

An Exploratory Content Analysis of Beer Advertisements in Korea

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THE HITE.

깨끗한
이 느낌
하이트



빙점(氷點) 여과 공법으로
더 깨끗한 맛.

빙점(氷點) 여과 공법(Freezing Point Filtration System)이란?
맥주 저장에서 여과까지 온도를 빙점으로 유지하여 더 깨끗하고 신선한 맛을 지켜줍니다.

Signature

THE HITE.



끝까지 샤프하니까!
드라이 피니시

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쿨해서 좋은 hite



참을 수 없는 이 짜릿함! Cass

Cass

짜릿하게 즐겨라! 카스



1 광고에 나타난 음주는 건강이나 안전을 일으키며 운전이나 작업중에 사고 발생률을 높입니다.

Cass
Light

맛있는 라이트 카스라이트



33%
칼로리
DOWN
(Cass Fresh 대비)



본 광고에 사용된 모든 이미지와 내용은 저작권에 의해 보호되는 것으로 간주됩니다.

Introduction

- * Why is alcohol advertising regulation necessary?
 - * Alcohol advertising influences alcohol consumption and harmful drinking
 - * WHO Reports: Alcohol advertising regulations are shown to be effective in prevention of harmful drinking
 - * Alcohol industry is very defensive about regulations
 - * Legislation vs. Self-Regulation
 - * Some countries control alcohol advertising by legislation and some countries rely on self-regulation of the alcohol industry
 - * Complete regulation: Banning of all alcohol advertising
 - * Partial regulation: Regulating advertising in a limited way
 - * Self regulation: Alcohol industry voluntarily develop regulation scheme
- Korea: Partial regulation based on “Public Health Promotion Act & Self-regulation by alcohol industry

- * Limits of Korean alcohol advertising policy

- * Unclear and vague criteria

- * Does not consider recent development of advertising market

- * Regulation of advertising hours are unrealistic

- * Ex: TV Advertising is restricted between 10 pm and 6 am to protect youth → but, many youths watch TV after 10 pm

- * Controversy regarding effectiveness of advertising policy

- * Self-Regulation by Alcohol industry

- * Designed to target responsibility marketing

- * Alcohol industry actively agree on standards of practice

- * Korea – beginning stage (since 2009)

- * No legal obligation – limitation – no way to penalize if not followed

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- * Limited research on alcohol advertising in Korea
 - * Need to build knowledge in alcohol advertising
 - * Lack of understanding in alcohol advertising
 - * Leads to limitations in active legislation and self regulation of alcohol advertising
 - * Need basic knowledge in order to supplement alcohol advertising policies
 - * This is the rationale for our study: content analysis of alcohol advertising in Korea

Purpose of the research

- * Analyze contents of TV beer advertising
- * Provide knowledge and implications for alcohol advertising regulation policy

Influence of alcohol advertising

- * Advertising is one of the major environmental influence on alcohol use and abuse (Snyder et al, 2006)
- * Alcohol advertising are known to influence alcohol use (Anderson et al., 2009)
- * The influence is bigger for young people (Gordon, et al., 2010)
- * Exposure to alcohol advertising is related to positive attitude in alcohol use (Hastings et al., 2005)

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- * Studies of alcohol advertising in Korea are very limited
 - * Limitations of previous studies
 - * Focused only on printed advertising
 - * Did not examine contents other than sexual connotations
 - * Not based on reliable measure of contents

Methods:

Sampling and Data collection

- * Sampling

- * All Korean Beer advertisements aired between 2008 - 2011
- * Video advertising shown on TV, Cable TV, subway, and internet

- * Data collection

- * Each beer industry archive (via homepage)
- * Total of 81 video advertisements were used

Content categories and analysis

- * Content categories
 - * Advertisements were content-analyzed in three areas: Themes, techniques of presentation, human models
- * Themes: message expressed in beer ads
 - * 16 themes were included based on review of literature on content analysis of alcohol ads
 - * Three coders assessed the presence or absence of 16 themes portrayed in the ads

16 themes analyzed in beer advertisements

Reward	Reward yourself because you are worth it. You deserve the best.
Relaxation	Drinking after work or play, and change in state with the product. The suggestion that this product will help you relax.
Success Celebration	Success in a competition, at workplace, or special occasion. Personal achievement.
Individuality	Be unique. The product is for those with character, not for everybody.
Information	Reference to calorie, price, brewing process, or ingredients. Differ from similar products.

16 themes analyzed in beer advertisements

Quality	Reference to the quality of the product. Use of subjective and complimentary adjectives to explain the product.
Sexual connotations	References suggesting sexual encounter. Discreet, tempting motions. Provocative gesture.
Camaraderie	Partying with people, a get-together. Alcohol as group-bonding or social lubricant.
Friendship	Share with your close friend. Suggesting that you share the product with close friends.
Physical activity	Portrayal of models in sports or strenuous activity. Presence of sports equipment.

16 themes analyzed in beer advertisements

Love and romance	The words love, or drawing of heart. Symbols of love. Long-term relationship, romance.
Special occasions Holiday	Birthday, anniversaries, holidays and celebration of events (aside from achievement).
Look cool	Intention to look cool by using the product. Reference to the expression "cool".
Impress others	Impress others with _____. Serve the best to impress others.
Hedonism	You only live once. Please yourself.
Humor	Cartoons, jokes. Intention to make you laugh.

Analysis

- * Techniques of presentation
 - * Settings and activities described in the ad
 - * Sound effects, background (location, environment), risky drinking situations
- * Human models
 - * Coders counted the total number of human models, number of primary models (models central to the ad, who spoke, appeared in the foreground for more than $\frac{1}{2}$ of the ad).
 - * Coders estimated age, gender of primary models
 - * Use of celebrity models (movie stars, sports stars, etc.)

Intercoder reliability

- * Intercoder reliability was assessed using Krippendorff's alpha
 - * Krippendorff's algorithm controls for the degree of agreement expected by chance
 - * More reliable results based on intercoder reliability between three coders
 - * Krippendorff's alpha of 0.70 was used as the criteria for inclusion

Krippendorff's alpha

$$\alpha = 1 - \frac{D_o}{D_e}$$

$$1 \geq \alpha \geq 0$$

$$D_o = \frac{1}{n} \sum_C \sum_k O_{ck} \text{ metric } \delta^2 ck$$

$$D_e = \frac{1}{n(n-1)} \sum_C \sum_k n_c \cdot n_k \text{ metric } \delta^2 ck$$

	0	1	
0	000	001	n0
1	001	011	n1
	n0	n1	n=2N

$$\text{binary } \alpha = 1 - \frac{D_o}{D_e} = 1 - (n - 1) \frac{O_{01}}{N_0 \cdot N_1}$$

Results:

Themes in beer advertisements

Theme	N	%	Intercoder Reliability	Theme	N	%	Intercoder Reliability
Quality	54	66.7	.91	Impress others	15	18.5	.71
Relaxation	36	44.4	.81	Physical activity	13	16.0	.80
Camaraderie	33	40.7	.71	Look cool	11	13.6	.81
Individuality	32	39.5	.81	Sexual connotations	11	13.6	.93
Information	30	37.0	.98	Success/Celebration	7	8.6	1.00
Friendship	28	34.6	.89	Special occasions/Holiday	3	3.7	.90
Love/Romance	22	27.2	.90	Reward	1	1.2	1.00

Human Models in beer advertisements

- * Analysis of human models give idea about the audience for which the ads were created.

- * **Gender**

- * male 93.8%
- * female 79%

- * **Number of primary models**

- * one model 9.9%
- * two models 19.8%
- * three or more 64.2%

- * **Age of primary model**

- * 20s 68.0%
- * 30s 50.6%
- * 40s and over 14.8%

- * **Celebrity 81.5%**

- * Some countries (Italy, Israel) ban celebrities to appear in alcohol advertising

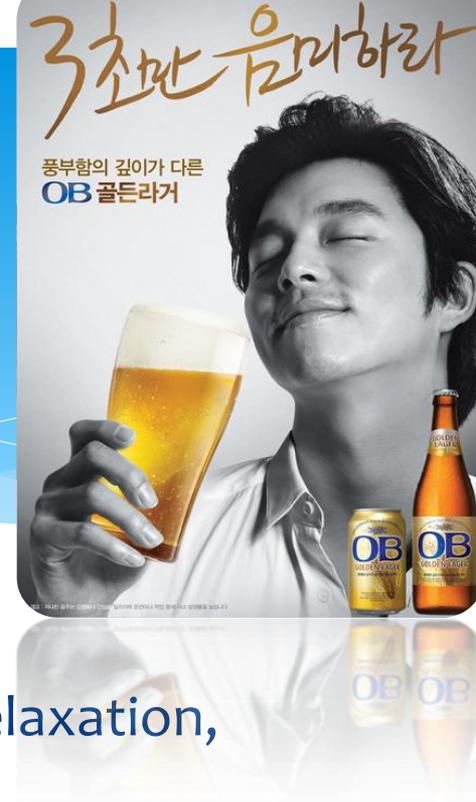
Techniques of presentation

Techniques of presentation		N	%	Intercoder Reliability
Scenes	Drinking beer	74	91.4	1.00
	Finishing the glass or bottle	22	27.2	0.84
	Food pictured	15	30.9	0.89
Sound effects	Opening the bottle/can	38	46.9	0.71
	Pouring beer into glass	43	53.1	0.80
	Clink glasses or bottles	18	22.2	0.86
	Gulping sound	37	45.7	0.95

Techniques of presentation

Techniques of presentation		N	%	Intercoder Reliability
Place	Club	15	18.5	0.86
	Restaurant	3	3.7	0.74
	Bar	17	21.0	0.85
	Home	9	11.1	0.95
	Public outdoors (park, etc.)	24	29.6	0.78
	Workplace	4	4.9	0.86
Drinking in hazardous situation		8	9.9	1.00

Discussion



Summary of results

- * Themes: beer ads emphasize subjective quality, relaxation, camaraderie → only positive images drinking
- * Human models: young people (20s, 30s), Celebrities (82%), group (3 and more) → big impact on youths
- * Techniques of presentation: drinking scene, stimulating sound effects, presentation of dangerous drinking situations

Policy Suggestions



- * Regulate advertisements that encourage biased images
- * Regulate advertisements that show drinking in action
- * Regulate celebrities appearing in advertising (young celebrities, sports stars) that encourage youth drinking

Conclusion

- * Provides information for alcohol advertising control policies
- * Contributes to prevention of risky drinking and promotion of moderate drinking
- * Limitations
 - * Limited to beer advertising – did not include all means of advertising and drink types.
 - * Future studies need to expand its scope to examine alcohol ads in variety of forms.

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