

# Link between Teen Binge Drinking and Precise Identification of Alcohol Brands in Pop Music

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The average adolescent in the US gets daily exposure to 2.5 hours of popular music and eight references to alcohol brands. Researchers have found that there exists a relationship between binge drinking in teens and liking, owning or correctly recognizing the brand names of alcohol showed in the songs.

The conclusion was derived after a study was conducted by the researchers from the University of Pittsburgh in Pennsylvania and the Norris Cotton Cancer Center in New Hampshire. Binge drinking poses the risk of injuries, violence, risky sexual behaviors, alcohol poisoning, low blood pressure and body temperature, coma or even death.

"Every year, the average adolescent is exposed to about 3,000 references to alcohol brands while listening to music. It is important that we understand the impact of these references in an age group that can be negatively affected by alcohol consumption", said lead author Dr. Brian A. Primack, associate professor of medicine and pediatrics and director of the Program for Research on Media and Health in Pitt's School of Medicine.

It is very important to assess what influence alcohol brands mentioned in music have on adolescents and young adults. A survey was organized by Dr. Primack and his colleagues that involved more than 2,500 young people in the US between the ages of 15 and 23 years old.

Adolescents who were able to identify alcohol brands in certain songs reported to be the binge drinkers. About 59% of these participants had a complete alcoholic drink, which is equivalent to either 12 ounces of beer, 5 ounces of wine or 1.5 ounces of hard alcohol. And 18% of these respondents reported binge drinking at least monthly.

Also, it was showed by results that those who were able to remember alcohol brands were twice as likely to have had a complete alcoholic drink as those who were not able to identify the brand. The results were the same even after taking into consideration factors like age, socioeconomic status and alcohol use by friends or parents.