

*Get in the Game!*



**Untrain Your Brain: Alcohol Advertising & Expectancies**

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medialiteracy.net

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**“Alcohol Expectancies”**  
are your beliefs about alcohol

Find out yours by answering this question:

**How do you think people feel after a few drinks?**

Poll Question 1

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Alcohol Expectancies

- Exist Before a Person Begins Drinking
- Predict How Old a Person is When He or She Begins Drinking
- Distinguish Light Drinking Children From Heavy Drinking Children
- Mitigate the Influence of Other Factors such as Family History, Drinking History, or Belief in the Negative Consequences of Drinking

Poll Question 2

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**It's the thinking, not the drinking!**

You can get all the positive effects of drinking without alcohol.

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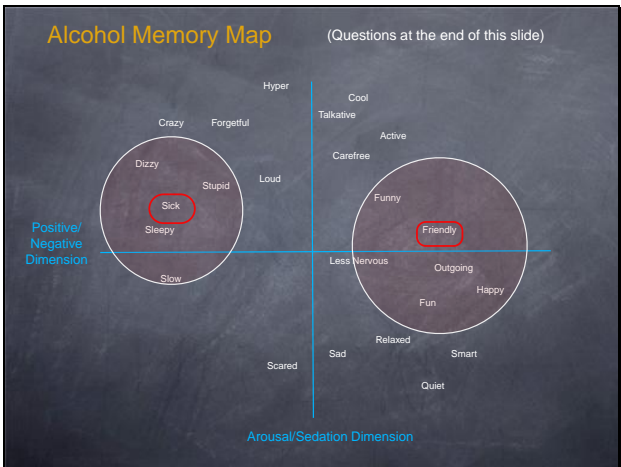
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**NIAAA Endorses Challenging Expectancies**

- An extensive construct validation network has evolved that supports expectancies as an important influence on drinking (Goldman 1999)

Challenging Alcohol Expectancies are 1 of 3 Programs Recommended by NIAAA for alcohol prevention on College Campus

Reduced Drinking still found after a 10 year follow-up!

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**Classroom Based Interventions**

- Reduced Positive Expectancies for 4th Graders (2003)
- Reduced Drinking and Positive Expectancies for High School students (2005)
- Reduced drinking for College students (2006)

**Recent Unpublished Work Also Supportive**

Spring 2010 Masters Thesis show college effects in only 20 minutes  
(Grant based on this study award "Exemplary Status")

Doctoral Defense being prepared which replicated effectiveness of the High School lesson

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**Key Components to Challenging Alcohol Expectancies**

1) Students Identify their own expectancies

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**Students Are Given Activity Sheets**

Name _____	Group _____
<b>Alcohol Literacy Challenge™</b>	<b>Middle School Activity Sheet</b>
<b>My Expectations About Alcohol</b> Write down a few answers to this question: <i>How do you think people feel after a few drinks?</i>	<b>The Real Effects of Alcohol</b> Write down the physical things alcohol actually does to a person's body:
_____	1. _____
_____	2. _____
_____	3. _____
_____	4. _____

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## Key Components to Challenging Alcohol Expectancies

- 1) Students Identify their own expectancies
- 2) The real effects of alcohol are explained

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## The Real Effects of Alcohol

Good Effects: **A Buzz** - but only at low doses  
(at higher doses you lose your buzz & feel worse)

Bad Effects: **Depressant**  
**Breaks down neurotransmitters**  
**Poison**

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## Key Components to Challenging Alcohol Expectancies

- 1) Students Identify their own expectancies
- 2) The real effects of alcohol are explained
- 3) Expectancy Science is presented

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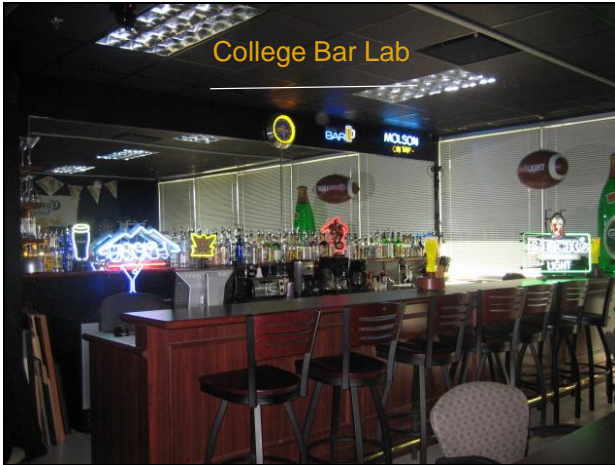
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### Bar Lab Experiment

Students are told:      Students actually get:

Alcohol      →      Alcohol  
                      →      Non-Alcohol

Who acted wildest  
and had the most fun?

Poll Question 2

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### Bar Lab Questions:

- Who else received alcohol?
- Did you receive alcohol?

Poll Question 4

Only 50% could answer correctly!

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## Key Components to Challenging Alcohol Expectancies

- 1) Students identify their own expectancies
- 2) The real effects of alcohol are explained
- 3) Expectancy science is presented
- 4) Demonstrate alcohol ads ability to create expectancies

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## Key Components to Challenging Alcohol Expectancies

- 1) Students identify their own expectancies
- 2) The real effects of alcohol are explained
- 3) Expectancy science is presented
- 4) Demonstrate alcohol ads ability to create expectancies
- 5) Practice identifying expectancies and deconstructing alcohol ads

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### What Alcohol Ads Want You To Believe



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What Alcohol Ads Want You To Believe

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## #1 Drinking makes people Cool

The Truth About Alcohol Ads

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### Alcohol ≠ Cool

- Cool comes from what you do and how you act, not from a “magic” potion you drink
  - Feeling tired isn’t cool
  - Getting sick isn’t cool

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To learn more about alcohol expectancy research visit

[medialiteracy.net](http://medialiteracy.net)

- Download research summary of expectancy theory
- Download summary of effectiveness of classroom lessons challenging expectancies
- Purchase Alcohol Literacy Challenge Curricula

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### Untrain Your Brain: Analyzing Super Bowl Alcohol Ads

for 5th - 12th grade students

Download at [medialiteracy.net](http://medialiteracy.net)

Lesson Objectives

- 1) Become aware that alcohol ads target youth
- 2) Practice identifying common themes used in alcohol advertising
- 3) Understand the health risks these ads conceal

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**Be Sure You Have a Way to Tape Ads**

Link your DVR to a digital bridge and load the ads onto your laptop's video editing program

Ask tech savvy students to digitize and put them on a flash drive for you

If all else fails, take notes and describe the ads during the next class

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**Class Before the Super Bowl**

1) Distribute & Explain Alcohol Ad Log Sheets

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Name: \_\_\_\_\_ **Untrain Your Brain** Logging Super Bowl Alcohol Ads

Beer Ad #	1	2	3	4	5	6	7	8	9	10	Total	
Answer Yes (Y) or No (N) for each ad you see:												Yes
1. Was the ad funny?												
2. Did you like this ad?												
3. Did the ad show cute animals?												
4. Would a grade school kid like this ad?												
5. Was a lot of beer shown in the ad? <i>(a case, keg, cooler, fridge full or more)</i>												
6. Did the ad show obsessive or crazy behavior? <i>Most ads say "drink responsibly" at the end.</i>												
7. Did the ad show violence? <i>(hitting, trashing property, comedy that hurts people)</i>												
8. Were there attractive women in the ad?												
9. Were the women in the ad treated poorly? <i>(ignored, dissed or hurt)</i>												
Please use a ✓ to count the number you see:	1	2	3	4	5	6	7	8	9	10	Total	
"Brought to you by" beer promos												
On-screen beer logos or features												
Stadium signs for beer												
People in the stands drinking												

Please write a paragraph or two on the back of this page giving your thoughts about how alcohol is marketed during super bowls. List any marketing techniques you saw.

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Class Before the Super Bowl

- 1) Distribute & Explain Alcohol Ad Log Sheets
- 2) Analysis of ads from 2009 Super Bowl
  - Understand how ads can wire our brains

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What Fires Together, Wires Together

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Class Before the Super Bowl

- 1) Distribute & Explain Alcohol Ad Log Sheets
- 2) Analysis of ads from 2009 Super Bowl
  - Understand how ads can wire our brains
  - Alcohol ads are made to be funny
  - Teenagers or even younger children are the targets of these ads
  - Beer ads usually show a lot of beer
  - People in beer ads act crazy and do obsessive things to get beer
  - Acting violent when drinking is common to many beer ads
  - Women are usually shown as very attractive, but are then often ignored or abused

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Bud House Movie

Funny  
House Full of Beer  
Crazy, Obsessive Behavior  
Violence to Property  
Naked Lady

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Bud Human Bridge Movie

A Truckload of Beer  
Crazy, Obsessive Behavior

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Bud Lost Movie

A Cart Full of Beer  
Crazy, Obsessive Behavior  
Women Ignored or Dissed-  
unless they play around with  
the guys

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Bud Animals Bond Movie  
(Questions at the end of this slide)

Grade School Kids (cute animals who bond by drinking together)  
A Wagon Full of Beer  
Breaking "Free" behavior

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Class After the Super Bowl

1) Show .pdf slides of Super Bowl alcohol ad facts & the harms of drinking these ads ignore

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**DID YOU KNOW . . .**  
There are normally **58 commercials** sold during the Super Bowl - and for the past 20 years **Budweiser has been the biggest advertiser, usually buying 8 to 10 ads.**  
source: USA Today

Poll Question 5

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**MONEY, MONEY, MONEY . . .**  
In the past several years the average 30-second Super Bowl commercial sold for between **\$2.7 and \$3 Million**.  
source: USA Today

Poll Question 6

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**SUPER BOWL KIDS . . .**  
About 15% of Super Bowl viewers are under 18. In 2008, **6.6 million 12-17 year olds** tuned in. **7.2 million 2-11 year olds** also watched.  
Source: Nielsen Ratings

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**PROFIT MARGIN . . .**  
Beer companies make **\$5 billion** a year from sales to underage drinkers.  
Source: Center for Science in the Public Interest

Poll Question 7

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### START 'EM YOUNG . . .

47% of people who began drinking before age 14 became alcohol dependent later in life. Only 9% of those who began drinking at age 21 or older became alcohol dependent.

Source: Archives of Adolescent Medicine

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### MY BRAIN HURTS . . .

Researchers compared the brains of 14- to 21-year-olds who drank alcohol with those who didn't. Teens who drank had smaller hippocampi (the area deep in the brain that handles memory and learning), and they also had damage to the prefrontal cortex (an area tucked behind the forehead that is used to make decisions and to reason).

Source: US Govt. Substance Abuse & Mental Health Services Administration

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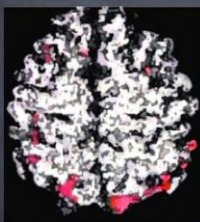
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### MRIs of Working Teen Brains

(Red Areas are Working)



Drank a lot growing up



Never drank alcohol

Teens who get drunk before they're fully mature lose an average of 10% of their brain's ability to function

NIAAA Underaged Research Initiative - www.niaaa.nih.gov

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Class After the Super Bowl

- 1) Show .pdf slides of Super Bowl alcohol ad facts & the harms of drinking these ads ignore
- 2) Tabulate the number of times alcohol promotions & images were shown

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Put a chart like this on the board & ask for a show of hands

	0	1-4	5-10	More than 10
'Brought to You By' Promos				
On-screen beer logos or features				
Stadium Signs				
People Drinking Beer				

Reinforce how these repetitions of ads and logos work to wire our brains

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Class After the Super Bowl

- 1) Show .pdf slides of Super Bowl alcohol ad facts & the harms of drinking these ads ignore
- 2) Tabulate the number of times alcohol promotions & images were shown
- 3) Analyze the messages in this year's ad

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How to Analyze the messages in this year's ad:

- Show (or describe) the ad
- Have students give a show of hands for the log sheet questions about that ad
- Discuss the ad in terms of common themes running across commercials

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Class After the Super Bowl

- 1) Show .pdf slides of Super Bowl alcohol ad facts & the harms of drinking these ads ignore
- 2) Tabulate the number of times alcohol promotions & images were shown
- 3) Analyze the messages in this year's ad
- 4) Summarize how the themes in Super Bowl alcohol ads wire our brains to seek out harmful experiences

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