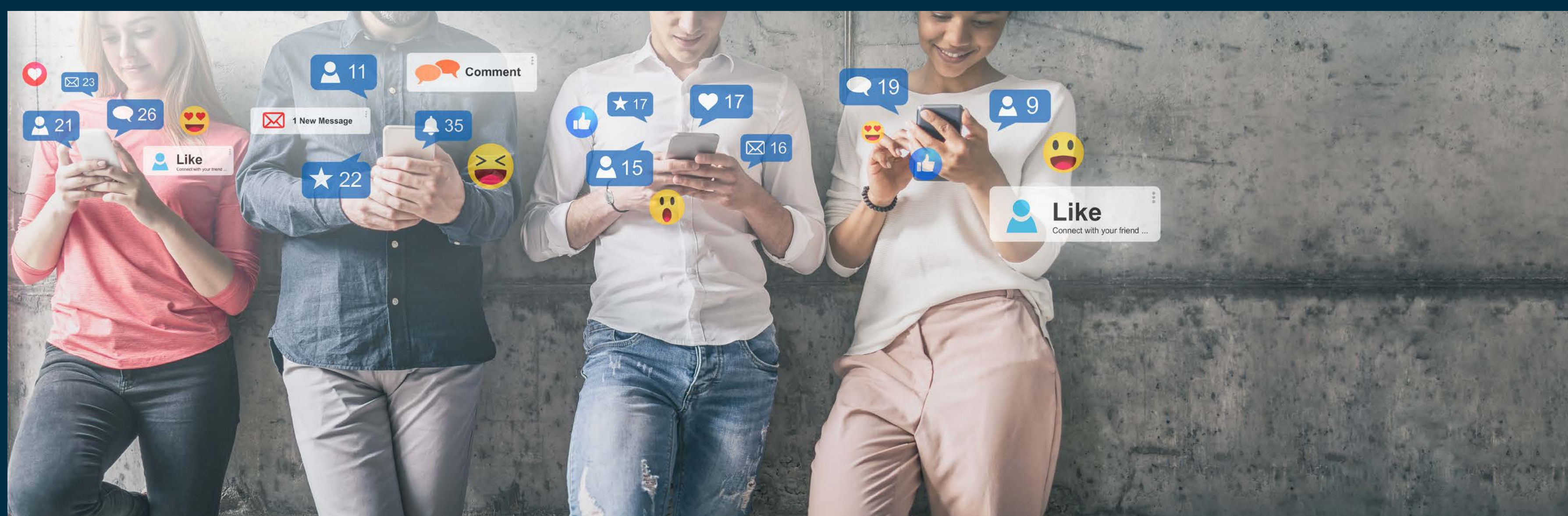


Motivations for Posting and Deleting Alcohol Content on Social Networking Sites and Their Associations with Actual Social Networking Site Behavior

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Given that the sharing and posting of alcohol-related content on social networking sites is a known risk factor for alcohol use, understanding what specific motivations individuals may have for engaging in posting and deleting behaviors may provide potential intervention targets to reduce risky alcohol-related behavior on social networking sites. Results indicate that although adolescents and young adults endorse a variety of motives for posting and deleting alcohol-related content, only certain motivations are associated with actual posting and deleting behavior.



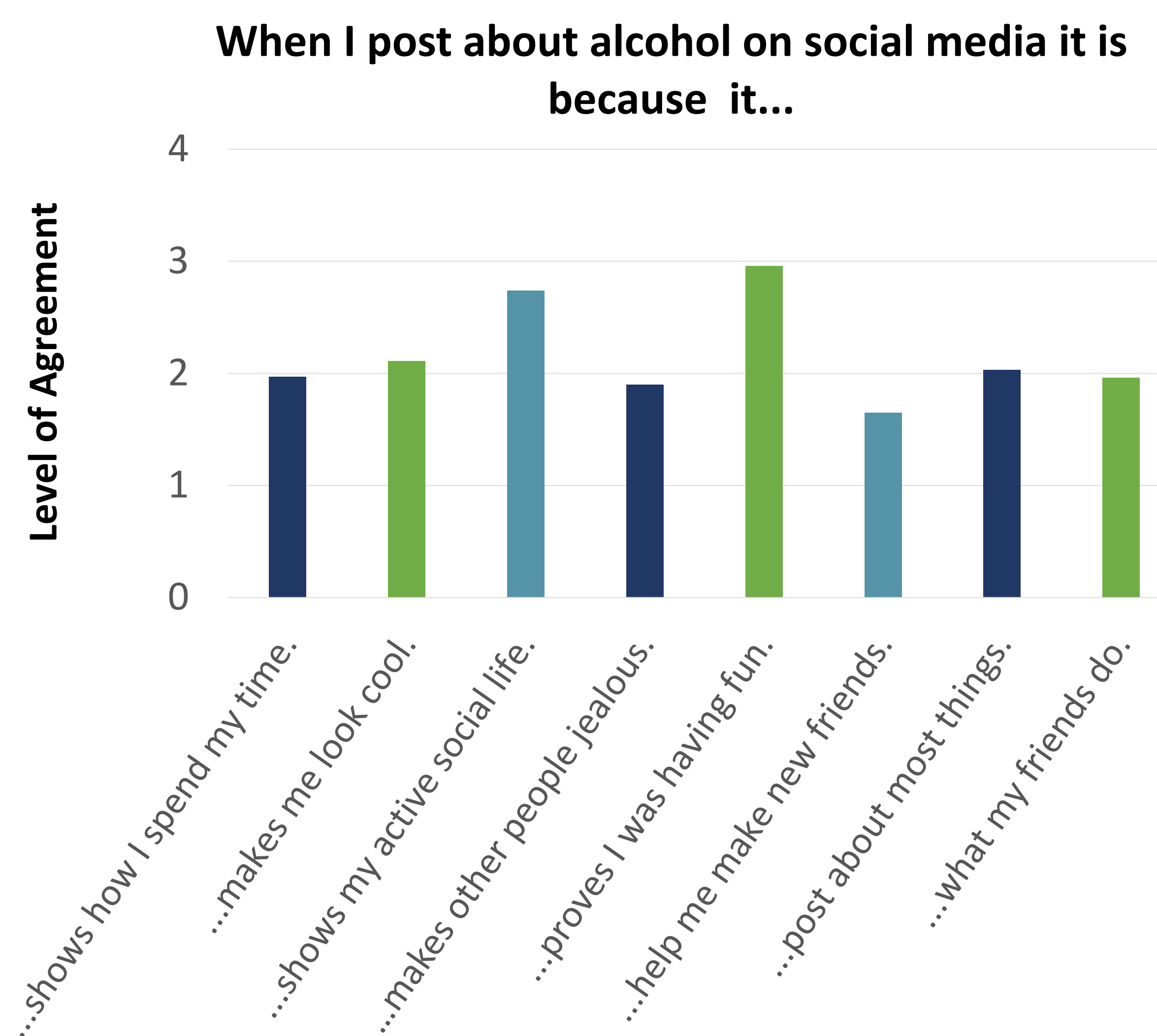
INTRODUCTION

- Prior research indicates that posting alcohol-related content on social networking sites (SNS) may be reflections of actual alcohol use.
- Very little is known about the motivations behind posting alcohol content on SNS and even less is known regarding motivations behind deleting alcohol-related content.
- The present study aimed to determine what motivations for deleting and posting alcohol content adolescent and young adults endorse and whether these motivations are differentially associated with actual posting and deleting of alcohol content on SNS.

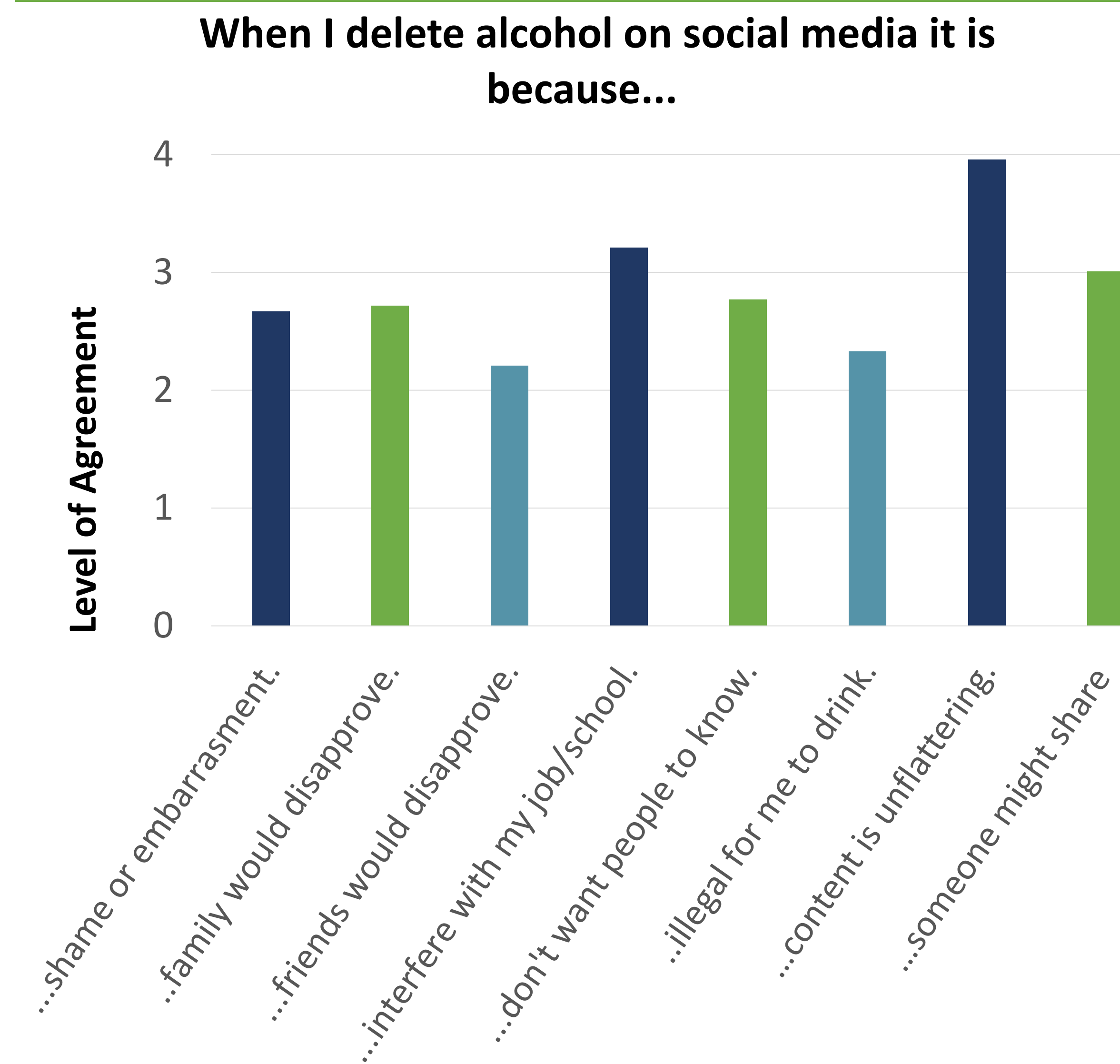
METHODS

- A sample of 15-20-year olds (N = 306, 47% male) completed a baseline survey as part of a longitudinal experimental study.
- Participants indicated their agreement (0 = *strongly disagree* to 4 = *strongly agree*) with a series of 8 motivations for both posting and deleting of alcohol content on SNS.
- Participants indicated whether they had posted and deleted alcohol content in the past 30 days (0 = *no*, 1 = *yes*).

RESULTS



RESULTS

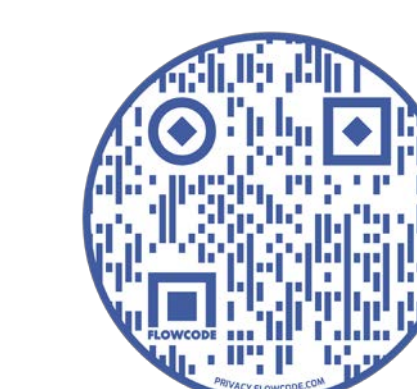


- A logistic regression indicated that 3 of the 8 motivations for posting alcohol content on SNS (“It proves I was having fun”, “It makes other people jealous of how much fun I am having”, and “I post about most things in my life”) were associated with the likelihood of posting alcohol content in the past 30 days.
- Findings also suggested that the only motivation for deleting associated with actual deleting in the past 30 days was “I think that the content is unflattering”.

DISCUSSION

- Adolescents and young adults endorse a variety of motives for posting and deleting alcohol content on SNS.
- Only certain motivations are associated with actual posting and deleting behavior, and these are not necessarily the most highly endorsed reasons.
- Results have implications for how parents, providers, and researchers address discussions and potential interventions aimed at reducing posting and increasing deleting of alcohol-related content on SNS.

GRANT SUPPORT



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