

Social Norms in social media

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Comparison of alcohol consumption portrayal on YouTube and TikTok

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Introduction

The middle of the 2000's has seen the emergence and popularization of video platforms on the internet with a website that allows users to post their own recording and creation. "YouTube began in February 2005 and was founded by Chad Hurley, Steve Chen, and Jawed Karim who named it "Youtube.com" (Alias & al, 2013). 12 years later online video consumption undergoes a revolution in the way users consume online content. TikTok (created as Douyin) appeared on the international market and became the witness of a dazzling success. "In 2018 it was the most widely downloaded mobile app in the United States and other countries" (Lemmi, 2023). A success even stronger thanks to the shutdown during the covid pandemic. Nowadays, YouTube and TikTok are some of the most popular video platforms where users can freely post their own creation. What's particularly interesting is that they work on a completely different system with distinct affordances. YouTube promotes long format videos. TikTok on the other hand is known for its use of short format video put in value by a strong algorithm that completely absorbs users' attention very likely to create addiction "TikTok is causing various issues, including addiction in kids and teenagers' " (Lemmi 2023). Even though YouTube and TikTok influence each other's (YouTube has launched in July 2021 it's new format of "Shorts" very similar to what TikTok offers) (TikTok took many features of YouTube such as comments section, likes and subscription to specific creators.), the two platforms possess completely different affordances, functionalities of a platform that shape how users interact with it, regarding the users' experience and their video consumption. YouTube provides long videos (between minutes to hours), with a large variety of content, personalized recommendations, a deep interaction with the viewers (through comments and live chats) and a wide age range (the videos on the platform can interest young public as well as older public). TikTok on its side promotes Short-form videos (between 15 seconds to few minutes), entertainment-focused (trends, challenges), fast reactions (hearts, share, brief comments) and an aggressive algorithm for the discovery of new content "scrolling through endless feeds, and watching short videos" (Lemmi, 2023). However, these two media have the common point of allowing any user to post content almost freely on any subject such as animals, beauty, sport or alcohol.

YouTube and TikTok as social media platforms play a significant role in shaping alcohol-related behavior, especially among adolescents and young adults (Moreno, 2014).

They permit a considerable exposure to alcohol content by showing videos where alcohol is positively (symbol of success) or negatively (symbol of illness and dreadful behavior) depicted. Moreover, they can work as unregulated alcohol advertising that can reach underage individuals “the average youth ages 8-18 is exposed to 35 references to explicit alcohol use in popular music alone” (Primark & all, 2015). It is then important to compare the depiction of alcohol consumption on the different platforms users can communicate with each other. The portrayal of alcohol consumption on social media can shape attitude, behavior, and drinking patterns. Understanding its impact helps inform prevention efforts and promote healthier choices. In other words, knowing how alcohol is depicted on a specific media and which affordances the media makes use of, allows one to take countermeasures against the sanitary problems associated with a false vision of alcohol seen as a way for success. Additionally, comparing the portrayal of alcohol consumption can show an evolution of social media on their ideas (E.G: YouTube was very similar to TikTok on the depiction of alcohol 9 years ago).

Youtube and Tik Tok have been chosen because they are the most popular video platform but also because they represent, as the oldest and the youngest video platform, two completely different vision of alcohol consumption where one got the time to evolve with its public to offer a much mature content and the other created a few years ago still depicts alcohol consumption positively.

Research objectives

This paper aims to compare the depiction of alcohol consumption on YouTube and TikTok using samples of data collected from several social media about how alcohol consumption is portrayed. The findings will be then discussed to address the following objectives:

Compare how alcohol is depicted differently between YouTube and TikTok.

Examine how the affordances of each platform play a role in the perception of alcohol consumption.

Identify reasons behind YouTube’s portrayal of alcohol consumption as negative and TikTok’s portrayal as positive.

Literature review

Studies from platforms like YouTube, TikTok, Facebook, and Instagram reveal distinct portrayals of alcohol consumption. (Primack et al, 2015) and (Hendriks et al. 2018), highlight how these platforms serve as arenas for sharing experiences, promoting products, and discussing drinking culture. Influencers play a crucial role in shaping alcohol-related content, as noted by (Guégan et al, 2024) and (Zenone et al, 2021). They use platforms to show new cocktail recipes, depict social drinking, and engage audiences with narratives that glamorize or normalize alcohol use. This content not only attracts followings but also influences viewer behaviors and perceptions of alcohol consumption, particularly among younger viewers. Studies, such as (Primack & al, 2015) categorize the themes in alcohol-related posts on social media. These analyses reveal patterns of humor, peer influence, and promotional strategies employed to engage audiences with alcohol-related content. Such insights provide a deeper understanding of how alcohol is framed and perceived in digital spaces. Youth exposure to alcohol-related content on social media is a significant concern raised by (Eaton et al. 2010) and (DuRant et al. 2008). Exposure at an early age can shape attitudes towards alcohol and contribute to risky behaviors. This emphasizes the need for targeted interventions and educational campaigns to promote responsible drinking practices and mitigate potential negative impacts. Public health implications associated with the portrayal of alcohol on social media are also emphasized in the literature. (Lemmi, 2023) and (Zenone & al, 2021) advocate for more research to better understand the effects of digital media on alcohol consumption behaviors and to develop strategies for health promotion. In conclusion, while social media platforms offer diverse opportunities for sharing and engaging with alcohol-related content, they also create challenges in terms of influencing perceptions and behaviors. More research and interventions are essential to navigate these challenges and promote positive health outcomes regarding alcohol consumption in digital environments.

Studies such as (Primack et al. 2015) show the popularity of alcohol-related content on YouTube. They show how videos portraying positive alcohol consumption attract significant viewership and engagement. This popularity suggests that such content has an influence over

viewer perceptions, potentially changing their perception on alcohol use. Moreover, the platform serves dual purposes: while some videos aim to educate about responsible drinking or quitting alcohol (Al Mahmud et al, 2021), others can glamorize alcohol consumption and minimize its negative effects. This separation put in value the complexity of YouTube's influence on public health messaging related to alcohol. Youth exposure is a critical concern raised by (Eaton et al. 2010) and (Primark & al, 2015), who observe that YouTube exposes younger audiences to diverse portrayals of alcohol consumption. This exposure contributes to shape their beliefs and behaviors about alcohol, making it an area in need for further study and intervention. Through content analysis, researchers like (Hendriks & al, 2018) and (Primark & al, 2015) look into the most important themes in alcohol consumption-related YouTube videos, revealing insights into how drinking is framed and presented. Analyses like that provide a nuanced understanding of the strategies used to engage viewers and the potential implications for public health. Overall, while YouTube offers a platform for diverse expression and communication, its portrayal of alcohol consumption warrants careful consideration. Problems about normalization of risky behaviors and challenges in promoting responsible drinking messages persist (Primack & al, 2015). Interventions are essential to promote healthier attitudes towards alcohol use among viewers on Youtube.

The depiction of alcohol consumption on TikTok, as explored through recent literature, provides an interesting look into how this platform influences attitudes and behaviors related to drinking. Researchers have highlighted the influence of TikTok influencers in shaping alcohol-related content. Studies by (Guégan et al, 2024) and (Zenone & al, 2021) show how influencers create and share a wide range of content from cocktail recipes to party scenes, that glamorize or standardize drinking behaviors. This approach not only collects large followings but can also change viewer perceptions of alcohol consumption. TikTok's format, known for its viral challenges and trends, also plays a significant role in the portrayal of alcohol consumption. (Mandzufas et al, 2024) investigate trends like the 'Black Out Rage Gallon' challenge, which demonstrates how TikTok can inadvertently promote risky drinking behaviors among its users. Content analysis studies, such as those conducted by (Montag & al, 2021) and (Russel & al, 2021) , search into the themes dominating in Tik Tok videos that represent alcohol consumption. These analyses reveal patterns of humor, peer influence, and advertising-like strategies employed to engage viewers with alcohol-related content. Like other social media platforms, TikTok is particularly influential among youth, who are exposed to a lot of alcohol-related content. This exposure, as suggested by (Montag & al,

2021) and (Zenone & al, 2021), can significantly shape attitudes and behaviors toward alcohol among younger demographics, creating potential public health challenges. The literature underscores concerns about the normalization of excessive drinking and the impact on public health messaging. (Zenone & al, 2021) advocate for further research to better understand TikTok's role in influencing behaviors related to alcohol and to develop specific interventions that promote responsible drinking practices. Overall, TikTok's dynamic and short-content nature amplifies its influence on how alcohol consumption is depicted and perceived. Ongoing research is crucial to navigate the complexities of digital media and to mitigate any adverse effects on public health, ensuring that platforms like TikTok contribute positively to societal attitudes towards alcohol use.

As mentioned previously, several studies exist about the depiction of alcohol consumption on social media. (Primarck & al, 2015) on YouTube and (Rushell & al, 2021) on TikTok are both representative of the interest around the portrayal of alcohol consumption on YouTube and TikTok. However, to the best of our knowledge, no comparison on alcohol consumption portrayal has been made between the two platforms with data collected on the exact same period. It is clear now then that there is a lack of comparison between YouTube and TikTok about alcohol consumption portrayal, even though those two social media are the most popular to share video content. Consequently, this paper aims to answer the lack of comparison and investigates the differences of alcohol consumption portrayal between the two video platforms YouTube and TikTok. By analyzing the affordances of each platform, it also attempts to understand how those features given by specific social media can shape user's portrayal of alcohol.

Methodology

The methodology used to collect the samples to compare the video platforms YouTube and TikTok is the result of a group work. We have collected data about the portrayal of alcohol consumption on several social medias such as: TikTok, BeReal, Facebook, Instagram, LinkedIn, YouTube, Snapchat and X. All our findings were then written in a google sheet

document. We collected the data within a week in April 2024 by using key terms related to alcohol such as “alcohol”, “drunk”, “frat party”, “sober”, “no alcohol”, “alcohol recovery”. In order to write this paper, we only used the data from the sample of YouTube and TikTok.

Video search

YouTube

We selected 4 terms synonymous with alcohol drinking, including “Alcohol”, “Drunk”, “Alcohol drinking” and “Frat party”. We did several research in the search field with those terms on an account without history. We then included in our sample all 10 first videos (the videos recommended by the platform). We then sorted the videos by relevance.

We eliminated duplicate videos, music videos (which represent many of the most viewed videos related to alcohol). We also eliminated irrelevant videos, which weren’t related at all with alcohol and videos that weren’t in English (some of the videos were in a non-English language such as Spanish or French). In addition, we only keep videos with an average number of view (over 1000) to keep the sorting relevant.

At the end, we obtain a sample of 26 relevant videos divided like this: 9 videos from the search with the word “alcohol”, 6 videos from the search with the word “drunk”, 4 videos from the search with the words “alcohol drinking” and 6 videos from the search with the words “frat party”.

TikTok

We selected 7 hashtags synonymous with alcohol consumption, including : “#alcohol”, “#drunk”, “#party”, “#sober”, “#noalcohol”, “#alcoholrecovery” “#fratparty”. We made the research in the search field of the app with those hashtags on a new account, created for the

study. The videos have been ranked most viewed to least viewed. We eliminated the least viewed. The videos were then sorted to only keep the one related to alcohol.

At the end, we obtain a sample of 54 relevant videos divided like: 14 videos from the search with the hashtag “alcohol”, 13 videos from the search with the hashtag “drunk”, 13 videos from the search with the hashtag “party”, 8 videos from the search with the hashtag “sober”, and 6 videos from the search with the hashtag “frat party”.

Video Analysis

We analyzed the videos through several criteria such as the type of videos, how alcohol consumption was depicted in the video, the comment of the users, the number of likes and dislikes and the miniatures of the videos,

Type of video – This element helped us to sort the videos in different categories. We found that it was possible to place videos in categories, especially on YouTube, depending on the quality, the interaction with

Depiction of alcohol – We analyzed the depiction of alcohol consumption that was made in the video to sort them in terms of positive and a negative portrayal of alcohol consumption related content.

Comments of the users – We looked through the comments of the viewers to understand their sentiment to the videos they were watching. The tone they were reacting with was very important for the study. For example, self experience comments helped us to know that a video was depicting negatively alcohol consumption.

The number of likes and dislikes – We obtained the information of the number of dislikes on YouTube thanks to the chrome extension “return of YouTube dislike”. This element gave us more information about the implication, the popularity and the sentiment of the viewers.

The miniatures of the videos – We used miniatures to figure out if the videos were putting the emphasis on the graphics contents and to see if alcohol was directly represented in it. This feature was more specific to YouTube as Tik Tok works with an endless stream of videos and often just shows a part of the video as a miniature.

Affordances analysis

Finally, we analyzed the affordances (the features of social media that make the users' experience more unique) given by YouTube and TikTok. We sorted them between High-level and Low-level affordances for each platform to see how they were playing a role in the depiction of alcohol consumption.

Findings

Findings on Youtube

Type of video

The analysis of YouTube content related to alcohol consumption revealed distinct patterns in the type of video and their reception by the audience. When we examined videos associated with the term “alcohol”, two predominant types emerged.

Informative videos

In these videos, often documentary-like, youtubers were explaining the effect of alcohol on the human body in a scientific way. The portrayal of alcohol in these videos was as a “drug” or a “poison” emphasizing the negative impact on health of alcohol consumption. It was in these videos that animations and graphics were the most used to illustrate the physiological effect of alcohol. The view count of these videos was extremely high reaching often more than a million of views, indicating significant interest of the viewer in understanding the consequences of alcohol consumption.

Personal experience videos

These videos focused on individual sharing their experiences with sobriety, emphasizing the benefits of abstaining from alcohol. Even more interesting, the comment section of these

videos was filled with personal stories from viewers who share their own experiences about sobriety and the positive changes they have experienced. This content was attracting substantial engagement, reflecting an interest of the viewers in sobriety and the advantages that come with it.

In contrast, the results of the term “drunk” on YouTube gave a different type of popular video.

Entertaining videos

The entertaining videos were mostly a compilation of drunk behavior, often portrayed humorously. They were usually of lower production quality and had varying view count, from thousands to millions. The audience engagement with these videos seemed more light-hearted, with comments only reflecting the humorous and entertaining nature of the content.

Finally, Frat party videos were trying to be more entertaining, with click bait titles and a focus on maximizing the revenue possibilities rather than informing.

Overall, the most popular and represented videos on YouTube during our research were the informative and personal experience videos. All videos in these categories were depicting alcohol consumption as negative.

Other findings

In the videos we watched, it was always the same reason mentioned for alcohol consumption. “Socialization” (the process through individual internalized norms and values of the milieu where they evolve) was the motivation for most of the people to start drinking, they were consuming alcohol to be socially accepted and take part in groups.

In almost every video alcohol was portrayed as a “drug” or a straight-up “poison”.

On the miniature of the videos, it was possible to see that animations were commonly used to explain the effects of alcohol on the body. In several cases, the miniature of the video put the emphasis on graphics content. When alcohol was directly represented in the miniature of the video, it was often depicted as negative.

YouTube’s affordances

YouTube possesses different affordances that make the user's experience unique and shape the depiction of alcohol consumption they receive. On the high-level affordances (the broader functionalities and purposes of the platform) YouTube uses an algorithm that pushes anti-alcohol videos or videos where alcohol is depicted negatively. As an example, when the YouTube channel « Nelk » is searched on the platform, all the results given by YouTube show videos where alcohol is negatively depicted even if they are not the most popular of the channel. Moreover, some of the first videos suggested are from other channels that relate personal experiences with the benefits of alcohol abstinence. Another affordance is the persistence of content that allows people to share their own experiences in the comment section even years after the video has been published. The last high-level affordance given by YouTube is the self-expression of the viewers. Most of the comments in videos containing alcohol consumption references are negative towards alcohol. On the other hand, low-level affordances such as likes and dislikes, show us the popularity of videos that give a negative depiction of alcohol consumption or the content promoting sobriety. Indeed, they have an extremely big number of likes in comparison with dislikes. As an example, the video "What I learned from 6 months without Alcohol - Mike Thurston" accumulated 9 100 likes for only 95 dislikes.

Findings on Tik Tok

Types of videos

By analyzing the presentation of alcohol on TikTok, we identified distinct trends in how alcohol consumption is portrayed, which can influence user perceptions in both positive and negative ways.

#drunk, #party, and #fratparty

#drunk- Videos with this hashtag predominantly depicted alcohol consumption in a positive way. However, there were instances where the negative effects of drinking, such as hangovers or embarrassing situations, were shown ironically, often with humor.

#party and #frat party- Content under these hashtags emphasized the celebratory and social aspects of alcohol consumption. The focus was primarily on party locations, drink recipes, and decorations, presenting alcohol as an integral part of social gatherings.

#sober, #noalcohol, and #alcoholrecovery

Videos tagged with these hashtags primarily presented a serious or negative view of alcohol consumption. The content often highlighted the benefits of sobriety, the challenges of quitting alcohol, and personal stories of recovery, providing a counter-narrative to the glamorization seen in other hashtags.

#alcohol

This hashtag revealed a mix of both positive and negative depictions of alcohol consumption. The content varied widely, showing both the enjoyable aspects of drinking and the potential negative effects, offering a more balanced view of alcohol use.

TikTok's affordances

As high-level affordances, the comments in Tik Tok mostly consist of humorous remarks in videos depicting positively alcohol consumption. For instance, viewers may label a specific person as "dumb," to make fun of their behavior. There is plenty of space for interpersonal communication. People can exchange information, ideas and thoughts directly. Conversely, in videos that depict negatively alcohol consumption the comment section emphasizes on personal experiences and acts as a space for community and advice.

Low-level affordances on TikTok such as likes, reinforce the social acceptance of alcohol consumption. They witness the popularity and the support of a content by the viewers. Moreover, saves on Tik Tok could indicate drawing inspiration from the video, they are then easily accessible in the saved collection. When alcohol consumption is negatively depicted, likes indicate an agreement with the negative view on alcohol consumption portrayed and saves reminders that viewers can easily find in the saved collection.

Discussion and conclusion

In this study, we analyzed 26 videos from YouTube and 54 videos from TikTok using similar processes and similar terms related to alcohol drinking. The findings from our analysis of YouTube and Tik Tok reveal significant differences in how alcohol consumption is portrayed and how these portrayals are reinforced through platform's affordances.

On YouTube, alcohol consumption is mostly depicted negatively, with a strong representation of the bad effect on health and the positive effect of sobriety. Informative and personal experience videos dominate the platforms, picturing alcohol as a “drug” or “poison”. The negative depiction of alcohol consumption is fortified by YouTube's high-level affordances, such as the recommendation algorithm that prioritizes anti-alcohol content, and user's comments that give personal experiences and advice.

In contrast, Tik Tok presents a more mixed depiction of alcohol consumption. Our findings suggest that the portrayal of alcohol on TikTok varies significantly depending on the hashtag. Hashtags like #drunk, #party, and #fratparty generally showcase alcohol in a positive, celebratory context, focusing on social events and entertainment. However, hashtags like #sober, #noalcohol, and #alcoholrecovery provide a counter-narrative, emphasizing the benefits of sobriety and the challenges of quitting alcohol. Moreover, Tik Tok uses trends to diffuse its content leading to the possibility of extremely positive depiction of alcohol consumption to be put in values if becoming viral.

The affordances of each platform play an important role in shaping these portrayals.

The negative depiction of alcohol on YouTube is facilitated by affordances such as detailed comments, likes and dislikes, which allow users to express their opinion and relate personal experiences. The content is also prioritized by the algorithm to give a negative depiction of alcohol consumption.

On Tik Tok, the nature of the content consumption and the emphasis on humor and trends lead to a different user experience. High-level affordances as comments mostly consist of funny remarks in videos where alcohol is positively depicted. On the other hand, negative depictions encourage support and advice sharing but still in a shorter format than YouTube's detailed comments. Low-level affordances such as likes and saves reinforce the popularity of the content, in both cases of criticism and glamorization of the alcohol content.

Finally, the findings call attention to the role that social media platforms play in shaping the attitudes toward alcohol consumption, especially among teenagers and young adults (the most representative public on Tik Tok). The positive depiction of alcohol on Tik Tok normalizes and glamorizes drinking behavior. Young users are invited to reproduce the same behaviors. On the other hand, YouTube's negative portrayal of alcohol consumption may promote awareness of the risks associated with alcohol drinking behavior and could be used to promote sober lifestyles.

The differences in alcohol consumption portrayal between the platforms also demonstrate the need for public health interventions. On Tik Tok especially, interventions should balance the content and promote more awareness of the risks of excessive drinking. Sobriety challenges and personal experience video should be more supported by the algorithm.

Interesting enough, when discovering the results of our data collection on YouTube. We found a significant difference with the results given by the study of (Primarck & al, 2015) "Portrayal of alcohol intoxication on YouTube". In the study written 9 years ago, in 2015, it is possible to see that alcohol consumption is most of the time positively depicted. The paper explains that videos juxtapose humor and alcohol without necessarily showing the clinical outcomes of drinking behavior. The study then worries that it may affect viewers with a false vision of alcohol effect. We started our data collection with this information, expecting to find a similar result. However, our findings suggested that norms and behavior changed about alcohol consumption between our observation and (Primark & al, 2015) observation on YouTube. Videos on YouTube now tend more to prevent the danger of alcohol. People refer to their own experiences to talk about alcohol danger. We explained that through different factors such as the algorithm that pushes videos against alcohol consumption or an evolution of the platform with its public that now sees alcohol as negative. The same pattern could have occurred to Tik Tok if intervention were made to promote negative depiction of alcohol drinking. With this discovery in mind, it could be useful to demonstrate an evolution of the platform in its relationship with alcohol related content. Further research should be made about that.

Future research

The findings from this study offer a preliminary understanding of how alcohol consumption is differently portrayed between YouTube and Tik Tok. However, more investigation must be

made to get a better comprehension of the differences in alcohol consumption portrayal between YouTube and Tik Tok.

Future research should explore the impact of these portrayals on user behavior and health outcomes. It could also be possible to investigate how exposure to certain types of alcohol-related content (EG: info-videos, funny videos, experiences videos) influences attitudes and drinking habits of the viewers. Seeing the evolution of a social media in its relation with alcohol through the portrayal it gives of it, could also be very interesting (As seen the portrayal of alcohol consumption on YouTube changed between the study (Primark & al, 2015) and ours.

Conclusion

This study suggests that there exists a huge difference on how alcohol consumption is portrayed nowadays between a relatively new platform (TikTok) more representative of the youth and an older video platform (YouTube). On YouTube, alcohol consumption is very often (if it's not always) depicted as a problem that must be documented with documentaries and experiences videos. On Tik Tok, alcohol consumption is more likely to be positively viewed, alcohol is seen as bringing success and funny situations. The affordances also play a very important role in how alcohol consumption is depicted on the two video platforms. As an example, The algorithm of YouTube, that highlights negative depiction of alcohol consumption.

Finally, we could expect an evolution of the platform TikTok to give a more negative portrayal of alcohol consumption, following the model of YouTube that now promotes a negative depiction of alcohol consumption.

Critical reflexion

The comparison of alcohol consumption portrayal between YouTube and TikTok had to face some limitations. The samples of data we have used to compare the depiction of alcohol on the two platforms weren't exactly the same with on one platform 26 videos divided in 4 key words and on the other hand 54 videos divided in 7 key words. It could have been better to balance the number of videos in each sample so that they would be more precise and relevant. As a model, next samples could be the one from (Primark & al, 2015) where 70 videos were collected with 5 terms related to alcohol consumption.

Another limitation was the years of publication of some literature and their relevance to social media that evolve constantly. Indeed, the YouTube depicted in the paper of (Primark and al) in 2015 isn't at all the same as nowadays and evolved to get a completely different portrayal of alcohol consumption. The results of the research in 2024 were completely different from the results of 2015. Moreover, the lack of recent literature about alcohol consumption portrayal on YouTube has been a problem when we wanted to compare YouTube with TikTok, which possesses a wide range of recent literature. As said in one of the recent literature about YouTube, "Use of YouTube as a Source of information for Quitting or Cutting Down Alcohol": "More research is needed to investigate utilizing YouTube" (Al Mahmud, 2021). A more recent literature is needed on alcohol consumption portrayal on YouTube. We could as an idea make the same study than the one realized by (Primark and al, 2015) and compare the results.

Complementary questionnaire

To assess the result of this paper, we asked users of both YouTube and TikTok their sentiment about how alcohol consumption is portrayed on the two platforms. A questionnaire on Google has been shared on Instagram in French with the tool "Google forms". This questionnaire was aiming to collect information about how Instagram users see alcohol consumption portrayal on TikTok and YouTube.

The questionnaire was composed of 5 questions related to alcohol consumption and comparing the two platforms. We received a sample of 19 answers by Instagram users using both the two platforms.

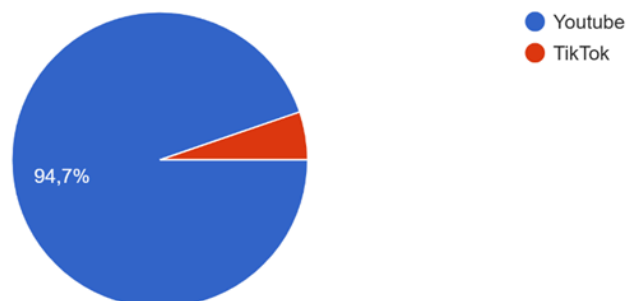
The questions were:

Which platform possesses the most mature content between YouTube and TikTok?

Results: Most of the participants found that YouTube possesses the most mature content compared to TikTok.

Laquelle des deux plateformes possède le contenu le plus mature (sérieux) ?

19 réponses

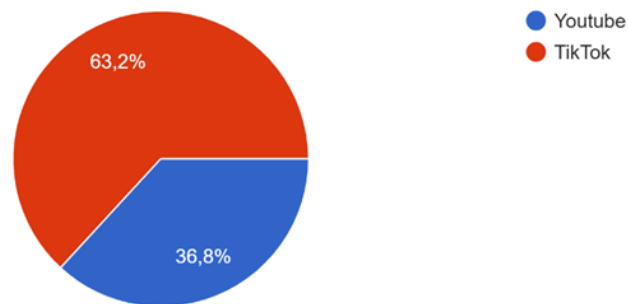


On which platform alcohol is the most depicted?

Results: The participants were mostly thinking that alcohol is more represented on TikTok.

Sur quelle plateforme l'alcool est le plus représenté selon vous ?

19 réponses

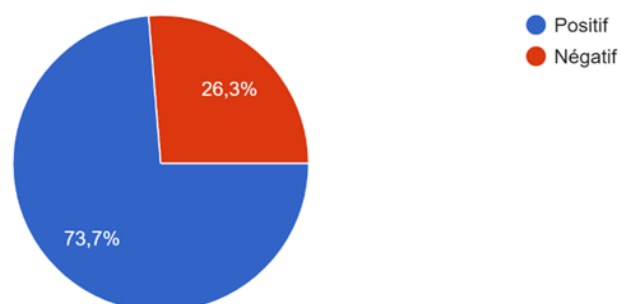


Is alcohol negatively or positively depicted on TikTok?

Results: The participant sentiment was that alcohol was positively depicted on TikTok

L'alcool sur TikTok est représenté comme plutôt positif ou négatif ?

19 réponses

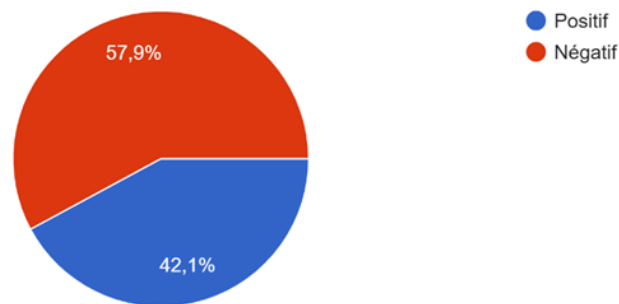


Is alcohol negatively or positively depicted on YouTube?

Results: The participants sentiment was that alcohol was most of the time negatively depicted on YouTube

L'alcool sur Youtube est plutôt représenté comme positif ou négatif ?

19 réponses

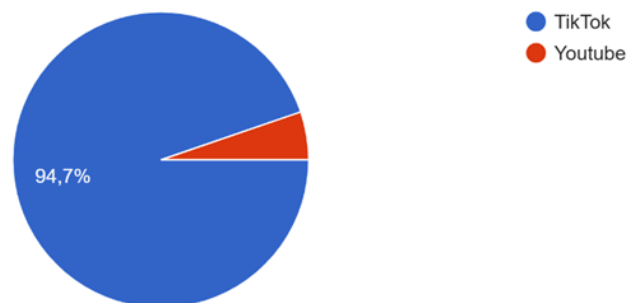


Which platform possesses the most problematic representation of alcohol?

Results: In the participant sentiment TikTok has the most problematic representation of alcohol.

Quelle plateforme à la représentation la plus problématique de l'alcool selon vous ?

19 réponses



As the result of this additional investigation shows, most of the population interrogated was seeing YouTube as a mature platform where alcohol is negatively depicted and TikTok as a platform where alcohol is positively depicted.

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