

Tobacco and Alcohol Content in
Vietnamese YouTube Music Videos:
A Content Analysis

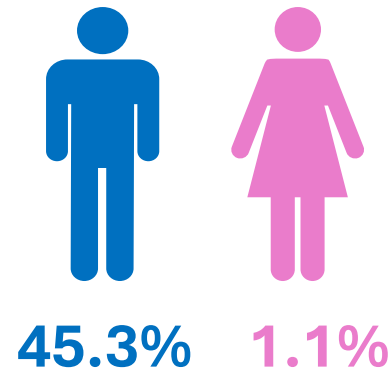
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Alcohol & tobacco use prevalence

Results from GATS 2015
& WHO report 2024



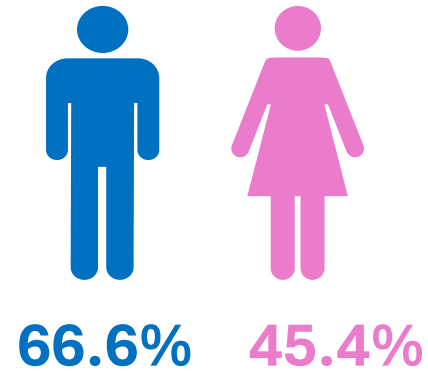
- High smoking prevalence



- Top 15 countries with the largest number of smokers in the world



- High alcohol use prevalence



- Total alcohol consumption per capita = 9.3L

Celebrities affect youth and young adults' behaviors

- Young people are highly influenced by what they see online, especially from famous singers and artists.
- Celebrities as role models: Celebrities indirectly and silently encourage unhealthy behaviors, including substance use
- **Research gap:**
 - Most studies focus on English-language, no research on Vietnamese content on social media.
 - 62.3 million YouTube users in Vietnam, with youth making up a significant portion.





MV 1: BIGCITYBOI (TOULIVER X BINZ)

MV 2: Hãy trao cho anh (Sơn Tùng M-TP ft. Snoop Dogg)

Combustible and Electronic Tobacco and Marijuana Products in Hip-Hop Music Videos, 2013-2017

Kristin E. Knutzen, MPH; Meghan Bridgid Moran, PhD; Samir Soneji, PhD



Journal of Adolescent Health 37 (2005) 81–83

JOURNAL OF
ADOLESCENT
HEALTH

Tobacco and alcohol content in music videos may reduce perceived harm, increase susceptibility, and initiate tobacco and alcohol use among adolescents and young adults

Addiction

RESEARCH REPORT



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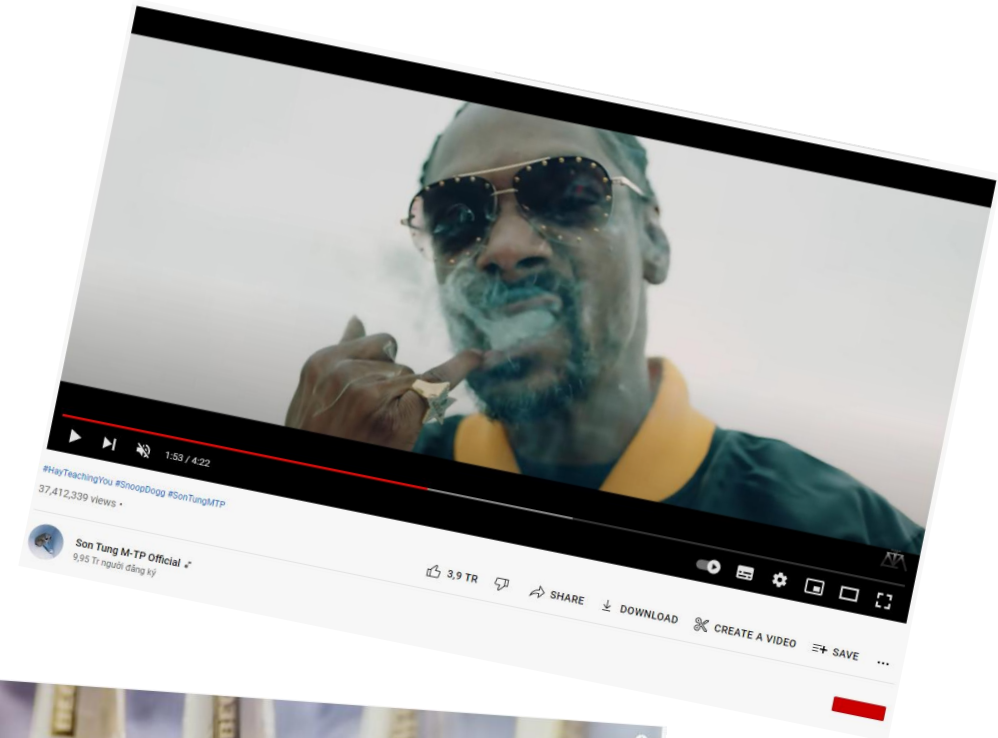
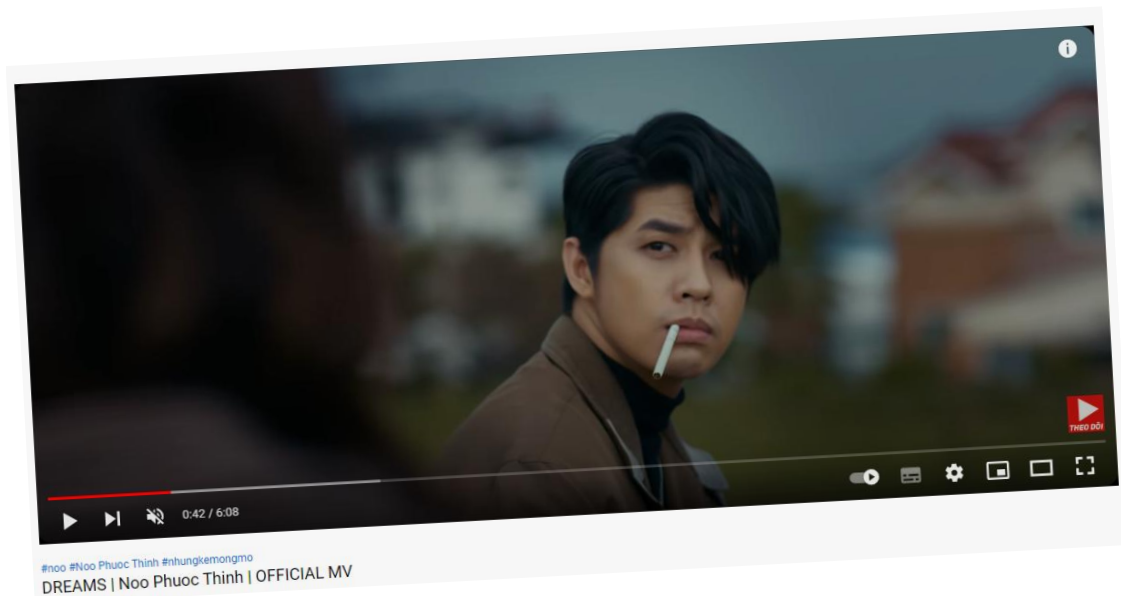
Adolescents' exposure to tobacco and alcohol content in YouTube music videos

Jo Cranwell¹, Rachael Murray¹, Sarah Lewis¹, Jo Leonardi-Bee¹, Martin Dockrell² & John Britton¹

UK Centre for Tobacco and Alcohol Studies, Division of Epidemiology and Public Health, University of Nottingham, Clinical Sciences Building, City Hospital, Nottingham UK¹ and Public Health England, London UK²

Aim

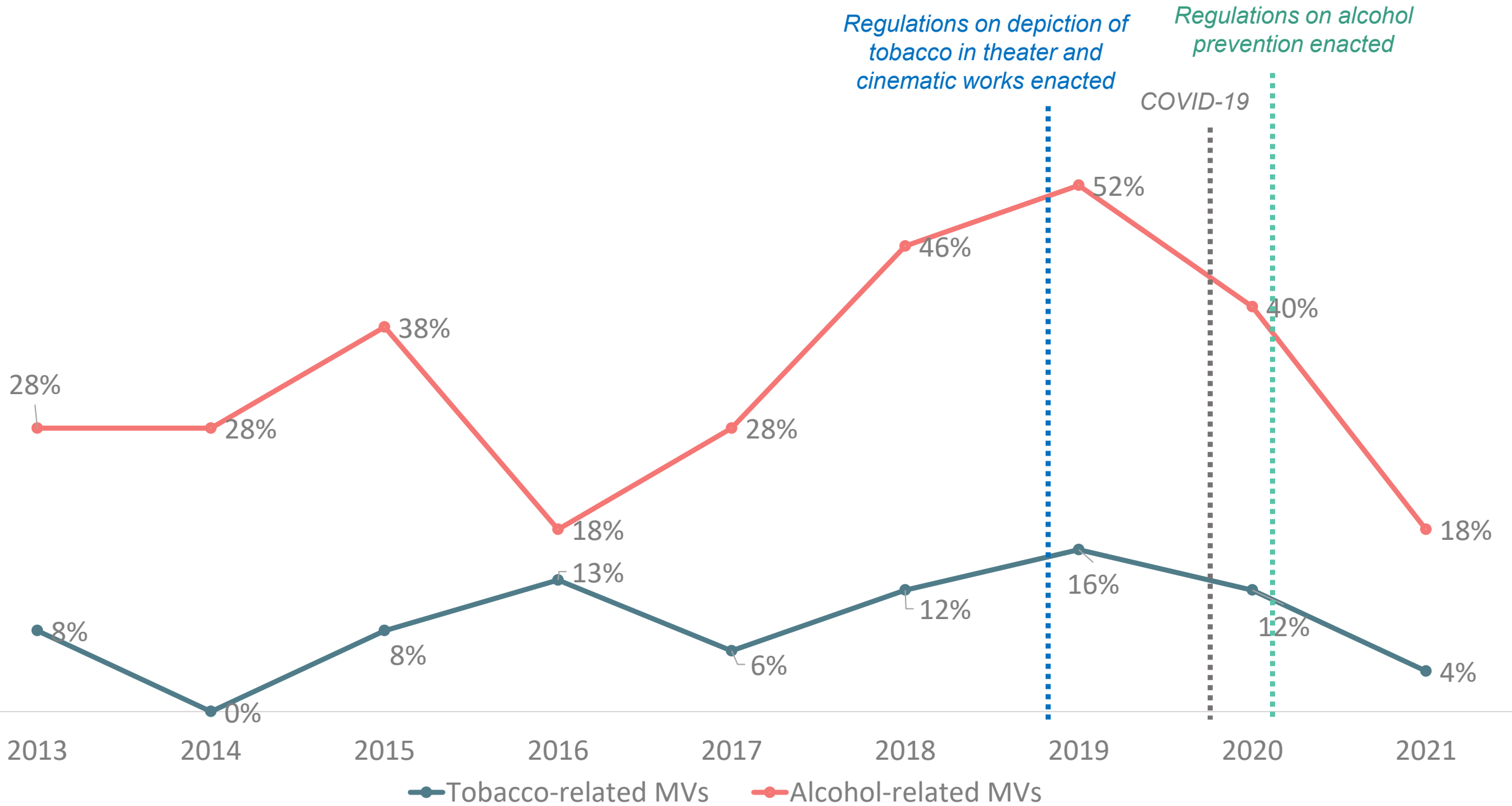
- Investigate the prevalence of tobacco- and alcohol-related content in top Vietnamese music videos on YouTube.
- Describe warning label features related to tobacco and alcohol depictions



Methods

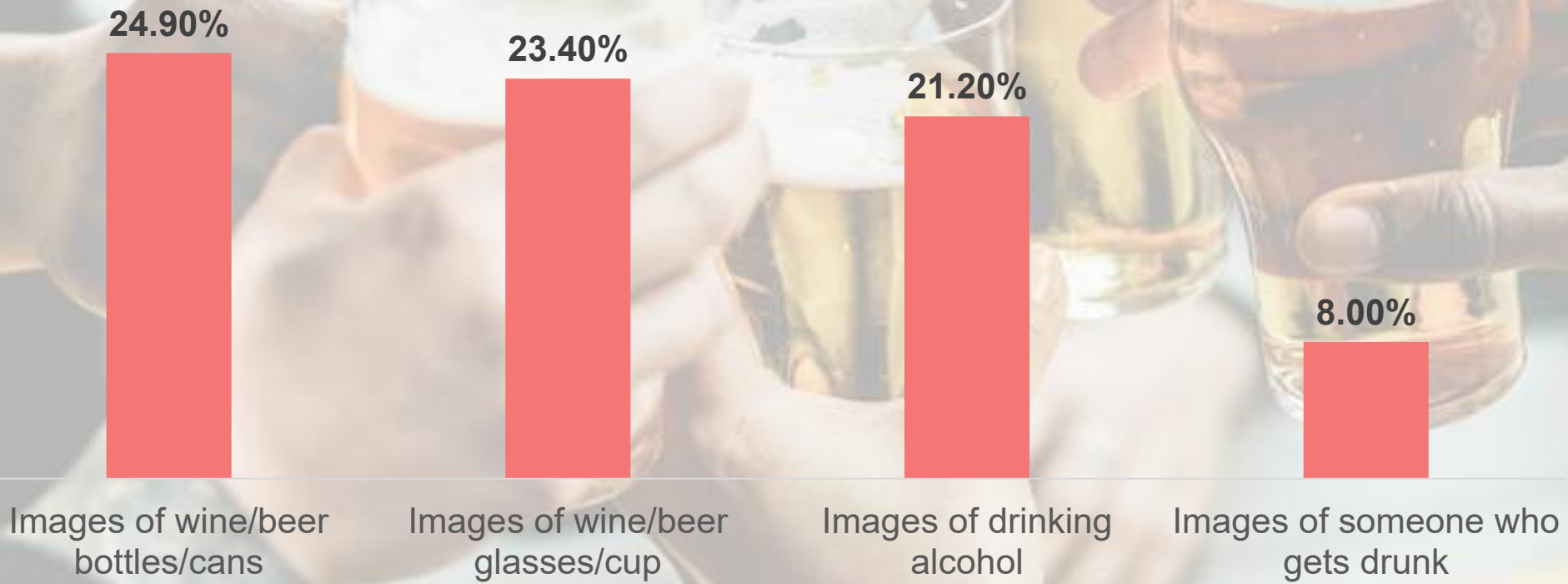
- Design: Content analysis
- Sample: Top 410 most viewed Vietnamese music videos.
- Time period: 2013-2021
- Data source: Domestic music chart available on YouTube.
- Coding scheme: General information, lyrics, tobacco contents & alcohol contents.
- MV coding: Intercoder reliability
- The data was encoded and managed using REDCap.

Tobacco mentioned in the name of the song * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Alcohol mentioned in the name of the song * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Type of music * Must answer	<input type="radio"/> 1. Rock <input type="radio"/> 2. Pop <input type="radio"/> 3. Hip-hop/Rap <input type="radio"/> 4. RnB <input type="radio"/> 5. EDM <input type="radio"/> 6. Other <input type="radio"/> 77. Cannot be determined
Type of MV * Must answer	<input type="checkbox"/> 1. Narrative-based MV <input type="checkbox"/> 2. Lyrics <input type="checkbox"/> 3. Performance/Dance <input type="checkbox"/> 4. Animated MV <input type="checkbox"/> 5. Other <input type="checkbox"/> 77. Cannot be determined.
LYRIC	
Tobacco mentioned in the lyrics * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Alcohol mentioned in the lyrics * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
MV - TOBACCO CONTENTS	
Images of tobacco products (NOT smoking) * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Images of using tobacco * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
MV - ALCOHOL CONTENTS	
Images of wine/beer bottles/cans (NOT drinking) * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Images of wine/beer glasses/cup (NOT drinking) * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Images of drinking alcohol * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No
Images of someone who gets drunk * Must answer	<input type="radio"/> 1. Yes <input type="radio"/> 2. No



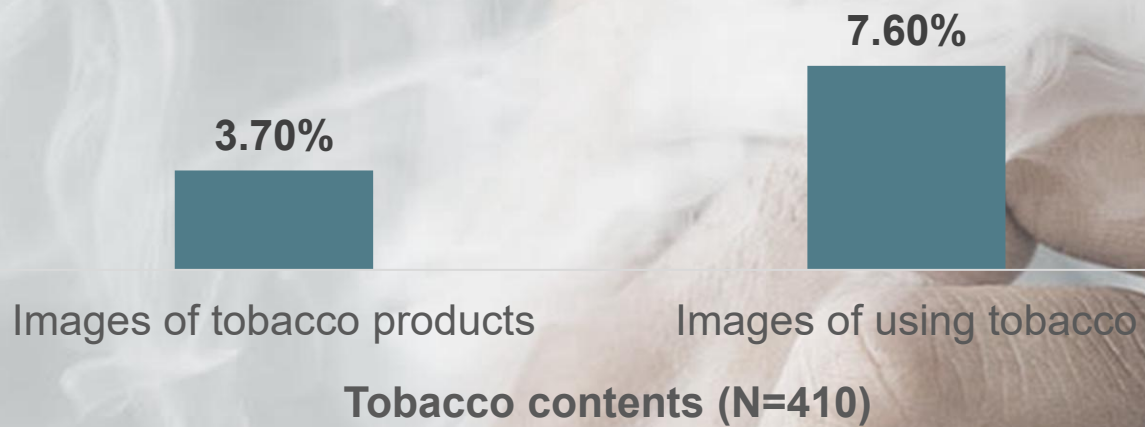
The prevalence of MVs containing tobacco and alcohol-related content

33.2% of music videos contain alcohol contents



Alcohol contents (N=410)

8.8% of music videos contain tobacco contents



19.1%

Showing brand/logo of alcoholic beverages



2.8%

Showing the brand/logo of tobacco



1.5%

Warning about drinking being restricted to individuals 18 years old and above



5.6%

Warning contents about tobacco harmfulness

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

A loophole in Vietnam laws

- *Music video is just a recorded video, not released in the form of a tape or film, making it difficult to apply the existing regulations.*
- *Online contents are difficult to manage because there are no specific regulations in place.*

Pursuant to Decree No. 79/2012/ND-CP
of the Cinema Law
Pursuant to Decree No. 79/2012/ND-CP
performances and fashion shows; beauty and
and video recordings of music, dance, theater
2016 of the Government amending and supplementing
/2012/ND-CP dated October 5, 2012 of the Government
fashion shows; beauty and model competitions

Pursuant to the Law on Prevention and Control of Harmful Effects of Alcohol and Beer dated June 14, 2019;

At the request of the Minister of Health,

The Government promulgates a Decree detailing a number of articles of the Law on Prevention and Control of Harmful Effects of Alcohol and Beer .

Chapter I

GENERAL RULES

THƯ VIỆN PHÁP LUẬT
Hiệu lực: Đã biết
Tình trạng: Đã biết
www.ThuVienPhapLuat.vn

KEY TAKEAWAYS

- Tobacco and alcohol content are relatively common in Vietnamese MVs
- Most of these music videos do not include any warnings, even though many singers have millions of fans, including children and adolescents

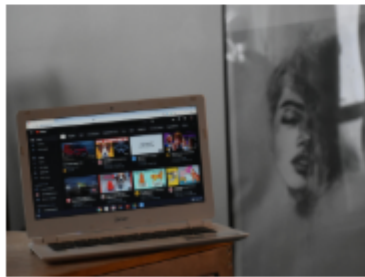
→ **MVs should be regulated**

- Government should also consider applying the requirements of WHO Framework Convention on Tobacco Control to online contents on the internet
- YouTube might introduce policies such as labeling, warning, or age restrictions on tobacco and alcohol content


THANK YOU!

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📌 Preprints (earlier versions) of this paper are available at <https://preprints.jmir.org/preprint/55555>, first published 15.Dec.2023.



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