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Title: Examining crowdsourced social media platforms and their association with college students’ alcohol consumption, perceived risk, and risk behaviors

**Introduction**: High-risk alcohol use by U.S. college students remains a significant threat to individual health and community well-being. Newly-emerging social media platforms and apps which relay information about alcohol-related law enforcement serve as an intriguing addition to college alcohol-use environments. The purpose of this study was to examine the information delivered to users by the local social media platform @Drinking Ticket (DT), determine which types of information were then relayed to others, and clarify how this information influences alcohol use, perceived risk, and alcohol-related risk behaviors among college students.

**Methods**: One year of DT tweets (n=854 tweets) were qualitatively coded into themes using the constant comparative method, and a survey of university students (n=658) was collected to determine the characteristics of DT users and the influence of DT on students’ alcohol use behaviors and perceived risk.

**Results**: The majority of tweets described roadside information, most tweets (79.4%) referenced off-campus locations, and safety alerts were the most commonly retweeted type of message. DT exposure did not moderate the relationship between alcohol consumption and perceived risk of alcohol-related legal consequences after controlling for sociodemographic characteristics.

**Discussion**: Given the higher-risk alcohol behaviors of the DT user base, it and similar platforms may present a particularly useful space for presenting alcohol risk reduction messages to college students. Such platforms also provide useful safety-alert messages which can surpass the limitations of university-sanctioned alert systems.