Alcohol marketing has been shown to increase purchase and drinking behavior (\cite{jernigan\_alcohol\_2017,stautz\_immediate\_2016}) and social influence by peers has been identified as one of the key drivers of (risky) alcohol consumption in young adults (\cite{duckworth\_transitions\_2021, hendriks\_what\_2015,borsari\_peer\_2001}). For instance, one daily diary study that tracked alcohol-related conversations over the course of one month in US college students found that students talked about alcohol on more than 50\% of days and that alcohol was, on average, discussed positively (\cite{scholz\_neural\_2019}). Similarly, anti-alcohol information is distributed by professionals (e.g. policy makers and organizations such as universities; \cite{young\_effectiveness\_2018}) and, to a lesser extent, by peers (e.g. content showing negative drinking experiences; \cite{hendriks\_social\_2018,cavazos-rehg\_hey\_2015}).

Broadly speaking, in the context of alcohol consumption, there are four major types of information distinguished along the dimensions of valence (pro- or anti-alcohol) and source (professionally or peer-produced). Beyond proprietary corporate research, professionally-produced pro-alcohol information is largely studied to quantify potential negative effects and inform counter-policies (\cite{jernigan\_alcohol\_2017}). Professionally-produced anti-alcohol messaging is a frequent subject of studies in health communication and health psychology departments and within public health agencies, which often compare between different anti-alcohol messages that employ different messaging strategies [CITES]. Peer-produced alcohol information has been considered from the angle of a basic social influence process and, more recently, as a type of social media effect (\cite{alhabash\_social\_2022}). Although social connotations and interactions about alcohol among young people are largely pro-alcohol (\cite{hendriks\_what\_2015,scholz\_neural\_2019}), work analyzing peer interactions about alcohol has also noted a small minority of peer-produced anti-alcohol messages (\cite{hendriks\_social\_2018,cavazos-rehg\_hey\_2015}).