

Does the serving-size of beer glasses matter for how much students drink on a night out?

Submission date 26/05/2020	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 31/05/2020	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
Last Edited 28/05/2020	Condition category Not Applicable	<input type="checkbox"/> Individual participant data <input type="checkbox"/> Record updated in last year

Plain English Summary

Background and study aims

Excessive alcohol consumption amongst youths, especially students, poses serious health and risk problems. Research suggests that the serving-size of glasses in which alcohol is consumed may influence both the amounts poured, perceptions of portion size, drinking pace as well as purchasing and consumption behaviour. The aim of this study is to examine the impact of reducing the standard serving size, including size of glass, of beer by 20% on on-site beer consumption by students in a student bar.

Who can participate?

Guests at a large student dormitory bar in Copenhagen, Denmark

What does the study involve?

Beer glasses of two different sizes are placed in a random sequence under the bar desk. The students are either served free beer with a standard 50 cl serving size or a smaller 40 cl serving size during the first 2.5 hours of the student event. Consumption is measured by writing the students' names on their glasses and then videotaping the glasses served from cameras placed underneath the bar desk and monitoring the students throughout the night.

What are the possible benefits and risks of participating?

The possible benefits and risks are that participants might get tipsy.

Where is the study run from?

Roskilde University (Denmark)

When is the study starting and how long is it expected to run for?

The study took place in April 2017

Who is funding the study?

Investigator initiated and funded

Who is the main contact?

Pelle Guldborg Hansen

pgh@ruc.dk

Contact information

Type(s)

Scientific

Contact name

Mr Pelle Guldborg Hansen

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Additional identifiers

EudraCT/CTIS number

Nil known

IRAS number

ClinicalTrials.gov number

Nil known

Secondary identifying numbers

BEER1

Study information

Scientific Title

Does the serving-size of beer glasses matter for how much students drink on a night out? A randomised controlled field experiment

Acronym

BEER

Study hypothesis

This experiment aimed to examine the impact of reducing the standard serving-size, including size of glass, of beer with 20% on on-site beer consumption by students in a student bar. The hypothesis was that the intervention would lead to a reduction.

Ethics approval required

Old ethics approval format

Ethics approval(s)

Approved 25/05/2020, The Committee for Research Ethics, Roskilde University (Institute for Communication Studies and Arts, Roskilde University, Universitetsvej 1, Bld. 42.1, 4000 Roskilde, Denmark; +45 (0)4674 2445; Ryberg@ruc.dk), no ref. number

Study design

Randomised controlled field experiment

Primary study design

Interventional

Secondary study design

Randomised controlled trial

Study setting(s)

Other

Study type(s)

Prevention

Participant information sheet

Not available

Condition

Excessive alcohol consumption

Interventions

At a regular quiz night in a large student dormitory bar in Copenhagen, Denmark, beer glasses of two different sizes are placed in a randomised sequence under the bar desk. This allowed for randomly allocating the 103 participating students into two groups either served free beer with standard 50 cl serving size (n = 54) or smaller 40 cl serving size (n = 49) during the first 2.5 hours of the student event. Consumption is measured by writing the students' names on their glasses and then videotaping the glasses served from cameras placed underneath the bar desk and monitoring the students throughout the night.

Intervention Type

Behavioural

Primary outcome measure

Beer served measured in centiliters by having bartenders pour beer to a particular line on the beer glasses and recording this with go-pro cameras during the first 2.5 hours of the student event

Secondary outcome measures

There are no secondary outcome measures

Overall study start date

20/04/2017

Overall study end date

20/04/2017

Eligibility

Participant inclusion criteria

Guests at a dormitory bar

Participant type(s)

Healthy volunteer

Age group

Adult

Sex

Both

Target number of participants

103

Total final enrolment

103

Participant exclusion criteria

Does not meet inclusion criteria

Recruitment start date

20/04/2017

Recruitment end date

20/04/2017

Locations

Countries of recruitment

Denmark

Study participating centre

Roskilde University

Universitetsvej 1

Roskilde
Denmark
4000

Sponsor information

Organisation

Roskilde University

Sponsor details

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+45 (0)4674 2000
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Sponsor type

University/education

Website

<https://ruc.dk>

ROR

<https://ror.org/014axpa37>

Funder(s)

Funder type

Other

Funder Name

Investigator initiated and funded

Results and Publications

Publication and dissemination plan

Intended to be published in BMC Public Health.

Intention to publish date

01/06/2020

Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study are/will be available upon request from Pelle Guldborg Hansen (pgh@ruc.dk). Type of dataset: Excel. The data will be available as long as required conditional on an academic affiliation as a full-time researcher for all types of analyses. No need for consent from participants will be needed as the data is fully anonymised.

IPD sharing plan summary

Available on request