

Does Pop Music Increase Teen's Alcoholism Risk?

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A recent study suggests that teens who frequently listen to pop patrons may be at an increased risk for alcoholism. (Photo : Flickr)

A recent study suggests that teens who frequently listen to pop patrons may be at an increased risk for alcoholism. According to researchers from the University of Pittsburgh, they showed that many songs promote binge drinking, which may cause some youths to be twice as likely to indulge in alcohol and/or drugs.

"It's unclear how much very specific information adolescents do or do not get from popular music," said Dr. Brian Primack, an associated professor of medicine at the University of Pittsburgh, and the lead study author, via [NPR](#). However, he notes that unfortunately, these types of music may have a negative influence.

For the study, researchers surveyed more than 2,500 young people and asked them whether they liked or owned 10 randomly selected 10 pop singles that referenced alcohol in the lyrics.

Findings showed that while only 8 percent of the participants could recall brand names of alcohol mentioned in the songs, those who regularly enjoyed these tunes were more likely to drink and binge.

Researchers emphasize that parents should pay particular attention to what their teens are listening too. Many artists, including Nicki Minaj, Ke\$ha and LMFAO, among others, commonly associate with song narratives that promote partying and alcohol intoxication.

"For at least some of these artists, promoting alcohol has become part of their business models," said David Jernigan, the director of Hopkins' Center on Alcohol Marketing and Youth, as well as one of the study researchers, via the news organization.

More information regarding the findings can be seen via the journal *Alcoholism: Clinical and Experimental Research*.

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