# Marketing 2

research in the spotlight

## Young Australians and the promotion of alcohol on social media

FARE has partnered with The University of Queensland to undertake a three-year study to better understand how young people are targeted by alcohol companies via social media. The study is using novel computational and machine learning methods to collect and analyse alcohol marketing from more than 480 alcohol pages on social media. The research is supported by an Australian Research Council Linkage Project grant.