

The Relationship Between Alcohol-Related Content on Social Media and Alcohol Outcomes in Young Adults: A Scoping Review Protocol

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Rationale

Heavy drinking has serious consequences and is a common activity among young adults. This behavior can lead to negative consequences for students such as car accidents while intoxicated, physical and sexual violence, and poor academic performance (Rinker et al., 2016). Binge drinking is due in part to drinking norms and the accessibility and availability of alcohol (e.g., McCabe, Lee, & Viray, 2019). Social media is also the norm among this population, with young adults using at least one form of social media regularly, and many using more than one (Pew Research Center, 2019). While social media content varies depending on the platform, posting, viewing, and engaging with alcohol-related content (ARC) on social media is common for young adults and is associated with heavier and more frequent alcohol use (Erevik et al., 2018). A substantial amount of ARC normalizes and glamorizes drinking, and problems related to heavy drinking can be framed as normal or relatable (Boyle et al., 2017; Hendriks et al., 2018). Previous literature demonstrates the influence social media has on young adults and their drinking habits; therefore, this review seeks to summarize the literature surrounding the relationship between ARC and alcohol outcomes in young adults to see what is already known, and to bring awareness to areas that need further investigation.

Review Question

What is the association between alcohol consumption and alcohol-related problems with alcohol-related social media engagement in young adults?

Keywords

Alcohol Drinking, Alcohol Drinking in College, Alcohol-Related Consequences, Alcohol-Related Content, Alcohol-Related Problems, Binge Drinking, Social Media, Young Adult

Eligibility Criteria

Studies will be included if they are written in English and published in or after 2006, as this year marks the beginning of widespread social media use. Participants must be young adults between the ages of 18 to 30 years old. This review will include quantitative studies (cross-sectional, longitudinal, experimental). Studies will be excluded if they are published before 2006 and if participants are younger than 18 or older than 30 years.

Methods

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses for Scoping Reviews (PRISMA-ScR) and the *JBI Manual for Evidence Synthesis* (Tricco et al., 2018; Peters et al., 2020).

Search Strategy

A preliminary search was completed to find articles related to this topic and gather relevant keywords, index terms, and descriptors to create search terms for this review. A comprehensive search will be conducted in PubMed, CINAHL, APA PsycInfo (EBSCOhost), and Scopus using keywords and controlled vocabularies and search limits according to the syntax of each database. A further search using the ancestry approach will be completed to find prior research from the citations of relevant studies. The progeny approach will also be used to find studies that cite prior relevant research.

Screening Results

Results will be exported from each database and imported into Covidence for review. During the initial screening stage, at least two independent reviewers will use the eligibility criteria to screen the title and abstract of each source. The articles deemed relevant move on to the next stage, where at least two independent reviewers will screen the sources in greater detail by reading the full text. If there are disagreements between two reviewers, a third reviewer's decision will be the tie-breaker.

Data Extraction

At least one independent reviewer will use the data extraction tool in Covidence to find the following information:

1. Title
2. Author(s)
3. Year of publication
4. Country in which study was conducted
5. Study population and sample size
6. Methods/Study design
7. Measures
8. Summary of study conclusions

Data will be presented in a table and the results will be summarized narratively.

Conflicts of Interest

The authors have no conflicts of interest to report.

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Appendix: PubMed Search Strategy

("Facebook*" [tiab] OR "Bebo*" [tiab] OR "BeReal*" [tiab] OR "Flickr*" [tiab] OR "Instagram*" [tiab] OR "MySpace*" [tiab] OR "Online Social Networking" [mesh] OR "Pinterest*" [tiab] OR "Reddit*" [tiab] OR "Sina Weibo*" [tiab] OR "Snapchat*" [tiab] OR "Social media*" [tiab] OR "Social Media" [Mesh] OR "social networking platform*" [tiab] OR "social networking site*" [tiab] OR "social networking web site*" [tiab] OR "social networking website*" [tiab] OR "social platform*" [tiab] OR "Telegram*" [tiab] OR "Tok*" [tiab] OR "TikTok*" [tiab] OR "Tumblr*" [tiab] OR "Twitch*" [tiab] OR "Twitter*" [tiab] OR "Vine" [tiab] OR "VK*" [tiab] OR "WeChat*" [tiab] OR "WhatsApp*" [tiab] OR "YikYak*" [tiab] OR "YouTube*" [tiab])

AND

("Alcoholic Beverages" [Mesh] OR "Alcohol Drinking" [Mesh] OR "alcohol*" [tiab] OR "Alcoholism" [Mesh] OR "Alcohol-Related Disorders" [Mesh] OR "Binge Drink*" [tiab] OR "Underage Drink*" [tiab])

AND

("Adolescent" [Mesh] OR "Adult" [Mesh:NoExp] OR "young adult*" [tiab] OR "Young Adult" [Mesh])