

Supplementary File 7: Summary of longitudinal research reviewed into user-created alcohol promotion

Author	Sample	User-created promotion	Alcohol measure	Summary of findings
Boyle et al. (2016)	<i>n</i> = 412 Age at follow-up: 18 years. Follow-up: Six months. United States.	<u>Frequency of seeing alcohol-related content:</u> Facebook, Instagram, and Snapchat (<i>Rarely – Always</i>).	<u>Weekly drinks:</u> Daily Drinking Questionnaire used to estimate average drinks consumed on each week day, aggregated to create total weekly score.	Total exposure to peers' alcohol-related content on Facebook, Instagram, and Snapchat during the initial 6 weeks of college predicted alcohol consumption 6 months later. Females saw more alcohol content than males. Content was encountered most frequently on Snapchat, followed by Instagram and Facebook. Exposure at T1 predicted weekly consumption at T2, even when controlled by peer drinking. In females, enhancement motives and normative beliefs mediated the link with consumption. Males had a stronger association between exposure and consumption, mediated by norms, motives and normative beliefs.
D'Angelo et al. (2014)	<i>n</i> = 312 Age at follow-up: 18-19 years. Follow-up: One year. United States.	<u>Facebook:</u> Independent coders recorded number of alcohol-references on social networking profiles.	<u>Binge drinking episodes:</u> Four or more drinks for a female, or five or more for a male, consumed on one day in the previous 28. Measured using Timeline Follow-Back Interview.	Facebook alcohol displays at T1 were predictive of binge drinking episodes in the last 28 days at T2, even when controlling for alcohol attitudes, social norms and intentions to consume.
Huang et al. (2014)	<i>n</i> = 1,434 Age at follow-up: 15 years old. Follow-up: Six months. United States.	<u>Social media:</u> How many peers, from a list of seven who had been nominated by the individual, posted pictures themselves partying or drinking alcohol and talked about partying online (0-7).	<u>Alcohol susceptibility:</u> Category derived from composite score from five questions (<i>Not susceptible – Past month binge drinker</i>).	Frequency of Facebook and MySpace use did not significantly predict higher smoking and alcohol risk. Exposure to risky pictures posted online by peers was predictive of increasing or maintaining smoking, but neither risky pictures of textual references predicted alcohol consumption susceptibility.

Moreno et al. (2014)	<i>n</i> = 338 Age at follow-up: 18-20 years old Follow-up: One year. United States.	<u>Facebook:</u> Access granted to personal Facebook accounts which were subsequently coded as displaying either no alcohol references, alcohol references, or intoxication and problem drinking references.	<u>Ever drinking:</u> Measured at baseline only (<i>Yes/No</i>).	By T2 135 (40%) had newly displayed alcohol references, including 30 depicting intoxication/problem drinking. Progression was linear through the three categories. Number of Facebook friends and average number of status updates were independent predictors of new displays. Odds of displaying alcohol references were two times higher in drinkers compared to non-drinkers at baseline.
Moreno et al. (2015)	<i>n</i> = 338 Age at follow-up: 19-21 years old Follow-up: Two years. United States.	<u>Facebook:</u> Coders recorded the alcohol references displayed on social media profiles from three months before baseline and then incrementally for two years thereafter.	<u>Lifetime consumption:</u> (<i>Yes/No</i>). <u>Current consumption:</u> Timeline follow back measured consumption in last 28 days, including binge drinking. Measurement prompted once alcohol reference detected.	Nearly half of respondents became new alcohol-displayers within the two years (49%). Within this proportion, 78% also reported recent alcohol consumption. Among recent displayers who reported recent alcohol consumption 85% had also engaged in binge drinking. Posting a profile or cover photo depicting alcohol consumption was significantly associated with binge drinking.
Pumper and Moreno (2013)	<i>n</i> = 315 Age at follow up: 18-20 years old. Follow-up: One year. United States.	<u>Facebook:</u> Access granted to personal Facebook accounts which were subsequently coded as displaying either no alcohol references, alcohol references, or intoxication and problem drinking references.	<u>Risky drinking:</u> Alcohol Use Disorders Identification Test (<i>Participants classed as either hazardous alcohol use or not</i>).	Prior to entering college more than half of hazardous alcohol users (57%) had no references to alcohol use on Facebook profiles, 38% had alcohol references and only one had intoxication references. By follow up, 52% displayed intoxication/problematic drinking behaviour, and 38% contained general alcohol references. Overall the mean frequency of alcohol references were 10x greater than at Time 1.

Tucker et al. (2013)	<i>n</i> = 1,787 Age at follow-up: 13-14 years old. Follow-up: One year. United States.	<u>Past three month exposure:</u> videos; pictures on social networking websites; movies/DVDs, television programmes, adverts in magazines, songs, and video games.	<u>Past month consumption</u> (<i>Yes/No</i>).	At T1 19% were aware of videos, 22% were aware of photos on social networking profiles, and 22% were aware of videos games that showed somebody drunk. These increased to 30%, 32%, and 30% respectively, by T2. Greater exposure to alcohol-related media at T1, including user-created promotion, was associated with higher probability of alcohol use at T2.
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