)

Jiwon is a PhD candidate in sociology
and demography at CERMES3,
Université Paris Cité. Her research
interests are in health sociology and
social epidemiology, with a focus on
macro-social determinants of the
relationship between psychoactive
substance use and sexual risks among
young adults in the context of
international comparative studies.
Her thesis is supervised by Laurence
Simmat-Durand (Paris Cité University)

Publications

Jeong, J., & Simmat-Durand, L. (2023).
Substance use and multiple sexual risks
in young adults: Beyond the clinical
concept of sexual risk assessment. *HIV
Medicine*, 24(S5), 589-590.

Jeong, J. (2021), *The impact of family
factors on the consumption of
psychoactive substances in young
adults: a quantitative study of university
students in the Paris region*, Master's
thesis

Jeong, J. (2020), *The influence of
individualism-collectivism on the
motivation for alcohol consumption
among students: France-Korea
comparison*, Master's thesis

Contact info

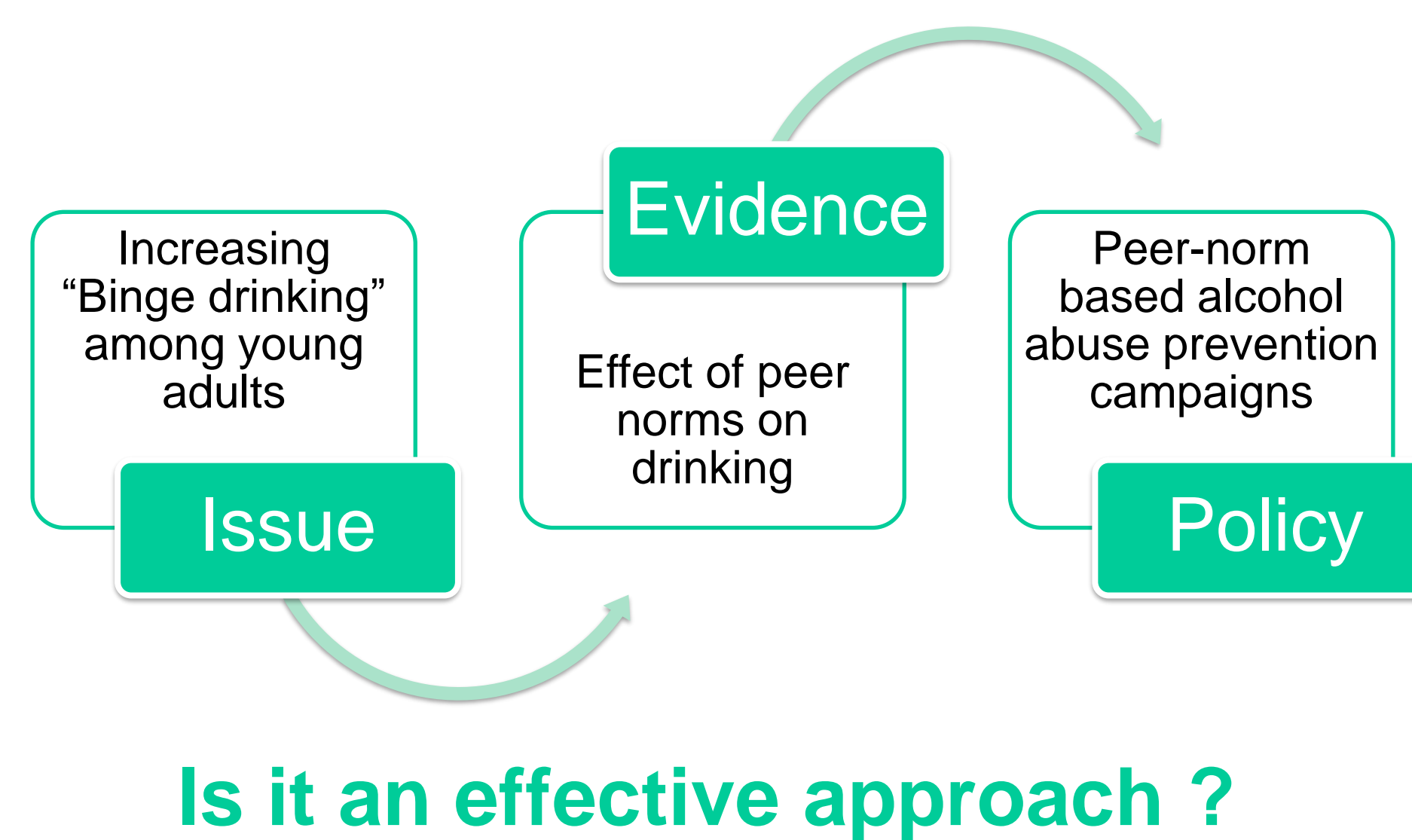
Email: jiwon.jeong@etu.u-paris.fr
Linkedin: [linkedin.com/in/jiwonjeong402](https://www.linkedin.com/in/jiwonjeong402)
Webpage : CERMES3 (QR code)

More information:



As the prevalence of binge drinking among young adults continues to increase, several countries implement alcohol abuse prevention campaigns specifically aimed at college students and young adults, incorporating peer norms as a fundamental component. This study aims to analyze the effectiveness of peer norms-based alcohol prevention campaigns in South Korea and France through discourse analysis. The findings indicated that both countries use peer groups as direct messengers and monitors of alcohol abuse within their peer networks. This approach is a useful deterrent for young people in early adulthood who lack parental supervision, providing a frame of reference for problematic drinking, yet it has discursive limitations in that it places the responsibility of public prevention on individuals. Further research is warranted on the effectiveness and adverse outcomes of peer norms-based health campaigns.

Context



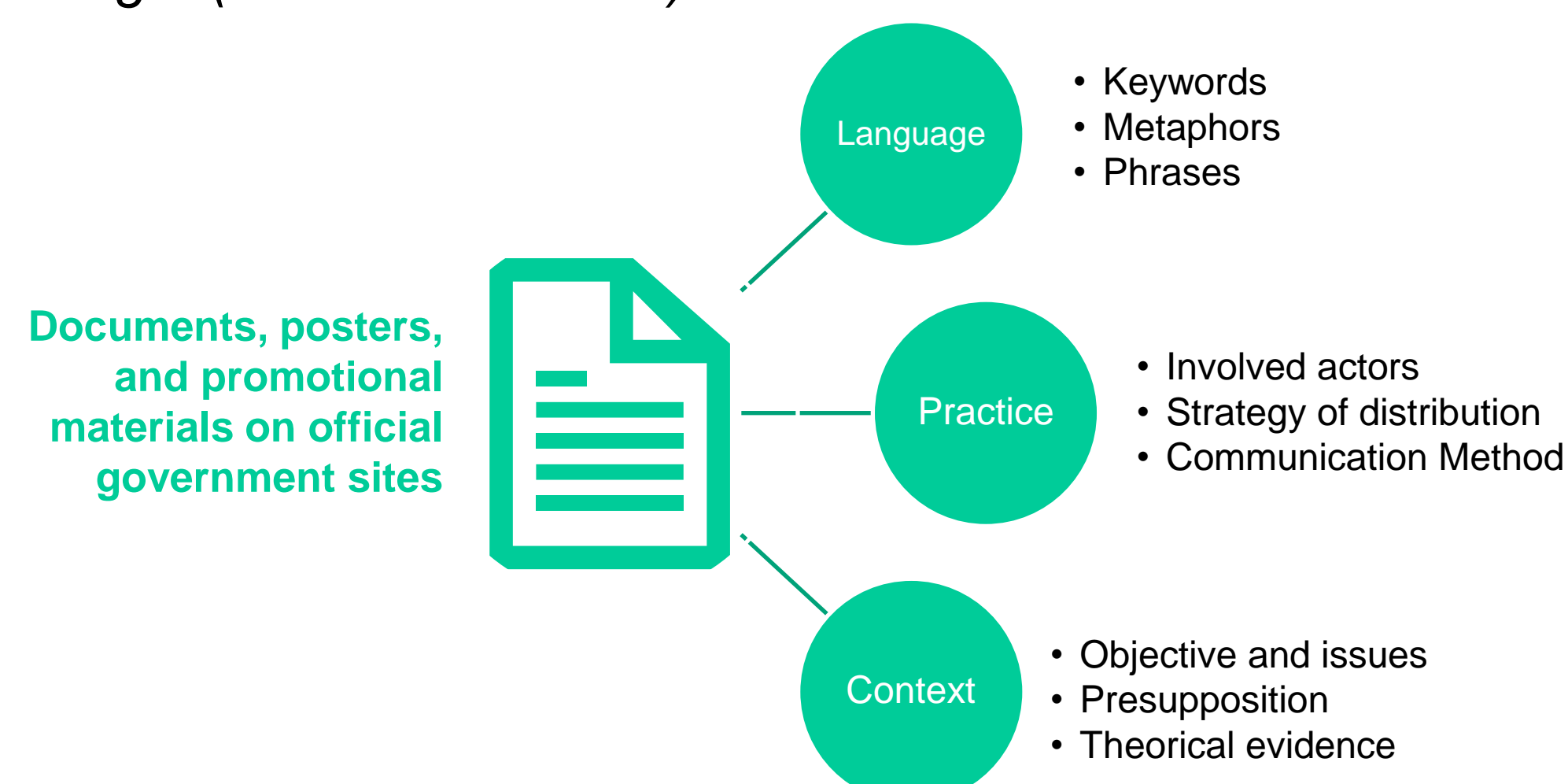
Research questions

In the campaigns,

- What discourses and frameworks were intended to be constructed ?
- What keywords, messages, images and metaphor were used in producing these discourses?
- What kind of behaviors were normalized or marginalized ?
- What communication strategies and actions were adopted and who are the involved actors and agencies ?
- What are the potential contested issues ?

Methodology

A discourse analysis of peer norms-based alcohol prevention campaigns, examining the message elements, strategies, and frameworks employed by the Korean and French government – “Student Moderating Drinking Supporters (대학생 절주서포터즈)” and “Friend Also at Night (Amis aussi la nuit).”



Results

- Using peer groups (university students, young adults aged 17-25) as a medium to convey messages about moderating drinking
- Using peer groups as monitors of alcohol abuse within their peer networks
- Framing key messages in terms of moderation, not abstinence
- Caricaturing and highlighting specific drinking behaviors among young adults



Figure1. “Student Moderating Drinking Supporters”, Korea Ministry of Health (2017-2022)
Alcohol, when it stops # ____ starts (left) / Don't force your peers or friends to drink (right)



Figure2. “Friend Also at Night”, Public Health France (2019-2022)
You can tell your buddy “stop the bullshit”, but you can't tell him “stop drinking”? (left) /
Is being a buddy the same as letting your bro go, or knowing how to tell him “you had too
much to drink”? (right)

Implications and suggestions

This approach serves as an **effective deterrent** in that it **provides a reference point for problematic drinking** for young people in early adulthood transitioning away from parental or guardian supervision. Peers have the advantage of being able to **convey messages about problematic drinking in a much more intimate way** as they are not in a hierarchical relationship that acts as a direct source of control or restriction like parents or guardians.

In parallel, it is worth considering that the significance of peer norms in behaviors such as drinking stems from the primary motivation of individuals to conform their conduct to these norms, **aiming to prevent exclusion from the social group**. That is, peer norms are based on “**relational sensitivity**”. The act of peers directly deterring their peers might therefore lead to issues with the intimate relationship, thereby diminishing the campaign's efficacy. This, in turn, gives rise to a **discursive limitation wherein the responsibility for prevention policies is shifted onto the individual**. Further research is warranted on the effectiveness and adverse outcomes of peer norms-based health campaigns.