How Do Alcohol Portrayals in Movies Affect their Audience? Evidence from a Field Study

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Narrative transportation
Hypothesized structural model

- Identification with characters
- Feeling of enjoyment
- Perception of realism
- Brand placement

Narrative transportation
- H1+
- H2+
- H3+
- H10+

Alcohol expectancies
- H4+
- H6+
- H11+

Alcoholic drink choice
- H5+

Placed brand choice
The Snows of Kilimanjaro (2011)

A union pensioner and his wife are robbed, but find that merely getting the assailants brought to justice is not enough for their consciences.

**Original title:** Les neiges du Kilimandjaro

**Country of origin:** France.  
**Genre:** Drama.

**Director:** Robert Guediguian.

**Cast:** Ariane Ascaride, Jean-Pierre Darroussin, Gérard Meylan, and Marilyne Canto.

**Runtime:** 1 hr. 30 min.
Depictions of non-branded alcoholic drinks
Placement of Metaxa liquor brand in three sequences
Stimuli used in the experiment

**Experimental Group**

Movie WITH the Metaxa appearances

**Control Group**

Movie WITHOUT the Metaxa appearances
Cineplanet Theater in the city of Tacna, Peru
Sample Recruitment Procedures

- flyers
- official posters
- university networks
Survey fieldwork
(Sunday, 21 September 2014)

Participants filling out the questionnaire

Last page of the questionnaire

Assistants distributing the gifts selected
## Sample Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>No. of participants</th>
<th>Sample percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>358</td>
<td>47.2</td>
</tr>
<tr>
<td>Females</td>
<td>400</td>
<td>52.8</td>
</tr>
<tr>
<td><strong>Age (years)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 or less</td>
<td>128</td>
<td>16.9</td>
</tr>
<tr>
<td>18–30</td>
<td>340</td>
<td>44.9</td>
</tr>
<tr>
<td>31–40</td>
<td>166</td>
<td>21.9</td>
</tr>
<tr>
<td>41–50</td>
<td>80</td>
<td>10.6</td>
</tr>
<tr>
<td>51 or more</td>
<td>44</td>
<td>5.8</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No degree</td>
<td>31</td>
<td>4.1</td>
</tr>
<tr>
<td>Primary</td>
<td>154</td>
<td>20.3</td>
</tr>
<tr>
<td>Secondary</td>
<td>269</td>
<td>35.5</td>
</tr>
<tr>
<td>Tertiary</td>
<td>304</td>
<td>40.1</td>
</tr>
<tr>
<td><strong>Total sample</strong></td>
<td>758</td>
<td>100.0</td>
</tr>
</tbody>
</table>
**Definition of latent variables**

<table>
<thead>
<tr>
<th>Latent variable</th>
<th>Examples of items adapted from previous studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification with characters</td>
<td>“While watching the movie, I could feel the emotions <em>Michel / Marie-Claire</em> portrayed” (Cohen, 2001; Sestir &amp; Green, 2010)</td>
</tr>
<tr>
<td>Feeling of enjoyment</td>
<td>“Overall, I enjoyed this movie” (Hall &amp; Zwarun, 2012; Oliver &amp; Bartsch, 2010)</td>
</tr>
<tr>
<td>Impression of verisimilitude</td>
<td>“The way people live their everyday lives is portrayed very accurately in this movie” (Green, 2004; Hall &amp; Bracken, 2011)</td>
</tr>
<tr>
<td>Narrative transportation</td>
<td>“I was mentally involved in the story while watching the movie” (Green &amp; Brock, 2000; Sestir &amp; Green, 2010)</td>
</tr>
<tr>
<td>Alcohol expectancies</td>
<td>“After a few drinks of alcohol, I would be more likely to act sociably” (Corbin <em>et al</em>., 2008; Kulick &amp; Rosenberg, 2001)</td>
</tr>
</tbody>
</table>

Note: Items were rated on a 7-point Likert scale (from –3 = completely disagree, to 3 = completely agree).
Structural model results

* $p < .10$; ** $p < .05$; *** $p < .01$. 
Implications

78% of the youth-rated (G, PG, and PG13) mainstream movies depicted alcohol use (Dal Cin et al., 2008)

Self-regulation of the beverage industry has largely failed (Bergamini et al., 2013)
Thank you for your attention

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