

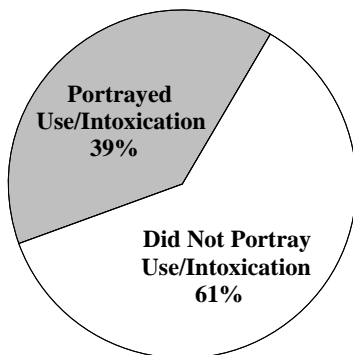
**A Weekly FAX from the Center for Substance Abuse Research**

**University of Maryland, College Park**

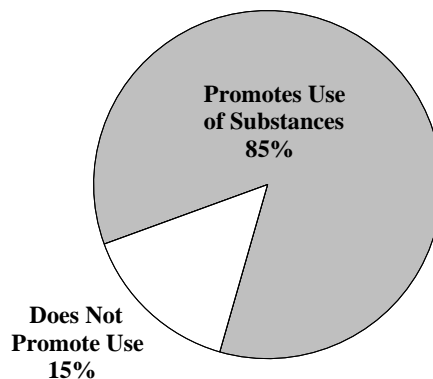
***Nearly Forty Percent of 1.2 Million Substance-Related Internet Videos Viewed by Teens Portray Explicit Drug Use or Intoxication***

Nearly one million U.S. teens viewed internet videos related to alcohol or other drug use in June 2008, according to an online survey that monitored the internet activity of 13-18 year olds. Of the 1.2 million substance-related videos viewed by teens, 39% portrayed explicit use of alcohol or other drugs and/or intoxication. In addition, the majority (85%) of these videos had comments posted that promoted substance use (see figures below). The survey also found that more than one-third (35%) of viewers of all substance-related videos were younger than 16, and females were more likely than males to watch these videos (57% vs. 43%). More information about teens and technology, including cell phone use, social networking websites, and music and online videos, is available on ONDCP's TheAntiDrug.com website (<http://www.theantidrug.com/teens-technology/index.asp>).

**More than One-Third (39%) of Substance-Related Videos Viewed by Teens in June 2008 Portrayed Explicit Substance Use and/or Intoxication . . .**



**. . . and 85% of These Videos Had Posted Comments That Promoted Substance Use**



NOTES: Data are from survey conducted by Nielsen Online for the Office of National Drug Control Policy. During June 2008, all video streams viewed online by a sample of 13 to 18 year olds within Nielsen Online's panel were identified and scored for drug content.

SOURCE: Adapted by CESAR from Nielsen Online, *Teen Viewing of Drug and Alcohol-Related Videos Online: Custom Study Conducted on behalf of ONDCP*, September 2008. Available online at [http://www.whitehousedrugpolicy.gov/publications/pdf/teenviewing\\_darvideos\\_online.pdf](http://www.whitehousedrugpolicy.gov/publications/pdf/teenviewing_darvideos_online.pdf).