Evaluation of Alcohol Warning Labels

Funded by Australian Department of Health

Evaluation of alcohol warning labels requires careful consideration, ensuring that research captures more than awareness, given that labels may not be prominent enough to attract attention and engage people. Social Marketing @ Griffith investigated in-market alcohol warning labels, and at the same time, a research student examined whether attention could be enhanced through theoretically informed design.

For the science study, a multi-method experimental design was used, delivering four conditions, namely control, colour, size and colour and size. The market evaluation work involved a self-report survey to measure attention. The parallel science study utilised eye-tracking to measure fixation count, duration, and time to first fixation.

The eye-tracking study indicated a 37% increase in attention for the colour and size condition (red and 50% larger) compared to the current in-market warning label (grey). Click here to read more about the market evaluation approach that was employed.
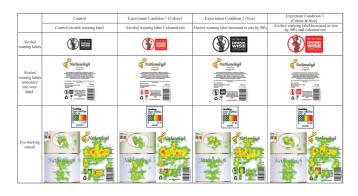
Alcohol warning labels can benefit from theoretically informed design practices to improve ability to capture and keep attention. Practitioners should consider using mixed methods where feasible, with objective measurements also being integrated to understand whether attention has been delivered rather than relying on self-reports, given four in

ten respondents did not fixate on the current in-market warning label. Future warning label evaluation research should incorporate attention to assess warning label effectiveness.

Eye-tracking identified:

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Click here to read the scientific paper.

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