

Supplementary File 8: Summary of qualitative research reviewed into user-created promotion

Author	Sample	Method	Summary of findings
Atkinson et al. (2014)	<i>n</i> = 70 16-21 year olds United Kingdom	Friendship focus groups about alcohol-related content on social media.	Alcohol-related content holds cultural, symbolic and social capital. Content is used to establish and confirm peer appraisal and group values, which feed into drinking identities. Young people, particularly females, manage posting behaviour to airbrush negative consequences.
Goodwin et al. (2016)	<i>n</i> = 105 18-25 year olds New Zealand	Friendship focus groups about alcohol-related content on social networking websites.	Alcohol-related photos act as life markers which facilitate social exchanges. They provide authentic and amplified depictions of sociability and popularity, and often focus on pleasure and leisure. Young people, particularly females, engage in strategic management of content to uphold social ideals.
Hebden et al. (2015)	<i>n</i> = 13 18-25 year olds New Zealand	Friendship group discussions and participant tours of their social media profiles.	Photos are considered part of everyday socialisation and friendship groups. Drinking, even hazardously, was depicted as fun and exciting. Young people carefully managed depictions of risky consumption to maintain positive drinking identities.
Lyons et al. (2014)	<i>n</i> = 146 18-25 year olds New Zealand	Friendship group discussions (<i>n</i> = 141) and individual interviews (<i>n</i> = 23).	Alcohol-related content, particularly photos, seen as a highly-valued way of extending the drinking occasion. Content is an embedded and normal part of socialisation. Even negative consequences were glamorised. Alcohol-related positing is influence by ethnicity, gender and social status.
Moewaka-Barnes et al. (2016)	<i>n</i> = 141 18-25 year olds New Zealand	Focus groups and individual interviews about drinking and drunkenness while online.	It is not uncommon for young people to use social networking websites while drunk or drinking, which can impair capacity for reflexive control leading to more liberal activity online. Such behaviour had social capital such as pleasure and identity-related value, building group cohesion through shared online behaviour, with reinforce risky drinking behaviour. Young people do acknowledge the implications of such behaviour and discuss with caution and regret, although these juxtaposed against accounts of fun and happiness. Young people also acknowledge that social media attracts novel forms of marketing which undermines public health policies.

Moreno et al. (2009)	<i>n</i> = 32 11-18 year olds United States	Focus group discussions about alcohol displays on social networking sites.	First, young people considered references to be indicative ‘evidence’ of offline drinking behaviour. The effect was particularly salient in younger adolescents. Second, references to alcohol were considered cool, socially acceptable and part of establishing drinking identity. Third, young people recognised risks such as parents or teachers seeing them drinking underage, or being blackmailed by peers).
Moreno et al. (2012)	<i>n</i> = 132 18-19 year olds United States	Interviews about alcohol displays on social media.	Young adults considered online references indicative of offline consumption. Messages were believable at face value, particularly photos and statuses. Main motives for content were to portray drinking identities or conform to norms.
Niland et al. (2014)	<i>n</i> = 7 18-25 year olds New Zealand	Interviews and participant ‘tours’ of their social media profiles.	Photos reinforced friendship group belonging and positive and pleasurable experiences. Young adults ‘airbrushed’ their drinking practices to limit unattractive drunken photo displays and maintain attractive online identity.
Tonks (2012)	<i>n</i> = 9 18-19 year olds New Zealand	Individual interviews with internet enabled laptops to show examples of alcohol-related content on social media.	Facebook presented a normalised, positive and socially acceptable student drinking culture. Photos were a normal, natural and everyday part of young adults socialising and drinking practices. Second, alcohol-related Facebook photos and the subsequent online interactions provided fun, pleasure and humour in a light-hearted environment. Photos enabled young people to reconstruct and share their experiences in a storytelling fashion. Young people had boundaries of appropriateness and acceptability over what was shared, which could be informally negotiated individually or collectively.
Weaver et al. (2013)	<i>n</i> = 12 18-30 year olds New Zealand	Focus groups about use of alcohol-related applications.	Young people had used a variety of alcohol-related applications, including those associated with health and entertainment. It was suggested even apps designed to track drinking or measure blood alcohol concentration could be entertaining and may encourage higher levels of drinking, either by fostering competition between young people to drink more or achieve higher scores.