

List of supplementary and supporting files (on CD)

Although not essential reading for the thesis, the following supplementary files provide further detail about the studies included in the narrative reviews presented in Chapter Two (digital marketing) and Chapter Three (user-created alcohol promotion), and the extant materials which were used in the design of the content analysis (Chapter Five).

S1: Summary of content research reviewed into digital alcohol marketing.

S2: Summary of cross-sectional research reviewed into digital alcohol marketing

S3: Summary of longitudinal research reviewed into digital alcohol marketing

S4: Summary of qualitative research reviewed into digital alcohol marketing

S5: Summary of content research reviewed into user-created alcohol promotion

S6: Summary of cross-sectional research reviewed into user-created alcohol promotion

S7: Summary of longitudinal research reviewed into user-created alcohol promotion

S8: Summary of qualitative research reviewed into user-created alcohol promotion

S9: Top 100 alcohol brands in the UK, 2012, as ranked by The Grocer (Bamford, 2012)

S10: Committee of Advertising Practitioners Section 18, Non-broadcast regulations for alcohol marketing communications