

Analysis of the Media Image and Presentation of Direct and Hidden Advertising of Alcohol in Selected Czech Mass Communication Media. Study Protocol

KOČVAROVÁ, L., BARTÁK, M.

Charles University, First Faculty of Medicine, Department of Addictology, Prague, Czech Republic
General University Hospital in Prague, Department of Addictology, Prague, Czech Republic

Citation | Kočvarová, L., & Barták, M. (2022). Analysis of the media image and presentation of direct and hidden advertising of alcohol in selected Czech mass communication media. Study protocol. *Adiktologie*, 22 (4), 264–271. <https://doi.org/10.35198/01-2022-004-0006>

INTRODUCTION: The study protocol is focused on qualitative and quantitative analysis and reflection of the media image and presentation of direct and hidden alcohol advertising in the Czech mass media, with an emphasis on social network platforms with a high degree of influence on young people. It responds to the need for verified resource points for discussion of the effectiveness and extent of the existing statutory regulation of alcoholic beverage advertising and methods for its possible tightening. **METHODS:** For the analysis of traditional (printed) media, the method of content analysis (human coding) will be used, and quantification will be achieved through the scaling technique. For digital media, individual submissions will be assessed by using the Content Appealing to Youth Index (CAY), which has been designed and validated to quantify specific features

of audio-visual alcohol advertising content. **DISCUSSION:** The goal of the study is to review up-to-date evidence-based materials for health policy decision making related to preventive interventions to reduce alcohol usage. The study will reveal the degree of influence and the identification of the risk factors not only of direct but especially hidden advertising also presented on social media, which in particular affect young people at a risk age for starting alcohol consumption. The attitudes, approaches, persuasive strategies, and ethical opinions on alcohol consumption are presented and preferred by the community of social network users (especially influencers and celebrities). **CONCLUSIONS:** The innovativeness of the project is determined by the methodology used, which will produce comprehensive up-to-date evidence-based data for decision making in health policy.

Keywords | Advertising – Marketing – Media – Alcohol – Influence of Advertising – Media Analysis

Submitted | 29 September 2022

Accepted | 16 January 2023

Grant affiliation | For MB the research was supported by RVKPP project N-00-20 Alkohol pod kontrolou 2.1 for the year 2022. The article is part of the project “Modernization of the doctoral study program in the field of addiction research areas of prevention and treatment of addictive behavior”, reg. No. CZ.02.2.69/0.0/0.0/16_018/0002489, supported by the Operational Programme Research, Development and Education.

Corresponding author | Linda Kočvarová, Department of Addictology, First Faculty of Medicine and General University Hospital in Prague, Charles University, Apolinářská 4, 128 00 Prague 2, Czech Republic

linda.kocvarova@gmail.com

1 INTRODUCTION

Although the effects of long-term substance abuse are relatively well known and described, mass communication media are full of advertising messages promoting the consumption of alcoholic beverages. The advertising of alcoholic beverages is among the already-identified (yet modifiable) factors that shape attitudes towards alcohol consumption among young people (in the first two decades of life). Evidence from longitudinal studies has shown (Chen, C.-Y. et al., 2017; Barry et al., 2018; Anderson et al., 2009) a direct impact of alcohol advertising and promotion on the initiation of drinking among non-drinkers, i.e. especially among young people (Agostinelli & Grube, 2002) and heavier drinking among existing drinkers. A study by Snyder et al. (2006) shows that spending \$1 per capita increases the number of alcoholic beverages consumed among young people by 3%.

Recent work has also already addressed the marketing of alcohol on digital platforms (such as Facebook and Instagram and other types of social networks), which are beginning to play an increasingly important role in alcohol advertising, connecting producers and consumers in new ways (Barry et al., 2018; Chen, C.-Y. et al., 2017; Weitzman, 2020). Access to social networks is essentially limited only by internet access and is, therefore, possible 24/7. As teenagers are online every day, experiences from social networks can be considered dominant in their lives.

The amount of money spent by the alcoholic beverage industry on marketing activities is quite extraordinary and this advertising investment is growing. It is predicted (Brinkmann, 2021) that global spending on alcoholic beverage advertising will reach \$7.7 billion in 2023, an increase of 15% from 2020 (when it was \$6.7 billion). Although alcohol companies report that they have strengthened their self-regulatory standards, it appears that existing restrictions and regulations designed to protect minors are often violated. Cognitive and affective processing of alcohol advertising and images of alcoholic beverages can normalise drinking and increase positive expectations associated with consumption. Websites often provide information regarding the price and point of sale of a given brand, which can again contribute to increased opportunities to drink (McClure et al., 2013).

Alcohol-related morbidity and mortality are preventable risk factors. Appropriate regulation of alcohol advertising, supported by the results of the proposed study, may become an important preventive factor with the potential to help prevent risky health behaviours.

The issue of alcohol advertising, its legal and ethical regulation and self-regulation, the historical development of advertising restrictions and steering, and the impact of advertising on different categories (selected target groups) of consumers is addressed in numerous local and international papers (Anderson et al., 2009). The roles and consequences of alcohol advertising and its relationship to consumption are discussed. Ways to control the growth of alcohol consumption through advertising have been suggested and the effectiveness of mass

media campaigns to reduce consumption has been discussed (Young, 2018).

Marketing on a social networking platform links commercial advertising with user-generated and commented content, which of course significantly strengthens and extends its influence.

Alcohol brand marketing uses a variety of social activation methods to stimulate engagement and create brand attachment by encouraging interaction with the user – for example, by inviting them to co-create content, engage in an interactive game or sponsored online competition, etc. (Nicholls, 2012; Westberg et al., 2018). Co-created content is particularly influential because it is perceived as highly authentic. For example, it is also relatively easy to circumvent (ignore) regulations restricting advertising to minors, etc. On top of that, this type of advertising does not require payment for its display.

Westberg et al. (2018) point to a common strategy in the marketing of well-known alcoholic beverage brands, where the combination of promoting sport and using social media allows marketing efforts to be less conspicuous and it to be relatively easy to avoid scrutiny and restrictions. Sport, or rather the fandom of sport, is a widely embedded feature and part of the lifestyle of most human communities; a shared passion for sport brings communities together and, on a national scale, evokes (across the spectrum of social and community status) feelings of ‘patriotic pride’ and belonging. However, in developed countries, sport is highly commercialised. The power of the combination of the emotional engagement of sports fans and the extraordinary potential of social media has created an unprecedentedly attractive platform for alcohol marketing. Alcohol sponsorship is a common feature of a large number of sports in the Czech Republic as well. For example, Pilsner Urquell is currently the main partner of the Czech national ice hockey team, and the Krušovice brewery was the official sponsor of the entire World Championship in Bratislava in 2019; until 2017, the highest Czech football competition was run under the name Gambrinus Liga, etc. Some research considers this connection to be a key contributor to alcohol-related harm (Westberg et al., 2018).

An addiction-focused media analysis based on the assumption that media portrayal of alcohol is a significant factor in shaping public attitudes was presented by Zachová et al. (2019). The study showed that efforts to influence the public towards reducing alcohol consumption are limited by the lack of media attention to the impact of alcohol consumption on health, family, and society. A similar conclusion is reached by Houserová (2019), who investigated how Czech news media construct the image of alcohol users, and Noga (2012), who surveyed how Czech media report on the health effects of alcohol use. In her previous work (Kočvarová, 2019), the co-author of the present article demonstrated the possibilities and potential of media analysis in the Czech media.

1.1 Project overview

There is also a discussion in the Czech Republic about the effectiveness and extent of the existing legal regulations and methods for possibly tightening them. To be able to properly substantiate the proposals for preventive measures, or selected restrictions in the health policy aimed at limiting the consumption of alcoholic beverages, it is necessary to identify modifiable factors in alcohol advertising and marketing that have an influence and can support the premature onset of the initiation of consumption and the continuation of drinking alcohol in the first two decades of life. The effects of media concepts of alcohol advertising, preferred approaches, the topics and meanings (perhaps also implicitly hidden) of advertising messages that are presented, accented marketing techniques, persuasive strategies, and other essential aspects in the advertising of alcoholic beverages have not yet been sufficiently explored. Filling this gap is the main goal of the upcoming study – a media analysis of alcohol advertising in the Czech mass media. The research will be focused on the qualitative and subsequent quantitative analysis of alcohol advertising in terms of its presentation and interpretation in selected Czech mass media, with an emphasis on the online environment, which significantly affects the young generation in particular. The authors present the basic characteristics, focus, and persuasive strategies of alcohol advertising in the media under investigation on the basis of data obtained and based on qualified research findings and proper statistical evaluation. They will describe the identified differences between individual types of mass communication media.

Preferred advertising approaches, the most common ways of activating consumers, unethical marketing practices, non-observance and circumvention of legislative rules for the promotion of alcohol consumption, and problematic or controversial claims found in advertising will be recorded and characterised.

The analysis focuses mainly on the identification of potential risk factors for alcohol use, especially those that primarily affect young people at a risk age for starting consumption.

Addictology currently lacks such focused topical research carried out in the Czech mass media.

2 METHODS

2.1 Research sample and coding of messages

A combination of qualitative and quantitative approaches is planned for the research process (Punch, 2008, p. 14). The research will initially focus on the area of basic characteristics of advertising and will look for general features and characteristics of alcohol news and advertising.

Media messages will be obtained through databases and selected social platforms. Both paid and freely available databases will be employed. We will use the approach used by recent research in this field (Kersbergen et al., 2022). We will search the available databases, especially the Nielsen Atmosphere media database, for media news that is related to alcohol. The media messages will be coded by using the approach suggested by Miovský (2014) as well as identifying the advertiser, type of media used, form, location, scope, and frequency of advertising. We will randomly select at least 600 media news items to code for the reporting data, content, and context, and among these we will thematically analyse at least 300 randomly selected articles.

Another research strategy will be used for social media analysis. We will search for the social media product of the five largest alcohol brands in the Czech Republic; the profiles of Plzeňský Prazdój and Gambrinus, Smíchovský Staropramen, Bernard Humpolec, and Likérka Plzeň Božkov have been selected for the research on the basis of their relative market share. We expect to analyse at least 200 social media posts by additionally performing random selection for thematic analysis. For the social media analysis, we will employ CAY (the Content Appealing to Youth Index), which has been designed and validated to quantify specific features of the content of audio-visual alcohol advertising.

The CAY index includes variables (features, content elements) that have been shown to be attractive to young people by previous research (Padon et al., 2018) and allows us to determine the extent to which advertising content is attractive and appealing to young people, thus stimulating a response to advertising, especially among this age group. These are the elements of advertising that stimulate emotional responses (and not only positive ones such as mystery, fantasy, and especially humour; violence – especially among older adolescents – also elicits an emotional response). Appealing to taste, price and product quality proves counterproductive for young people (leading to such ads being less popular) – probably as a result of a lack of previous experience, young people are unable to process the arguments or do not believe them. Conversely, the promise of positive consequences after using the product leads to a favourable evaluation of an advertisement by young people, who, especially in adolescence, experience more self-doubt than adults (Chen, M.-J. et al., 2005). A final category of CAY content, which is based on young people's natural desire for adventure and adrenaline-fuelled fun, consists of depictions of activities that should not be combined with alcohol consumption at all, such as mountain biking, boating, and sporting activities in general (Aitken et al., 1988).

2.2 Discussion of research questions

Questions looking for persuasive advertising strategies used, i.e. whether alcohol advertising is combined with some attractive features of life and positive emotional experiences, will be interesting, whether the advertisement is targeted at a selected sample of the population (for example, if it uses elements of nostalgia among the elderly or, conversely, the ideal of youth or sports sponsorship among fans, etc.).

Identifying ways to activate the consumer can be significant – for example, an offer to participate in a competition, an invitation to celebrate (for example, a sports victory), to consume (as part of a sports experience and the ritual of watching a sports broadcast), to “like”, vote, tip, or comment, or another activity.

According to the authors, the possible findings identifying risky, controversial, and unethical marketing practices in advertising are the most serious: the recipient of an advertisement may be exposed to multiple risky behaviours – for example, alcohol consumption may be shown in the advertisement as a prelude to sexual behaviour or in connection with smoking (Bleakley & Hennessy, 2019). The content of the advertisement may imply that alcohol helps and contributes to the achievement of personal, social, professional, financial, or other success (e.g. by displaying wealth – expensive and luxurious cars, luxurious equipment, jewellery, etc.).

The research will also focus on checking whether or not there are warnings in the advertisement about the illegal consumption of alcohol by minors or the possible negative effects of alcohol and whether any practices are used that circumvent or eliminate existing prohibitions and restrictions – for example, non-alcoholic beers may have the same labels and names as alcoholic beers; the inscription “non-alcoholic” may be in small print and written vertically (Dąbrowska, 2002).

2.3 The analysis of addiction-specific media messages in the context of the Czech Republic

The tool is designed for the social-psychological quantitative content analysis of media messages specifically for the field of addictology (the substance abuse field) and has not only been successfully piloted, but has also already been successfully used in several research studies (Bednářová, 2019; Jarmarová, 2022; Novák et al., 2009). This obviates the need for the (otherwise important step of) functional validation of the proposed data processing technique and the associated potential complications. The manual will be modified before application to meet the specific needs of this study.

The collected data will be sorted into contingency and association tables and subjected to proper statistical analysis (using Pearson’s chi-square test for goodness-of-fit, which tests whether empirically observed frequencies conform to a theoretical hypothesis about the frequency distribution). The media content will be searched for regularities (patterns, types)

or, conversely, for differences and distinctions. The results will be presented in tables and graphs.

2.4 Ethical considerations

Because the study processes and analyses publicly available data and is not based on interaction with the client(s), major potential ethical lapses are effectively eliminated. There is no need to address issues of confidentiality of information, potential harm to the client, protecting their privacy and personal integrity, and ensuring their safety.

The authors declare no conflict of interest. The alcohol industry played no role in the design of the study, in the collection, analysis, or interpretation of the data, in the writing of the manuscript, or in the decision to publish the results.

3 EXPECTED RESULTS

The mass media, which have a great opportunity to influence public reaction, should certainly not in any way promote lifestyles and behaviours that potentially threaten the quality of life and health. At the same time, however, in today’s market environment the media are subject to strong economic pressure; they compete intensively to obtain (not lose) extremely significant income from assigned advertising and to cover the ever-increasing costs in the industry, or in this way, they increase the size of their profit.

Research findings can reveal and shed light on the strategies and tactics used by alcoholic beverage marketers. The findings will be used as an up-to-date evidence base for health policy decision making concerning preventive interventions to reduce alcohol use. This will enable the determination of the degree of influence and identification of risk factors not only of direct but especially of covert advertising, especially on social media, which particularly affects young people at risk of starting to drink. It will show a picture of the most important advertising themes that are massively shared in the space of mass communication.

4 DISCUSSION

4.1 Strengths of the research

The research topic is current and necessary, as it will provide a description of the basic characteristics of the advertising of alcoholic beverages in both traditional (television, radio, and print) and online media (e.g. Instagram). The emphasis is on identifying questionable, controversial, and unethical advertising practices and consumer activation marketing techniques. The innovativeness of the project is determined by the method of quantitative content analysis, human coding, and the emphasis on statistical processing and data extraction. The use of a relatively large sample set is a big advantage.

It is assumed that the coding of the data will be done by one person, thus ensuring that all the coding is carried out according to the same principles and policies. However, in such a case, the research may be burdened by a systematic error (Vavrinčíková et al., 2012). To ensure higher reliability (to reveal the mentioned undesirable influence), a reliability test will be used on randomly selected parts of qualitative material with a time gap (Scherer, 1998). If necessary, the expert supervision of the other author will be used.

The results received and outputs will be obtained on the basis of Evidence-Based Practice and form up-to-date and expertly supported materials for discussion and qualified decision making in health policy on the extent of, and methods for, the possible tightening of the existing legal regulations governing the advertising of alcoholic beverages. Supporting meaningful adjustments to advertising for alcoholic beverages can contribute to less risky consumer behaviour, limiting alcohol consumption, and subsequently improving the health status of the population.

4.2 Limitations of the research

One can, of course, argue about the advantages and disadvantages of the preferred quantitative approach. The quantitative concept of the issue of media image research and the presentation of direct and hidden alcohol advertising in the mass media, built on the method of content media analysis, has not only several clear advantages but also certain limitations. A qualitative approach (in contrast to a quantitative one) allows one to examine the issue in great detail and to find connections. This was included at the beginning of the research to gain a deeper understanding of the phenomenon of alcohol advertising. Qualitative findings, however, are not suitable for processing a large amount of data; the outputs cannot be processed statistically and therefore it is not possible to infer, for example, how often a given aspect of advertising occurs, who the advertiser most often is, etc.

The research is focused on finding out possible marketing methods and efforts to influence alcohol consumption made by advertising alcoholic beverages. Thus, it does not take into account other possible factors that may affect the decision to consume, such as gender, education, socio-economic status,

family characteristics, attitude and peer pressure, drinking by parents and close peers, or periods of life crisis and depression (Arterburn & Burns, 2001; Chen, C.-Y. et al., 2017). These are taken as *ceteris paribus* (Boyer, 1996).

In many cases, the advertising message is not clearly and unambiguously distinguished from other messages, and the consumer is given the impression that it is not an advertisement (Zibner, 2020). This research does not attempt to describe this so-called hidden form of advertising (typically advertorials and test trials in print media and product placement on television and social networks).

When making a qualified assessment of the appropriateness of possible bans or restrictions on advertising alcoholic beverages, we must not allow ourselves to be caught in the trap of black-and-white moral attitudes and depict regulatory efforts as a fairy-tale clash of good and evil. For example, Siegfried et al. (2014) point out that it is necessary to evaluate not only the benefits but also the harms and costs associated with limiting or banning alcohol advertising. After evaluating a large sample of diverse studies, those authors conclude that there is a lack of reliable arguments for or against recommending the introduction of restrictions on alcohol advertising. The quality of the evidence presented in the studies was overall assessed as very low. Proper empirical studies objectively examining the consequences of banning or restricting alcohol advertising, based on a flawless methodology and defensible even before the strictest scientific criticism, prove to be extremely difficult for many reasons. In none of the studies that were included were the possible consequences of the regulation of the advertising market for alcoholic beverages addressed (reduction in profits of the alcohol and advertising industry, effects on employment, etc.). It also turns out that the alcohol industry looks immediately for alternatives and ways of replacing any advertising “failure” (Dąbrowska, 2002).

In the Czech Republic, a country with a traditional high tolerance for the consumption of alcoholic beverages and where alcohol is a common part of all social life, it cannot be a realistic goal to completely ban alcohol advertising. The proposals for possible restrictions are therefore aimed at aggressive forms of advertising aimed at young people.

For the greater effectiveness of the possible stricter regulation of advertising (McClure et al., 2013), it would be appropriate to combine restrictions with a set of preventive measures – especially by strengthening media literacy, which increases the critical acceptance of advertising content in general (Grenard et al., 2013).

◆ 5 CONCLUSIONS

The research has the ambition of contributing to a deeper understanding of what the basic characteristics, concepts, and advertisements of alcohol in the mass communication media that are investigated are, based on the findings of scientific research and the statistical evaluation of the data collected, which can be verified again. Because our assumptions are just that, merely assumptions, they can be biased or influenced by our prejudices. Within the framework of a professional approach, it is of course advantageous if addictology can rely on such expertly ascertained (“measured”) results, rather than on mere feelings and (perhaps even qualified) assumptions.

The application of the results of the media analysis that will be conducted could allow addictologists (and related professions) to make specific interventions in the promotion of the policy of limiting the advertising of alcoholic beverages. Qualified regulation of advertising is one of the prerequisites for reducing the consumption of alcoholic beverages in the Czech Republic, at least in the area of underage drinking. For representatives of the addiction community, cooperation, discussion, and media lobbying to promote the interest in addiction – gradually influencing the public’s attitudes towards alcohol abuse – represent an important task. It is through qualified documents that effective pressure can be exerted on public opinion and representatives of political parties, who have the opportunity to make necessary and desirable changes in the setting of the width and conditions of alcohol advertising. A greater understanding of the functioning of the media in the implementation of advertising messages for alcoholic beverages can be further applied in selected areas of addiction theory and practice and will thus contribute to cultivation and greater efficiency in communication with the mass media. Communication with the mass media is important for addictology because communication activity with the public is required for all addictology institutions, workplaces, and facilities.

Authors’ contributions: LK prepared the first version of the manuscript and prepared the literature review. MB initiated the research, designed the structure of the article, and conducted the literature search. Both authors approved the final version of the manuscript.

Declaration of interest: The authors declare that they have no conflict of interest.

Acknowledgment: LK sincerely thanks the consultants of the draft of the article from the Department of Addictology, First Faculty of Medicine, Charles University in Prague for their valuable comments, expert guidance, and support during the preparation of the manuscript.

REFERENCES

- Agostinelli, G., & Grube, W. J. (2002). Alcohol counter-advertising and the media: A review of recent research. *Alcohol Research & Health*, 26 (1), 15–21.
- Aitken, P. P., Leather, D. S., & Scott, A. C. (1988). Ten- to sixteen-year-olds' perceptions of advertisements for alcoholic beverages. *Alcohol and Alcoholism*, 23 (6), 491–500.
- Anderson, P., De Buijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism*, 44 (3), 229–243. <https://doi.org/10.1093/alcalc/agn115>
- Barry, A. E., Padon, A. A., Whiteman, S. D., Hicks, K. K., Carreon, A. K., Crowell, J. R., Willingham, K. L., & Merianos, A. L. (2018). Alcohol advertising on social media: Examining the content of popular alcohol brands on Instagram. *Substance Use & Misuse*, 53 (14), 2413–2420. <https://doi.org/10.1080/10826084.2018.1482345>
- Bednářová, J. (2019). Risky alcohol use among adolescents in the context of public policy. *Adiktologie v Preventivní a Léčebné Praxi*, 3 (2), 170–178.
- Bleakley, A., Morgan, E. E., & Hennessy, M. (2019). Understanding the nature of media effects from onscreen exposure to alcohol, sex, and their combination. *Journal of Adolescent Health*, 65 (1), 51–56. <https://doi.org/10.1016/j.jadohealth.2019.01.02>
- Brinkmann, M. (Ed.). (2021). *Business Intelligence. Alcohol: Beer + Spirits*. <http://www.zenithmedia.com/wp-content/uploads/2021/05/Business-Intelligence-Alcohol-Beer-and-Spirits.pdf>
- Cartwright, D. P. (1953). Analysis of quantitative material. In Festinger, L., & Katz, D. (Eds.), *Research Methods in the Behavioral Sciences*. Dryden, 421–470.
- Chen, C. Y., Huang, H. Y., Tseng, F. Y., Chiu, Y. C., & Chen, W. J. (2017). Media alcohol advertising with drinking behaviors among young adolescents in Taiwan. *Drug and Alcohol Dependence*, 177, 145–152. <https://doi.org/10.1016/j.drugalcdep.2017.03.041>
- Chen, M. J., Grube, J. W., Bersamin, M., Waiters, E., & Keefe, D. B. (2005). Alcohol advertising: what makes it attractive to youth? *Journal of Health Communication*, 10 (6), 553–565. <https://doi.org/10.1080/10810730500228904>
- Czech Industrial Health Insurance Company. (2022). *Alkohol jako lék*. <https://www.cpzp.cz/clanek/5228-0-Alkohol-jako-lek.html>
- Černovský, T. (2021). *TOP 10 sociální síť: Kdo je používá a proč nan ich propagovat svůj byznys*. <https://cernovsky.cz/marketing/top-10-socialni-site/>
- Dąbrowska, K. (2002). Alcohol marketing in Poland. *Alcoholism and Drug Addiction*, 15 (4), 433–446.
- Grenard, J. L., Dent, C. W., & Stacy, A. W. (2013). Exposure to alcohol advertisements and teenage alcohol-related problems. *Pediatrics*, 131 (2), 369–379. <https://doi.org/10.1542/peds.2012-1480>
- Hendl, J. (2012). *Přehled statistických metod: analýza a metaanalýza dat* (4th ed.). Portal.
- Houserová, A.-M. (2019). *Mediální obraz uživatelů alkoholu v českém zpravodajství [The media image of alcohol users in the Czech news media]*. [Bachelor's thesis, Charles University]. Charles University Digital Repository.
- Jarmarová, A. (2022). *Mediální obraz užívání alkoholu v době pandemie COVID-19 v České Republice [Media portrayal of alcohol use during the COVID-19 pandemic in the Czech Republic]*. [Master's thesis, Charles University]. Charles University Digital Repository.
- Kočvarová, L. (2019). *Analýza mediálního obrazu metanolové otravy v českých sdělovacích prostředcích [Analysis of the media image of methanol poisoning in selected Czech media]*. [Diploma thesis, Charles University]. Charles University Digital Repository.
- McClure, A. C., Stoolmiller, M., Tanski, S. E., Engels, R. C., & Sargent, J. D. (2013). Alcohol marketing receptivity, marketing-specific cognitions, and underage binge drinking. *Alcoholism, Clinical and Experimental Research*, 37 (Suppl 1), E404–E413. <https://doi.org/10.1111/j.1530-0277.2012.01932.x>
- MediaGuru. (2022). Lidí na sítích v Česku přibylo, vedou YouTube a Facebook. Omnicom Media Group. <https://www.mediaguru.cz/clanky/2022/02/lidi-na-sitich-v-cesku-pribylo-vedou-youtube-a-facebook/>
- Miovsky, M. (2014). *Manual of preparation and development of applied research projects and communication with potential partners in service networks*. NETAD Project Output.
- Mlčoch, T., Chadimová, K., & Doležal, T. (Eds.). (2019). *Společenské náklady konzumace alkoholu v České republice. Závěrečná zpráva*. http://www.ihta.org/ext/publication/files/Report_merged_grant_alkohol_2019-04-10%20-%20final.pdf
- Nicholls, J. (2012). Everyday, everywhere: Alcohol marketing and social media-current trends. *Alcohol and Alcoholism*, 47 (4), 486–493. <https://doi.org/10.1093/alcalc/ags043>
- Noga, M. (2012). *Zdravotní účinky alkoholu v kontextu obsahové analýzy mediálních zpráv [Health effects of alcohol in the context of content analysis of media news]*. [Master's thesis, Palacký University Olomouc]. Theses.cz.
- Novák, P., Miovský, M., & Štastná L. (2009). The media portrayal of cannabis in relation to criminal activities. *Adiktologie*, 9 (4), 196–203.
- Padon, A. A., Rimal, R. N., DeJong, W., Siegel, M., & Jernigan, D. (2018). Assessing youth-appealing content in alcohol advertisements: application of a content appealing to youth (CAY) index. *Health Communication*, 33 (2), 164–173. <https://doi.org/10.1080/10410236.2016.1250331>
- Punch, K. F. (2008). *Úspěšný návrh výzkumu*. Portál.
- Saffer, H. (1991). Alcohol advertising bans and alcohol abuse: An international perspective. *Journal of Health Economics*, 10 (1), 65–79. [https://doi.org/10.1016/0167-6296\(91\)90017-h](https://doi.org/10.1016/0167-6296(91)90017-h)
- Scherer, H. (2011). Úvod do metody obsahové analýzy. In W. Schulz, H. Scherer, L. Hagen, I. Reifová, & J. Končelík (Eds.), *Analýza obsahu mediální analýzy* (3rd ed.). Karolinum.
- Schulz, W., Scherer, H., Hagen, L., Reifová, I., & Končelík, J. (eds.) (2011). *Analýza obsahu mediálních sdělení*. Karolinum.
- Siegfried, N., Pienaar, D. C., Ataguba, J. E., Volmink, J., Kredt, T., Jere, M., & Parry, C. D. (2014). Restricting or banning alcohol advertising to reduce alcohol consumption in adults and adolescents. The Cochrane Database of Systematic Reviews, 2014(11), CD010704. <https://doi.org/10.1002/14651858.CD010704.pub2>
- Snyder, L. B., Milici, F. F., Slater, M., Sun, H., & Strizhakova, Y. (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Pediatrics & Adolescent Medicine*, 160, 18–24. <https://doi.org/10.1001/archpedi.160.1.18>
- Soukup, P., & Kočvarová, I. (2016). Velikost a reprezentativita výběrového souboru k kvantitativně orientovanému pedagogickému výzkumu. *Pedagogická orientace*, 26 (3), 512–536.
- Statista. (2022). Most popular social networks worldwide as of January 2022, ranked by number of monthly active users. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Štastná, L., Miovský, M., & Novák, P. (2009). *Manual for coding of media messages on addictive substances and related issues*. SCAN Association.

Vavrečka, J., & Štěpánek, P. (2012). Problematika harmonizace práva EU v oblasti regulace reklamy [Fully harmonised EU law and regulation of advertising]. *Současná Evropa*, 2, 135–145.

Weitzman, M., & Lee, L. (2022). Similarities between alcohol and tobacco advertising exposure and adolescent use of each of these substances. *Journal of Studies on Alcohol and Drugs*, 19 (Suppl. 19), 97–105. <https://doi.org/10.15288/jsads.2020.s19.97>

West, R. (2016). *Models of Addiction*. Office of the European Union.

Westberg, K., Stavros, C., Smith, A. C., Munro, G., & Argus, K. (2018). An examination of how alcohol brands use sport to engage consumers on social media. *Drug and Alcohol Review*, 37(1), 28–35. <https://doi.org/10.1111/dar.12493>

Wilcox, G. B., Kang, E. Y., & Chilek, L. A. (2015). Beer, wine, or spirits? Advertising's impact on four decades of category sales. *International Journal of Advertising*, 34(4), 641–657. <https://doi.org/10.1080/02650487.2015.1019961>

Young, B., Lewis, S., Katikireddi, S. V., Bauld, L., Stead, M., Angus, K., & Langle, T. (2018). Effectiveness of mass media campaigns to reduce alcohol consumption and harm: A systematic review. *Alcohol and Alcoholism*, 53(3), 302–316. <https://doi.org/10.1093/alcalc/agx094>

Zachová, K., Petruželka, B., Barták, M., & Rogalewicz, V. (2019). Media portrayal of alcohol does not match its real harm effects in the Czech Republic. *Central European Journal of Public Health*, 27, 66–73. <https://doi.org/10.21101/cejph.a5826>

Zibner, J. (2020). Skrytá reklama v kontextu moderních trendů. *Právní rozhledy*, 28(22), 776–780.