

## **Interviewee Information (name is anonymous)**

**Age:**

**Gender:**

**Hometown:**

**Major:**

**Research Question: How do social factors shape a college-aged individual's perceptions, consumption patterns, and overall relationship with alcohol?**

### **Specific Objectives:**

- Understand how exposure to different advertisements and TV programs impact the perceptions and preferences of a college-aged student towards specific alcohol
- Understand how financial factors such as disposable income, cost, and perception of value impact alcohol habits
- Analyze the role of social influences (peer pressure, family, social environment) impact someone's drinking habits
- Understand how health concerns and what is socially considered healthy impacts drinking habits

## **Introduction**

**INTERVIEWER:** Hello, thank you for talking with us today. My name is \_\_\_\_\_, and I am here to talk about your personal experiences with alcohol. We are interested in discovering how your habits and thoughts surrounding alcohol relate to other aspects of

your life. We are simply hoping to better understand your experience. These interviews are being conducted as part of a class project. Your name will not be shared but we will take notes; ***Are you willing to participate in this study and would you be okay with us recording this conversation?***

We will ask you a few questions about your experience. It is important that you know you can choose not to answer any question and you may choose to discontinue your participation in this study at any time. Do you have any questions regarding our interview?

Awesome! We will jump into some questions then!

### **Ice Breaker**

What is your go to alcohol beverage?

### **1) Understand how exposure to different advertisements impact the perceptions and preferences of a college-aged student towards specific alcohol**

- a) What advertisements do you typically see for alcohol?
  - i) What brand's advertisements stand out the most to you? Is there a type of alcohol you see more than others?
  - ii) Have you noticed alcohol advertising has changed since you began drinking?
  - iii) Has any specific advertisements convinced you to try a brand of alcoholic beverages

- (1) If so, what about the advertisements convinced you to give it a try?
- b) Is there a certain platform or media source where you've witnessed alcohol advertisements the most?
- i) Do other advertisements such as social media posts influence you?
- ii) Do any influencers impact your choices in alcoholic beverages?
- c) Do you find that advertisements make you feel more positively or negatively about alcohol?
- i) Do you often see any negative ads about alcohol?
- ii) Can you give us any examples of what you would consider negative or positive?

**2) Understand how financial factors such as disposable income, cost, and perception of value impact alcohol habits.**

- a) Do you prioritize purchasing alcohol in terms of your budget?
- i) Have you sacrificed other purchases to buy alcohol?
- ii) Do you typically choose alcohol more based on price, taste, alcohol content or something else?
- b) How has money impacted your drinking habits and drink choices?
- i) Did you buy cheaper alcohol when you first started drinking?
- ii) Is there any alcohol that you used to purchase based on its price that you now will not drink or purchase no?
- (1) What led to you no longer buying this drink?
- c) Do you feel pressured to buy more expensive alcohol due to social influences?

- d) Do you feel that you often spend money on alcohol that you should not be spending
  - i) If it exists, how long does this remorse or disappointment last?
- e) Tell me about an experience related to alcohol that put you in an uncomfortable money related circumstance?
  - i) Were you ever asked to buy alcohol for someone?
  - ii) Were you ever talked into buying more drinks than you had intended to buy?

**3) Analyze the role of social influences (peer pressure, family, social environment) impact someone's drinking habits**

- a) What was your first experience with alcohol consumption?
  - i) How old were you at this time?
- b) When others around you are drinking, do you also feel pressured to join in?
  - i) Do you feel as if you need to drink what they are drinking as well?
  - ii) Did you ever choose another option even when pressured by others?
- c) Does your family offer you opinions about your drinking habits and how does this make you feel?
  - i) Has their opinion been negative or positive towards alcohol?
  - ii) In what ways has your family discussed alcohol in general?
- d) Do you feel as if the “college life” or “college experience” having an emphasis on alcohol consumption impacts your personal view and relationship with alcohol?
- e) Can you tell me what a typical night of drinking with friends would look like for you?

- f) Have you ever received an alcoholic gift from a friend or family member that has influenced what you drink?
- i) Do you have any childhood memories of what friends and family have drank in the past that you now drink today because of that?
- g) Has anyone else's drinking habits changed your perception of drinking?

**4) Understand how health concerns and what is socially considered healthy impacts drinking habits**

- a) Have you ever been educated on the impacts of drinking?
  - i) Where and when did you receive this education?
  - ii) Did this education have any impact on your perception of alcohol at all?
- b) If you've never received education from others, do you feel as though you have enough knowledge to drink safely?
- c) In your own words, how would you describe "healthy" drinking?
  - i) Is this something that you believe you stick to when drinking?
  - ii) Have you ever changed your drinking habits due to health concerns?
- d) How concerned are you about the health effects of drinking?
  - i) Do social factors influence your perception of healthy drinking?

**Conclusion:**

Rank these in order of importance in terms of the alcoholic beverages you choose:

Taste, Price, Social Factors, Health of the drink

