**ESRC Alcohol marketing study: sober Instagram users**

***Introduction***

Thank you for agreeing to take part in this research.

We are interested in finding out about your experiences of drinking alcohol and sobriety. We will also ask about your views and experiences of alcohol marketing, particularly alcohol marketing that targets women.

We have a long list of questions about these issues and we are interested in finding out about your own personal opinions and experiences.

It is important to clarify:

* Confidentiality:
  + All information will be kept confidential.
* You can stop at any time and do not have to answer questions if you prefer not to.
* Will last around 1 hours.
* There are no right or wrong answers.
* This is a safe space to speak and be heard and there is absolutely no judgement.
* Any questions?

1. **Introductions** 
   * Names. [Note taker to take down initials]
   * Pronouns [if want to]
2. **General questions on drinking and sobriety**
3. Could you tell us a little about your journey to sobriety? Why did you stop drinking? It’s impact? Negative experiences? Safety issues?
4. How does not drinking impact on your social and domestic life in positive and negative ways?
5. Do you still go out to drinking venues despite not drinking?
   * How do your experiences differ to when you did drink?
   * How does your role differ?
6. Do you ever feel pressured to drink? Where does that pressure come from?
   * [Friends, colleagues, marketing, media]
   * How do you manage those pressures?
7. How do you think men and women’s drinking is viewed differently in society?
8. How do you compare yourself now to when you were drinking?
9. Do you drink no and low alcohol products?
   * What role have they played in your sobriety?
   * Help you fit in? Triggering for some?
10. How do you see the future in relation to your drinking?
11. **Insta accounts**
12. Can you tell us about your Inta account?

* When did you start it?
* What does it involve? Type of posts?
* What does it aim to do?
* Would you class it as counter marketing? How?
* What has been the response?
* Can you tell us a bit more about your collaborations with non-alcohol products? How did it come about?

1. **Brand preference**
2. What did you drink when you drank? And why?
3. Do you think the following groups drink different drinks and brands? Which? Why?

* Non LGBTQ+/Straight and LGBTQ+ people
* Men, women, other genders
* White people and people of colour
* Middle class and working class people

1. **Female targeted marketing** 
   1. Do you follow any brands or venues of social media yourselves?
      * What content do you see?
   2. Do you ever get a feeling of missing out? Do adverts intensify this?
   3. How have you seen alcohol brands and venues target women? If so, how?
   4. What do you think about pink being used to target women? What meaning is attached to pink?
   5. What do you think about beauty and appearance messages being used to target women?
   6. What do you think of calories being used to target women?
   7. What do you think about influencers and celebrities promoting alcohol brands and venues?
   8. What do you think about motherhood being used to promote alcohol?
   9. What do you think about female friendship being used to promote alcohol use?
   10. What do you think about gender equality messaging being used to target women?
       * Like or dislike? Appealing?
       * Who are they targeting? Age group/generation?
       * Do they improve the brands image?
       * Do you think people would purchase these products due to this message? Would you? [To support the cause]
       * Do you think alcohol brands backing gender equality is authentic? Does it ‘fit’ with the brand?  Why?
       * Do you think brands generally have a role to play in promoting social causes such as gender equality?
2. **Sexualising women**
   1. Have you ever seen brands sexualise women in their marketing? Examples?

What do you think of this?

* 1. Our research has found that brands have moved away from sexualising and objectifying in their marketing?

Why do you think they have done this? [increased awareness, re-emergence of feminism, to attract young people]

* 1. What do you think about venues using hostesses to sell and wait drinks?

Why do you think they do this?

* 1. What do you think about venues having female dancers/entertainers?

Why do they do this? [entertainment, attract men, and women]

* 1. *What do you think of venues using women’s sexuality in their promotion*?

Who are they targeting? Men?

Would this impact on whether you would attend these venues?

Would such images impact on how safe you would feel in these venues?

In what way do you think these sexualised images of women in nightlife marketing influence how they are viewed and treated by others? [by women and men, sexual availability, normalisation of unwanted sexual attention]

Would you prefer venues didn’t market themselves in this way?

Do you think this type of marketing should be better regulated?

1. **Brands addressing safety**
2. What do you think about examples of brands aiming to raise awareness of sexual violence in nightlife?
   * 1. Do you think brands have a role to play in making spaces safer?
3. **LGBTQ+ marketing** 
   1. What alcohol brands target LGBTQ+ people? How? ?
   2. What do you think of *alcohol brands promoting LGBTQ+ people and their rights* (e.g. Pride marketing)?
      1. Why are they doing this?
      2. Who are they targeting? Age group/generation?
      3. Would you purchase them? Why?
      4. Do you feel these posts help advance sexual equality?
      5. What do you think of charities such as Stonewall collaborating with alcohol brands? [Considering the LGBTQ+ community experience alcohol-related harm]
4. **Close**
5. Is there anything you think we haven’t covered that you would like to add?
6. Is there anything we have asked that you think we shouldn’t in future interviews? Is there anything we should reword or change?
7. Have you got any questions?
8. Clarify if they identity as feminist.

**Debrief**

* Thank them.
* Debrief respondents and direct them to PI sheet again, with service contacts.
* Confirm voucher preference (Amazon, beauty salon or Independent Liverpool) and inform them that we will email them their vouchers and the voucher receipt for them to sign.