Cultural Mediators in a Hegemonic Nightlife

Opportunities for Drug Prevention

Authors: Amador Calafat, Cesáreo Fernández, Montserrat Juan, Anu-Hanna Anttila, Mark A. Bellis, Karl Bohrn, Regina Fenk, Karen Hughes, Andrea Viktoria Kerschl, Anna Kokkevi, Kristiina Kuussaari, Frank Leenders, Fernando Mendes, Ioanna Siamou, Joseph Simon, Goof van de Wijngaart, Patrizia Zavatti

CULTURAL MEDIATORS IN A HEGEMONIC NIGHTLIFE - OPPORTUNITIES FOR DRUG PREVENTION

CULTURAL MEDIATORS IN A HEGEMONIC NIGHTLIFE - OPPORTUNITIES FOR DRUG PREVENTION

Authors:

Amador Calafat, Cesáreo Fernández, Montserrat Juan, Anu-Hanna Anttila,
Mark A. Bellis, Karl Bohrn, Regina Fenk, Karen Hughes,
Andrea Viktoria Kerschl, Anna Kokkevi, Kristiina Kuussaari,
Frank Leenders, Fernando Mendes, Ioanna Siamou, Joseph Simon,
Goof van de Wijngaart, Patrizia Zavatti

Collaborators:
Margalida Ros, Ruth Arias

IREFREA Network

Oʀɢᴀɴɪsᴀᴛɪᴏɴs, ɪɴsᴛɪᴛᴜᴛɪᴏɴs ᴀɴᴅ ɴᴀᴛɪᴏɴᴀʟ ʀᴇsᴇᴀʀᴄʜ ɢʀᴏᴜᴘs ᴘᴀʀᴛɪᴄɪᴘᴀᴛɪɴɢ ɪɴ ᴛʜɪs ʀᴇsᴇᴀʀᴄʜ

IREFREA AUSTRIA
Karl Bohrn, Regina Fenk
Institut für Sozial- und Gesundheitspsychologie (ISG)
Linke Wienzeile 112/4
A-1060 Wien (AUSTRIA)
Tel. +43 1 7861810
Fax +43 1 7861810-77
E-mail: *irefrea@chello.at*
Internet: *www.isg-wien.org*

IREFREA ESPAÑA
Amador Calafat, Cesáreo Fernández
Montserrat Juan, Margalida Ros
Rambla, 15, 2º, 3ª
07003 Palma de Mallorca-España
Tel. +34 971727434
Fax +34 971213306
E-mail: *irefrea@correo.cop.es*
irefrea@irefrea.org

IREFREA GREECE
Anna Kokkevi, Ioanna Siamou
Averof 21
104-33 Athens
Tel: +301-8253763
Fax: +301-8225663
E-mail: *ektepn@ektepn.gr*

IREFREA PORTUGAL
Fernando Mendes
Urb. Construr Lote 6 (7-B)
Predio Bascal
3030 Coimbra - Portugal
Tel. +351 (0) 39 483081
     +351 (0) 39 981202
Fax +351 (0) 39 487265
E-mail: irefrea@netcabo.pt

UTRECHT UNIVERSITY
Goof van de Wijngaart, Frank Leenders
CVO Addiction Research Institute
Oudegracht 325
NL-3511 PC Utrecht
tel. +31 30 238 1495
fax. + 31 30 238 1496
franklee@xs4all.nl
addictus@hetnet.nl

IREFREA DEUSCHTLAND
Andrea Viktoria Kerschl, Horst Brömer
Lepsiusstra'e, 76
D-12163 Berlin (Deustschland)
Tel. 0049 30 79705350
Fax 0049 30 79705352
E-mail: *irefrea.d@gmx.de*

IREFREA FRANCE
Joseph Simon, Gerard Broyer
10, Av. Malausséna
06000 Nice-France
Tel:+330493926321
Fax: +330493026320
E-mail: *le.plein.soleil@wanadoo.fr*

IREFREA - ITALIA
Patrizia Zavatti, Paolo Stocco
C.T. Villa Renata
Via Orsera, 4
30126 Lido di Venezia - Italy
Tel. +39 041 5268822
Fax +39 041 5267874
E- mail: *irefrea@villarenata.org*

LIVERPOOL JOHN MOORES
UNIVERSITY
Mark A. Bellis, Karen Hughes
Centre for Public Health
Faculty of Health and Applied Human Science
8 Marybone
Liverpool
L3 2AP, UK
www.cph.org.uk

UNIVERSITY OF TURKU
Kriistiina Kuussaari
Anu-Hanna Anttila
Department of Sociology 20014
University of Turku
Finland
Tel. +358-2-3336640
Fax +358-2-3335080
E-mail: *liisa.kuussaari@utu.fi*

NOTES ON CONTRIBUTORS

Anu-Hanna Anttila.
Master of Arts. Researcher and Teaching Associate at the Department of Sociology in the University of Turku, Finland.

Mark Bellis.
Professor of Public Health, Director of the Centre for Public Health at Liverpool John Moores University and Director of the National Centre for Drug Prevention Evidence, Director of the North West Public Health Observatory, Honorary Consultant in the Health Protection and Public Health (Health Protection Agency & National Health Service). Actively engaged in Public Health research especially in the fields of substance use, sexual health and health intelligence systems.

Karl Bohrn.
President of IREFREA Austria. Director of the scientific branch of the Institute for Social– and Health Psychology (ISG), clinical and health psychologist, person-centered psychotherapist. Researcher in the area of addictions. Member of the NGO Committee on Narcotic Drugs of the UN Office in Vienna.

Amador Calafat Far.
Psychiatrist and Psychologist. President of IREFREA España. Vice President of Socidrogalcohol. Member of the Monitoring Council of the Spanish Observatory on Drugs. Editor of Adicciones. Expert in prevention and formerly responsible for prevention in Mallorca.

Cesáreo Fernández Gómez.
Degree in Industrial and Clinical Psychology, Masters in Drug Dependence, and Doctorate in the Programme of Clinical Psychology from the Universidad del País Vasco. Research responsibilities in Mental Health and Drug Dependence.

Regina Fenk.
Studies in Austria and France, Doctor degree in social and health psychology, clinical and health psychologist, research in the field of drug prevention, evaluation of prevention and other health related issues.

Karen Hughes.
Research Assistant at the Centre for Public Health, Liverpool John Moores University, specialising in nightlife issues including recreational drug use and sexual health.

Montserrat Juan Jerez.
Doctor of Sociology. IREFREA researcher and Associate Professor at Universidad de Alicante (Spain).

Andrea Viktoria Kerschl.
Psychologist, additional degrees in clinical psychology and psychiatry. Psychotherapist and long-term practise and research experience in gender specific work in the field of drug abuse. Researcher at the SPI Research Institute, Berlin and board member of IREFREA Germany.

Anna Kokkevi.
Associate Professor in the Athens University Medical School (Department of Psychiatry), Greece. President of the Greek Organization Against Drugs (OKANA).

Kristiina Kuussaari.
Master of Social Sciences (sociology), researcher.

Frank Leenders.
As a psychology student he started working for the CVO – Addiction Research Centre in 1996 as a fieldworker. Researcher since 1999, specialized in youth subcultures and ethnic minorities.

Fernando Mendes.
Psychologist, President Irefrea Portugal, Vice-president of Instituto Portugués da Droga e da Toxicodependência.

Ioanna Siamou.
Sociologist at the Greek REITOX Focal Point, University Mental Health Research Institute (UMHRI).

Joseph Simon.
Doctor of Sociology, Diploma in Public Health, at the Centre Hospitalier Universitaire de Nice, Centre Spécialisé de Soins aux Toxicomanes, and at the Centre de Recherche de Documentation et d'Intervention Transdisciplinaire sur les addictions, General Secretary of IREFREA and CREDIT.

Patrizia Zavatti.
Doctor of Medicine. Degree in Legal Medicine and Clinical Criminology. Doctorate in Criminology and Forensic Psychiatry from the University of Modena and Reggio Emilia.

Goof van de Wijngaart.
Is social scientist and professor at the Faculty of Social Sciences at Utrecht University since 1977. In 1984 he specialized on the subject drug use and addiction. In 1992 he founded the CVO – Addiction Research Centre, attached to Utrecht University. CVO is specialized in field research among hidden populations, national and international. Goof van de Wijngaart is chairman of the board of CVO.

INDEX

1. INTRODUCTION

PRESENTATION

There is a key question, a starting point, in understanding the relationship between youth, recreational life and drug use. This is: should the recreational arena be recognised and treated as a crucial sphere in the socialisation of young people and adolescents? In other words, does the socialisation of young people occur only in school and family life or does it also occur when they go out to have fun with their friends at weekends? A secondary consideration is whether weekend recreational habits should be considered as substantial determinants in the development of young people and their adoption of a healthy lifestyle. This research is based on an implied affirmative, on the conviction that youth are, to a large extent, being socialised in the recreational arena and particularly by issues closely linked to health, such as drug use and sexuality.

Young people are shaped by a network of very varied influences and messages generated by the different contexts they participate in (school, family, friends, media, music, recreational environments etc.). Looking at this heterogeneity of socialising bodies, it is society as a whole that is principally responsible for the attitudinal, behavioural and relational development of young people. This must be understood from an integral dimension, as a whole, and not broken down or fragmented by different institutions. The concept of the "educator city" was created on the grounds that education formed part of the social, political and economic fabric of the city. This idea has been developed over more than two decades in an attempt to place it firmly in dynamics aimed at placing responsibility on the different bodies that constitute collective life and exert their influence over young people during their formative years.

Amusement, sport and enjoyment are basic necessities of the human being, and coupled with communication, affection and emotions are an integral component of civic life. For the young, enjoyment is also an exciting road to learning and creativity. In the European society of the twenty-first century, the culture of entertainment has become one of the pillars of social structure, a platform that reorganises group relationships and city life, and one where new individual identities are taking shape. It forms part of the logic that creates the coordinates of the temporal space that divides daily life and is, now, one of the most prosperous sectors of the economy.

Scientific research undertaken to provide a better understanding of drug use by young people has placed less emphasis on the influence of the management of night-time recreation as a direct determinant of such use. In other words, management of

recreational life (the time devoted to it, the places frequented, the significance given to it, the cultural elements of affiliation such as music or fashions, the friends with whom this activity is shared) is not so clearly consolidated in the field of scientific research as a determinant in drug use, although in the last few years exploration into these issues has begun. This explains the low level of understanding on entertainment as a determinant that facilitates drug use in comparison with other determinants (individual, family, economic) and, consequently, the underdevelopment of prevention targeting recreational environments.

Diverse models and explicative theories on drug use have been developed which identify factors that increase or reduce the probability that an individual will use drugs (risk factors and protection factors respectively) (Becoña, 1999; Becoña, 2003). In general, a bias may be seen towards the study of determinants of an intrapersonal (genetic, constitutional, psychological) and interpersonal (family, friends, school) kind and less towards the study of environmental factors (Suefeld, 1991). Factors relating to the community included in these models and theories refer frequently to the availability of substances, socioeconomic deprivation and the presence of a tolerant attitude to drug use within the community (Hawkins et al.,1992; Petterson et al., 1992). In the last fifteen years, there has been a drive to study the interactions between the individual and his or her social and physical environment as determinants in the use of drugs, with such study focussing on the different environmental spheres (micro, meso and macro) and their higher or lower specificity (molar / molecular level) (Gifford and Hine, 1991). Nonetheless, research into individual interactions - physical and cultural surroundings in recreational spaces - is still scarce.

IREFREA has been studying the phenomenon of entertainment and drug use among young Europeans for seven years. Through several studies, it has become evident that there is a complex and diverse reality in respect of recreational drug use. Descriptive information has been produced, leading to increased knowledge of the young people who participate in recreational life (their lifestyles, their values, their attitudes, their risk behaviour, etc.), and their impact on certain European cities. Most particularly, this research has dealt with the consequences for those who adopt risky behaviour in relation to drug use. But young people who abstain from substance use or whose use is moderate have also been analysed, with the objective of ascertaining what happens to them when they are enjoying themselves in a setting where substance use is the norm. IREFREA has obtained valuable information from all these studies, which must be used to continue to orientate preventive strategies from an integrated social dimension, taking into account the network comprising the different socialising bodies. The results of these studies indicate that the recreational habits of the young (implication, motivation and the context in which they are developed) are key determinants in the use and abuse of substances, potentially even more relevant than other classic interpersonal risk factors (personality, delinquent behaviour), and interpersonal ones such as the family, school and friends (Calafat et al., 2001, 2003).

In order to reach a more profound understanding of the phenomenon of the relationship between young people and drugs in recreational settings, it is also necessary to focus on the context and the process by which the culture of amusement and drugs is being created. In this study, attention is being paid to certain professionals in the entertainment arena because it is clear that, on the basis of the current socialising conditions, they are key elements in the transfer of information, values, models and attitudes.

The objective of this study is to analyse and understand these professional groups and the way in which they approach their educational role and the young. It is argued that these are groups with growing and substantial protagonism in the social and economic life of European cities. If the professionals working in entertainment are not taken into consideration then this broad formational sphere of the young may not emerge and the result will be a continuation of divided educational models (school, community, family, recreational space etc.). Each young person, as an individual, could be receiving formal information that is different and contradictory depending on the point in time and the space in which their life is being developed, according to whether he is with his family, in school or having fun at night. There is a need to create formative and informative consistency between these different sector in order to tackle the problems that affect them, such as in education on drugs and sexuality. It is therefore essential that professionals working in entertainment and leisure, as agents in the socialisation of young people, are taken into close consideration when we consider education as a social act, which is both global and heterogeneous at the same time. Every city, every youth-related policy, every preventive programme must take an interconnected view of the responsibility of the various institutions and professionals; in other words, the distorted and conflictive aspects that appear must be analysed from a community point of view, and one of the most fundamental of these is drug use and its consequences for the young.

The Hegemonic Recreational Nightlife Model (HRNM) is a basic concept described by IREFREA in earlier studies. It is used to define the most popular and extensive style of having fun for a significant proportion of young Europeans. Its popularity is such that it has its own name in each country – in England, it is known as *clubbing*, in Spanish *salir de marcha*, in German *Ausgehen, Feiern, Party machen, Tanzen gehen, einen los machen,* in French *Sortir en Boîte, Faire la teuf*, in Dutch *uitgaan, stappen,* in *Greek Pao gia clubbing, Pao barocharka, Pao na gino lioma,* in Italian *andare in disco, andare in baracca, andare in luoghi da sballo.* The starting premise in this study is that by studying the professionals (mediators) that work in and around recreational life and that provide a link between young people and entertainment, a more thorough knowledge of the conditions that are being created in the HRNM may be obtained. The mediators' opinions of the HRNM and their views of the young people who are participating in recreational life can be examined in order to understand more fully the relationship between entertainment, context and drug us.

Preventive actions in recreational environments frequently suffer from a lack of theoretical basis and solid methodology, present very limited objectives and are based principally on providing information to young people on the consequences of drug use or suggesting alternative activities. Furthermore, their results and impacts are often not adequately assessed (Calafat et al, 2003). Prevention in recreational spaces requires an in-depth knowledge of the dynamics and environmental determinants (physical and cultural) that create and maintain norms, expectations, group and individual values and contexts favouring drug use. In order to achieve this knowledge, it is essential to explore and analyse the functions of those individuals who participate in and mould recreational cultures.

In this research, the focus has been on the context of entertainment, analysed from the point of view of the mediators that act in it. These are the professionals, specialists, actors or agents who, by their very participation, create and shape the context where the young entertain themselves. They are professionals who contribute to creating and disseminating models, styles and definitions of having fun, and include the following groups:

- *Professionals in the recreational industry,* those who are directly associated with recreational settings and events for young people such as bar and club managers, disc jockeys, public relations personnel and bar servers.

- *Professionals in the media* who contribute to creating entertainment styles, identities and values and to publicising recreational events; those who interview and publicise the actors and performers who become the leaders of the young.

- *Professionals in social services and prevention programmes,* including social workers and educators who work with young people, some in leisure spaces, others working on prevention within recreational settings, and involved in activities such as providing information on drugs, normally within a harm reduction programme. Some work with the young in risk situations or as sociocultural monitors. These agents are considered to be fundamental because they work on prevention not only in the recreational context but also within the link between entertainment and drugs.

- The last group includes *leaders of youth associations* devoted to leisure and free time activities who, although they may contribute to creating leisure activities that differ from those of clubbing, they also interact and participate within the clubbing arena.

Our interest in studying these professionals lies in the fact that the majority of them are young people themselves. In addition, they are involved in and familiar with the style of the entertainment that we are dealing with here and, finally, because in their profession they give significance to entertainment. They are members of professions that bring them in close contact with entertainment as creators and transmitters of messages and, as we have already mentioned, they are agents who contribute to the socialisation of the young within this environment. Our research has produced valuable

and complex information leading to the identification of certain key issues on the conditions in which the recreation industry socialises the young. This information is considered to be fundamental in opening up more effective social routes orientated towards an entertainment that supports the prevention of drug use. These routes would involve supporting education based on collective responsibility that should lead to community projects being carried out in each city.

The starting point of the research is to provide certain analytical elements that allow schematic representation of the mechanisms being used to construct an entertainment arena that we consider to be hegemonic. A basic premise is that entertainment and pleasure seeking is the right of every human being and one that is managed in the social framework. Methods of enjoying oneself can be as diverse as the human imagination and the capacity of a culture to develop. In the creation of routes to entertainment, there are certain people taking part who have a greater opportunity to diffuse their ideas and beliefs, as they occupy a position of responsibility or leadership within the recreational arena. Drug use, risk and the problems that form part of recreational life must be understood within this social framework.

Through the mediators interviewed in this research we will learn about their perceptions of the young people who participate in recreational life and their concerns of the problems associated with young people and recreational life. It is a well-known fact that the hypothetical need to use drugs in order to seek thrills has already infiltrated our society. What concerns us now is to identify those aspects that link having fun with drug use and which form part of the logic of the context. Currently, controversy exists on the significance that drugs acquire in the cultural framework (Gilvert & Pearson, 2003, Thornton 1995, Collin 1998, Elzo, 2000). The majority of studies begin from a social and cultural reality anchored in the history of the context they are analysing. The ideas that can seem coherent in central and northern Europe are more difficult to maintain if transferred to other contexts such as southern Europe where partying, dancing and entertainment have formed a positive part of a deeply rooted culture, assimilated even by the dominant religion and the most conservative governments. The cultural exchange which is currently taking place in Europe, particularly among the young and, most particularly, in the recreational arena, is eclectic and compels a multicultural dimension to reality. The historical roots of today's Europe are diverse and must contribute to moving the debate beyond a specific historical, cultural and geographical perspective. It is therefore crucial to know how to act with heterogeneous information, with eclectic dynamics that contribute to the debate on the significance of drugs in the recreational context from a multicultural Europe.

A further critical point in the analysis is investigating the elements that explain the attraction the hegemonic recreation industry has for young people, the strategies it utilises and the sociocultural structure it supports to maintain that attraction. Some styles of entertainment are becoming more hegemonic and others more marginal and devalued. A powerful industry and diverse range of professionals intervene and

contribute to the construction of these entertainment styles and the socialisation of the very young (Schlosser, 2002; Oleque, 2004).

Assessing the dynamic in which young Europeans seek entertainment is one means of understanding them. Young people form a heterogeneous group, which is adapting and negotiating the conditions that society and their cities provide to satisfy their needs. As we have already mentioned, there is and must be social responsibility for the risks that young people face in recreational life and this is why we are looking at the distorted images infiltrating these settings, principally those relating to drug use. This underlies our proposal to ascertain the limits of the responsibility taken on and exercised by the recreation industry whilst it is expanding its intervention in the socialisation of the young.

The position we are adopting - and that which prompted this study - is that it is essential to develop an integrated and global prevention to form a central aspect of the social dynamic. Prevention against harm, drugs and health problems must be part of the formative dynamic of the individual, and most particularly of the young as citizens. Structured formation today does not have sufficient reach if it is limited to restricted spheres (school and family). It must be extended to all those environments where young people are present, where culture is being created and where social agents who intervene can modulate human behaviour. Intervention in the different environments where the formation of youth occurs is imperative for the efficacy of prevention in public health matters.

Hegemonic Recreational Nightlife Model (HRNM)

An important theoretical, diverse and analytical development has recently elaborated on the significance being acquired by entertainment in European society in the twenty-first century (Brukner, 2000; Marina, 2000; Rifkin, 2000; Sissa, 2000; Lipovetsky, 2003; Verdú, 2003). One aspect common to all these authors is their critical look at the consumerist function entertainment is acquiring, like the other ideals to which it being linked, such as pleasure, happiness, love and adventure. All these authors warn that there is a dynamic in our society that promotes the idea of a style of entertainment closely aligned to that of consumption in general into which drug use has been incorporated. In addition, these authors support the idea that entertainment, its structure and significance and the different forms in which it occurs, forms part of socially created contexts, responds to organised dynamics and is structured according to social interests and ideals. The result is that entertainment is taking on such dominance that it is acquiring potency as a creator of values. As Lipovetsky (2003: 41) said, "morals are being recycled according to the laws of show business, of media distraction".

In order to understand what is happening, it is appropriate to look at the phenomenon from a historical point of view. In the last century, the idea of entertainment has grown in parallel with the idea of leisure and free time and how it has developed from a puritanical form to one of hedonistic consumption achieving coherence in two ideas

which, in principal, may appear antagonistic[1]. This is perhaps because a powerful and lucrative industry has grown up around it, to such a point that "the expenditure on leisure and entertainment exceeded that on food and drink in the latest family budget even during the most recent times of crisis" (Verdú 2003). The 'show' is expropriating even the most every-day spaces, such as restaurants, streets and airports, as suggested by such authors as Rifkin (2000) or Marc Augé (1998). The dominance of consumption, the 'show' and entertainment invades and shapes daily life, values, morals and cities.

Today, the availability of free time and enjoyment has become one of the requisites in the definition of quality of life, as much for adults as for young people, yet with much more impact on the latter. Increased leisure time for broad population groups in western industrial societies has been the result of a lengthy social conquest. Entertainment is an important sphere for the young; having fun is healthy. Through enjoyment they learn communication strategies, and when such enjoyment is collective, individuals acquire and strengthen social capital. It is also true that free time, leisure, entertainment and pleasure have become elements that are very closely linked to the market and to consumption and, therefore, act as lures to attract the young. Efficient instruments of social control can be developed through association with such ideals as enjoyment, pleasure, and happiness. The more deeply our studies lead us into the complexity of recreation, as it is structured in our society, the more connections we find between enjoyment and different public health problems, such as road traffic accidents, alcohol and other drug abuse and risky sexual behaviour. Therefore, a better knowledge of the relationship between young people and the recreation industry where they spend a large part of their leisure time is crucial and an aspect on which we have endeavoured to contribute information on whether it bears any relation with drug use. This is not a new situation since there has been a certain mobilisation by some organisations against the tobacco and alcohol industries with notable success. In Europe, in particular, Eurocare, an advocacy group, is carrying out important work in this field. One of the most important challenges is that of limiting advertising targeting adolescents.

Entertainment, as part of the social structure, is interwoven in power relationships and in the economic dynamic. This is why entertainment is not an ideal and neutral sphere but one that materialises and goes on to form part of the social and cultural dynamic. It is argued that this dynamic is basically in the hands of the industry, an industry that has been allowed not only the opportunity of supplying certain services but of defining the ideals and the specific practices of what forms youth entertainment - a crucial aspect of their socialisation - should take. The problem is also that there is limited public awareness of what is happening with the formative role that is in the hands of the industry. It also appears that there is limited social articulation capable of taking a critical view of this situation. This is what we mean when we refer to

---

[1] The analysis made by Gilvert & Ewan revolves around the encounter of Puritanism and hedonistic pleasure (2003: 267-285). Earlier IREFREA studies also analysed this aspect, Calafat et al 2003, *Enjoying the nightlife in Europe. The role of moderation.* Palma: IREFREA.

the current situation as a Hegemonic Recreational Nightlife Model (HRNM). The recreational arena fulfils a basic function and therefore the objective is not to demonise it but rather to encourage reflection on its significance and raise awareness amongst the professionals working in it of their roles and encouraging them to become more involved in prevention. The result would be to give a greater boost to a recreational context which acquires more responsibility and professionalism in its role in socialising the young. Faced with the dilemmas and contradictions of our development process, those working in the recreational sphere have to assume certain responsibilities instead of expecting 'others' to do so. The recreation industry and its actors have to face up to their responsibility on issues such as drug use by young people and the public health problems this entails.

One of the conclusions reached in earlier IREFREA studies was that this model of recreation, understood in its entirety, is spreading throughout Europe. In just a few decades, music and dance, and the aesthetic of clubbing, have developed from an elitist space to a huge industry. Matthew Collins (1998) writes in detail on how this development is growing, nourished by different European cultural roots, and how it can be understood as a sphere of recreational syncretism that is very active in the creation of youth identities.

The practice of clubbing is in continual transformation. Merely by glancing at the last two decades it can be seen how it has continued to grow and transform. In this study, the idea of clubbing integrates actions that are taking place in different kinds of settings, as much in those places for the elitists, which are normally smaller and more exclusive, as in the more popular macrodiscos, in addition to the public places occupied by the young at night and at weekends; the spaces of the *botellón* in Spain, the raves, the pop concerts or 'macro fiestas' where thousands of young people congregate to enjoy the party. All these environments form a network of locales and diverse events where the young move, but with a common code; a code which determines the meeting and interpersonal interaction ritualised under the influence of music, the aesthetic elements orientated towards creating an ambience of fantasy and fiction, the dance and the use of substances that assist in modifying the state of mind, all of which form part of the ritual. Their only commitment is to do everything possible so that the ambience penetrates the mind and the emotions, and to dance and become part of a group. The analysis that Gilbert & Pearson (2003: 109-157) make shows the significance that this experience acquires, not only from a psychoanalytical and cultural perspective, but also from the diversities of trends and interactions.

The hegemony of clubbing as an environment for amusement arises not only because it is one of the activities that is practiced mostly by the young but also because this form of entertainment is progressively displacing other ways of spending free time. In the HRNM, the young congregate, en masse, in environments where the music, lighting and a psychedelic aesthetic provide the atmosphere. For a considerable number of young people, enjoyment means being in close proximity with others, dancing, interacting with friends, drinking alcohol and using other drugs that help them in the search for

'regressive pleasure' (Gilbert & Pearson, 2003). One immediate objective is to achieve a rapid transformation, an escape or, in the words of Gilbert & Pearson, a liberation of a symbolic kind and of the sexual role in particular, on many occasions through a state of euphoria provided by the use of drugs. Each drug acquires and bestows a specific significance on a particular environment. There is an intensive interaction between drugs and cultural elements that are created by the professionals. In the words of the above authors, "such musics as trance and house, both typical of the UK and western Europe, would obviously not sound as they do if they were not designed specifically to acentúate the effects of certain drugs, in particular MDMA. Even in this case, however, a particular set of cultural priorities determines the effects of the technology in question, as such musics are always designed in order to acentúate specific effects of MDMA rather than others. Euro-house's drum rolls and big string washes are designed to acentúate its celebratory, ecstatic, comunal effects much more than its hypnotic, introspective ones, for instance " (Gilbert & Pearson, 2003: 139).

The framework of entertainment styles that forms part of the HRNM has found a powerful ally in technological progress such as the motorcar – and other means of transport – and sound and lighting, in addition to information technology and the musical technology developed in the twentieth century. In the last few decades, the media has fostered the diffusion of this culture and many distribution formats have arisen - magazines, fanzines, brochures, freepost, plus radio and television programmes which broadcast times and places, disseminating styles, musical groups, dancing styles, etc. It is the media that calls the tune in respect of youth styles. They are mobilisers and diffusers of significance. The appearance, development and interconnection of distinct technologies – discos, CDs, Internet, cars, drugs, digital sequences - have contributed to opening up possibilities and social processes that assist in diffusing a hegemonic model of recreation closely linked to drug use.

The young who go clubbing tend to lose interest in other forms of entertainment or use of free time at weekends (Calafat et al., 2003). This is the other effect of the hegemony of the HRNM, its capacity for generating the exclusion of other forms of enjoyment. This loss also produces changes in the interrelationships between groups and opens up other possibilities. In the HRNM, there is no possibility of interaction between different generations, it is a space or a redoubt for the young where they have no opportunity of sharing their amusement with their parents or grandparents nor indeed among themselves, as each environment is designed for one specific age group, and an age difference of one or two years can act as an exclusion factor.

Segmentation, exclusivity and exclusion are also part of the HRNM. On the other hand, however, the logic of the HRNM tends to equalise those taking part in spite of the apparent diversity of environments. It is precisely for this reason that it is important to identify and ascertain the different groups in nightlife that are involved in the HRNM but who are endeavouring to create an identity that differentiates them from others sharing the same space. This is achieved by the system, itself diversifying aesthetics, creating identity models on the basis of consumer items such as fashions, the type of

establishment, music style and drugs. Music in particular occupies an important place in the configuration of the ambience (Oleaque, 2004) in club culture and on individual or group identity. Music has become the principal ally of the recreation industry and one of the elements that best explains the difference between the various sub-cultures.

The youth subcultures move between tradition and innovation. They are creating a kind of spiral movement, anchored in mythical roots and nourished by economic prosperity, technological innovation and an encroaching consumerism at a symbolic level. The youth subcultures within the HRNM are generating a cyclical but evolving movement with trends that are repeated but which form part of different realities. In this development process, the subcultures create uncertain identities, flexible, malleable, with ephemeral commitments. Through the responses of the mediators, we will investigate those elements that make the HRNM so attractive, in addition to the assessment that the professionals themselves make of its characteristics.

Summarising what has been said up to now, this study is based on the criterion that the sphere of entertainment known as clubbing is a hegemonic style of recreation; that over the last few decades it has become consolidated as one of the principal spaces of youth expression. It is where youth cultural movements are being created and managed. Elements of identity are being created in these environments. They are a meeting place for different groups through inclusion and exclusion dynamics. The recreational sphere has given rise to an important industry that is spreading beyond entertainment environments and becoming linked with many other items destined for the young such as fashions, music, cars, mobile telephones and, of course, drugs. In this space, an important number of young people are learning to be adults, are socialising, are being initiated into such things as drug use and sexuality and are making important life decisions. Analysing, understanding and highlighting the recreational ambit is crucial in facing both drug use and its associated risks, such as risky sexual behaviour, violence and road traffic accidents.

OBJECTIVES, HYPOTHESIS AND METHODOLOGY

This work aims to reach a better understanding of clubbing through study of some of the key protagonists. These are the professionals, or mediators, considered to be the most relevant in recreational life due to their ability to give significance to entertainment and act and transmit its importance. Here, we have selected a range of these professionals, taking into account the earlier research learnings of IREFREA. The methodological and technical aspects of our research are presented below. The chapters that follow will set out the information obtained in the study with the aim of reaching a better understanding of the four mediator groups, and some indicators of their intervention among young people.

The *objectives* of the study are:

1. To describe certain characteristics of the professionals acting as mediators in youth cultures and recreational environments and their relationship to the mediators' attitudes to prevention in this sphere.

   • The basic and specialised training these mediators have undertaken or would like to receive in working with young people; their drug use and their recreational habits.

   • Their perception on the scope, significance, causes, impact and control of the predominant model of night-time recreational life among young people.

   • Their attitudes and evaluation of the social control of drugs in general, and of prevention in particular.

2. To ascertain the mediators' views on youth, entertainment and the recreation industry.

   • Their evaluation of the young in relation to their ways of enjoying themselves and their interests and goals in life.

   • Their evaluation of night-time entertainment from the point of view of health and safety.

   • Their evaluation of the recreation industry (and the mechanisms it uses to attract the young).

3. To propose guidelines for training these mediator groups on drug prevention for young people in recreational environments.

The *hypotheses* are:

1. The mediator groups in youth cultures and in recreational environments will show the necessities and deficiencies in respect of training. This training should lead them to be able to link their professional activity to socialising and preventive action with a scientific basis in recreational settings.

   • It is anticipated that these training needs will cover different aspects relating to the psychology of young people, ideas and myths on drug use among the young, characteristics of the recreational spaces associated with drug use, attitudes to prevention and controls of drug use in general and on the control and improvement of recreational settings in particular.

   • It is anticipated that the mediators' needs for training in youth and recreational cultures will be different and will be determined by:

     i. The group: training needs will be greater among those mediators who work directly with young people and who are not trained in prevention (youth associations) and among those mediators working in the youth cultures (media) and recreational spaces (industry).

ii. Lifestyles: mediators orientated towards entertainment and drug use will show greater need for training and less favourable attitudes to prevention.

iii. The specialist level of information on young people and on prevention: the better trained mediators and those who are interested in youth and prevention problems will show less need for training in prevention.

CULTURAL MEDIATORS PARTICIPATING IN THE STUDY

Within the recreational arena, there is a wide network of interconnected individuals, professionals, collaborators and sympathisers who are the key mediators in creating the framework leading to this logic of entertainment. Some of these have been identified and have taken part of this study. They have been arranged into four groups identified in Table1.1. 1. *Professionals in the recreation industry;* 2. *Professionals in the social services;* 3. *Youth association leaders;* and 4. *Media professionals.*

Members of the four groups were interviewed in depth. After the interviews, a questionnaire was drawn up and a survey designed. The sample interviewed and described in this report includes 674 mediators from ten European cities: Athens, Berlin, Bologna, Helsinki / Turku, Lisbon, Liverpool, Nice, Palma, Utrecht and Vienna.

Table 1.1: Breakdown of mediators taking part in the survey %	
Professionals in the recreation industry ▸	38.3
Social services agents ▸	27.0
Media professionals ▸	25.7
Youth association representatives ▸	9.1
Total (N)	**100 (n: 674)**

The mediators included in these four groups are employed in different tasks or expert spheres (Table 1.2). The largest group of these mediators (38.3%) belong to the *recreation industry.* Among these, 12% of those interviewed are owners and managers of night-time venues (discos, clubs, bars, etc.); professionals who have an enormous importance due to their influential position in decision-making on what happens in the recreational space. 8.6% are disk jockeys, the new shamans of the young, who set the rhythm of the night. They mastermind the music and the dance, the messages that are emitted, and they direct the ritual of the *fiesta.* 5.5% of those interviewed are public relations staff in recreational places and 4% are doormen in clubs and discos.

The second mediator group (27%) consists of professionals working in social services and prevention programmes. 12% are street educators, 7.2% social workers and the remainder are from other disciplines such as sociocultural monitors. All are key

figures in leisure time activities. Some operate within recreational settings, working in prevention; they know the recreational arena well and they develop and implement prevention strategies against drug abuse simultaneously. They also see the consequences of drug use.

The third group (25.7%) comprises *youth media professionals.* 7.8% are magazine journalists, 6% radio presenters, 3.3% publicists and 3% writers or creators of fanzines or brochures, plus other media professionals included in 'other'.

The fourth group, the smallest (8.6%), are *youth association leaders.* Th is group has been included as it forms part of organisations that propose alternative forms of diversion to the HRNM. These young people also take part in the hegemonic system and, precisely because of their accessible position to other diversion styles, it was considered important to ascertain their opinions and attitudes and compare them with those of the other groups.

The item 'other' includes professionals distributed between the four groups (singers, waiters, volunteers in preventive programmes, etc.).

Table 1.2: Professional activity in the recreational arena	
Owner / manager recreational setting ▸	12.0
Street educator ▸	11.9
Disc jockey ▸	8.6
Leader / Head of a juvenile association ▸	8.6
Juvenile magazine writer ▸	7.8
Social worker ▸	7.2
Radio announcer ▸	6.0
Public relations ▸	5.5
Doorman in disco ▸	3.9
Publicist ▸	3.3
Fanzine or brochure writer	3.0
Other	22.2

The tools used to collect information were in-depth interviews and structured interviews. The information utilised in the following chapters was obtained through the latter, and the contents most relevant to these chapters are:

1. Basic training and specialist training in working with young people, and attitude to improved training (particularly on the psychology of the young, their problems and on prevention).

2. Professional or voluntary (remunerated) work and other factors important to their continued activity in the recreational and cultural sphere or in that of intervention with young people.

3. Perceptions of the behaviour of the young when out clubbing.

4. Attitude to controlling some aspects of the behaviour of their own children (health, school performance and drugs).

5. Attitude to drug use:

   • Perception of the motivation for young people to use drugs in recreational settings.

   • Ideas and myths that justify, maintain or favour drug use.

   • Perception of the risks associated with the regular use of legal and illegal drugs.

6. Attitude to prevention and drug use control:

   • Attitude to the legal control of drugs.

   • Perception of the efficacy of different preventive actions.

   • Potential for preventive action and predisposition to preventive action in their work.

7. Other factors that could determine the attitude of mediators to preventive action: clubbing habits, drug use, whether or not they have children, religion, political ideology, etc.

Basic descriptive statistics were used to describe the characteristics of the mediators interviewed. Factorial analyses were made of the principal components for the grouping and reduction of variables included in the different constructs and mentioned in the preceding paragraph.

Contingency tables and multivariate analysis were used to compare the four mediator groups and to test the hypotheses given above.

2. WHO ARE THE MEDIATORS?

The sociodemographic data collected during interviews with the mediators show them to be mainly young professionals. The majority (64.5%) were under 30 years of age, one quarter were between 30 and 40 years of age and just 11% were over 40 years of age. In other words, our informants were people who were not only able to give us information on young people but who were largely young people themselves. This fact is of some methodological importance as it means that whilst our informants are defining the 'others', the users with whom they work, they are at the same time defining themselves as they belong to the same generation as the young people being discussed.

Table 2.1: Sociodemographic data (%)		
Age %	< 18 years	0.9
	19-25 years	27.9
	26-30 years	35.7
	31-40 years	24.2
	> 40 years	11.3
Sex %	Male	62.6
	Female	37.4
	Total (N)	**674**

Almost two thirds (62.6%) of the mediators interviewed were male (Table 2.1), almost half (53%) were unmarried and only a quarter had children (Table 2.2). They came from a wide range of socioeconomic levels - approximately half considered themselves to be upper-middle class and the other half lower-middle class. A considerable proportion had attended university (64%), a quarter had a secondary school education, and only 9.5% had a basic educational level. As for religion, the mediators were not particularly

religious (64% considered religion to be of little or no importance), and on political issues they tended to the centre (41%) and to the left (45.7%) (Table 2.2).

Table 2.2: Sociodemographic characteristics of the sample (%)	
Marital status	
Unmarried	53.0
Married or with partner	42.9
Other	-
Do you have children?	
Yes	21.3
Subjective socioeconomic level:	
High	6.3
Medium -high	45.6
Medium-low	42.0
Low	6.1
Education	
Compulsory education	9.5
Secondary education	26.6
University studies	63.9
Importance given to religion	
Very/quite important	16.0
Regular	19.2
Little/not very important	64.8
Political leanings	
Extreme left	7.1
Centre-left	38.6
Centre	41.0
Centre-right	12.4
Extreme right	0.9

The similarities and differences in the characteristics of the mediators in the different professional groups are crucial in reaching conclusions, above all for the potential preventive work carried out by each group. Each of them plays a distinctive social role, with its specific deficiencies and necessities.

When we consider academic background and basic training, approximately three out of four mediators working in prevention services, youth associations and the media, and just under half of those working in the recreation industry, had completed or taken university courses (Table 2.3).

Table 2.3: Basic academic background of the four mediator collectives (%)				
	Social services	Youth Association	Recreational Industry	Media
Primary	3.3	3.3	16.7	7.6
Secondary	19.3	21.3	36.9	21.1
University	77.3	75.4	46.4	71.3

The professionals working in prevention services had a slightly higher educational level than those in other groups, followed by those in youth associations and the media. The mediators working in the recreation industry (managers, waiters, DJs, doormen, etc) had completed a lower level of studies than the other three groups.

Specific training in working with young people

Table 2.4 shows that only a minority of the professionals working in the recreation industry and the media had received specific training in working with young people. Around half of the professionals working in youth associations and three-quarters of those in prevention services had received such training.

These figures reflect an obvious deficiency in the level of knowledge of a large proportion of our informants on the characteristics, problems and needs of young people. These young people are the target group for specific media promoting youth culture and recreational environments, which are becoming increasingly more significant in the socialisation of young people.

Table 2.4: Specialised training in working with young people in the four mediator groups (%)				
	Social Services	Youth Association	Recreational Industry	Media
Received specific training	67.2	51.7	16.6	19.3
Would like more specific training	86.2	75.2	56.6	62.6
Demand for training in psychology/ problematic and prevention	78.6	65.6	37.6	53.8
Demand for first aid training	23.6	29.5	26.4	22

More than half of the mediators in all four groups would like to receive more specific training in working with young people. The mediator groups with a higher educational level and with more training in working with young people were also the ones that would like more training of this kind. Within each of the four mediator groups, those informants who had received specific training in working with the young also showed a tendency to request better training of this kind.

If we consider only those mediators who would like better training in working with the young, the majority would like to receive more training on the problems faced by young people and on the prevention of the problems that affect them (some 90% of the mediators in prevention services, youth associations and the media and 66% of those who work in the recreation industry). If we look at the total, a majority of those working in prevention and youth associations, and half of those in the media would like to know more about the young people targeted by their activity, their problems and their prevention needs. Despite the fact that few of the mediators in the industry are trained to this end, more than a third would like to know more about these issues (Table 2.4).

Around one in four of the mediators interviewed would also like to receive first aid training. This can be taken to indicate that a higher percentage detects a need for action to increase safety in these areas. Those working actually within the recreation industry did not demonstrate a greater desire for better training in first aid, despite working directly in the environments where this kind of need is being detected.

Professional motivation of the mediators in the recreational arena

The proportion of the informants in the four groups whose main source of income was derived from their employment in their mediator roles was very variable. The majority of those working in prevention and the media were paid for their work and this work formed their main source of income. Half of the mediators working in the recreation industry, and somewhat less than a third of those who work in youth associations, also reported this work as being their main source of income. Half of those working in youth associations were working as volunteers (unpaid).

Table 2.5: Motivation for working with young people in the four mediator groups (%)				
	Social Services	**Youth Association**	**Recreational Industry**	**Media**
Main source of income	76	32	51	66
Voluntary work (unpaid)	12	50	6	17
Activity is a source of enjoyment	93	100	94	98
Reinforcing contact with the young	87	95	64	74
Self-promotional activity	46	46	52	72

Almost all the mediators in the survey considered entertainment to be important or very important to them, which for them means the development of their work as an intrinsic motivator. The majority of these mediators also considered the reinforcing value contact with the young gave them as being important or very important, particularly those working in prevention and in youth associations. Around half of the sample also considered the possibility of self-promotion to be important or very important as motivation for their participation in recreational life, most particularly among those in the media.

Mediators' knowledge of the recreational context and proximity to it.

The mediators we interviewed were not only active agents who dynamise clubbing but were also participants and were distributed among the different subcultures involved. Therefore, this collective participates extensively in the creation of cultural elements, their dissemination, their consumption and their experience. The opinions, discourses and values that they transmit about the young assist us in describing the latter in relation to the recreational experience. In addition, they enable us to explore the position these mediators take towards being responsible for the formation of the young within recreational environments.

The knowledge this collective has of the recreational sphere comes from two different experiences of recreation - on the one hand, their professional activities within recreational life and, on the other, their own participation when they too go out clubbing. As the expert collective on recreation, they were asked about their own use of their free time. A large proportion of these mediators were employed in the clubbing sphere but, in spite of this, they too reported frequently going clubbing in their free time. Table 2.6 shows that the majority of them, 62.6%, go clubbing every month, and that a quarter go almost every week. However, some preferred a different kind of leisure. One of them commented:

> "Leisure in my life means not doing anything. Leisure is being at home, lying on the couch because what is leisure for some people is my work to me".
>
> (Disc jockey, DJ promoter and producer and owner of a music shop).

The mediators had a different understanding of leisure activities, which ranged from doing nothing to looking for activities that contribute to their personal formation. If we take into account the time that they are exercising their profession in the clubbing sphere plus the time they devote to it as a leisure pursuit, it is, in fact, a collective that basically lives within this sphere. And, therefore, they also have a knowledge arising from the intensity of their experience and the different dimensions in which they experience it, both as professionals and as users.

Table 2.6: Going clubbing frequencies (%)	
Less than one weekend a month ▶	37.4
From one to two weekends a month ▶	34.7
From three to four weekend a month ▶	27.9

Examining their recreational activities by mediator groups, we see that for 45% of the mediators in the field of prevention and in youth associations, and between 30% and 35% of those working in the recreation industry and the media, clubbing is not their normal choice of recreation. Some of the reasons why this minority look for other pursuits were given to us by a mediator, as follows:

> "For me, 'leisure is not 'passing the time'. It should be something more that enriches you that has some point. Because for me, there are too many things, too many possibilities for `'passing the time'. I look for something more. I try to be very selective and look at all possible options, I know how to judge what it is that enriches me more, and which is going to be most useful for my personal construction". (editor of a leisure fanzine).

Between 29% (mediators in youth associations) and 39% (those in the media) reported going out one or two weekends a month. One in every three or less goes out every weekend or almost every weekend a month. Those working in the recreation industry and in the media reported going clubbing more frequently.

Table 2.7: Clubbing habits in the four mediator groups (%)				
	Social Services	Youth Association	Recreational Industry	Media
Clubbing less than one weekend per month	45	45	35	30
Clubbing one or two weekends a month	38	29	31	39
Clubbing every weekend or almost all	18	26	34	31
Prefers other activities: concerts, friends	10	3	17	16
Dance / rock music preference	37	41	59	53

The most frequent recreational activity among the four mediator groups was going out with friends (around 30%), followed by playing sport (10%), clubbing (9%), watching television (7%), and going to the cinema or concerts (6% each), etc. A small percentage of mediators indicated recreation activities associated with clubbing or going out with friends as their first and second most frequent activity.

Rock music was the most common choice of music among mediators (31.9%), a quarter liked pop and a fifth liked dance and house (Table 2.8). Music, as has been mentioned before, defines individual and group identity[2], being affiliated to lifestyles, social values and also to drug use.

Table 2.8: Type of music mediators preferred (%)	
Rock ▶	31.9
Pop / singer /songwriters ▶	24.3
Dance, house, tecno ▶	21.6
Local (folk, popular) ▶	4.0
Other ▶	18.3

The mediators working in the recreation industry and the media were more inclined towards rock / disco music. We would like to underline the growing importance of disc jockeys in the last few years in parallel with the expansion of the dance culture and power of the recreation industry. This has occurred to such an extent that disc jockeys have become the new idols of the young. In their own words:

> "…music is like everything else, it is a business and the industry is very vital, ten or twenty-five years ago, the disc jockey was a waiter who earned 30 euros and played records at the same time as he served drinks. Years later, and the DJ is an extremely important figure, a pillar of the night and of club culture, he is the one who gets people moving, who makes sure that they enjoy themselves. The industry sees this and intends to make the most of it. So they invent the DJ, invent the styles, create mixes..." (Disc jockey).

> "What I do is fight against all the information and disinformation there is in the media, which turns some DJs and producers into icons and the people only want to see them" (Disc jockey, promoter and DJ producer and owner of a music shop).

---

[2] The analysis by Megias and Rodríguez (2001) focuses on the impact of music in the construction of identity in among present-day youth.

Table 2.9: Going out habits among the four mediator collectives (%)				
	Social Services	Youth Association	Recreational Industry	Media
Preference for dance / rock music	37	41	59	53

As one of the objectives of the survey is to reach a better understanding of what is happening with drug use in recreational environments, mediators were asked about their own drug use. This information was to be crucial in the analysis as it would demonstrate that mediators' drug use habits condition their response to practically all the issues dealt with in this survey.

The probability of consuming alcohol in excess, and cannabis and other illegal drugs, at least occasionally, is notable and differs substantially from one group to another. More than half the mediators surveyed reported getting drunk at least occasionally and this rises to two out of every three among those working in the media. More than four out of five of those working in the recreation industry reported getting drunk at least occasionally, a probability significantly higher than anticipated[3].

Table 2.10: Drug use habits in the four mediator groups (%)				
	Social Services	Youth Association	Recreational Industry	Media
Drink alcohol to excess at least occasion.	58	51	82	67
Take cannabis at least occasionally	28	25	36	44
Take other illegal drugs at least occasion.	12	13	24	19

Reported use of cannabis (at least occasionally) varied substantially between the four mediator groups. Once again, this frequency is higher among those working in the recreation industry and the media, although it is this latter group that stood out significantly in comparison with the mediators working in prevention and youth associations[4].

[3] (p exact for the Chi-square < 0,001).
[4] (p exact for the Chi-square < 0,05)

3. YOUTH AND THE HEGEMONIC ENTERTAINMENT MODEL. THE MEDIATORS' POINT OF VIEW

> "I believe that, nowadays, the young want to get things easily and quickly. They want things immediately. They have a rather practical view of the future: as soon as they can, they want to start work, to be able to buy their own motorbike, designer clothes... what they are looking for is immediacy" (family educator, monitor in free time).

In this section we evaluate how the mediators who participated in this survey view young people and particularly those young people who take part in the HRNM. Their opinions are important for two main reasons. Firstly, because they know the young people who frequent recreational settings directly and secondly, because they occupy a privileged position where they are able to take part in both defining the recreation model and in influencing the attitudes and behaviour of young people who use these settings. Through their values, discourses and attitudes, they can create elements of interaction with the young and contribute to giving significance to entertainment.

In particular, we describe and analyse the views of the mediators on:

1. Certain psychological characteristics and traits of young people: their motivations and efforts to reach certain goals, their vulnerability to the supply of recreation and their altruism.

2. The predominant recreational habits among the young: their significance, fundamentals and potentially negative impacts.

3. The strategies implemented by the recreation industry to expand and to attract clients.

MEDIATORS' VIEWS OF THE PSYCHOLOGICAL CHARACTERISTICS OF YOUNG PEOPLE REGARDING GOAL ACHIEVEMENT AND VULNERABILITY

One of our interests is ascertaining the general view that mediators have of young people's values, interests, motivations and goals. It is well known that these factors substantially determine the efforts that individuals make in the achievement of determined goals. In the same way, the view the mediators have of these characteristics of young people will, to a certain extent, determine their interaction with the young.

Certain basic goals in the lives of young people were considered (see Table 3.1), which are fundamental aspects of their process towards adult life (e.g. work, independence, housing) or issues that affect them as a group (health, AIDS, drugs). The objective was to assess not only how much interest the mediators believed young

people had in these goals, but also to what extent they considered young people were making an effort to achieve them. Achievement of these life goals is assumed to require a notable and lengthy effort.

The goal that the mediators considered young people to be making most effort to achieve was that of *having money* (40.9%). Over a quarter (28.3%) believed that young people were also notably motivated to *find work,* a goal which will provide them with a certain financial independence and greater independence from their families. However, finding work and financial independence does not, in many cases, signify entry into an independent adult life. In Southern Europe in particular, young people remain with their family until a late age. The delay in leaving the family often results from objective factors such as a lack of income or access to housing. However for some young people it is determined by the convenience of living in their parents' house, and even more so at the present time when intergenerational pressure has fallen. Remaining in the parental home provides young people with certain economic advantages that enable them to enjoy recreational life, the cost of which they may not be able to permit themselves if they chose to live independently.

Table 3.1: Mediators considering that the young are somewhat or very active in achieving the following objectives (%)	
Having own money ▶	40.9
Finding work ▶	28.3
Becoming independent from the family ▶	21.7
Preparing themselves as professionals ▶	17.1
having a steady sexual relationship ▶	16.3
Saving to buy a home ▶	12.1
Having a mutual understanding with adults ▶	7.3
Leading a healthy lifestyle ▶	6.9
Taking action against AIDS ▶	6.6
Taking action against drug use ▶	3.7

A fifth (21.7%) of the mediators interviewed considered that young people endeavour to *become independent of their families,* and to create an independent lifestyle by taking on the responsibilities of adult life. The interests the young have in obtaining money and becoming independent often interfere with the decision to follow any formative process towards the professional sphere. The cost of further studies often leads to greater dependence on parents, greater intellectual effort, a prosaic life etc. This

cost is one reason why some young people abandon their studies and take less-skilled jobs that require little training.

A factorial analysis of the motivations and efforts of the young in achieving the ten different goals listed in Table 3.1 enables us to describe three factors. These three factors explain more than half of the mediators' responses (55%) and could be interpreted in the following way, taking into account mainly those items that have a greater weight in each factor:

- The principal factor could be called *"Acting in order to assume adult roles"*. This is predominantly constructed by the goals: saving to buy a home, professional training, finding work, developing an understanding with adults, leading a healthy lifestyle and having a stable relationship.

- The second factor could be called *"Acting towards a healthy lifestyle"* and is formed predominantly by action against AIDS, action against drugs and leading a healthy lifestyle.

- The third factor could be called *"Acting towards personal independence"* and incorporates efforts to have money, to become independent from the family, to find work and to have a stable relationship.

Given that factors one and three are of a similar nature, we will comment on the results on the first two[5] factors (calling factors one and three combined).

The first factor is focused around efforts to establish the bases for a secure future, aiming for a good social and financial position and a healthy lifestyle. As can be seen in Table 3.1, mediators did not consider young people to be widely involved in activities instrumental in reaching these goals.

The second factor is easily interpreted in terms of preserving community and personal health. As previously mentioned, the mediators considered young people to be less involved in these activities than in preparing for their future. Only between 20% and 40% of the mediators believed that young people are involved moderately (or a little) in these activities.

The mediators' predisposition to collaboration on prevention is related to the image they have of young people's efforts and motivations towards life goals.

As was to be expected, the view the mediators had on the motivations and efforts of young people towards life goals was substantially related to their own attitude to prevention. The mediators working in youth associations, the recreation industry and the media who would like to collaborate in drug prevention believed that young people made significantly more effort to achieve the first two goals (taking on adult roles and developing a healthy lifestyle) than those who were not interested in collaboration[6].

---

[5]

[6] $p < 0,001$ in the first factor and $p < 0,05$ in the second (ANOVA).

The mediators in these three groups who could collaborate in prevention from within their spheres of work also saw young people as being considerably more forceful in preparing for their future (third factor)[7].

The mediators' views of young people regarding these characteristics were not significantly associated with whether or not they had received specific training in working with young people. Nevertheless, those mediators who would like training in psychology, youth issues and prevention had a more positive view on the efforts of the young in preparing for their future and achieving a healthy lifestyle[8].

The sphere of work of the mediators (see Diagram 3.1) was strongly associated with their view on the efforts made by the young to achieve their objectives[9].

- Those working in the social services and the recreation industry had a relatively more negative view of the motivations of young people in both preparing for their future and developing a healthy lifestyle.
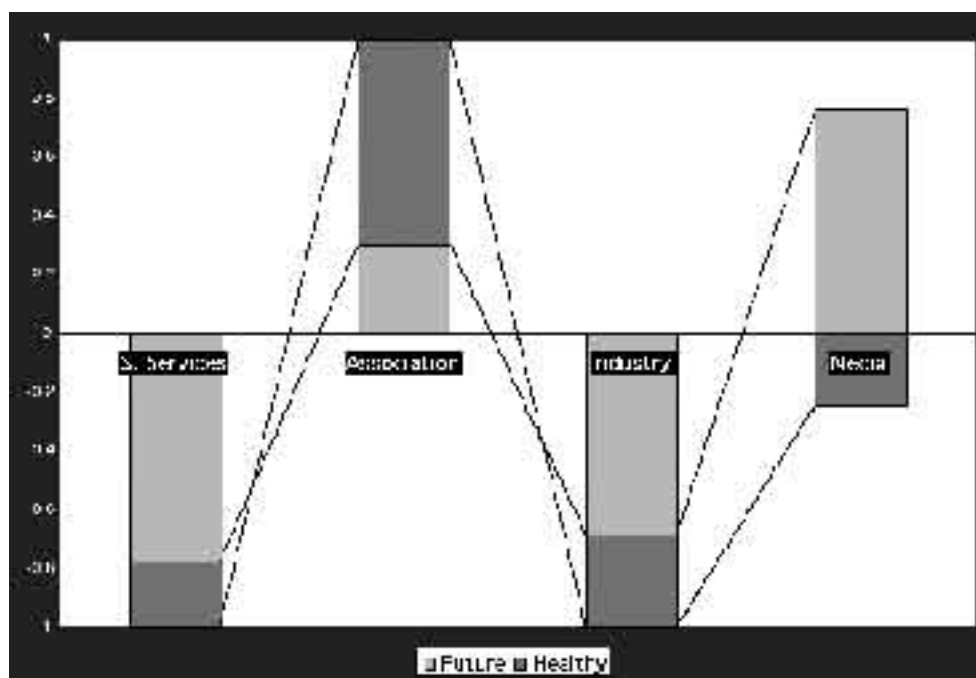
Diagram 3.1: Sphere of activity and view of the young (factor scores – z – for each group).

[7] p < 0,001 (ANOVA).

[8] p < 0,05 (ANOVA).

[9] p < 0,001 for preparation for the future and a healthy lifestyle (MANOVA).

- The mediators working in youth associations had a relatively more positive view of the young in the two areas, particularly in the construction of a healthier lifestyle.
- The mediators in the media had a relatively more positive view of the young people's efforts towards preparing for their future and a moderately more negative view of their favouring a healthy lifestyle.

The Influence of the mediators' own drug use and recreational habits on the image they have of young people

Drug use, practiced by some of the mediators, was also strongly associated with the view mediators had of young people in recreational settings:

- The mediators who drink alcohol to excess (at least occasionally) had a more negative view of young people regarding their efforts in preparing themselves for the future and their favouring a healthier lifestyle[10].
- The mediators who use cannabis[11] or other illegal drugs[12] (at least occasionally) had a more negative view of the young in both goals.

We have already pointed out that the mediators' views on young people's efforts to achieve these goals were linked to both their sphere of work and their own substance use. By analysing their sphere of work in conjunction with (independently of) their substance use we find that:

- Both sphere of work and substance use (be it an illegal drug or excessive consumption of alcohol) had a significant association with the mediators' views of the young. Irrespective of use, each mediator group took a different view of the efforts of the young to achieve the two goals:
  - The mediators working in social services saw young people as putting significantly less effort into preparing themselves for their future than those in the media.
  - The mediators working in youth associations saw the young as making significantly more effort to achieve a healthy lifestyle than those working in the other three areas.
- Within each mediator group, the drug-using mediators had a significantly more negative view of the young, both in their effort to prepare themselves for the future[13], and in their effort to achieve a healthy lifestyle[14].

[10] $p < 0.001$ (ANOVA).

[11] p univariate < 0.001 and 0.01 respectively (ANOVA).

[12] $p < 0.05$ in the T test for the comparison of means.

[13] p univariate < 0.01 (ANOVA).

[14] p univariate < 0.001 (ANOVA).

The recreational habits of the mediators were also associated with their views of young people[15]. Those who reported going out every weekend, or almost every weekend, saw the young as making less effort to prepare for the future and achieve a healthy lifestyle, although these differences were only significant in this last goal[16].

Taking into account the mediator group and frequency of going out, both characteristics are significantly associated with the view of the young[17].

- Irrespective of the going out habits, each mediator group took a different view of the efforts of the young in preparing themselves for their future and achieving a healthy lifestyle.

- Within each group, those who go clubbing frequently saw the young as making significantly less effort to lead a healthy lifestyle[18] and also in preparing themselves for the future, although the differences here were not statistically significant.

It was considered desirable to highlight the importance of the views the mediators have of the young people they target in their work, knowing that these views determine our expectations of the results and also the interaction between the mediators and the young. The evidence we found indicates that, in general, young people are not considered to be particularly interested in working towards long term goals such as enjoying a good socioeconomic position or working to achieve a good state of community and personal health. Although, whilst this is not the majority view, the young were seen as being more interested in having money to spend and the freedom of movement that enables them to have a job and independent living accommodation. This lack of motivation to achieve a safe, stable and healthy lifestyle makes prevention of drug use and other risk behaviour more difficult.

We could theorise that the way the mediators view the young and their attitude to these goals will, to a large extent, determine not only the mediators' attitudes to prevention (as we have seen) but also the kind of messages that they would transmit to the young:

- The probability of a specific media emitting a preventive message will be lower if it is seen that its targets are less interested in making an effort to carve out a future for themselves and to have a healthy lifestyle.

- In a similar fashion, if the mediators in recreational life see the young as less interested in constructing a healthy lifestyle, it is likely to reduce their interest in sending messages angled towards this goal. At the same time, if they see the young as less interested in the construction of a guaranteed future, the probability increases of their offering services and products aimed at instant gratification (and

---

[15] p <0.001 for the multivariate comparison (MANOVA).

[16] p univariate < 0.001 (ANOVA).

[17] p <0.01 for the multivariate comparison (MANOVA).

[18] p <0.01 for the multivariate comparison (MANOVA).

which, in addition, will be more profitable in the short term, both for the client and for the industry):

• Those mediators working in social services had a particularly unfavourable view of the young, giving them a more dependent profile and seeing them as putting very little effort into working towards their futures or developing healthy lifestyles. With such a view of the young, it would be less probable for the mediators working in social services to be interested in developing plans to help the young reach these goals. Rather, this view would more likely favour the development of preventive measures aimed at harm reduction.

The second block of relevant results is the relationship between the training and lifestyles of the mediators and their views of the young.

• Training the mediators in youth psychology / problems and in drug prevention appears to be necessary for several reasons. It is essential that the different mediator groups understand to what extent the behaviour of young people is determined by the sociocultural context in which they are positioned. The probability that young people maintain behaviours aimed at long-term goals (future success, healthy lifestyle) decreases in a context in which the predominant values are entertainment, the consumption of goods and services and instant social success (being well known, having many friends, success in sexual relations, etc). At the same time, a greater interest in such training should assist the mediators in being more receptive to the interests and efforts of the young to reach these goals and in having a better knowledge of how and where this interest and effort is being shown.

• The attitudes of the mediators to drug use and clubbing seems to substantially determine their view of the efforts of the young in these key vital areas, irrespective of their sphere of work and their training in working with young people. The mediators who are more personally involved in clubbing and who use illegal drugs (or alcohol in excess) considered the young to be less motivated towards developing a healthy lifestyle based on personal independence, which is, after all, the development of their human potential. This suggests a certain bias, which is particularly relevant in the mediators working with young people (prevention and associations). Their view of the motivations of young people to pursue and achieve key life goals must be based on knowledge of youth psychology, more than on the motivations of the mediator who is working with them.

Mediators and their views of the vulnerability / altruism of the young

Entertainment is one of the major labels attached to youth. The norm is that young people must enjoy themselves as part of their group idiosyncrasy. Although members of other age groups are also targeted by promotional messages regarding entertainment, these are particularly aimed at young people. The meaning given to entertainment is focused on the consumption of services and technology that permits access to an easy

entertainment, designed by an industry very well structured in respect of its economic objectives. This reality may explain why recreation is such a highly used recourse in attracting young people to other spheres such as academia, restaurants and community organisations.

The fact that young people centre their lives around entertainment (as believed by half the mediators) means that their impulses and emotions are articulated around the search for and participation in recreational settings. This orientation may be attributed to personal characteristics (e.g. a greater dependence on their surroundings, inclination for a more passive receptor role, hedonism, etc.) and to cultural factors (socially reinforced social behaviours). In this study, the term "vulnerability" is extended to recreational influences in order to enable reference to those personal characteristics that relate to a greater propensity to be influenced by the dominant modes in recreational life - the orientation to entertainment and hedonism.

Correspondingly, and as a result of human limitations, a lower priority is given to other life goals that are not linked in some way to recreation. In this study, we use the term "altruism" to refer to a greater or lesser individual orientation towards social goals such as solidarity, idealism and efforts to improve social conditions.

The mediators defined the young as a group that is vulnerable to influences relating to recreational culture. Young people who go clubbing were evaluated as individuals who are dependent upon certain basic aspects that are very closely related to the recreational context. The majority of mediators (88.1%) believed that young people *allow themselves to be influenced by fashion* and 67.8% that the young *think only about enjoying themselves* (Table 3.2). These two aspects are intimately related and, at the same time, form part of the social representation of being young - and it is this that makes them more vulnerable to the dynamics of consumerism. Fashion (in clothing, music, aesthetics, settings etc.) is a substantial part of the corporal identity. A wide emotional spectrum is being constructed through the adoption of aesthetic trends that act as an expressive vehicle. The construction of expressive elements forms a semiotic code whose identification and interpretation could assist in understanding other aspects of youth lifestyles and subcultures. One of the objectives of youth fashions is to mark a difference from older generations. However increasingly we are seeing that the older generations adopt new youth styles, possibly as a response to the desire to become closer to, and communicate with, the young, but also to allow themselves to feel young, influenced by the phobic attitude to age in our society. This process of adult appropriation of youth trends leads to the creation of new trends and innovations as their function of marking the generational differential quickly becomes obsolete. The fashion market has found a goldmine in this vicious circle, which allows it to constantly renew fashions and create needs for further consumerism.

Show business personalities are fundamental to new trends due to their ability to influence the young. In this sense, in an important qualitative study conducted among different professionals in Hollywood (writers, actors, directors, producers, executives, and others), Shields (1999) pointed out that the norms and values of well-known

personalities are being transmitted and are conditioning perceptions of and attitudes to drug use. This must be taken into account if we wish to understand the influence exercised by recreation and the entertainment industry, and the way in which norms and beliefs are being created on leisure, entertainment, fashions and consumption. For the young, fashion is an element of great importance in their decision-making, to the extent that a large number of them say that they use illegal drugs because it is the 'in' thing to do (Kammesies 2001).

Table 3.2: Percentage of mediators who agree or strongly agree to the following statements on the young who go clubbing (%)	
They allow themselves to be influenced by fashion ▸	88.1
They only think about enjoying themselves ▸	67.8
They have an attitude of solidarity ▸	56.3
They are egoists ▸	39.0
They make no effort to build their future ▸	32.1
They are idealists and work towards a better society ▸	29.0

Young people who go clubbing also have other facets. More than half of the mediators considered the young to *have an attitude of solidarity,* although only 29% believed them to be *idealists* who are working to make a better world. On the contrary, 39% of the mediators thought the young to be egoists, and 32.1% considered them to *make no effort to build their future.* To summarise, the young are generally seen as malleable by the sociocultural environment, more inclined to enjoy themselves than to make the necessary effort to reach their own goals and those of the community, and relatively open to sharing objectives and resources.

The six statements regarding the vulnerability / altruism of the young can also be grouped using a factorial analysis of the principal components. Two factors explain more than half of these six responses (58%) and could be interpreted in the following way:

• The principal factor could be called "View of vulnerability", being predominantly formed by a view of the young as egoists inclined to enjoyment, influenced by fashion and making very little effort to build the future.

• The second factor could be called "Altruistic view", and is predominantly formed by a view of the young as being inclined towards solidarity as well as idealists who intend to improve the world in which they live.

These views of the personal attributes of the young may also determine to a certain extent the needs the mediators see young people to have and the results to be expected from the various options in preventive work.

The mediators working in youth associations, the recreation industry and the media who would like to collaborate on drug prevention within their work did not see the young significantly differently regarding these two attributes from those who have no wish to cooperate.

The four mediator groups each saw a different and very specific profile of the young people with whom they have the closest contact, although these differences were not statistically significant.

The mediators who had received specific training in working with young people did not see the young any differently regarding these two characteristics from those who had not received training. Nor did the mediators who would like training in the youth psychology/issues and prevention see them in a different way from those who would not like this training.

The mediators who consume alcohol in excess, even if only occasionally, or use cannabis or any other illegal drug had a different view of young people from those who do not[19]. The former saw the young as significantly less vulnerable and more altruistic than the latter. The mediators who habitually go clubbing did not see young people any differently from those mediators who consume alcohol to excess or who use cannabis or any other drug.

Analysing the mediator group and the use of any substance together, there were no significant differences in the way the four mediator groups saw the young and their vulnerability and altruism. Rather, it is the use of substances that explained these views. The differences were more significant regarding the view of the vulnerability of young people.

It could be thought that those mediators who use drugs and have a more positive view of the young would also have developed a greater ability to empathise with them, a greater affinity with them and a greater motivation in their mediator work. The figures, however, found the reverse to be true. There was no evidence of differences between users and the non-users in their involvement with the young and their motivation to work in their mediator role. Comparing motivations to work in the mediator role between those who use drugs and those who do not, we found:

- There were no significant differences between drug-using and non-using mediators in how much they reported enjoying their work.

- Contact and working with the young is substantial and was evaluated significantly more highly by the mediators who do not use than by those who do[20].

- The ANCOVA showed that drug use among these mediators was related to a view of the young as being less vulnerable and more altruistic, irrespective of the evaluation of working with the young.

---

[19] p multivariate < 0.01 (MANOVA).

[20] p bilateral > 0.01 in the T-test.

In short, our results suggest that the mediators who use drugs have a less critical view of the vulnerability of the young than the mediators who do not. This less critical evaluation of the young does not depend on the mediators' motivation for their work. Mediator work targeting prevention requires a thorough and critical assessment of the needs of the young in achieving key life goals (professional preparation, future, healthy lifestyle and independence) without this critical evaluation interfering with the motivation and competence for the work. Our results suggest that the mediators who use drugs are less predisposed to make this critical assessment of youth needs and vulnerabilities related to the recreational context.

Seen through the eyes of the mediators, young people are poorly motivated towards important life goals and as relatively more materialistic than idealistic. Irrespective of drug use, motivation and job satisfaction in working with the young, the different mediator groups saw the young as more or less dependent and vulnerable. The mediators in the recreation industry saw young people as being more vulnerable, with significant differences from those working in youth associations[21].

Training aimed at mediators working in youth associations and the recreation industry could include an explanation of environmental influences (fashions, HRNM, passive use habits, etc.) on the behaviour of the young. Such an understanding could favour the proposal of more autonomous and active initiatives for young people from the sphere of youth associations. Or, at the very least, they could promote some thought on new ways of connecting with young people in social dynamics. The distance between the ideal and the practical expressed by mediators would appear to make sense if it is interpreted in the cultural context. According to Lipovetsky "the peak of postmoralist individualism certainly coincides with the increase in 'private pleasures' and the obsessive preoccupations with the "I" but also in a paradoxical way with a greater willingness to provide mutual help on a free basis, without any coercion, with no obligations, with no disciplinary regularity" (Lipovetsky, 2003: 48). The development and strengthening of the rights of the individual has devalued certain institutions fundamental to group values and to a militant compromise. The young are, in this sense, demanding their rights, giving priority to their needs and desires. But relationships based on solidarity remain, although they are being shown in a different way from the traditional. Possibly, the recreational sphere is a space of intense group experience and the creation of networks that act as a counterpart to the more individual and fragmented dynamic that is experienced in other areas (school, work and family).

Young people in the HRNM. Criticisms of the recreational habits of the young

This section deals with the general view that the mediators had of the predominant recreational habits of the young. In hegemonic entertainment, the young are searching for other objectives additional to enjoying themselves. In any case, entertainment has different facets, different ways of being understood or of achieving significance. It should

---

[21] p univariate < 0.05 (ANOVA).

not be forgotten that these significances are being elaborated socially and that the young are contributing by negotiating their acceptance or rejection. The media and the recreation industry are particularly active spheres as creators of significances linked to the ideal of entertainment. Through the opinion of the mediators, we can see what kind of significance is given to entertainment and accepted by the young within their idea of 'having fun'.

By taking an in-depth look at the link between young people and entertainment, we see a notable heterogeneity among the mediators regarding their view and assessment of both the basics of the HRNM and its scope and impact. The majority (60%) believed that *the young are quite clear on how to enjoy themselves* (Table 3.3) (if they go clubbing it is because they want to and not because they do not have any alternatives). However, this varies between the different mediator groups and whilst it is the majority view among mediators in youth associations, the recreation industry and the media, only 45.6% of those in the social services believed that young people know how to enjoy themselves (Table 3.4).

Table 3.3: Mediators agreeing with the following statements on the young and entertainment (%)	
The young are quite clear on what to do to enjoy themselves ▶	59.8
Clubbing is good because the young must enjoy themselves all they can ▶	58.0
The youth of today are very fortunate because they have so much free time ▶	55.6
The young devote too much of their time to going clubbing at night ▶	42.9
The young spend all their money on going out at night ▶	**38.4**

Table 3.4: Mediators agreeing on the following statements on young people and entertainment, by mediator group[22] (%)				
	Social Services	Youth Associations	Recreation Industry	Media
The young know exactly what to do to enjoy themselves	45.6	57.6	66.1	66.3
Going clubbing is very good	45	50.8	61.9	68.4
The young of today are very fortunate	41.1	41	66.1	60.1
The young devote too much of their free time to going out	49.2	46.7	44.9	32
The young spend all their money on going out	42.2	40	36.6	36.6

[22] Chi square. exact tests, p < 0,001 for items 1.2 and 3 de 0.000; p < 0.01 for item 4.

More than half of the mediators considered clubbing to be a positive activity because *the young must enjoy themselves.* Here also, however, there were significant differences between mediator groups. Those working in the social services were less in agreement than the other mediators, particularly those in the media.

More than half of the mediators were also of the opinion that the current *greater availability of free time* is a privilege for young people. Here, the mediators working in the social services and in youth associations were less in agreement with this opinion, whereas two out of three of those working in the recreation industry agreed.

Just under half of the mediators believed that the young *devote too much of their free time to clubbing,* and a somewhat lower percentage agreed that *they spend all their money on clubbing* (38.4%). A greater proportion of those working in the social services and youth associations agreed with these statements than those in the media and in the recreation industry groups.

More than half of the mediators said that the young go out clubbing because it is the most enjoyable activity for them (see Table 3.5). Practically half considered that young people do not know any other way of enjoying themselves (with significant differences between groups), with 60% of those working in the social services agreeing with this statement (Table 3.7). In other words, the young choose this activity because they are looking for a way of enjoying themselves and they choose the best option available, without knowing of any better alternative. Generally, it could be concluded that the mediators working in the social services and youth associations have a more critical view of this way of enjoying themselves (HRNM); they are more dubious on whether or not the young know how to enjoy themselves, they show less support for clubbing as an activity, they believe that young people devote too much time to clubbing and even that they are forced into it because everyone else does it.

Table 3.5: Mediators agreeing with the following statements on clubbing (%)	
It is the most enjoyable thing they can do ▸	56.5
Because they know no other way of enjoying themselves ▸	49.0

The mediators were asked which of a list of reasons they thought could explain why so many young people go clubbing, and all reasons were considered to be important at varying levels (Table 3.6). Among those most highly evaluated was *'escape from the daily routine'* (80.5%). This is a motive that is also mentioned by the young themselves and which perhaps needs to be re-interpreted. Some analysts of the recreational arena understand this as a form of fleeing from the problems of daily life, as a kind of holiday period. Other authors believe that clubbing is not merely escapism but an activity with its own significance (Gilbert & Pearson, 2003:49). The majority of young people like to experience a variety of spaces, and clubbing is one of them. This must be understood as a change, a transfer from one context to another, considering the different contexts as parts of the whole society. Other reasons for clubbing are concerned with interaction

to obtain social capital. What attracts many young people is the interaction with others, the search for a way of sharing fun, sex and also other ideals such as friendship, love, and happiness. This is why 71.5% of the mediators believed that an important reason for young people going to hegemonic spaces is that *everybody else does,* (with 'everybody else' being their contemporaries). This reason was evaluated more highly by those mediators working in social services (83%) and the media (70%), than those in youth associations (68%) and the recreation industry (65.1%) (Table 3.7).

Other aspects evaluated were concerned with elements linked to interaction or expressiveness. 71.9% believed that clubbing interests the young because they find it easier *to lose their inhibitions.* This involves augmenting personal courage, searching for a more intense connection with their friends, creating new links, being more expressive, overcoming inhibitions, and playing a bigger role in the process of socialisation. In such contexts, the environment creates the mood and conditions that facilitate this process.

Table 3.6: Mediators agreeing and strongly agreeing with the following reasons why the young go clubbing (%)	
In order to escape from their daily routine ▸	80.5
Because everybody does ▸	71.5
To lose their inhibitions ▸	71.9
Because the recreational settings are good for finding a sexual partner ▸	69.0
It is the most fun there is ▸	56.5
Because they don't know any other way of having fun ▸	49.0
Because the recreational space is a good place to take drugs ▸	47.3

Table 3.7: Mediators agreeing and strongly agreeing with the following reasons why the young go clubbing, by mediator group[23] (%)				
	Social Services	Youth Associations	Recreation Industry	Media
Because everybody does it	83.0	68.9	65.1	70
Because they are good places to find a sexual partner	70.9	49.2	73.5	69.3
Because they don't know any other way of having fun	60.4	50.8	45.5	42.1
Because it is a good place to take drugs	52.5	29.5	48.8	45.9

[23] In Table 3.13.1, Chi square, exact tests, p < 0,01 for items 1, 2 and 3; p < 0,05 for item 4.

Over half (56.5%) of the mediators believed that clubbing is one of the most entertaining activities and is, therefore, a success with the young. But, a similar percentage (49%) believed that they go clubbing because there are no alternatives, because the young lack diversity with regard to the activities they could do in their search for the ideal form of entertainment. These two statements enable us to analyse the content, significance and values concerning entertainment. Access to this ideal can be found in multiple ways and is related to cultural networking. In our society, it is a task that must be carried out in order to understand the attraction of this context, its dominant position and its ability to exclude the others. The majority of the mediators working in the social services (60.4%) believed that clubbing is the most popular entertainment choice because it is the only way they know of having fun and, in doing so, expressed some of their professional desires and difficulties in finding other activities that would provide an attractive alternative to leisure linked with drug use.

'Finding a sexual partner' requires a number of skills that are related to the social abilities of the young. This objective is more easily achieved in the context of clubbing. In some way, in this subculture, participation already presupposes a predisposition to make such a contact and even to be searching for it. In other social spaces, it could be awkward or disrespectful or immoral to make a sexual connection; for example, it would be frowned upon if a man travelling on a bus were to approach a young woman and begin to treat her too familiarly. This same behaviour in the recreational arena is normal. 69% of the mediators believed this to be an important reason why the young are attracted to these settings. There is some difference of opinion among the mediators. A lower percentage of mediators in youth associations (49.2%) considered clubbing to facilitate finding a sexual partner than the other groups where the percentage was far higher at around 70%.

Almost half of the mediators considered that clubs are a *"good place to take drugs"*. A likely explanation of this opinion is that drugs aid the process of disconnecting from other contexts, help in losing inhibitions, assist in raising courage in the search for a sexual partner and also form part of the prestige that can be acquired in the peer group. They also help in dancing, in being able to keep going throughout the night. What does seem evident is that drugs are part of the intermeshing of the dance culture, the pianos, strings, rising chords and the drum rolls are precisely designed to heighten the special effects of the MDMA that you take in the atmosphere of a bar; the tingle of anticipation, the animated hubbub of the crowd, the warm bath of sensation of sumptuousness (Gilbert & Pearson, 2003: 153). From this point of view, the use of drugs takes on a specific significance in these settings, in the music and dancing style and the interaction with others.

A second interpretation of this statement is the permissiveness that exists towards drug use; the lack of effective control of both legal and illegal drugs. These two interpretations are not contradictory but complementary. One reality intermingles with the other and, possibly, the mediators also make this connection.

Nevertheless, the percentage of mediators that established an association between clubbing and drugs varied according to the mediator group. Among those in the social services, 52% acknowledged this relationship compared with 29.5% of those working in youth associations. The other groups were more similar to the first one, (48.8% in industry and 45.9% in the media).

Mediator characteristics that influence their evaluation of the HRNM

We have commented that the mediators viewed issues around involvement in nightlife, the significance of recreation, and the context of the night-time recreational life of the young differently depending on their area of work. Factorial analyses permit these items to be grouped by factors and to explore how these factors are related with other characteristics of the mediators. These items can be grouped into three factors that explain almost half of these fourteen responses (46%):

- The principal factor could be called *"Description of the Hegemonic Recreational Nightlife Entertainment Model (HRNM)"* and groups seven of the principal attributes of the HRNM: the majority choice of the young and its exclusion of other activities ("everybody does it", "they don't know any other way of enjoying themselves"), linked with drug use, escape from routine, the search for sexual relationships and loss of inhibitions, and the main financial expenditure of the young.

- The second factor could be called *"Negative aspects of the HRNM"* and groups the five negative aspects: excessive devotion of time and money by the young, existence of many 'unhealthy' recreational settings, the control exercised by a profit seeking industry and the questioning of the benefits of this entertainment model for the young.

- The third factor could be called *"Alternatives to the HRNM"* and groups four items which were negatively scored: the clarity of the ideas of the young on how to enjoy themselves, the privilege the young have in possessing a large amount of free time, going clubbing as being the most entertaining option for the young and the supposed benefits of this model of entertainment.

The first factor estimates the knowledge that the mediators have of the scope of the HRNM and the essential components of its significance. The second factor estimates the level of knowledge of some of the negative aspects of the impact of the HRNM on the young, and the third factor estimates to what degree the mediators consider that alternatives to the HRNM exist. Although it could seem that these last two indicators are closely interrelated theoretically, in practice they are easily distinguishable[24].

It is interesting to confirm how each of these factors is related to the different characteristics of the mediators, such as their attitude to prevention and their lifestyles.

---

[24] Pearson's correlation coefficient is low (r = 0,09).

The four mediator groups had a notably and significantly different view (see Diagram 3.2) of the scope and nature of the HRNM, its potentially negative impacts on young people and the strength of its fundamentals and its utility[25].

- The mediators working in the media and the social services had a more potent view of the significance and impact of the HRNM (in ascending order). The former may be better informed on the dominant youth cultures and the latter more aware of the power of the attraction that the HRNM exercises on the young.

- The negative aspects of the predominant entertainment model were evident, and with a notably greater emphasis among mediators working in the social services and in youth associations (in descending order). Both mediator groups were more aware of the negative impact of the HRNM model on the life, development and health habits of the young.

- In a similar way the alternatives to the HRNM, based on questioning its fundamentals and supposed benefits, were also more obvious to the mediators working in social services and youth associations. These two groups are traditionally more aware of the deficiencies young people display in managing their free time in a way most beneficial to their learning and to developing their human potential.

Seen from the perspectives of the four groups:

- The mediators in the social services were more aware of the relevance of the HRNM in the recreational life of the young and the negative impact of the model, and more critical of its nature and potential benefits for these young people.

- Mediators working in the youth associations were the most critical of the negative impact of the HRNM although they did not question the fundamentals and supposed utility of this model for the young to quite the same extent as the above group. Nor did they seem to be the group most aware of the relevance, impact, and cultural significance that the HRNM has come to have on the young despite the fact that they represent an alternative scenario of free time and entertainment.

- The mediators working in the recreation industry were least likely to highlight the relevance of the HRNM, were furthest from acknowledging its negative impact and least likely to question its potential utility for young people and the possible alternatives.

- The mediators working in the media acknowledged some relevance of the HRNM in the life of young people. However, they tended to be less critical than those working in the social services and youth associations of both the fundamentals and utility of the model and its risks and negative impacts, although they were more critical than those in the recreation industry.

[25] p multivariate < 0,001 (MANOVA).

In addition to the effects associated with the sphere of work, other characteristics of the mediators are significantly associated with the evaluation of the HRNM:

- The mediators working in youth associations, the recreation industry and the media who would like to cooperate on drug prevention were significantly more aware of the negatives aspects of the HRNM than those who do not wish to cooperate [26].

- The mediators who *had specific training* in working with young people held different views from those who had not had this training[27]. The mediators with more training were somewhat more aware of the relevance of this recreational model, significantly more aware of its negative aspects and more likely to question its nature, potential benefits for the young and the alternatives to the HRNM[28].

- The mediators who *would like training* in youth psychology and problems had a more acute view and were conscious of the relevance and the negative impact of the HRNM and more critical when questioning it.

- The mediators who habitually go clubbing had different opinions from those who do not[29]; they were less likely to question the HRNM and its utility for young people and significantly less likely to highlight its negative aspects than those who do not go clubbing habitually.

- The views of the mediators who *drink alcohol to excess or take illegal drugs* were different from those who do not[30] on the relevance and negative impacts on the HRNM and alternatives to it. These differences were statistically significant and reflected a greater awareness and more critical focus among those who do not use drugs.

Simultaneously comparing these results (independently from each other), it can be seen that:

- The factor most associated with the mediators' evaluation of the HRNM was the desire for specialist training in youth psychology and problems and in prevention[31]. The mediators who would like this training were more aware of the relevance and negative impacts of the HRNM and are more critical when looking at alternatives.

- The second most relevant factor was drug use[32]. The non-drug using mediators were also more aware of the relevance and negative impacts of the HRNM and were more critical when questioning it.

---

[26] p univariate < 0,05 (ANOVA).

[27] p multivariate < 0,001 (MANOVA).

[28] p univariate < 0,01 y 0,001 in these two attributes respectively (ANOVA).

[29] p multivariate < 0,001 (MANOVA).

[30] p multivariate < 0,001 (MANOVA).

[31] p multivariate = 0,016 (MANOVA).

[32] p multivariate = 0,028 (MANOVA).
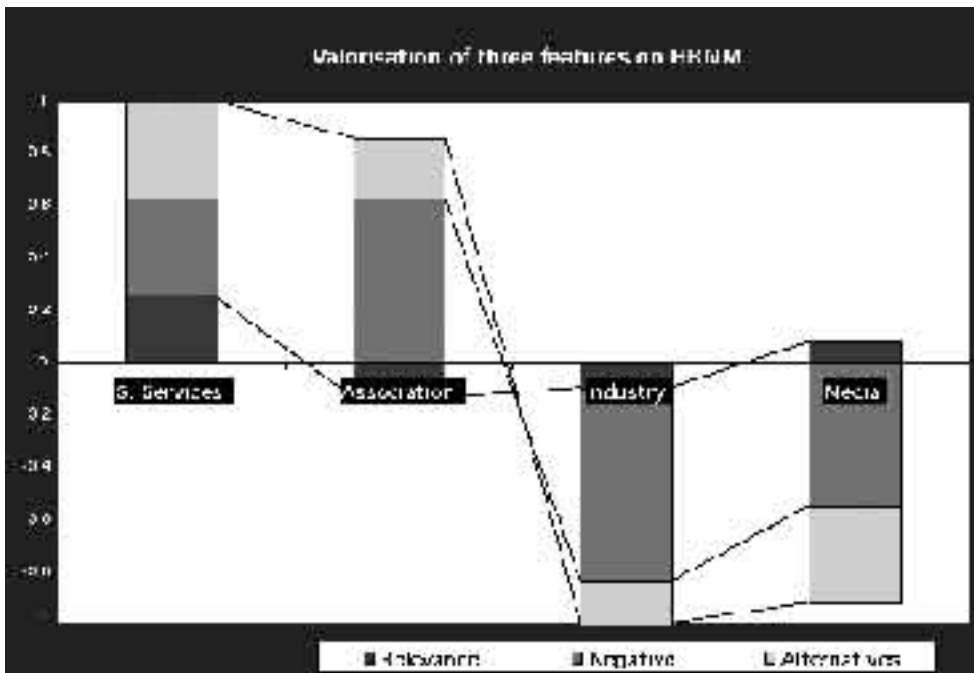
Diagram 3.2: Evaluation of the HRNM (factor scores – z – for each group).

The prevention of drug abuse necessarily involves recognising that recreational environments contain elements that could facilitate the use and abuse of drugs. Increasingly, night-time recreational habits constitute a risk factor for abuse in widening sectors of youth. The continual training of the mediators closest to intervention with the young (mediators working in the social services and youth associations) would need to include:

- An analysis of the ideas and values that are favouring the growing development of the HRNM, with prior discussion of the preparation of the young in managing recreation properly, their potential benefits from possible alternatives and the kind of entertainment being offered.

- An in-depth analysis of the immediate, medium and long term impact of the HRNM model on the lifestyles and development of adolescents and young people, with particular emphasis on its impact on the health of the young and on community well-being.

Important differences existed between mediators when evaluating the relationship the young establish with hegemonic entertainment or clubbing. An important number of them evaluated this form of entertainment and the participation of young people in it as being purely positive. Another equally important number were more critical when evaluating clubbing as the ideal entertainment chosen by the young. These differences

must be appreciated as this enables us to approach the complexity and controversy of clubbing, and to analyse this reality from two sides. The differences between mediators were associated with their different activities, their own characteristics and the way in which they relate to the young.

The positioning of the youth media and the recreation industry as indicated in the study merit particular reflection:

- It seems necessary to update the information available on the negative impacts of the recreation industry in general and the risks to health and to the development of a healthy lifestyle among young people in particular. The recreation industry should be responsible for managing itself in a way that avoids or minimises its negative ecological impact like any other industry. Those responsible in the recreational settings should also take part in the debate on the fundamentals and benefits of the HRNM in the development of young people in the first instance and ultimately the community.

- The media closest to youth cultures are the creators of opinion and influences. The evaluation made by those working in the media resembled more that made by those working in the recreation industry than in the other groups, with greater interest in the development of the potential of adolescents and the young. It seems necessary that those working in the media receive objective information on the significance and impact of the HRNM model and that they convert themselves into vectors of this information within the youth recreation cultures.

It was not only the mediators' training and the mediator group (with their own immediate interests) that influenced their attitudes to the HRNM and its impacts. The recreational tastes and drug use habits of the mediators also influenced their analysis and criticism of the recreational model. These mediators are participants in the creation, dissemination and management of youth cultures, being responsible for the management of the spaces where young people receive their socialisation and entertainment. They must therefore consider themselves responsible for ensuring the development of a healthy and beneficial lifestyle for the young.

There was a greater opinion among the mediators working in the social services and a more critical stance, possibly resulting from the fact that they have to deal with the problems experienced by the young in this sphere. The majority of these more critical professionals understood that social control is not always exercised by law, and it could even be said that this was seen as the least likely route. The most effective way of exercising control would be by convincing the young - seducing them even - to embrace determined practices and norms. In our society, such seduction is exercised to a great extent through advertising and publicity. The individual decision cannot be separated from the context where it is taken and even less so among the young, who are so dependent on fashions (as has already been shown) and the peer group. Therefore, participating in the HRNM may be a decision taken without any coercion but encouraged by advertising and particularly by the condition of hegemony enjoyed by this space. More than any other group, the young need to create social capital, that

is to make friends and through them to form support networks and solidarity. Without this capital, their future goals are going to be more costly and even include the risk of social exclusion. Therefore, the mere existence of a hegemonic sphere of entertainment carries within it the inertia of attraction for the young.

The aesthetics of the setting, innovations in thrill-seeking, the creation of a 'show' - all these are used by the recreation industry to attract young people. Knowledge of other cultures may be seen as an opportunity given to the industry and its professionals to create new settings integrated in a transcendent formative dimension, and providing the significance of solidarity. The recreation industry is able to use elements from other cultures as part of its marketing strategy, building on the search for exoticism and creating the illusion of multicultural interaction. This connection could be directed in many ways, by a simple commercial appropriation or in a more complete approach to other cultures. The entertainment sphere could become an ideal place for learning solidarity with other nations and cultures. Thanks to the work of certain show business celebrities (Sting, for example), some of the young have learned about the lifestyles and values of other nations. Cultures that are different from those in Europe are attractive to the European imagination for their relationship with nature, their view of the world and the universe, their spiritual values and, in particular, their rituals. However, if some of their aesthetic elements or rituals are appropriated from a culture without taking into account the significance they have for their people or the situation in which they live, the result is somewhat similar to theft - a fraudulent use of something that belongs to another culture without taking into consideration the relationships of power and inequalities between some countries and others. The industry and the market could contribute to a fragmented, naive and consumerist expropriation of other cultures or to establishing complex and integral intercultural links. This depends on the way in which communication is established on the exchange of values between nations, the blending of information and show, the search for a compromise in the knowledge of the 'Other' directed at a solidarity attitude with transcendence. This is merely an example of what innovation and creativity in entertainment could do and the opportunity that is open to the recreation industry and its professionals to direct the young towards different objectives.

Half of the mediators considered the recreation industry to be just another business, in other words, one whose objectives are to secure economic benefits. Nevertheless, and insofar as it has become an entity and a socialisation space of the young, the recreation industry is something more than just a business and it has to be understood that it fulfils diverse objectives in addition to entertainment. In the last few decades, the time the young devote to recreation has grown. Increasingly, more and more young people are being initiated to recreational, to such an extent those adolescents of 13 and 14 years of age are now becoming to contact with drugs. It is precisely because of this expansion that there is a need for community control of this new formative recreational space that is intensively and extensively multiplying its ways of attracting the young.

In the different settings that shape the HRNM, there are well-programmed marketing processes in a state of continual innovation. Entry into the recreational arena is by immersion in a programme designed to produce an effortless, fast and articulated entertainment. Cultural elements are created by the music and atmosphere to seduce the young who are trying to satisfy their needs (created, at times, by the industry itself), with the intention of securing client loyalty. A considerable amount of night-time entertainment is aimed at guaranteeing that the young can break rapidly with the weekly routine and that, within a short time, they can be in a mood that is in consonant with the dynamic of the settings - euphoria, physical activity through dancing, desire for emotional and physical contact with others. The participation of the young basically consists of allowing themselves to be invaded by the elements of the setting (aesthetics, lighting, music, images and messages), of accepting the rules of the game and allowing themselves to be seduced by fast-pleasure and fast-leisure. The entertainment style offered by the HRNM is very appropriate for a competitive and consumerist world[33]. The interaction between those who design the programme and the clients is organised in respect of consumption. Once within, it is expected that the young adapt themselves to the logic of the entertainment that has been laid out and designed for them. In this situation, drugs and alcohol are almost essential elements; the substances become allies of the rationality and efficiency of this kind of scenario. They are substances that assist in connecting faster and more intensely with the atmosphere, the aesthetics and the interactive sensations that are being sought by the young.

Our data illustrates how the mediators see the industry, and how they perceive the use of different strategies to attract young clients. In Table 3.8 it can be seen that the majority of the mediators (63.7%) believed that the industry endeavours to manipulate the needs of the young to their own benefit. In all probability, any industry looking for profitability has the same objective. More than half (56.3%) considered that society must generate a system to supervise the industry. Looking at these two questions, the differences between the different mediators were substantial and statistically significant.

Table 3.8: Mediators who agree or strongly agree with the following statements on the nighttime recreation industry[34] (%)	
It is a business like any other ▸	49.6
It thinks only of manipulating the needs of the young for its own benefit ▸	63.7
It should be supervised ▸	56.3

[33] Already described in an earlier IREFREA publication (Calafat 2003)

[34] "it is a business like any other" Chi square exact test p = 0.13; "the recreation industry must be supervised" and "it only thinks of manipulating …" Chi square exact test p < 0.00.

Table 3.9: Mediators who agree or strongly agree with the following statements on the night-time recreation industry, by mediator group (%)				
	Social Services	**Youth Associations**	**Recreation Industry**	**Media**
The recreation industry only thinks of manipulating the young for its own benefit	78.8	78.3	50.8	61.8
The recreation industry must be supervised	70.9	66.7	48.4	48.8

A large majority of the mediators in the social services (78.8%) and youth associations (78.3%) agreed that the recreation industry manipulated the young to achieve its objectives, as did those in the industry (50.8%) and the media (61.8%), though to a lesser extent. Faced with the question on supervision, there were also divergences among the mediators. The majority of those working in social services (70.9%) and in youth associations (66.7%) were in favour of such a measure whereas among the other two groups, more closely linked professionally to the industry, only half supported the idea of supervision.

From the point of view of the mediators, the recreation industry has become an important authority in the exercise of control over the young. There is no doubt it is connected with its intent to attract and retain clients who are increasingly consuming more and more. 68.7% of the mediators considered the recreation industry to be powerful merely for its ability to control the way in which the young enjoy themselves. Those in the social services (75.7%) and youth associations (72.9%) supported this statement. This domination places the recreation industry as an influence with control of the young on a par with the family, school and the community.

The changes occurring on the club scene are constant, intense and motivated to a large extent by actors in the industry looking for an attraction to tempt the young in diversity and innovation. This constant transformation makes it difficult to categorise these spaces. However, in spite of the diversity, there is a rather homogeneous structure, which gives unity to the different settings and environments. This unity lies in the objectives and measures used to seduce and attract the young.

Table 3.10: There is a powerful recreation industry that completely controls the way in which the young enjoy themselves (% who agree/strongly agree) ▶			68.7 %
Social Services	**Youth Associations**	**Recreation Industry**	**Media**
75.7 %	72.9 %	64.5 %	66.3 %

Chi square p: 0.006

Table 3.11 shows a range of strategies utilised by the recreation industry to attract clients from among young people. A large majority of the mediators agreed that a number of strategies to create a determined image for recreational settings are utilised with notable frequency by the industry (DJ's fame, fashionable ambience, popularity, etc.) Some of the mediators also saw other strategies designed to provide a specific type of setting (closing hours, prices, likelihood of finding a partner or taking drugs, atmosphere facilitating relaxation, etc.) as being utilised by the industry, although there was greater discrepancy on the intensity of their use. Finally, there was clearly a majority opinion that the creation of healthy environments is not a strategy frequently used to attract clients.

The strategies utilised by the recreation industry can be classified by a factorial analysis of the principal components into four factors that explain more than half of these ten responses (58%):

- The principal factor could be called "Permissiveness" and groups the three attributes relating to permissiveness regarding the use of drugs, facility for finding a sexual partner and late closing hours.

- The second factor could be called "Healthy" and groups the items relating to a safe and healthy environment, promotion of quiet conversation in relaxing surroundings and competitive prices for non-alcoholic drinks.

- The third factor could be called "Being the "in place" and groups two items: the "in" environment and the fame of the DJ.

- The final factor could be called "Marketing" and groups the marketing and publicity techniques used to boost the popularity of the setting.

Those mediators in youth associations, the recreation industry and the media who would like to cooperate in drug prevention were significantly more likely to highlight the importance of the use of "marketing" strategies to attract the young than those who showed no desire to cooperate[35]. The mediators in those groups who consider it possible to cooperate on prevention have a view of significantly greater permissiveness[36] and a view of significantly greater use of the "in place"[37] as attraction and marketing strategies[38].

The strategy considered to be used most to make a setting attractive is to ensure that it becomes very popular - in other words that it is well-known by young people and integrated in the collective imagination as a place of reference. 67.4% of the mediators considered this strategy to be the one of the most used by the industry. But, how are the young attracted? How do these places become popular? According to the mediators' responses, it would appear that *publicity,* marketing and following *fashions* are the best

[35] $p < 0,001$ (ANOVA).
[36] $p < 0,001$ (ANOVA).
[37] $p = 0,06$ (ANOVA).
[38] $p < 0,05$ (ANOVA).

strategies. But fashions change within a dynamic that is in part programmed by the industry and dependent upon the innovative capacity of the professionals in the industry but also dependent on trends that are most acceptable to the youth subcultures. In the last few decades, the increasing popularity of DJs as personalities has spread the fame of certain discos. Along with developing musical styles, the DJ is becoming the shaman of the party. Almost half of the mediators supported the idea that the DJ is a lure and has thus become part of the publicity of the setting. With his ability to manipulate the music, the DJ is the artistic entity who gives the setting its identity.

A new recreational space appeared at the end of the eighties: the rave party, which was popularised by promoters in Europe and the United States. For the first few years, rave parties were an 'alternative' to that offered by the traditional recreation industry and were not widely available. Such events were possible because the recreation industry was still only poorly developed and encountering social difficulties preventing its expansion (opening hours impediments, norms, etc.). The raves filled a vacuum in the recreational supply in the Central European countries whereas in the Southern European countries they were events of little importance, possibly because the recreational supply was bigger. The search for popularity and seduction meant the raves were absorbed and converted into just one more space in the HRNM. In just a few years, by the end of the nineties, these kinds of large-scale open-air events had become mass produced and institutionalised, and had extended to other countries in Southern Europe, particularly during the summer season. Such events are now being organised by the industry itself.

In Table 3.11 it can be seen that 59.5% of the mediators considered the provision of a *permissive setting for meeting a sexual partner* to be an important lure used by the industry. Generally speaking, the culture of recreational settings already allows such a contact, by encouraging a bolder kind of interaction than that which prevails in other contexts. Nevertheless, the internal atmosphere of the setting, the aesthetics, the distribution of the spaces, furnishings, music, lighting and type of publicity suggest that this interaction is easier or more difficult. But the statements given by the mediators suggested a further step. They believed that permissiveness is a label carried by a setting, meaning that it is easy for people to meet potential sexual partners there. The question of sex is also an intrinsic theme in the party culture; it is one of the reasons that young people are attracted to recreational settings - 69% of the mediators agreed on this point. In the case of sexuality, there is also an opportunity for the industry and its professionals to exercise a formative role for young people and not only a permissive or inductor one.

The *extension of opening hours in these settings* is an encouragement to consumerism for a good number of users. 48.6% of the mediators considered the delaying of closing times to be a strategy used by managers of recreational settings to attract the young, a percentage that varied significantly between the different mediator groups (Table 3.12). A majority of the mediators in the social services highlighted this strategy, compared to just one third of those in the industry. Extended opening hours leads to a conflict between groups (those who want to sleep at night and those who want to be out having a good time), based on demands for controls on noise, smoke, cars, etc. that pervade the

districts where the industry is installed. This conflict is going to force –and is already forcing- political departments to regulate the presence and hours of the recreation industry.

The financial *cost* of clubbing for the young is considerable. Despite this, lowering the cost of admission and prices of drinks appears to act as an incentive of little interest to the young who are opting for that particular setting, according to the mediators. Only 12.6% of the mediators believed this to be an important initiative in promoting a setting and 30.7% considered it somewhat important. However, although the mediators did not consider it to be a particularly valuable strategy, it is a strategy quite widely used with venues frequently offering complimentary invitations or cheap drink promotions (particularly on certain alcoholic drinks) as an advertising ploy.

The mediators were asked their opinions on whether they considered the creation of a *permissive atmosphere towards drugs* to be a strategy used by the industry to attract young customers. 9.2% considered this to be widely used and 28.9% considered it to be somewhat used. On this question too, there were significant differences between mediators. Those in the social services were most likely to agree with its use (54.7%), followed by those in the media (39.6%). Those in youth associations (35%) and the industry (26.1%) were least likely to confirm its use. As this is an illegal action, it is quite normal for the protagonists to reject it, in spite of one third admitting that it is done (Table 3.12).

Table 3.11: Strategies the mediators considered to be most used by the night-time recreation industry to attract the young (%)		
	Very utilised	**Somewhat utilised**
Making the setting popular ▶	67.4	27.1
Publicity or marketing ▶	61.2	30.0
Creating very fashionable settings ▶	61.5	31.5
The fame of the disc jockey ▶	44.9	40.4
Creating a permissive atmosphere that facilitates meeting a sexual partner ▶	17.6	41.9
Keeping the setting open until very late ▶	17.6	31.0
Making it cheaper ▶	12.6	30.7
Creating a permissive atmosphere where drug use is not a problem ▶	9.2	28.9
Ensuring that customers can chat in quiet surroundings ▶	7.5	28.0
Ensuring the settings are safe and healthy (little smoke, little noise, cleanliness) ▶	3.4	12.8

Table 3.12: Strategies considered by mediators to be most used by the night-time recreation industry to attract the young, by mediator group[39] (%).				
	Social Services	Youth Associations	Recreation Industry	Media
Remaining open until very late	69.7	47.5	35.4	46.8
Creating a permissive atmosphere where drug use is not a problem	54.7	35.0	26.1	39.6
Ensuring that they can chat in quiet surroundings	26.4	23.0	43.6	37.4
Ensuring that the settings are safe and healthy	6.0	18.0	20.5	19.7

In Tables 3.11 and 3.12 there are two questions relating to diversity, quality and the safety of the setting. The first, *the search for a relaxing atmosphere* where easy conversation is possible, is a promotional strategy that the mediators did not consider to be widely utilised by the industry. Only 7.5% of the mediators considered it to be an important strategy and 28.0% somewhat important. This would indicate that entertainment is not understood as such in these terms nor are these the qualities that the young demand when they go clubbing. There were differences between the mediators: those working in the recreation industry most supported the idea that the recreation industry endeavours to create a quiet atmosphere to attract customers (43.6%), followed by those in the media (37.4%), the social services (26.4%) and youth associations (23%).

The second question is related to *health and safety,* and it seems that these objectives are also not considered to be important in marketing the settings. In fact this was the least evaluated strategy as only 3.4% of mediators considered it to be important and 12.8% somewhat important. Here again there were differences between the mediators. Those in the industry were most likely to believe the provision of a healthy and safe environment to be a promotional strategy (20.5%), followed by those in the media (19.7%), in youth associations (18%), and in the social services (6%). These questions are relevant because they also indicate some of the trends and desires of the young.

Health and bodily care is one of the questions that could preoccupy the young. But the young, being young, are generally healthy and are more interested in other things. The industry is well aware that they are interested in experimenting. Health is not a value the industry promotes because it holds no attraction. The mediators themselves said that the hegemonic context of entertainment is far from being a healthy context.

[39] Chi square exact tests "that it is open until very late"; "creating a permissive environment…" ; "ensuring that they are safe"; "ensuring clients can converse in quiet surroundings" p < 0,001.

In spite of which, it is the entertainment setting visited by most of the young. The excessive noise, the lighting, the smoke, the crowds, the few safety measures, the cleanliness, the consequences of alcohol consumption and other drug use, the violence, the use of the car under the influence of substances, etc. converts entertainment into an activity with risks to health. 75.4% of the mediators confirmed that recreational settings are not healthy, although there were differences between groups (Table 3.13).

Table 3.13: A large number of nighttime entertainment settings are not very healthy (smoke, noise, drugs violence) (% that mediators that agree) ▶			75.4
Social Services	**Youth Associations**	**Recreation Industry**	**Media**
83.4	88.2	72.8	66.3

Chi square p: 0.000

Public health is another big challenge that must be assumed by the recreation industry as its own affair. The idea that entertainment settings have to be dirty, crowded, polluted and filled with smoke can and must be made obsolete as a cultural elaboration created by a generation that needed spaces that contrasted with the ordered rationality and neatness of its daily life. The provision of healthy and hygienic environmental conditions in other settings is one of the real progresses of modernity and one which has saved most lives. Such a goal must be recognised and promoted.

Diagram 3.3 illustrates the relevant emphasis that the different mediator groups placed on the different strategies utilised by the recreation industry to attract clients. It can be clearly seen that the various groups saw the use of these industry strategies in a different way[40]. These differences were statistically significant in respect of three types of strategy[41], with the exception of the evaluation of an "in" environment[42].

- The creation and maintenance of a permissive atmosphere (drugs, sex, late closing) as an industry strategy to attract young customers was highlighted significantly more by those working in the social services[43]. The least importance was given to this strategy by those working in the recreation industry, whilst those in the media and youth associations also gave less importance to these methods.

- The creation and maintenance of safe and healthy surroundings was not considered by those mediators working in youth associations, social services and the media

[40] p < 0,001 (MANOVA).
[41] p < 0,001 (ANOVA).
[42] p < 0,07 (ANOVA).
[43] p < 0,001 (ANOVA).
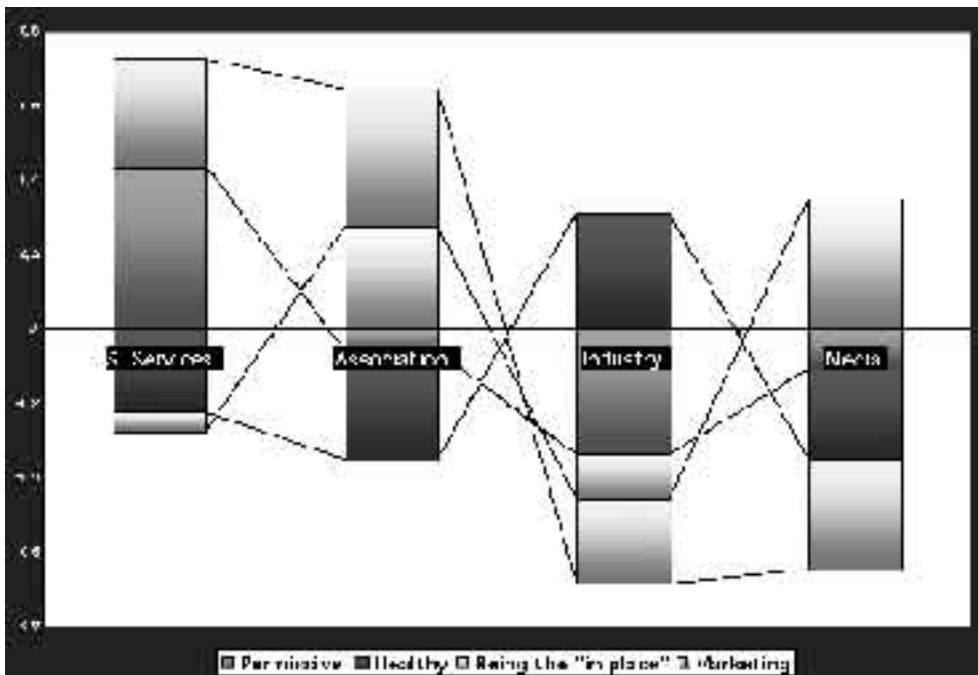
Diagram 3.3: Industry strategies to attract clients, broken down by mediator collective (factor scores –z values- for each group)

as a strategy widely used, but was significantly more so by those in the recreation industry.

- The creation of an "in" setting was emphasised more by those working in the media and youth associations. The other two groups did not acknowledge these strategies as being widely used.

- An obvious discrepancy was to be seen between the mediators in the social services and youth associations on the one hand, and the industry and the media on the other, on the acknowledged importance of marketing methods. The former clearly emphasised these practices as important whereas the latter tended to give them less emphasis. The differences were statistically significant between the mediators in the social services and in the latter two groups[44] and between those in youth associations and in the industry[45].

Other characteristics of the mediators that were associated with their view of the use of these strategies were:

---

[44] $p < 0,001$ (ANOVA).
[45] $p < 0,05$ (ANOVA).

- Those mediators who have had specific training in working with the young showed an obvious and statistically different view from those who have not[46]. Those who have not received training were more likely to believe that the industry uses the creation of safe and healthy settings to attract clients. Those who have had more training highlighted permissiveness and marketing as strategies used by the industry to attract clients.

- Something similar occurs in relation to the demand for training in drug prevention and psychology / youth issues[47]. The mediators that would like more training of this kind saw the industry as placing a lower emphasis on creating safe and healthy environments and stressed more than the others that the industry uses fashion, permissiveness and marketing to attract clients. The differences were more acute and significant in these last two attraction methods (p univariate < 0.001).

- The mediators who habitually go clubbing did not see the use of these strategies to attract the young any differently from the others.

- The mediators who use illegal drugs or drink alcohol to excess placed less emphasis on the use of marketing strategies than those who do not use drugs[48]. In addition, different use patterns were associated with different views of the use of these methods to attract clients:

  - The mediators who drink alcohol to excess tended to place less emphasis than those in the industry on the use of permissiveness, fashion and marketing methods. The differences were significant in this latter case[49] whilst in the others only a tendency is to be seen[50].

  - The mediators who use cannabis placed less emphasis than those in the recreation industry on the creation of healthy environments and marketing methods as strategies to attract young clients[51].

  - The mediators who use some other illegal drug placed more emphasis than those in the recreation industry on the use of permissiveness to attract clients[52]. Conversely, they placed less emphasis than those in the industry on the creation of safe and healthy environments and the use of marketing methods.

Irrespective of having received training or not, or of demanding more specialist training in working with the young, or of taking drugs or drinking alcohol to excess, the mediator groups took a different view of the use of the four strategies to attract clients. The differences were more notable and significant in the perception of the

---

[46] $p < 0,001$ (MANOVA).
[47] $p < 0,001$ (MANOVA).
[48] $p < 0,001$ (ANOVA).
[49] $p < 0,001$ (ANOVA).
[50] $p < 0,1$ (ANOVA).
[51] $p < 0,01$ (ANOVA).
[52] $p < 0,01$ (ANOVA).

use of permissiveness by the recreation industry[53] and the creation of safe and healthy surroundings (independently of these other effects).

- Permissiveness was clearly emphasised more by the mediators in the social services whereas those in the industry emphasised this strategy least. Those in the media and the youth associations are situated at an almost intermediate point, somewhat closer to the industry view.

- The creation and maintenance of safe and healthy environments was emphasised more by mediators in the industry, whereas those in the media, associations and social services considered this strategy to be less used.

Analysis of these attraction strategies assists in understanding the potential direction of growth of the recreational settings. It is clear, as the majority opinion points out, that there is a trend away from the creation of safe and healthy settings so essential to the healthy development of young people.

A good number of the mediators, particularly those trained and those interested in training in prevention, denounce the use of permissiveness, failure to comply with legal ordinances on drug use and the efforts made to improve the health and hygiene standards in recreational settings. Even the mediators who use illegal drugs were more likely to acknowledge the use of permissiveness as an attraction strategy.

The results we obtained support the utility of training to enable the mediators to understand the role that these industry strategies are playing in the development of the recreational night-time supply. They also lead to debate on supervision of the recreation industry and on the possible measures to improve conditions in recreational surrounding. These aspects that are covered in the following chapter.

[53] $p < 0,001$ (ANOVA).

4. DRUGS AND PREVENTION

In the preceding chapter, we explored the mediators' opinions on the characteristics of the young that could make them vulnerable to the influence of recreation and to the risks associated with recreational drugs. Subsequently, we described these characteristics, along with the impact of the predominant recreational model and, in particular, its attraction for young people. In this chapter we take an in-depth look at prevention needs focused on role, determinants and impact of drug use in recreational settings, placing the mediators in a key position. Therefore, particular emphasis is placed on the availability and need for training among these mediators to enable them to play their part as actors in prevention and as dynamisers of a healthy entertainment.

WHY AND TO WHAT END ARE DRUGS USED IN RECREATIONAL LIFE?

Drug prevention in recreational settings requires an in-depth knowledge of the function drug use plays in the life of the young in general, and in entertainment in particular.

> "Cultural times wane, leaving humanity with only commercial bonds to hold civilization together. This is the crisis of postmodernity (…) Restoring a proper balance between the cultural realm and the commercial realm is likely to be one of the most important challenges of the coming Age of Access" (Rifkin 2000: 10, 12).

The development of dance culture in Europe is linked to drug use and the opinions of the mediators taking part in this survey confirm this link. It has already been seen that a considerable number of the mediators consider that permissiveness in respect of drug use is one of the lures used by the recreation industry in the HRNM. The close relationship between entertainment and drug use questions to what extent the recreation industry and its professionals act in the direct – or indirect - promotion of drugs or in the promotion of health and the development of the human potential of young people. In the recreational context, drug use is an inducement that favours the interests of the HRNM in many respects, particularly in its attraction to young people. With drug use being part of normality in these contexts, permissiveness towards drugs by the recreation industry is, perhaps, becoming one of the environmental components that make up the promotional strategies of recreational settings and events. Part of this analysis is directed at ascertaining up to what point the recreation industry is "permissive" in respect of drug use, and to what extent it promotes drug use through allusion to the effects of drugs as part of what is being offered in the recreational setting. The use

of descriptives such as ecstasy, frenzy, madness and abandonment in reference to the party or environment is common. The question is whether the effects of substances are being used as definers of the entertainment on offer. In addition, the analysis also aims to identify the strong points of the HRNM that could be used in the development of an environment favourable for the socialisation of the young and the development of healthy recreational habits and lifestyles.

Strengthening the relationship between entertainment and drugs also makes their negative consequences more visible. This relationship is ever present in a discourse that, on occasion, does not question this link but maintains and legitimises it. As an example:

> "It's a link that has been associated since prehistory when they were using drugs even then. It is something that is interrelated. There are people who do not make the connection but it is obvious that drugs and entertainment go together. Drugs make you less inhibited and ensure you have fun" (disc jockey).

This belief in an archaic and immutable link between entertainment and drugs is being used as an argument to legitimise drug use as an authentic ritual, a liberator and an essential component of having fun. Although socially reinforced and resistant to change, these beliefs may be decoded, questioned and refuted in order to bring to light the process of their construction, their limitations, their dependence on the environment and their opportunism.

Among the mediators surveyed, the majority acknowledged the adverse effects of drugs on health and safety in spite of the fact that a number of them were legitimisers of drug use and also took drugs themselves. More than half the mediators (59%) believed that there are growing numbers of people in recreational contexts with problems derived from drug use. These adverse consequences are plainly visible and form part of the subculture in these environments. What is not quite so obvious is where to act to orientate the recreational dynamic towards more healthy habits.

The reasons why drugs are used in recreational contexts and in the HRNM have been explored in other studies (Calafat et al. 2001, 2003). The responses provided by young drug users and non-users are similar to those provided by the mediators. Almost all the mediators thought that young people use drugs because they *like the effects* and three out of four believed that the young *are unable to enjoy themselves without drugs* (Table 4.1). Other reasons for drug use deduced by the mediators were associated with possible individual deficits. A clear majority believed that drugs are used for *personal problems,* as a kind of medicalisation of the mood, and that a *lack of willpower* motivates use. This lack of willpower may be interpreted in different ways; it may be expressed in the inability to say "no" to social and environmental pressures or could mean that having once started an addictive habit, it becomes difficult to control. Whatever the interpretation of drug use may be, from this point of view it is presented as a perverse link with entertainment, one that is difficult to overcome and which implies submission, domination and alienation.

Table 4.1: Mediators who agree or strongly agree with reasons motivating problematic drug use among users of recreational life (%)	
Because they enjoy their effects so much ▸	83.4
Because they cannot enjoy themselves without drugs ▸	75.6
For personal problems ▸	70.9
Lack of willpower ▸	67.3
Lack of information ▸	43.8

Another alleged reason for drug use requires further evaluation. Just under half of the mediators believed that young people take drugs due to of a *lack of information.* In many areas, information on the effects and the consequences of drug use, for the purposes of both prevention and harm reduction, is available in recreational settings. However, a large number of the mediators we interviewed considered this information to be insufficiently effective, but maybe they just haven't seen any information.

From the point of view of medicalisation, it is essential to ask oneself and the mediators about the dynamics that have allowed drugs to be inserted into our society, and into an intimate relationship with entertainment. Table 4.2 presents some indicators to help explain this. The wide availability of drugs has made them very popular. Almost all the mediators said that the widespread availability of drugs explains their popularity among the young, and this was the reason agreed on by most participants. The data supplied by the Eurobarometer also confirm this easy access to drugs. According to the European report, 61.9% of young people say "it is easy to get drugs near where I live", 54.7% say "it is easy to get drugs in or near my school/college", 76% say "it is easy to get drugs at parties" and 72.3% that "it is easy to get drugs in pub/clubs"[54]. Young people can get access to drugs easily in various settings but above all in recreational settings. The small-scale drug business has spread and a large number of young people are involved in it. By selling drugs, they can finance their own use. The distribution of these drugs does not always depend on large-scale organised crime but also on small-scale growers, producers and dealers. The spread, diversification and integration of the drug market in recreation settings is to a large extent an explanation for increasing levels of drug use.

64.9% of the mediators also considered that drug use could help create a *better connection* among the members of a group who go clubbing and use drugs together. Drug use has become part of the ritual and the substances have become important elements.

---

[54] Eurobarometer 57.2, Special Eurobarometer 172 (October 2002) by the European Opinion Research Group (EORG). Page 8

Table 4.2: Mediators agreeing with reasons why drugs have become so popular (%)	
Easily obtainable ▸	82.3
Very pleasant connection among those who use the same substances ▸	64.9
Drugs are promoted by the media (films, television, advertising, pop songs, etc.) ▸	60.6
Because people are not aware of the problems drugs cause ▸	57.6
They are so good they do not need publicity ▸	53.2
Because there is a lack of information on their negative consequences ▸	46.4
Without drugs, there's no point in going out ▸	13.0

The promotion of drugs was another key issue raised with mediators during the study. Some authors considers that the qualities of individual substances also explain their promotion (Giulia Sissa 2000). These are substances with such seductive powers that their promotion occurs without advertising, and which makes them qualitatively different from other social products (e.g. television, telephones, cars). When the same question was put to the mediators, 53.2% agreed that drugs *are so good they do not need any promotion* but, at the same time, 60% believed drugs to be *promoted by the media.* The two statements are mutually complementary, although it would appear that they are contradictory.

There is an official and explicit promotion of legal drugs through the media, which has contributed to the construction of the significance of youth and having fun, and which has been the object of recent study (Sanchez 2002, Pitt et al 2004). There are, in addition, other forms of indirect or sublimal promotion almost always linked to the marketing of other products aimed at young people (such as perfumes, mobile phones etc) and an effective promotional dynamic via word of mouth. In some European countries there are frequently positive references to drug use, and particularly cannabis use, in the sphere of music, show business, art and youth literature. This explains why the mediators consider drug use to be promoted by the media[55].

The quality of the existing information on drugs is another element explaining their popularity among young people. More than half the mediators believed that young people *are not aware of the problems* caused by drugs and almost half thought there was no information on the *negative consequences* of drugs. It is quite obvious that the mediators believe the young lack information and formation on drugs or that the existing information does not go far enough to be sufficiently effective. There is a lack of strategic planning in both primary prevention and risk reduction and in focusing

[55] The analysis of publicity, cultural elements and the media is discussed in Chapter 5.

the development of these at better knowledge and prevention of the multiple problems drugs cause to health and the development of the young. Once again, there is a need for the mediators in the recreational sphere to become involved in this activity.

The functions of drug use are sustained by the acceptance of a number of ideas and myths on their value in reaching different goals and on the risks and consequences derived from use. Table 4.3 shows the percentages of those who agree and strongly agree with a number of statements on drug use, broken down by the four mediator groups taking part in the survey.

Table 4.3: Mediators beliefs on drug use (% agreeing or strongly agreeing with statements) by mediator group				
	Social Services	Youth Associations	Recreation Industry	Media
The negative effects can be compensated by diet and exercise	25	26	33	24
Life without risks is not worthwhile, drugs are only one more risk	16	19	26	27
Drug related problems are exaggerated	49	38	59	51
Taking drugs is a form of rebellion	63	58	52	52
The danger lies in the adulteration	40	31	45	46
Cannabis is not harmful	30	28	46	54
Only heroin is addictive	11	28	27	31
Recreational life without drugs is no fun (some degree of agreement)	16	21	30	40
Increasingly more and more people in recreational night life are having drug problems	36	40	43	45
Drugs are so good they need no promotion	48	58	55	55
The connection between users is very pleasant	65	68	66	62

The first point to note was the agreement among all four groups with certain statements (drugs generate a particularly pleasant connection between users, they are a form of rebellion, they promote themselves because they are so good). There are

other ideas that, without being embraced by quite such a large majority, also enjoyed an extensive acceptance; drug related problems are exaggerated, the danger lies in the adulteration (not in the drugs), cannabis is not harmful, problems are not increasing as consequences of recreational drug use, etc. There were other statements of some importance, although notably less so; only heroin is addictive, recreational life without drugs is no fun, etc. However there was considerable variety in replies given within each group and between the different groups.

In the factorial analysis of the ten statements (with the exception of increase in problems) they are grouped into three factors that explain half of these responses (although some statements are included in more than one single factor):

1. The factor called *"Low danger",* that comprises the harmless nature and lack of potential addiction to drugs in general (the danger lies in the adulteration and only heroin is addictive), and to cannabis in particular, as well as the need for drugs in having fun.

2. The factor called *"Risk acceptance",* consistent with understanding drug use as a risk worth taking and as being part of the 'enjoyable' life, whose dangers are being exaggerated (the danger is in the adulteration) and which, in addition, may be "compensated" by other "healthy habits".

3. The factor relating to the components in *"Fun",* that emphasise the potential "empathy", "excellence" and the "transgressing" significance of drug use.

These three kinds of ideas and myths can operate as a favourable function on the legitimisation or tolerance of drug use. A belief in the harmless nature of drugs deactivates precautions to the use of substances. The position of accepting the risks as something consubstantial, inevitable or as the price you pay for having fun and which can be "compensated", may have a similar effect to the one above. The consideration of drug use as a potential promoter of empathy between its users, one that has "positive" effects for some individuals, is linked to an attraction associated with the loss of inhibitions and thrill seeking characteristic of many users.

The mediators working in youth associations, the recreation industry and the media who would like to collaborate in drug prevention saw drugs as being significantly more harmful than those with no wish to cooperate[56]. The same occurred with those who considered that they would be able to collaborate in drug prevention within their field of work in comparison with those who feel they would not[57].

Diagram 4.1 shows the profiles of the four groups on these three kinds of beliefs regarding drug use. There were notable differences and significances in the view of the harmful nature of drug use between the four groups[58], and also differences in the consideration of such risks as being acceptable[59].

---

[56] $p < 0.001$ (ANOVA).
[57] $p < 0.001$ (ANOVA).
[58] $p < 0.001$ (ANOVA).
[59] These differences are not statistically significant, $p < 0,08$ (ANOVA).

The mediators working in the social services and youth associations viewed drugs as being notably and significantly more harmful than those in the other groups[60]. Those in the media saw drug use as being least harmful.

Other characteristics of the mediators associated with these ideas and myths were:

- The mediators who would like to receive training in youth psychology and problems and in drug prevention considered the risks of drug use to be significantly less acceptable[61] and use in itself to be relatively more harmful[62].

- The mediators who habitually go clubbing considered drug use to be considerably less harmful, more acceptable[63] and more "fun"[64].

- Those who use drugs considered drug use to be significantly less harmful, more acceptable and more "fun"[65].

If we simultaneously consider these effects:

- In each group, the mediators who use drugs considered drug use to be significantly less harmful, more acceptable and more "fun".

- Irrespective of drug use, the mediators working in the social services and youth associations considered drug use to be significantly more harmful than those in the media.
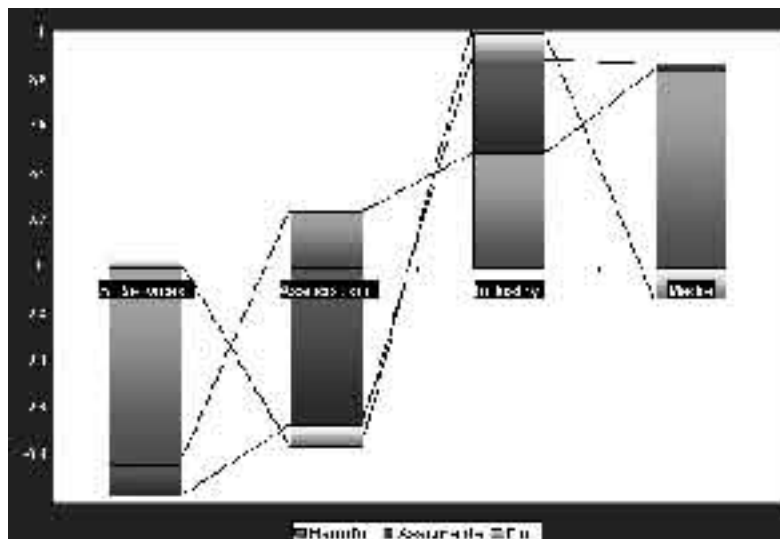
Diagram 4.1: Myths and beliefs on drugs: (factor scores –z) by mediator group.

---

[60] $p < 0.05$ (ANOVA).
[61] $p < 0.01$ (ANOVA).
[62] $p < 0.08$ (ANOVA).
[63] $p < 0.001$ in both cases (ANOVA).
[64] $p < 0.05$ (ANOVA).
[65] $p < 0.001$ in the three cases (ANOVA).

> "The problem is control, there is a lack of control on substances, there is a lack of legalisation of drugs so that they can be controlled and so that people know what is being done" (Disk jockey, promoter, producer and owner of a music shop).

One of the beliefs the young defend, whether or not they use drugs, is self-control; they all believe they control their own substance use (Calafat et al. 2003). This is also believed by the mediators. There is unanimous agreement that it is important to exercise control over use; the crux of the matter is at what point this control should be exercised. Between the choice of not using substances and that of using to dependency, there is a wide range of stances and each implies the exercise of control. In general, drug users defend the idea that it is necessary to know how to control use and this it true both for those whose use only occasionally and those who habitually abuse drugs.

The majority of young people evaluate the negative consequences of use in terms of health and attitude in very critical terms. Curiously, the users themselves exclude and distance themselves from those who "fall" into addiction (Calafat et al. 2000). Control is defined in many varied shapes and on the basis of individual criteria and responsibility. Nevertheless, control has a fundamental social and group dimension. An adolescent exercises control by following the conditions framed by a legislative context that acts as his or her guide. If the predominant norm in the recreational context facilitates drug use, then an attitude in favour of non-use may become the transgressing one. Hence the recreation industry can play a key role in creating formal and informal norms aimed at the use and control of drugs.

In the survey, mediators were asked about the strategies implemented by the industry itself to improve safety and health and control drug use and violence. The mediators we interviewed were in agreement that action should be taken to supervise recreational settings. On this point, we endeavoured to ascertain which measures of supervision would be most efficacious and acceptable.

Table 4.4 shows that almost all the mediators were in favour of *controlling access to recreational settings* for violent individuals and believed that owners must be more involved in *security. A large majority* was in favour of *controlling capacity,* and thought that there should be *free public transport.* A *Police presence* was considered positive by half the mediators, whereas the other half considered that such a presence could prevent the young from enjoying themselves.

The involvement of venue owners in security was supported more by those in the social services and youth associations than those in the recreation industry and the media (Table 4.5). Police presence in recreational settings was a measure supported more by those in social services and less by those in the media. There were other significant differences between groups in some of these items, which we analyse in greater depth below.

Table 4.4: Mediators who agree or strongly agree with measures to improve safety in clubs and recreational settings (%)

Safety	
Controlling admission (preventing entry of people with weapons or behaving aggressively) ▸	94.9
Club owners must do more to control safety (broken glasses, emergency exits, etc.) ▸	90.3
Controlling capacity (the number of admissions) ▸	86.4
Free public transport should be provided during the night ▸	78.2
Police presence prevents the young from enjoying themselves ▸	50.8
Police presence makes nighttime more safe ▸	49.1
Closing times should be more strictly regulated ▸	38.2
Health	
Club employees should have first aid training ▸	91.5
Drugs	
Non-alcoholic drinks should be cheaper ▸	79.0
Controlling drug use in clubs makes them safer ▸	65.2
Club owners are concerned about drug use but do not know how to stop it ▸	44.2

Table 4.5 : Mediators who agree or strongly agree with measures to improve safety in clubs and recreational settings, by mediator group[66] (%)

	Social Services	Youth Associations	Recreation Industry	Media
Controlling safety	96.7	96.7	87.1	86.1
Police presence	53.6	65.6	49.4	38.2
Police spoil the fun	40.4	47.5	54.5	57.2
Cheaper non-alcoholic drinks	85.2	90	70.5	81.5
More strictly regulated closing times	53.3	44.3	31.1	30.6
Controlling drug use	74.3	73.8	66.8	50.3
Club owners are worried about drug	33.3	50.8	52.1	41,3

[66] All the questions in the Table have statistically significant differences between the different mediator groups. The Chi square exact test, $p < 0.001$ in items 1, 2, 4, 5, 6 and 7; $p < 0.01$ for item 4.

Almost all the mediators agreed that those working in the recreation industry should be trained in *first aid.* Providing *cheaper non-alcoholic drinks* was considered important by a large majority of the mediators, although with differences between groups. The mediators took a relatively positive position towards improving health and safety among club users but there was also an important percentage that did not support such measures. This indicates a need to negotiate a social and political policy for the recreation industry and to provide incentives for their provision of healthier and safer ways of partying and having fun.

The four groups had a significantly different view of the nature of the recreation industry as a profit-orientated business, which manipulates the necessities of the young to its advantage, and as one that must be supervised[67]. The mediators working in the social services and in youth associations emphasised these aspects more whereas those in the media adopted a more distant posture.

Those in youth associations, the recreation industry and the media who expressed a wish to collaborate on drug prevention saw a greater orientation to immediate profit making and a greater need for its supervision than those who did not wish to collaborate[68].

The mediators who habitually go clubbing were not significantly different from the others in their evaluation of the profit-orientation and the need to supervise the recreation industry ($p > 0.1$). Those who have had specific training in working with the young and those who would like to have more training in such work and on prevention were more aware that the industry is profit orientated and of the need for it to be supervised than those who have not had and do not want such training[69]. The same occurs when comparing the mediators who take drugs with those who do not[70], irrespective of mediator group. Those who take drugs were less inclined to favour any supervision of the recreation industry.

Factorial analysis of the eleven statements relating to measures to improve safety and reduce risks in recreational settings finds four principal factors that explain more than half of these eleven responses (56%):

- The principal factor could be called *"Supervision"* and groups the four attributes relating to police presence (increasing security and spoiling fun), more regulated closing times and control of drug use in clubs.

- The second factor could be called *"Safety"* and groups the four items on controlling capacity, admission of violent individuals, controlling safety and first aid training for club personnel.

- The third factor could be called *"Alcohol and transport"* and groups the two items relating to the easy availability of public transport and non-alcoholic beverages.

[67] $p < 0.001$ (ANOVA).
[68] $p < 0.001$ (ANOVA).
[69] $p < 0.001$ in both cases) (ANOVA).
[70] $p < 0.001$ (ANOVA).

- The last factor could be called *"Supervision of drugs by the industry"* and groups the two responses on concern and impotency in the face of drugs and the control of these as a safety measure.

The mediators working in youth associations, the recreation industry and the media who expressed a wish to collaborate on drug prevention had a more positive evaluation of the first three strategies on supervision and improvements those who did not wish to collaborate[71]. Similarly, the mediators in these three groups who considered it possible to collaborate on drug prevention from within their sphere of work were significantly more favourable towards the first three strategies on supervision and improvements than those who did not believe they could collaborate[72].

Once again, it can be seen that the four mediator groups had a very specific view of the four possible strategies to improve safety in recreational settings[73]. The differences were very substantial and statistically significant on each of the four strategies – supervision, alcohol and transport[74], supervision of drugs by the industry and safety[75]. The evaluations of each group on these different strategies can be seen in Diagram 4.2:
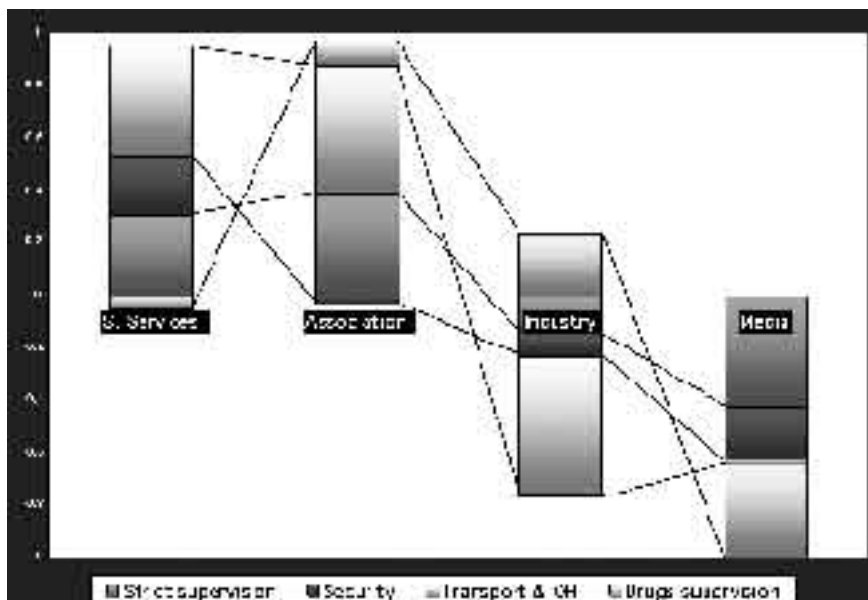
Diagram 4.2: Evaluation of supervision and security: (factor scores –z) by mediator group

[71] p < 0.001 (ANOVA).
[72] p < 0.001 (ANOVA).
[73] p < 0.001 (MANOVA).
[74] p < 0.001 (ANOVA).
[75] p < 0.01 (ANOVA).

The results shown in the diagram indicate the following:

- There are two clearly different positions among mediators in their evaluation of strict supervision as a strategy in recreational settings (police presence and supervision, strict closing times and drug control). Those working in youth associations, followed by those in the social services, were clearly more favourable towards this strategy.

- The mediators' evaluation of strategies to promote a "safe" environment (controlling capacity, preventing access to violent individuals, safety and availability of first aid) shows a different picture. It was clearly evaluated more positively by those in the social services than by those in the media. Those in youth associations evaluated this strategy more neutrally, whilst those in the recreation industry moderately more negatively.

- The strategies relating to the availability of public transport and non-alcoholic beverages were also clearly supported by the mediators working in prevention and in youth associations. Those in the recreation industry are substantially less enthusiastic about this strategy whilst those in the media take a more intermediate position.

- The mediators in the recreation industry believed that venue owners are concerned about drug use on their premises but do not know how to prevent it, and evaluated drug supervision positively. Those in the media take a rather more distant view whereas those in the social services and youth associations are situated in relatively intermediate positions.

In synthesis: the mediators in the social services and youth associations shared a markedly positive view of strategies based on strict supervision and on increasing the availability of public transport and non-alcoholic drinks.

The mediators in the media and the recreation industry had a more negative view of strict control measures and on issues of safety and disagree with the idea of industry efforts to control drug use in recreational settings. Those in the recreation industry had a less positive opinion of measures to make public transport and cheap non-alcoholic drinks more widely available.

The evaluation of these four strategies to improve recreational settings was also associated with other characteristics and behaviours of the mediators:

- Those mediators who have had specific training in working with young people were more in favour of strict supervision, improvement in safety measures, wider availability of public transport and non-alcoholic drinks[76].

- The same occurred with those who would like specialised training in psychology / youth issues and in drug prevention in comparison with those who do not request such training[77].

[76] $p < 0.01$ (ANOVA).
[77] $p < 0.01$ (ANOVA).

- The mediators who do not habitually go clubbing had a more positive attitude towards all the strategies including the concern of the industry in dealing with drugs[78]. Those who habitually go clubbing were less enthusiastic about the supervision of drugs by the industry, as they also were with the other three kinds of supervision.

- The mediators who do not use drugs (nor alcohol in excess) were more positively inclined towards all four strategies than those who do. The differences are statistically significant in the first three strategies[79], but not for industry efforts to supervise drugs[80].

When are factors were included in analyses of those factors significantly associated with the mediators' opinions of improvement measures, it can be seen that:

- The mediators' field of work was significantly associated with their opinions of strict supervision, availability of public transport and non-alcoholic beverages and drug control[81].

- Specialised training in working with young people was significantly associated with the opinion of safety[82], the availability of transport and non-alcoholic beverages[83], and strict supervision[84].

- The mediators who do not habitually go clubbing were significantly more positive regarding strict supervision, the availability of public transport and non-alcoholic beverages and drug control[85].

- The mediators who do not take drugs (nor alcohol in excess) were more favourable towards strict control[86]. In addition, those who use cannabis or other illegal drugs were less positive towards strategies on safety and drug control[87], irrespective of the group, specialised training and frequency of clubbing.

THE MEDIATORS' ATTITUDES TOWARDS PREVENTION

Around half or more of the mediators working in youth associations, the recreation industry and the media had some knowledge of prevention campaigns, would like to collaborate on prevention or considered that they could do so from their field of action (Table 4.6). Those mediators with no knowledge of prevention campaigns were

---

[78] $p < 0.001$ (ANOVA).
[79] $p < 0.01$ o $p < 0.001$ (ANOVA).
[80] $p < 0.07$ (ANOVA).
[81] $p < 0.01$ (ANOVA).
[82] $p < 0.001$ (ANOVA).
[83] $p < 0.05$ (ANOVA).
[84] $p < 0.07$ (ANOVA).
[85] $p < 0.05$ (ANOVA).
[86] $p < 0.001$ (ANOVA).
[87] $p < 0.01$ (ANOVA).

less likely to want to collaborate on prevention (37%) than those who do have this knowledge (55%)[88]. Similarly, those who considered that they could be involved in drug prevention activity within their field of work were more likely to want to collaborate on prevention (68%) compared with those who considered they could not do so (24%)[89].

Table 4.6: Mediator attitudes to drug use prevention %			
	Youth Association	Recreation Industry	Media
Know of some preventive action	73	50	60
Would like to collaborate on prevention	63	42	50
Would be able to collaborate on prevention	69	46	64

Among the mediators in these three groups, those who have had training in working with young people or who would like more training in psychology / youth problems or drug prevention had a much higher probability of having seen information on prevention campaigns[90]. In addition, they were more likely to say that they would like to collaborate on prevention and could do so within their field of work[91].

The mediators in these three groups who go clubbing habitually did not differ significantly from those who do not habitually go clubbing regarding their likeliness of having seen prevention information, being likely to collaborate on prevention or believing this is possible within their work.

Within these three groups, those mediators who drink alcohol to excess or use illegal drugs were more likely to have received information on drug prevention than those who do not (58% v. 49%). However, although they were not less likely to consider being able to collaborate in their field of work, they did have a significantly lower probability than those who do not use drugs of wanting to collaborate in prevention[92].

The mediators in these three groups who do wish to collaborate on prevention were also significantly more motivated towards their work by the fact that it enables them to interact with young people and allows self-promotion[93].

In synthesis: around half of the mediators who are not involved in prevention would be inclined to collaborate in it. The likeliness of having a favourable attitude to collaboration on prevention increases with having had specialised training in working

---

[88] p < 0.001; Chi square exact test.
[89] p < 0.001; Chi square exact test.
[90] p < 0.05 in both cases; Chi square exact test.
[91] p < 0.001; Chi square exact test.
[92] p < 0.01 (ANOVA).
[93] p exact < 0.01 and p < 0.05 in the Mann–Whitney U test, respectively.

with young people, having interest in learning about psychology / youth problems, being motivated towards self-promotion in their work and to working with young people, whereas it decreases with the use of legal and illegal drugs.

It has already been mentioned that prevention and the supervision of young people's attitudes is exercised by various socialising bodies. These should always bear the recreational sphere closely in mind, as this is where the young spend a substantial and increasing part of their time and where they socialise. Nevertheless, the mediators in the recreational sphere showed a certain reticence when we examined their responsibility for this educational, preventive and supervisory task. However, in spite of this, they did believe that there should be supervision. We do not know up to what point this reticence is governed by their belief that such control must be exercised by other bodies and not by them themselves or whether it is because they are against controlling young people. In order to reach a better understanding of their opinions on the supervision that young people, and particularly adolescents, should receive they were asked to what degree they do or would supervise their own children (or an adolescent in their charge). In this way, we were able to ascertain what they considered to be acceptable limits on how adolescents should be supervised.

The responses of the mediators to the different questions on supervision that they do or would exercise varied significantly and, on some aspects, were contradictory. The majority (76.1%) would supervise the health of an adolescent in their charge but a lower percentage (59.6%) would supervise drug use, and only one quarter (28.5%) sexual promiscuity. One aspect they considered it essential to supervise was school performance (63.8%). The mediators would be less involved in supervising physical appearance (only 18.7% would do so) and in addition only 24.5% said that they would supervise the friends of an adolescent offspring. Thus between a quarter and a third of the mediators openly rejected exercising any supervision over the health and development of a young person in their personal charge.

In addition, the opinions the mediators had on the need for supervision on these habits are a little contradictory. Some clearly did not identify specific habits and influences as determinants of a healthy lifestyle. Their low level of interest in the supervision of sexual promiscuity, physical appearance and friends shows that a large number of them do not recognise the relationship between these items and their children's behaviour with regard to school, drugs or risks to health.

Another aspect of interest is to what degree the mediators believe that supervision is difficult or even impossible on those aspects that condition the life of adolescents. Sexual activity, friends and drug use are some aspects where a greater number of the mediators saw difficulties in enforcing supervision. There are some surprising stances; for example that 22.8% said that they could not (or would not be able to) control the scholastic performance of their child, thereby renouncing one of the key dynamics

Table 4.7: Supervision mediators exercise, or would exercise, over an adolescent who is or were to be in their charge			
	Would supervise %	Would like to supervise but unsure it would be possible %	Would not want to supervise %
Scholastic performance ▸	63.8	22.8	13.5
Sexual promiscuity ▸	28.5	40.4	31.1
Physical appearance (clothing, piercing) ▸	18.7	26.5	54.8
His/her friends ▸	24.5	37.1	38.4
His/her drug use ▸	59.6	32.3	8.0
Care of his/her health ▸	76.1	17.2	6.6

where parental involvement is essential. Another surprising finding is that 17.2% felt they would not be able to supervise health matters.

The third column of Table 4.7 shows the percentage of mediators who explicitly stated that they would not supervise the items mentioned. It would appear essential to us to bear in mind the scope of this rejection. If they were unwilling to supervise a young person as close to them as their own child, there would be every reason for them to reject any request to take on supervisory responsibility in their work in the community. In addition, this opinion assists in analysing an attitude to social reality. Over half (54.8%) would not control the physical appearance of their child because they consider this to be a personal matter; for the same reason, 38.4% would not supervise their child's friends; 31.1% would not supervise sexual promiscuity; 13.5% would not supervise scholastic performance; 8% would not supervise their children about drug issues; and 6% would not supervise health matters. Although some of these percentages are low, and indicate a minority opinion, this does not mean they are not significant. Perhaps the key to understanding this position taken by some of the mediators can be found in the comments from a disc jockey interviewed in this survey:

> "Obviously drugs are prejudicial to health but each one decides on how he wants to live his own life" (disc jockey).

This is one more example of how drug use has become symbolically linked to the idea of individual freedom, as can also be seen in the mediators' answers to other questions in the interview, and this is a view which some of the mediators uphold and transmit as part of their values. Drug use, sexual promiscuity or physical appearance are questions linked to individuality or the opportunities for an individual to be 'free'. Another example was provided by the pop group Dawholeenchilada during an interview given to promote a new album:

"The idea of the disco is to incite people to live freely and to enjoy themselves either with drugs, sex, rock'n roll…" (Interview in ciberminimagazine 6 www.clubdenit.com)

Drug use and its link to freedom must be one of the myths or values that are reviewed. The fact that the mediators uphold this view implies that they disseminate and transmit it to the young and in doing so contribute to influencing behaviours. If the formative function of this group is accepted, opinions such as those expressed must be taken into consideration and reviewed in the preventive dynamic.

Table 4.8 shows that the majority of the mediators had clearly favourable attitudes to the supervision of their children's habits relating to health and drug use, yet that there was notable variety between groups and within each group on attitudes to this supervision.

Table 4.8 : Attitudes to family supervision broken down by mediator group				
	Social Services	Youth Associations	Recreation Industry	Media
Would supervise scholastic performance	71%	63%	64%	56%
Would supervise drug use	60%	55%	62%	57%
Would supervise their care of their health	81%	67%	78%	72%

The attitudes to family supervision of scholastic performance, care for health and drug use by children is consistently related to family supervision of their physical appearance (clothing, piercing, etc.), their peer network and their sexual promiscuity. In fact, these six items are grouped by a single factor that explains almost half of the variance (46%), when a principal component analysis was used.

The mediators in youth associations, the recreation industry and the media who would like to collaborate on prevention were significantly more favourable towards family supervision than those who would not like to collaborate[94]. The same occurred with those who believed they could collaborate in prevention within their sphere of work in comparison with those who considered they could not[95].

The four mediator groups showed significant differences in their attitude to family supervision. Those in the media had a significantly less favourable attitude to family supervision than those in the recreation industry[96] or the social services[97]. Other factors significantly associated with these attitudes towards family supervision are:

[94] $p < 0.05$ (ANOVA).
[95] $p < 0.05$ (ANOVA).
[96] $p < 0.05$ (ANOVA).
[97] $p < 0.01$ (ANOVA).

- The mediators with infant or adolescent children had a significantly more favourable attitude to family supervision[98].

- The mediators who would like more training in psychology / youth issues and prevention showed a significantly more favourable attitude to family supervision[99].

- The mediators who do not habitually go clubbing had a significantly more favourable attitude to family supervision[100].

- The mediators who do not drink alcohol excessively nor take any illegal drug showed a significantly more favourable attitude to family supervision[101].

- If we look at these factors (media group, having children, training, clubbing habits and drug use) the most relevant characteristic is the habit of frequently going clubbing, followed by drug use, with the results already mentioned. Irrespective of mediator group, the mediators who have children and who do not use drugs show a significantly more favourable attitude to family supervision[102].

Although the majority of the mediators had a favourable attitude to family supervision of various habits affecting health and of drugs in particular, there was an even greater acceptance of control supervision of drugs. The implication in family supervision is higher among those with infant or adolescent children or among the mediators who want further training to better understand the young, their needs and problematic). This favourable attitude to family supervision also is higher when the individual's task is related to prevention or when the mediators see an association between determined habits and risks to health (in the recreation industry).

In a similar way to social supervision, the attitude most opposed to family supervision was associated with a lower perception of the risks associated with drug use, a less favourable attitude to the strict supervision of the recreational settings and a greater inclination towards harm reduction favouring drug use (legalisation of drugs, maintaining premises where drugs can be taken, etc.)

The most unfavourable attitude to family supervision was more acute among the mediators whose lifestyle is oriented towards going clubbing and taking drugs and also among those in prevention. Studies on prevention consistently support the hypothesis that prevention in the family and family supervision are indispensable in preventing and modifying habits that are a risk to health. Once more, it is necessary to point out that the mediators working in prevention should assume the basic propositions and approaches of this action, setting to one side preferences associated with their own lifestyles.

It is necessary to understand that a considerable percentage of people, including professionals and those with higher academic studies, define certain aspects and attitudes

[98] $p < 0.001$ (ANOVA).
[99] $p < 0.01$ (ANOVA).
[100] $p < 0.001$ (ANOVA).
[101] $p < 0.001$ (ANOVA).
[102] $p < 0.05$ and $p < 0.01$ respectively

as personal, individual and untransferable issues on which each individual has the right to make their own decisions. Leaving adolescents 'free' to face a whole range of personal issues which are important to their personal development could also be interpreted as 'freeing' those who influence this development from their responsibilities in contributing to the healthy formation of young people. It could also signify an acceptance that the dominant norms of society will take charge of young people's development. This is, without a doubt, the attitude of many adults to adolescents, of leaving their development in the hands of someone other than themselves. In the case of the mediators, this idea is not supported by the majority but is by a considerable proportion.

Table 4.9 shows the percentage of mediators who agreed or strongly agreed with several statements on social and legal control of drugs. In general, a large majority were favourable to social and legal controls of legal drugs (alcohol) but paradoxically they were more tolerant of illegal drugs. Almost half the mediators favoured less strict legislation. Once again, a notable variation was seen within each group and between the four groups in their attitudes to drug control. The four statements relating to legal control are grouped in one single factor, when a principal component factor analysis was used to combine these four responses.

As was to be expected, the mediators in youth associations, the recreation industry and the media who would like to collaborate on drug prevention were significantly more favourable towards social and legal control of drugs than those with no wish to collaborate[103]. The same occurred with those who considered that they could collaborate from within their work in comparison with those who considered they could not[104].

Table 4.9: Mediator attitudes to social and legal control of drugs (% of agreeing / strongly agreeing)				
	Social Services	Youth Associations	Recreation Industry	Media
Knowledge of legislation on alcohol and drugs	81	72	81	78
Drug use should be regulated	84	85	74	73
Drink driving should be penalised more	86	89	87	87
Selling alcohol to minors should be more severely penalised	82	72	70	65
Legislation on drugs should be less strict	46	36	43	50

[103] $p < 0.001$ (ANOVA).
[104] $p < 0.001$ (ANOVA).

The mediator groups differed significantly in their attitudes to drug control. Those in the media and the recreation industry (in descending order) had a more unfavourable attitude to control than those in youth associations and prevention (in descending order):

The differences were statistically significant between the mediators in the recreation industry and those in youth associations, and between those in the media and those in prevention and the youth associations.
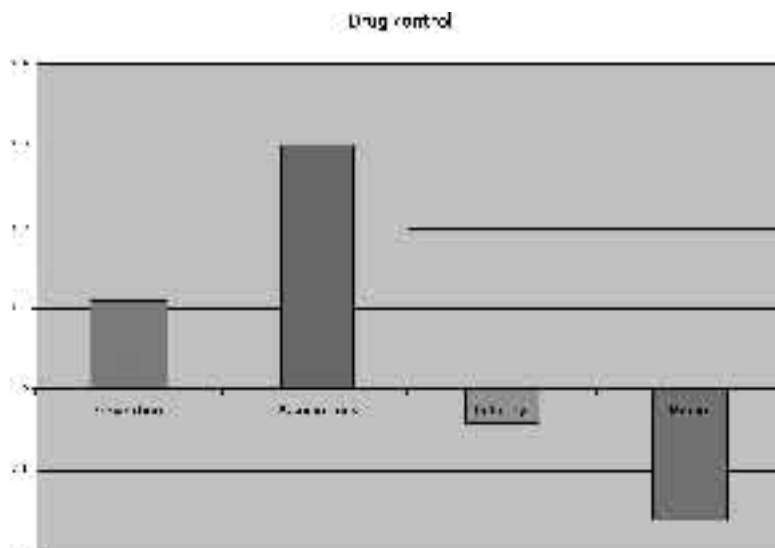
Diagram 4.3: Relatively more favourable or unfavourable attitudes to social and legal drug control: (mean of factor scores –z) by mediator group.

Other characteristics associated with the attitude of the mediators to drug control were:

- The mediators with specific training in working with young people and who would like training in psychology / youth issues and drug prevention had a significantly different attitude from those who had less training or who did not want this training respectively with the former, in both cases, showing a more favourable attitude to drug control[105].

- The mediators who habitually go clubbing were significantly less in favour of drug control that those who do not habitually go clubbing[106].

- The mediators who use illegal drugs or drink alcohol to excess were significantly less in favour of drug control than those who do not[107]. If we consider only the use

---

[105] p < 0.01 in both cases (ANOVA).
[106] p < 0.001 (ANOVA).
[107] p = 0.001 (ANOVA).

of illegal drugs (cannabis or another), the mediators who use were significantly less in favour of drug controls[108].

- If we analyse these factors jointly (mediator group, training, substance use and clubbing habits), we see that the four groups were significantly different and that the profile is very similar to that shown in the diagram 4.3. The mediators who use illegal drugs or drink alcohol to excess and those who habitually go clubbing had a significantly less favourable attitude to drug control than those who do not have these habits[109], irrespective of mediator group.

A large majority of the mediators we interviewed showed clear support for the social and legal control of drugs. A more unfavourable attitude to drug control was strongly associated with a more unfavourable attitude to drug prevention work among mediators not directly implicated in prevention. In this study, the attitude against social drug control was also associated with a lower perception of the risks linked to drug use, a less favourable attitude to strict supervision of recreational settings, and a less favourable attitude towards family supervision of youth habits associated with development and health care.

The mediators' attitudes against the social control of drugs could be modified through training on the problems and psychology of young people and on drug prevention. Nevertheless, personal factors such as lifestyles, thrill-seeking behaviour, risk-taking and level of interest in youth problems may have a substantial influence on the mediators' attitudes towards the social control of drugs.

Analysis of this attitude among those mediators involved in prevention is particularly relevant. Those working in prevention who are more inclined to go clubbing and take drugs were clearly more opposed to the social control of drugs and more orientated towards harm reduction. Once more it becomes necessary to ensure that personal beliefs and values do obstruct in efforts towards drug prevention and transmitting appropriate messages regarding drug-related harms.

RISK PERCEPTION ASSOCIATED WITH DRUG USE

The almost unanimous opinion of the mediators is that different drug use patterns represent a danger to health, to the extent that a large majority considered a range of substance use behaviours to be dangerous or very dangerous. At the same time, appreciable differences were to be seen between the different mediator groups, and within each group, on the dangers associated with different types of substance use (Table 4.10):

The five items (Table 4.10) relating to the perception of risks associated with the use of legal and illegal drugs are grouped in one single factor, when a principal component

---

[108] p < 0.001 in both cases (ANOVA).
[109] p < 0.001 in both cases (ANOVA).

Table 4.10: Mediator perceptions of risk associated with legal and illegal drug use (% dangerous or very dangerous)				
	Social Services	**Youth Associations**	**Recreation Industry**	**Media**
Smoking a pack of cigarettes	93	90	87	87
Regular cannabis use	80	82	77	62
Ecstasy every weekend	97	97	94	93
Cocaine every weekend	97	100	94	96
Getting drunk weekly	93	85	80	84

factor analysis was again used to combine these five responses. The mediators working in youth associations, the recreation industry and the media who would like to collaborate on the prevention of the use / abuse of drugs saw a significantly greater risk in the use of legal and illegal drugs than those who did not wish to collaborate[110]. The same occurred with those who considered that they could collaborate from their sphere of action in comparison with those who considered they could not[111].

On comparing the mediator groups, we see significant differences in their perceptions of the risks associated with substance use:
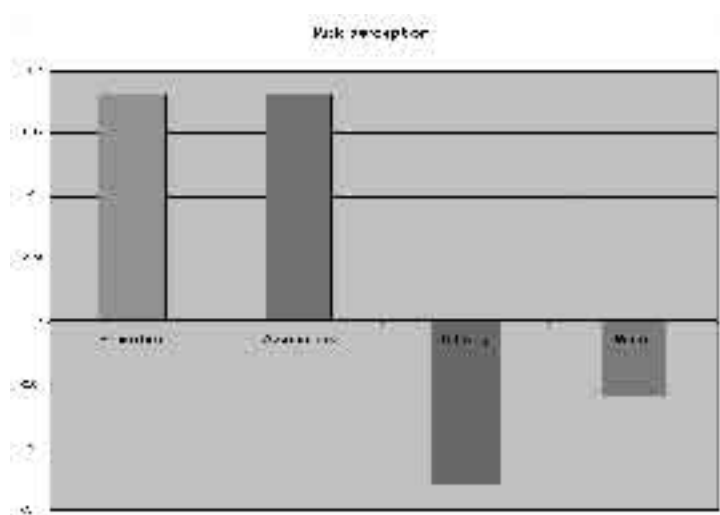
Diagram 4.4: Perception of drug associated risks, (mean of factor scores –z) by mediator group.

---

[110] $p < 0.001$ (ANOVA).
[111] $p < 0.05$ (ANOVA).

The mediators in prevention and youth associations clearly saw greater risks in the use of legal and illegal drugs than those in the industry and the media. The differences were statistically significant between the mediators in the industry and those in the first two groups, and between those in the media and in prevention.

Other characteristics associated with the perception of risks among the mediators:

- The mediators with specific training in working with young people and those who would like training in psychology / youth issues had a different perception of risk from those who had less training or did not demand such training respectively, showing a greater risk perception in both cases.

- The mediators who habitually go clubbing had a significantly lower perception of the risks associated with drug use than those who do not habitually go clubbing[112].

- The mediators who use illegal drugs or drink alcohol to excess had a lower perception of the risks associated with drug use than those who do not[113], and this was also true when the excessive use of alcohol or the use of drugs were considered separately[114].

- Analysing these factors jointly (mediator group, training, substance use and clubbing habits), we see that the four groups are no longer significantly different, although the profile is very similar to that shown in the diagram 4.4. The mediators who use illegal drugs or drink alcohol to excess and those who habitually go clubbing had a lower perception of the risks associated with drug use than those who do not have these habits[115], irrespective of mediator group.

Perception of the risks associated with substance use is a central construct in prevention in general and in the use of drugs in particular. Those mediators with a lower perception of these risks are less well disposed to prevention. The perception of these risks may be increased through training in working with the young and in drug prevention. Nevertheless, perception of drug-associated risks in general, and among the mediators in particular, is associated more with lifestyle and biases in the processing of information on the consequences of behaviour (what has become known as a "feeling of invulnerability"). The mediators who more frequently expose themselves to risky situations and behaviours tend to underevaluate the associated risks. Once again, this is particularly relevant in the mediators working in the field of prevention, as a low risk perception could interfere in their preventive work. Perception of the risks associated with drug use must be based on an up-to-date knowledge of the probabilities of suffering contingent negative consequences, more than on personal experience.

---

[112] $p < 0.001$ (ANOVA).
[113] $p = 0.001$ (ANOVA).
[114] $p < 0.001$ in both cases (ANOVA).
[115] $p < 0.001$ in use and $p < 0.06$ in clubbing habits (ANOVA).

Table 4.11 shows the percentages of the mediators who see a selection of preventive actions as effective or very effective, broken down by mediator group. It can be seen that a wide majority considered school prevention, TV campaigns, support for families with children, family supervision, peer-to-peer information, drink-drive testing etc, to be effective. Other actions were evaluated as effective but slightly less so than the preceding ones (telephone helplines, pill-testing, websites, information available in recreational settings). The closing of premises where drugs are used and legalisation of drugs were seen as effective by a minority of the mediators. There was notable variety between the four groups and within each one.

Table 4.11: Mediator perception of the efficacy of drug use prevention (% considering effective)				
	Social Services	Youth Association	Recreational Industry	Media
Prevention in schools	76	75	74	75
Helplines are effective	65	67	52	67
Information in discos and bars	62	58	58	51
Official websites are effective	40	37	44	38
Unofficial websites	66	57	70	63
TV campaigns	68	69	69	69
Family supervision	66	64	70	64
Peer education	95	92	89	86
Alcohol tests	68	73	72	75
Support for families with children	94	87	86	86
Pill-testing	62	63	60	60
Closing down premises	34	46	29	29
Legalisation	37	30	39	43

The perceptions of the efficacy of these thirteen preventive measures are grouped in three factors which explain more than half of these responses (52%). Interpretation of these factors suggests:

- The principal factor could be called *"General information campaigns"* and groups the six types of preventive action aimed at providing information and awareness on the Internet, in recreational settings, TV, telephone helplines and schools.

- The second factor could be called *"Family and peers"* and groups the four actions relating to support for families with growing children, family supervision, peer to peer information, and alcohol testing (having a lower weight).

- The third factor could be called *"Harm reduction"* and groups the three items relating to legalisation, pill testing and not closing premises where drugs are used.

The mediators in youth associations, the recreation industry and the media who wish to collaborate on drug prevention considered the strategies based on the family and peers as being significantly more effective than those who do not wish to do so, whereas the opposite is true for harm reduction strategies. The same occurs with those who considered they could collaborate from their field of activity in comparison with those who could not on the evaluation of prevention aimed at parents and peers[116].

Analysis of the perception of the efficacy of these three spheres of prevention and their association with the characteristics of the mediators show relatively striking results:

- No significant differences were to be seen between the four groups in their perception of the efficacy of prevention, either overall[117] or in any of the three more specific prevention strategies.

- The mediators who have had specific training in working with the young tended to perceive prevention as being more effective than those who have not had training. The differences were most notable and significant[118] in the perception of efficacy of prevention based around the family and peers.

- The mediators who would like to have specific training on psychology / youth issues saw prevention as more effective than those who had not had this specific kind of training[119]. The differences were more notable and significant in the perception of efficacy of prevention based on the family and peers and on information campaigns[120].

- The mediators who habitually go clubbing saw interventions based on information campaigns[121] and the family and the peers[122] as significantly less effective. Conversely, they saw strategies based on harm reduction[123] as significantly more effective than those who do not habitually go clubbing.

- Irrespective of the collective, the mediators who drink alcohol to excess or use some illegal drug saw significantly lower efficacy in interventions based

[116] For all statements (p < 0.001)
[117] p > 0.1 (ANOVA).
[118] p < 0.05 in both cases. (MANOVA).
[119] p < 0.001 (MANOVA).
[120] p < 0.001 in both cases (ANOVA).
[121] p < 0.05 (ANOVA).
[122] p < 0.01 (ANOVA).
[123] p < 0.001 (ANOVA).

on informative campaigns[124] and based on the family or peers[125]. Conversely, they saw the strategies based on harm reduction[126] as being significantly more effective.

- If we also take clubbing habits into consideration, both the mediator group and their drug use and clubbing habits become factors with a significant effect on the evaluation of prevention:
  - The groups showed significant differences in their evaluation of information campaigns and prevention based on the family and peers (see diagram 4.5):
    - Evaluation of information campaigns: the mediators in prevention and in the industry were significantly more likely to see this type of prevention as effective than those in youth associations and in the media.
    - Evaluation of prevention based on the family and peers: the mediators in the media saw this type of prevention as being less effective than the other three groups.
    - Irrespective of group and use habits, the mediators who do not habitually go clubbing were significantly more likely to consider information campaigns[127] and prevention based on the family and peers[128] as being effective than those who go clubbing habitually.
    - Irrespective of the mediator group and recreational habits, the mediators who drink alcohol to excess or take any illegal drug made a significantly higher evaluation of the efficacy of harm reduction strategies[129].
  - Irrespective of mediator group and recreational and substance use habits, the mediators who wish to have training in psychology / youth issues and in prevention were significantly more likely to consider information campaigns[130] and prevention based on the family and peers[131] as being effective than those who do not wish for this kind of training.

In general, quality studies to evaluate prevention programmes show their effectiveness in modifying mediator values associated with drug use (attitudes, knowledge, etc.) and also in reducing drug use and other risk related behaviours (Becoña, 1999; 2002). The training of mediators in drug prevention may assist in their understanding that different types of preventive action are targeting different groups and pursuing different goals. In addition it may assist in understanding that the efficacy of prevention depends also

[124] $p < 0.001$ (ANOVA).
[125] $p < 0.05$ (ANOVA).
[126] $p < 0.001$ (ANOVA).
[127] $p < 0.05$ (ANOVA).
[128] $p < 0.001$ (ANOVA).
[129] $p = 0.001$ (ANOVA).
[130] $p < 0.01$ (ANOVA).
[131] $p < 0.001$ (ANOVA).
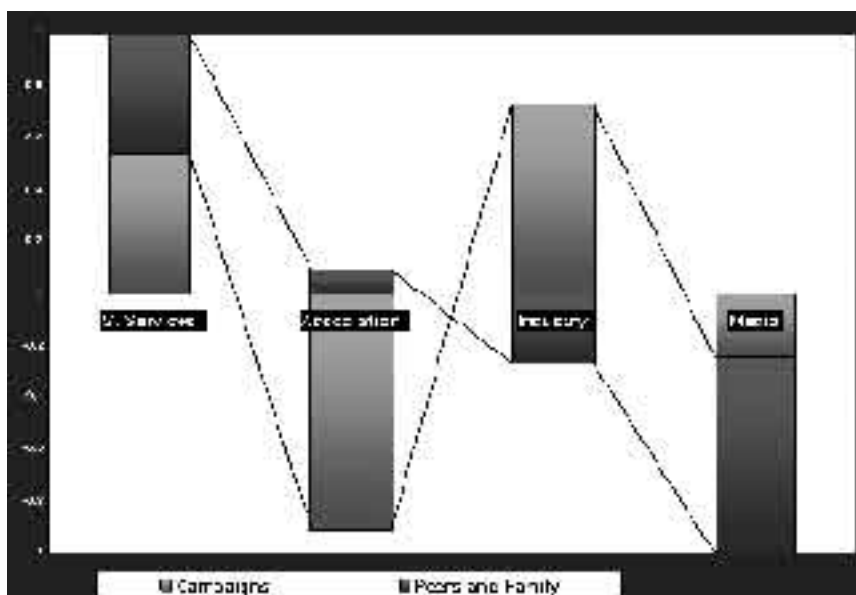
Diagram 4.5: Perception of the efficacy of drug use prevention targeting different spheres: (mean of factor scores – z) by group

on the continuity of its implementation. While the factors that facilitate and promote use have a permanent influence (availability, models, social pressure, etc.), preventive action has a much more limited scope in time of implementation and in impact.

A view of prevention as an effective strategy against drug use and its associated risks is essential for the different social professionals if they are to be involved in prevention. A perception of a lower efficacy of prevention is also consistently associated in our study with an attitude that is less oriented to social and family supervision of drugs and less in favour of supervising and improving conditions in the recreational settings. The perceived efficacy of prevention among the mediators we interviewed is also often more associated with beliefs, attitudes and personal lifestyles than with a detailed and precise knowledge based on the evaluation of prevention. This seems particularly relevant when it is found among even the mediators in preventive action, precisely because they are working on prevention and their beliefs regarding prevention effectiveness should be based on scientific evidence.

5. THE INTERACTION BETWEEN YOUTH MEDIA AND RECREATION

BACKGROUND AND AIMS

In the late1960s, work-based lifestyles in the Western world gradually eroded, giving way to a new post modern lifestyle that saw more liberal attitudes towards pleasure, and in particular towards sexual behaviour and the consumption of intoxicants. This liberalisation was reflected in the media, and particularly in youth media. Since the 1960s, the famous slogan "Sex, drugs and rock'n'roll" has characterised the behaviour and alternative lifestyles of youth cultures.

In the beginning of the 1990s, the development of new types of media was effective in generating further cultural change. The emergence and growing popularity of the Internet, satellite television and cell phones connected people together in a 'global village'. At the same time, global cultural change resulted in a shift from local to global, solidarity to egocentricity, recreation to consumption, and trust to scepticism. Some authors have interpreted this as a new turn in the development of post-modern society (see e.g. Bauman 1994), and others as an expression of the so-called "McDonaldization" of society (see Ritzer, 2000). All of these cultural changes have been reflected in forms of media targeted towards adolescents.

Media not only reflects everyday culture and recreational life, but also helps to create it. For instance, while changes made to alcohol and drug policy will be reflected in the media almost immediately, it is likely that media products will have displayed these attitudes far before changes to legislation occurred (see e.g. Kuusi, 2004). Changes have particularly been seen in youth cultures, where the consumption of intoxicants has now become a normal part of youth culture and identity (Gudmundsson, 2000; Shiner and Newburn, 1999; Lalander, 1998).

For this reason, media has historically been used to communicate drug prevention messages to young people (e.g. Crano & Burgoon, 2002). However, because of the new post-modern attitudes and values, these methods have not been particularly effective.

In this chapter, we take a closer look at several kinds of youth media products (magazines, fanzines, flyers, TV programmes and radio stations) to determine:

(1) How recreational life and entertainment are treated in youth media products; and

(2) How drugs, alcohol and tobacco are treated in youth media products.

We use these questions to evaluate the kinds of explicit models, implicit values and symbolic messages the youth media transmits to adolescents. Our main assumption is that youth media interacts with the recreational cultures of young people.

RESEARCH MATERIAL

The study is based on media products that are aimed at young people, and analyses the different ways youth recreational cultures are presented in these products. We collected a sample of media products from ten European countries (Austria, Finland, France, Germany, Greece, Italy, the Netherlands, Portugal, Spain, and the United Kingdom). Our analyses were concentrated on the most popular media products, which were preliminarily analysed and reported by researchers in each country.

It is important to note that most of the products utilised in this study were not produced by the media professionals interviewed in the first part of the research, who belonged to local media. Instead, with the possible exception of some fanzines and flyers, more standard material was used that targeted young people in the general population, and mainly on a national basis. This allowed us to compare media products from the different countries more easily. As a result, there are notable divergences between the opinions of media professionals in the first part of the study who had a more liberal attitude to drug use and the media analysed here, in which the subject of illegal drugs is not covered as widely as one might expect. However, the range of media targeting young people in Europe is large enough for there to be specific products that cover the issue of illegal drugs in greater depth. We have not included these products in our analyses since they are not widely used in the general population.

In order to find out which were the most popular magazines, TV-programmes and radio stations among young people in each country, we asked the opinions of the mediators participating in the first part of the research. In addition, opinions were sought from the mediators who were interviewed in the survey carried out in spring and summer 2003, and media material was collected during the same period.

General instructions on how to construct the preliminary country media analyses were given to the research partners. Accordingly, the analysis of the most popular media was structured around the following points: target groups, principal subjects covered, and advertising. We asked partners to pay particular attention to publicity on all types of intoxicants and especially those aspects connected to recreational life. The level of information provided in preliminary country reports varied quite widely.

In addition to the country reports our final analyses included a sample of the most popular printed media material, provided by the research partners. These examples and reports formed the basis of our analyses. The media material analysed in the country reports can be divided into two categories:

1) Printed media, including youth magazines, fanzines and publicity material such as flyers.

2) Broadcast media, including TV programmes and radio stations.

Table 5.1 presents the number of analysed media products by country[132].

Countries delivering preliminary reports	Printed media			Broadcast media	
	Youth magazines	Fanzines	Flyers	TV-programmes	Radio stations
Austria	3	3	15	3	2
Finland	5	4	25	3	2
France	16	8	-	2	-
Germany	4	3	-	3	2
Greece	3	3	-	2	2
Italy	3	-	-	2	2
Netherlands	3	-	68	2	2
Portugal	4	-	-	-	-
Spain	7	-	-	-	1
United Kingdom	2	-	-	-	-
Total	50	21	108	17	13

Table 5. 1: The number and category of media products by countries (N).

The varying profiles of material received from the different countries prevented comprehensive analysis of each media type. However, the quality of the material received on youth magazines was good; material was provided from all ten countries with each country providing more than one example. For printed media, the core of the analysis focussed on youth magazines and flyers, and for broadcast media, analysis focused on TV programmes. Since cross-national analysis of this material was not feasible, we used these analyses to discuss how recreational life is understood in these youth media products.

1. PRINTED MEDIA

Magazines

In this study, information on youth magazines was available from ten countries, and a total of 46 youth magazines were included in the analyses. The target group of youth magazines varied widely by age, yet most were targeted at young adults under the age of 30 and to both sexes. Only one magazine was targeted strictly at men (*Max*), and the number of magazines targeted at girls/women was much larger (e.g. *Bravo*, *Mädchen*, *Trendi*,). The lack of magazines targeted at men could be because they do not read

---

[132] We have omitted websites in our analysis as only six examples were provided. However the Internet is now a very important media and further study here would be useful.

magazines as much as their female counterparts, or because they read magazines focused on specific subjects such as sports or motorbikes. The magazines included in the study are detailed in Appendix 5. 1.

Many of today's most popular youth magazines are international, with the same magazine brands distributed throughout the world by multinational publishing houses. Furthermore, articles and photographs are frequently purchased from international press offices, meaning that magazines from different countries often present the same content and format. The material can be used in this way because the interest of the target groups remains similar regardless of nationality.

Many of the most famous women's fashion magazines have enlarged their "publication family" to offer new magazines targeting teenage girls (e.g. *Elle* offers *Ellegirl,* whilst *Cosmopolitan* offers *Cosmogirl)*. Indeed, the largest selling magazine group is currently that which targets girls aged 16-years-old and younger.

The content of the magazines varies in relation to the target group. For young females, magazines include information and gossip about movie and pop stars (idols), consuming (fashion and trends), and identity (sexuality, "typical" teenage problems, dating and relationships). The following examples are self-profiles of magazines targeting young females, taken from the magazines' own websites. The first example is from the Spanish and Portuguese magazine *Ragazza*, and the second from the Finnish magazine *Demi*.

> Ragazza is a youth magazine, uninhibited, sassy, and filled with glamour for young girls seeking the latest, the most modern, and the most attractive guys…. its sassiness and audacity has made it the most widely sold and read magazine for young people in Spain. (*Ragazza* 10.2.2004.)

> The articles mirror carefully the everyday lives of the readers and, as well as celebrity news, contain regular items on beauty, health, education, sport, style and trends…. Demi is an integral part of the world of its young readers. (*Demi* 10.2.2004.)

These examples illustrate how magazines portray the world to their young female readers. *Ragazza*'s message is that today's young female must be pretty and fashionable in order to succeed; it is important to follow the latest trends, be a little arrogant, and date attractive men. *Demi*'s message is more traditional, even though it approaches the world through the same themes as *Ragazza*.

Some magazines, such as the French *Hip Hop* ("The top of the French rap") and *Trax*, were concerned with special music styles, such the electronic dance scene or entertainers such as DJs and musicians.

In addition to traditional printed versions, today's youth magazines are often accompanied by websites that allow readers to interact and contribute to the development of the magazine. For instance, through these websites readers can comment on the format of the magazine, take part in opinion polls and participate in chat groups.

Fanzines

Fanzines are magazines of young fans or members of sub-cultural groups that have specific hobbies or tastes such as special music styles, movies, graffiti, skateboarding or snowboarding. They have two distinguishing characteristics:

i) They are written by members of the sub-cultures themselves (by 'us', for 'us'); and

ii) Readers have their own language that is familiar to insiders.

Our sample contained fanzines from five countries (Austria, Finland, France, Germany, Greece), which were targeted to young people from 13 to 40 years old. Most of the fanzines were not gender specific; the most important issue was the reader's interest in a certain theme. The fanzines used in this study are detailed in Appendix 5.2.

Whilst fanzines used to be alternative cultural products, nowadays they are mainly part of mainstream culture. However, fanzines deal with issues and topics more deeply than mainstream youth magazines. Examples of fanzines in our sample included *Carpe Diem* (Greece) which focussed on graffiti, *Skip* (Austria) which focussed on cinema, and *Sue* (Finland), which discussed sub-cultural music, especially indie, hip-hop, punk, rock and metal.

The following example illustrates the content of the fanzine *Carpe Diem*. According to the fanzine's writers, graffiti is not only a kind of art but also a social-political movement. The fanzine mentioned that graffiti writers were anti-government, and against zero tolerance, which prohibited graffiti in the underground. Moreover, the graffiti writers were interested in the main principles related to relationships between people, such as friendship, unity and respect. It can be said that graffiti writers' values resembled the same values that were in fashion in the radical years of the 60s.

Besides these, there were also fanzines that introduced alternative activities such as sub-cultural (mainly local) music events or film festivals, for example the German fanzines *Groove* and *030,* and the Finnish fanzine *Voima*. These fanzines were usually available free and could be found in coffee shops, clubs, bars, and stores. Among the French sample (*Klub, Hyzberg, Link xtra, IB news, Je magazine)*, there were fanzines relating to gay and lesbian groups, techno culture, fashionable clubs, sexual issues, and clubbers networks.

In general, fanzines appeared to be more realistic than mainstream magazines, by highlighting the life of ordinary individuals rather than celebrities or idols. Furthermore, these alternative fanzines transmitted the message of individualisation to their readers instead of being part of the masses.

Flyers

Three countries (Austria, Finland, and Netherlands) provided flyers as research material. Flyers are small sub-cultural advertisements that are distributed locally and advertise events such as raves and festivals, or specific clubs. They are often handed out in the streets or distributed in bars and discos. Most of the flyers in this research

were related to clubbing, but some were also promoting other types of entertainment such as restaurants, cinemas and cultural events. In general, the flyers were targeted at young adults participating in nightlife.

Flyers are therefore a type of media that has closely adapted to youth culture. They enable the rapid dissemination of information and are used mostly for publicity, employing a style that appeals to young people. However, while flyers are generally seen as commercial products that promote events to young people, they could also be seen as cultural products.

2. BROADCAST MEDIA

TV and radio

Six countries provided material relating to TV programmes and radio stations. According to the preliminary reports, the most popular TV programmes seemed to be international programme formats, including drama programmes (e.g. *Good Times, Bad Times*, *Secret Lives),* game shows (e.g. *Greed*) and reality shows (e.g. *Big Brother, The Osbournes*). Most of these were formats made by Fremantle Media, which is the largest television production company in Europe, producing more than 260 programmes in over 39 countries and territories a year (Fremantle Media 2004).

There were differences in the way TV and radio were analysed by the different countries in the preliminary reports. For instance, some countries analysed individual TV and radio programmes, whist others analysed TV and radio stations as a whole. This is because some TV and radio stations (e.g. European Music Television, *MTV*) provide ongoing entertainment rather than separate programmes.

The most popular radio programmes were those that were light-hearted and that included chart music, discussion and gossip about famous people, and discussion about current TV programmes. Many radio stations were dedicated to a specific sort of music style, and on some occasions, the name of the station clearly identified this specialisation (e.g. *Planète Rap, Hip Hop* in France).

THE TREATMENT OF RECREATIONAL LIFE AND ENTERTAINMENT IN YOUTH MEDIA PRODUCTS

Our first aim was to determine how recreational life and entertainment were treated in youth media products. This was approached from two levels. Firstly we studied how recreational life was portrayed through the different themes presented in youth media products, and secondly we analysed how these topics were introduced more practically in our research material. In other words, we analysed the kinds of models of recreational life and entertainment that were explicitly given in the youth media products. Our assumption was that youth media creates or reflects the idea of recreation as a specific lifestyle. In this vision, what we do in our leisure time and recreational life is an expression of who we are. Youth media presents recreational life as a global party, which both celebrities and young people are free to enjoy.

In general, the forms of recreational life presented by magazines included music (concerts, festivals, tours, clubbing, and parties), movies, holidays, games, sport and TV programmes. Social issues tended to be ignored. A few products dealt with issues relating to education and professional life, but there were no examples of stories relating to issues such as unemployment.

Nightlife

In our sample of youth magazines, the subject of "going out and having fun" was not often directly dealt with. Most magazines did not promote pubs or bars, and there were few in-depth articles relating to nightlife. However, going out at night was promoted indirectly in youth magazines targeting young female adolescents. These magazines contained advice on make up and fashion, articles on how to flirt with boys in nightlife settings, and advice on how to behave in recreational settings. In the other words, most youth magazines dealt with nightlife, but *not very explicitly*.

Nightlife was illustrated in the flyers more clearly than in youth magazines, with most of the flyers in this study relating to clubbing. For adolescents, the flyers were invitations to attend an event. The pictures and texts used in the flyers largely included alcohol, the dance scene and DJ's, and all flyers illustrated the elements of a recreational lifestyle: youth, fun and freedom.

Fame

Becoming famous and well liked seemed to be a leading theme of the popular television programmes. For instance, the TV programme *Idols*, which has been broadcast successfully in many European countries, follows the progress of members of the public as they audition for the chance of getting a record deal and becoming a pop star. Furthermore, the lives of celebrities seemed to be the best selling type of material in youth magazines and radio stations. Pop idols Jennifer Lopez, Britney Spears, Christina Aguilera, and Madonna were frequently held up as role models to young girls in youth magazines, while the most frequently seen male celebrities were football star David Beckham, pop-idols Eminem, Marilyn Manson, and Ricky Martin, and movie stars like Leonardo di Caprio.

Consumerism and identity

In youth media, consumerism was viewed as an essential part of constructing one's identity. Youth magazines offered their young readers pictures of the latest fashion, make up and accessories; products the young could use (or should be using) to develop their personality and identity. These products were often seen as status symbols; what a young person wears signifies who they are and where they come from.

Many youth magazines offered their readers indirect ways of constructing their identity by publishing quizzes and tests relating to love, sex, and other personal characteristics. In this way, developing an identity was not portrayed as a process, but as something achieved by filling in a short questionnaire.

Sexuality

Sexual behaviour was one of the most widely addressed areas in our sample of youth magazines, and was also apparent in the presented pictures. The message for young females was clear: women of today are sexually active. The following examples illustrate sexuality in youth magazines:

Get open minded in relation to other people, individuality and sexual behaviour (*Yam*, Germany).

The promiscuous sexual life (*Nitro*, Greece).

The young women of today have to be provocative and attractive to men at all times, take the initiative in the sexual field and ensure that sexual relations are frequent, fun and original (*Nuevo Vale,* Spain).

These magazines seemed to place a great deal of pressure on their young readers to be sexually active. However, an alternative view of sexuality was also observed in some magazines. The theme "Romantic love is preferable to sex", was presented in the Austrian magazine *Mädchen* (2003:16), in which girls were told to act more traditionally and wait for true love instead of having many sexual relationships at a young age. A more informative approach to sexuality was also offered in youth magazines, mainly through columns where the reader could ask questions and receive answers from a professional.

Sexuality seen in youth magazines has become very liberal in recent years. Homoerotic posing is now popular; for example in the Spanish magazine *Rolling Stone* the young female singers of the Russian duo T.A.T.U. are portrayed as lesbians (*Rolling Stone* 2003:43). In addition, some of the magazines in our sample contained photographs of naked bodies (e.g. German magazine *Bravo* and the Finnish magazine *Slammer*).

Sex was also a theme in the slogans and pictures of the flyers in our sample. For example, one of the Austrian flyers invited young adults to attend a club with the slogan "dirty beats and sexy bodies". A half- or totally-naked female body seemed to be a relatively typical illustration in flyers, although it is important to note that a proportion of these were targeted particularly at women, seeing them not as objects, but as active subjects who were able to enjoy themselves as much as males. The slogans and pictures used in the flyers illustrated a recreational culture in which beat, music, sex and relaxation were important values.

The emergence of sex in youth magazines may be seen as part of the competition involved in recreational culture. The 'everything goes' or 'nothing matters' attitudes seen in youth media push young people to do whatever they must to become "street-smart" or "cool". These concepts are usually defined by mainstream culture, although some styles are developed first within youth sub cultural groups. For example the foundations of the hip-hop and gangsta styles lie in the subcultures of African Americans, which have subsequently been commercialised as youth cultural products.

Our second aim was to determine how alcohol, tobacco, and illegal drugs were treated and discussed in youth media. Our analyses concentrated on articles in youth magazines, and on pictures and logos in other kinds of media texts. We paid particular attention to advertisements of bars, restaurants, alcohol and tobacco in youth magazines.

All media collected for this study handled the subject of intoxicants in one way or another, either through advertisements, articles, interviews or columns. In general, references to alcohol were mostly found in advertisements, cigarettes in non-smoking campaigns, and illegal drugs in articles discussing celebrities and their past behaviour.

Alcohol

In many European countries, law regulates the sale and advertisement of alcohol, and in some countries alcohol advertising is totally forbidden by law. In 2001, the European member countries of WHO approved the second European Alcohol Programme and the Declaration of Valencia, in which global alcohol advertising that promoted alcohol consumption to young people was defined as a real problem. Nevertheless, restrictions on advertising have not been enforced to the same degree across the different European countries. Some countries have partial restrictions that apply only to spirits or to certain hours of the day. In other countries the industry is self-regulating, but this appears to be largely ineffective, and avoids introducing legal regulations that could have more of an effect. The effects of national legislation on alcohol advertising or education programmes have not been particularly successful (Kokko 2002). However, even though evaluations have not been able to demonstrate a major reduction in drinking and drinking related harm in the short term, countries that have greater restrictions on advertising also have lower alcohol consumption levels and fewer alcohol related problems (Babor et al, 2003).

The liberating image given to alcohol in youth media products has helped alcohol consumption to become a natural part of a young person's identity. In youth magazines for instance alcohol is associated with liberal lifestyles, recreation, and leisure time. In some of the youth magazines sampled, positive impressions of alcohol were presented through alcohol advertisements. An example of this was a beer advertisement in the Austrian magazine *Rennbahn express* (2003:6-7). This particular advertisement featured concert-goers with beer glasses in their hands, accompanied by the slogan "Get your bright joy." Other examples were found in the Greek magazine *Freeze*, which advertised a DJ competition sponsored by Heineken, and the Italian magazine *Trend* (2003:7), which contained four Carlsberg advertisements. The text and photographs in all of these advertisements showed young people drinking and emphasised a connection between beer and stylish people. Moreover, the advertisements were related to an atmosphere of relaxation, which it suggested could only be achieved by consuming a certain brand of alcoholic drink.

In addition to advertisements, the issue of alcohol was frequently tackled in magazines via problem pages. An example of this was found in the Finnish magazine

Suosikki (2003:5), in which the problem page gave advice to readers on levels of alcohol consumption and fears about becoming an alcoholic.

Other magazines tackled alcohol use indirectly; whilst they did not contain alcohol advertisements or advice, they did include articles that suggested drinking alcohol would guarantee enjoyment. A good example of this was found in the German magazine *Bravo* (2003:30). The magazine contained an article about having fun in the summer time, which included a picture of a girl and three boys in a swimming pool with cocktails in their hands.

References to alcohol were also observed in flyers. However, most of the flyers provided information about venues and events rather than specific alcoholic drinks. "Happy hours" (hours of the day that bars and clubs offered low-price alcoholic beverages) were frequently mentioned in these flyers along with pictures of the cocktails and bottles of beer on offer to customers at these times.

Tobacco

In 1988, the European Union banned tobacco advertising on television and since then a specific directive or united legislation has been under construction. According to this directive, it is proposed that all types of tobacco advertising in the printed media, and on the radio, television, and Internet should be made illegal (Tobacco network 2004). This is partly because tobacco advertising has begun targeting women and adolescents, encouraging them to take up and continue smoking. However, the tobacco industry has strongly denied these accusations (Hakkarainen 2000, 34).

Due to national legislation we could not find many tobacco related issues in our sample of youth magazines. None of the articles contained discussions about smoking, and tobacco advertising was rare. In fact, only Spanish magazines contained cigarette brand advertising, for example *Rolling Stone* (2003:3). This magazine contained an advertisement from a certain cigarette brand, which related smoking to sports, masculinity and a sense of freedom.

It was obvious that some of the magazines supported tobacco prevention as a number of them contained anti-smoking campaigns. For example the Austrian girl magazine *Mädchen* (2003:16) showed a picture of a male teenager smoking cigarettes with the slogan "Smoking makes you strong – it is true: strongly addicted – like heroin." This advertisement pointed out the dangers and the possible consequences of cigarette smoking. Similarly, the Finnish girl magazine *Demi* (2003:6) contained a picture of a young, smiling, non-smoking male, and the slogan "Who wants to be a loser? Feel free to say no." In this campaign, information on cigarettes was also provided. Both campaigns expressed the freedom of non-smokers.

Illegal drugs

As mentioned previously, the most popular TV programmes seemed to be internationally broadcast dramas and entertainment shows. The national versions of these TV-drama formats occasionally dealt with drug and alcohol problems.

For instance, in the Finnish version of *Secret Lives* the majority of characters have experienced some form of problem with their identities, relationships, sexuality etc. and sometimes with intoxicants, which could be seen as a form of drug education.

In youth magazines, illegal drug issues, like alcohol, were frequently dealt with in forums in which readers could ask questions or describe problems. Along with this kind of discussion, the subject of illegal drugs came up in celebrity interviews, with celebrities describing their personal experiences of drug use. For instance, the Dutch magazine *Fancy* (2003:15) contained an interview with the popular American hip-hop artist 50 Cent in which he described his drug dealing past.

Some magazines portrayed positive attitudes towards the use of illegal drugs. A couple of magazines contained articles providing information on places where people could take drugs legally. For instance in the British magazine *Mixmag* there was an article entitled "Pills! Pools! Parties!", which gave information on international clubbing locations. In the Finnish fanzine *Flashback* (2002:29) there was a similar story in which the best parts of Amsterdam were introduced. The article included coffee shops, in which young people could smoke cannabis legally, as one of the major attractions of the city. In addition to these "travel guides", there were also other kinds of articles relating to drug use. For example in the British *Mixmag* magazine there was an article providing information on drug-related films.

There were also magazines that openly supported the normalisation of drug use. The following example from Greece represents this position:

> "Moreover, the solution to the problem is recommended to be the following: normalization of drug use, safe use of drugs by controlling their quality (e.g., special "coffee shops") and categorisation of drugs between "soft" and "hard" drugs" (*Freeze,* Greece).

The article suggests that drug use will always exist among young people, and the decision on whether or not to use them should lie with the individual. From this point of view it is believed to be more important to make drug use safe and controlled than spend resources on total prohibition.

Marihuana was the only illegal drug seen in advertisements. However, this was mainly achieved indirectly. For example, the Finnish fanzine *Flashback* contained an advertisement for clothing made with hemp. However, the slogan "Hemp feels good!" could have been related more to marihuana smoking than having, for example, a skirt made of hemp fibre. In the Greek *Rock & Roll* magazine there was an advertisement for cannabis shops that could be seen as giving an indirect message to readers regarding the use of cannabis. In particular, cannabis was shown as being a healthy product, which could have led the reader to presume that its use was not dangerous. Some of the slogans used in the flyers were also implicitly supporting drug use. In the Dutch flyers, slogans such as "Free your mind on Friday night" and "So whatcha sayin'…" were illustrating liberal attitudes towards intoxicants.

Some magazines adopted a preventive approach to illegal drug use. For example the Spanish *Loka* Magazine (2003:2) provided information on where to obtain advice about drug issues, including telephone numbers, addresses and websites. These links were mostly institutional in nature.

Case Study: Drug references in youth magazines in the UK

In addition to the examples of drug references in youth media provided for this analysis, a more detailed analysis of drug references in two UK youth magazines was undertaken (Hughes and Bellis, 2003) to explore the extent and nature of drug references. The first magazine (referred to here as the men's magazine) is one of the most popular men's magazines in the UK with readership lying mainly in the 18-34 year age group. Its content includes cover girls, celebrities, films, music, technology and sport. The second magazine (referred to as the dance magazine) is targeted specifically at clubbing and dance music enthusiasts, covering music and nightlife related issues such as DJs, bands, club listings, dance tourism and club culture. Both magazines are published on a monthly basis.

Six issues of each magazine were analysed covering the April to September 2003 period. All magazines were read and articles containing drug references were entered into a dedicated database, identifying article type and length, types of drugs referred to and whether the article presented a positive, negative and/or neutral message regarding the use of drugs.

Over the six month period, the dance magazine published 84 articles containing drug references and the men's magazine published 18 articles. 'General' articles (in which drugs were mentioned but were not the main topic) accounted for the majority of articles identified in both magazines (83.3%). Examples of such articles included interviews with celebrities, music and film reviews and factual reports. Drug specific articles accounted for just over 10% of those in both magazines, whilst the remainder of articles with drug references were news items.

Of articles that referred to drugs, 44.4% of those in the men's magazine and 35.7% in the dance magazine were not limited to specific drug types but rather referred to drugs in general (as a group). Of those articles that referred to specific types of drugs, cannabis was the drug most frequently referred to in both publications (Table i). However, whilst references to ecstasy were made in over a third (n=26) of articles with specific drug references in the dance magazine, ecstasy was only mentioned in one article in the men's magazine. Articles with drug references in the dance magazine referred to a greater range of drugs during the six month period than those in the men's magazine. Similarly, a greater percentage of articles with drug references in the dance magazine made reference to more than one type of drug than those in the men's magazine (25.4% c.v. 9.1%).

In order to ascertain messages passed to readers, drug references were assessed to identify whether they offered a positive (pro-drug), negative (anti-drug) or neutral

	Cannabis	Ecstasy	Amphetamine	Cocaine	Ketamine	GHB	LSD	Crack	Heroin	Meth-amphetamine	Other	Total no. of articles

Table 5.2: Percentage (number) of articles with specific drug references that refer to different types of drugs, by publication

	Cannabis	Ecstasy	Amphetamine	Cocaine	Ketamine	GHB	LSD	Crack	Heroin	Meth-amphetamine	Other	Total no. of articles
General Population Magazine	36.4 (4)	9.1 (1)	0	27.3 (3)	9.1 (1)	0	0	18.2 (2)	9.1 (1)	0	0	(11)
Dance Music Magazine	47.9 (34)	36.6 (26)	9.9 (7)	22.5 (16)	12.7 (9)	7.0 (5)	2.8 (2)	7.0 (5)	4.2 (3)	4.2 (3)	2.8 (2)	(71)

NB: Articles may refer to more than one type of drug

view of drugs. Negative references are those that present the view that drug use is dangerous and/or not acceptable; neutral references provide factual information without suggesting an opinion; positive references present the view that drug use is fun, popular and/or normal. Several articles contained more than one view of drugs. For example, factual articles may have provided neutral information about drugs whilst also including positive and/or negative quotes from interviewees. Articles were coded into five categories, as given in Table 2. The majority of articles in both magazines provided either a neutral or both a positive and negative view of drugs (70.6% men's magazine; 50.6% dance magazine). However, almost half (44.5%, n=36) of articles in the dance magazine provided a positive-only or positive/neutral view of drugs compared to 17.7% (n=3) of those in the men's magazine. Just 11.8% of men's articles and 5% dance articles provided negative or negative/neutral views of drugs.

Table ii presents drug messages offered by articles referring to specific drug types (in both magazines). Almost two thirds (63.9%) of articles that referred to cannabis gave positive or positive/neutral messages about drugs as did 40.0% of those that referred to ecstasy and 38.9% of those that referred to cocaine. No articles referring to these drugs provided negative or negative/neutral messages on drugs. The only drugs for which negative or negative/neutral messages were provided were ketamine, crack cocaine, GHB and methamphetamine.

A greater proportion of drug-specific articles (of which drugs were the main focus of the article) provided a positive or positive/neutral view of drugs (45.3%) than general articles that made reference to drugs but had a different issue as their main subject (28.9%). A greater proportion of shorter articles (less than one page) gave a negative

Table 5.3: Percentage of articles that offer negative, neutral and positive references to drugs.

	Negative reference only	Negative and neutral reference	Neutral only or both positive and negative	Positive and neutral reference	Positive reference only	Total no. of articles
Cannabis	0	0	36.1%	11.1%	52.8%	36
Ecstasy	0	0	60%	12%	28%	25
Amphetamine	0	0	85.7%	14.3%	0	7
Heroin	0	0	100%	0	0	3
Cocaine	0	0	61.1%	11.1%	27.8%	18
Ketamine	10%	0	60%	0	30%	10
Crack	14.3%	0	85.7%	0	0	7
GHB	0	20%	80%	0	0	5
LSD	0	0	50%	0	50%	2
Meth-amphetamine	0	33.3%	66.7%	0	0	3

Analysis excludes news articles

or negative/neutral view of drugs than of those articles that covered one or more pages (10.9% c.v.1.9%) (an article may only have one reference to drugs despite covering more than one page).

Between 14% and 27% of pages in all issues of the dance magazine contained articles that referred to drugs. Issues in which articles with drug references covered more than 20% of pages were more likely to contain positive drug messages than those with a lower proportion of pages devoted to drug-referring articles.

Examples of positive references to drugs in the dance magazine included:

- A marijuana smoking game to play whilst watching a particular TV show: "stick the vid(eo) on, load your bong and take a hit every time (character) uses his inhaler".

- An article entitled 'Pills! Pools! Parties!' providing information on international clubbing locations which described Portugal as "the perfect place for getting off your conkers - you only have to be 16 to drink, and most drugs were decriminalised two years ago".

- An article providing information on drug-related films that informs the reader that "Some films have loads of drugs in. Others are good to watch while you're out of your head".

Positive images of drugs in the men's magazine were more subtle, for example:

- A movie review describing a film as being "best viewed with a jazz cigarette".

Examples of negative drug messages in these publications included:

- A problem page response to a reader who used ketamine in which the ketamine is described as "a dangerous and illegal drug used by clubbers". (men's magazine)

- A music CD described as "crack addled nonsense recorded on the rare occasions when (artist) wasn't selling his clothes for drugs" (men's magazine)

- An article on GHB that reads "GHB is storming clubland, but do you know how addictive it is? (person's name) got hooked on geebee, thought she was a witch and attacked her mouth with pliers" (dance magazine)

Summary, Whilst these two publications target different audiences, most issues in both publications bear some reference to drugs and few of these references provide negative messages of drug use to readers. The dance magazine makes greater reference to drugs and refers to a greater range of drugs than the men's magazine. This reflects the close association between recreational drug use and the dance music scene and the higher levels of drug use amongst people that attend dance clubs (readers of the dance magazine) and the general population (readers of the men's magazine). The frequency of specific drug references and the message given about drug use largely reflect levels of drug use in the UK, with cannabis, the most commonly used illegal drug in the UK, being the drug most frequently included in articles and also the drug with the greatest percentage of positive references. Ecstasy, a drug particularly associated with the dance scene, received frequent positive references in the dance magazine yet did not feature largely in the men's magazine, again reflecting the different readership of the publications. Cocaine was referred to frequently by both magazines in a neutral or positive manner, possibly reflecting the current increasing use of this drug in the general population and its association with both clubbing and 'richer' lifestyles.

CONCLUSIONS

Our assumption was that media *interacts* with the recreational cultures of adolescents. According to our analyses, the most popular youth media products present recreational life through consumerism and its reflections. In other words, this interaction means that the new commercialised trends of recreational life are presented in the youth media once these trends have first been developed within various sub-cultures.

But what kinds of explicit models of recreational life were actually presented in our sample of youth media products? We can summarise that youth media focused mainly on music, celebrities and stars, leisure time, and special events. In the mainstream youth magazines, alcohol consumption was presented as the most liberal way of having fun, whereas in the alternative fanzines use of cannabis was presented. Certain

problems common to adolescents, such as sexual behaviour, family problems, and the construction of identity were addressed in youth media products.

The old slogan "Sex, drugs and rock'n'roll" is still alive in today's recreational cultures. For this reason, we analysed the kinds of implicit values and symbolic messages the most popular youth media products transmit about recreation to adolescents. Freedom, success and fame were seen as important issues, with individuality and artificiality being common values and attitudes. Seeking pleasure was no longer seen as a moral issue, but as a goal that everybody should attain.

Secondly, freedom is presented as more spiritual when combined with substance consumption, which is "normalised" in youth cultural styles and identity construction. This "normalisation" can be seen as a result of an even more liberalised youth culture in the rebellious spirit of the 60s. Finally, it seems that freedom means continuous leisure. In the so-called post-modern societies recreation is no longer seen as an opposite of working life.

Generally, the analyses undertaken in our study show that the global and commercialised youth cultural trends displace local and national ones. The Internet, satellite television channels and cell phones connect people in one world, where national regulations and laws do not matter. In mainstream media, the commercial youth cultural styles or trends are presented in several European countries at the same time. From country to country the same celebrities are presented and discussed in youth magazines and radio programmes, the same programme formats are shown on television, and the same media campaigns are carried out to advertise products.

Media influences the behaviour, consumption and values of adolescents in many ways, presenting explicit models of how to behave and dress, how to gain success and what to eat or drink in order look street-smart. Previous studies have suggested that media can have a harmful influence on children and adolescents, for example by increasing aggressive behaviour, and increasing alcohol, drug, and tobacco consumption (e.g. Villani, 2001), but these influences are not clear. However, what we can assume is that young people receive a good deal of information and examples through the media, which likely reinforce new recreational styles.

Magazines:	Fanzines:
1. *Bravo (Austria)*	1. *Popcorn* (Austria)
2. *Rennbahn Express* (Austria)	2. *Skip* (Austria)
3. *Mädchen* (Austria)	3. *M-Magazine* (Austria)
4. *7 päivää* (Finland)	4. *Dekki* (Finland)
5. *Trendi* (Finland)	5. *Flashback* (Finland)
6. *Cosmopolitan* (Finland)	6. *Sue* (Finland)
7. *Demi* (Finland)	7. *Voima* (Finland)
8. *Suosikki* (Finland)	8. *L'exces* (France)
9. *Night Life (France)*	9. *Soleil Sur Nuit* (France)
10. *Fhm* (France)	10. *Outside* (France)
11. *Entrevue* (France)	11. *Klub* (France)
12. *Newlook* (France)	12. *Hyzberg* (France)
13. *Jeune & Jolie* (France)	13. *Link Xtra* (France)
14. *Phosphore* (France)	14. *Ib News* (France)
15. *Max* (France)	15. *Je Magazine* (France)
16. *20 Ans* (France)	16. *Groove* (Germany)
17. *Casting* (France)	17. *030* (Germany)
18. *Star Club* (France)	18. *Cab Nightlife* (Germany)
19. *Salut* (France)	19. *Carpe Diem* (Greece)
20. *R&B* (France)	20. *Overdub* (Greece)
21. *Biba* (France)	21. *Shock! Aestethics* (Greece)
22. *Sugar – Skateboard Magazine* (France)	
23. *Hip Hop* (France)	
24. *Trax* (France)	
25. *Yam* (Germany)	
26. *Starflash* (Germany)	
27. *Mädchen* (Germany)	
28. *Bravo* (Germany)	
29. *Freeze* (Greece)	
30. *Klik* (Greece)	
31. *Nitro* (Greece)	
32. *Hitmania* (Italy)	
33. *Trend* (Italy)	
34. *Rumore* (Italy)	
35. *Hitkrant* (Netherlands)	
36. *Fancy* (Netherlands)	
37. *Samsonic* (Netherlands)	
38. *Nada* (Portugal)	
39. *Ragazza*(Portugal)	
40. *Bravo* (Portugal)	
41. *Blitz* (Portugal)	
42. *Nuevo Vale* (Spain)	
43. *Ragazza* (Spain)	
44. *Super Pop* (Spain)	
45. *Top Music & Cine* (Spain)	
46. *Loka Magazine* (Spain)	
47. *Rolling Stone* (Spain)	
48. *Mondosonoro* (Spain)	
49. *Muzik* (United Kingdom)	
50. *Mixmag* (United Kingdom)	

6. CONCLUSIONS

Recreational settings are having an growing impact on the socialisation of adolescents and young people, playing an increasing role in the formation of their attitudes and habits around essential health issues (drug use, sexual behaviour, violence, driving, etc.) and the formation of their personalities. For this reason there is an urgent need for integrated prevention measures in recreational settings that are respectful of the needs of young people and of society, and are professional and based on scientific evidence and knowledge. An integrated prevention requires a common strategy based on a consensus between the different sectors involved in the management of recreational life and the alignment of these with the community, rather than each sector pursuing its own interests and transmitting contradictory messages. A professional prevention involves adherence to the ethical objectives and principles of prevention that correspond to each mediator role in recreational life, beyond the influences associated with individual lifestyles, values and preferences. In other words, professionals working in the recreational sphere must be involved in prevention, and priority must be given to directives aimed at public health. A scientifically based prevention requires the accumulated scientific evidence on the efficacy of different preventive strategies to be used as a reference, instead of subjective assessments of the efficacy and scope of these interventions.

The components of the framework used in this study are shown in Figure 6.1. The main objective of the analysis has been to look at a range of those mediators who play a part in creating *recreational lifestyles* and, in particular, those who participate in the hegemonic entertainment model (HRNM) in a European context. We have investigated the role and activities of these mediators in the promotion, dissemination and prevention of recreational drug use. Recreational settings are located within a *community* that establishes its own mechanisms of supervision, self-regulation and control of the various community sectors, and which operates programmes promoting health, education and risk prevention.

In addition to their impact on the community, recreational settings and activities make their principal impact on the *young,* who have special requirements in respect of the development of social capital, the adoption of a healthy lifestyle etc. Therefore, the components of recreational life have been described and studied in this report from the points of view of the different *professional groups* that act as mediators in the construction and management of recreational life within communities. These professional mediator groups present diverse knowledge, competences, interests and

attitudes regarding recreational settings, the benefits and risks these present to health, and the development of the young and the community as a whole. Throughout this study, we have seen the way in which these characteristics are associated with the mediators' training, interests as a group, lifestyle, personal drug use, etc.
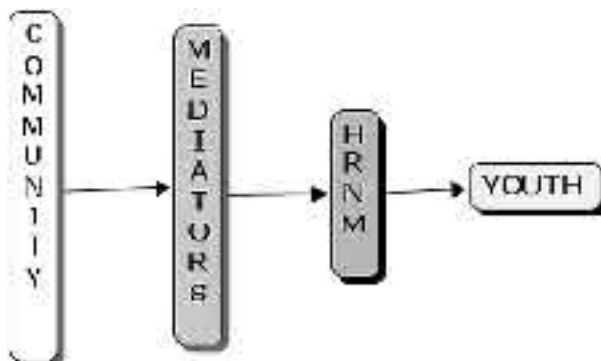
Figure 6.1: Components of recreational nightlife

PROFESSIONALS AS MEDIATORS IN WEEKEND RECREATIONAL CULTURE

One starting premise is that each mediator group has the capacity to utilise its sphere of influence to elaborate and transmit messages, aesthetics, symbols and codes that define how entertainment should be directed, and to create links between entertainment and the identity of the young. In this communication, what the mediators think, believe and do regarding drugs is fundamental.

Given that we must consider the recreational arena as a key socialising space in our culture, then the professional groups involved within the sphere of recreation must be considered as socialisers of the young, as transmitters of knowledge and inducers of lifestyles. Since they occupy such a position of reference for the young, we have endeavoured to ascertain who they are and how they act. But we are also interested in exploring what these mediators think about community action on health matters and drug prevention in general, and that affecting the recreational settings in particular, as well as what they think of the young, their needs, motives and responses to the recreational settings. In addition, we are interested in the mediators' opinions on this hegemonic weekend recreation model and the potential risks that are incorporated into this (such as drug use and other associated health risks) as well as their opinion on the role of the industry that manages and promotes it. Such knowledge could be valid in several ways. Firstly, it can help to ascertain the type of influence these factors are having on young people. Also, it identifies the mediators' attitudes towards collaborating in prevention as well as their training in dealing with the young and ascertains their potential for involvement in preventive action within recreational life. All this could be useful in designing specific training that provides mediators with theoretical and practical

instruments for working with the young. Figure 6.2. shows the characteristics of the mediators described in previous chapters.

The mediators who participated in the study were far from a homogeneous group, even when separated into subgroups. The majority were young professionals, with no family responsibilities, few religious beliefs and with political leanings to the left. Their recreational preferences centred largely around social and group activities: being with friends, playing sport and clubbing. More individual activities were less common, although they also liked those that required further training or involved technology (literature or the Internet).
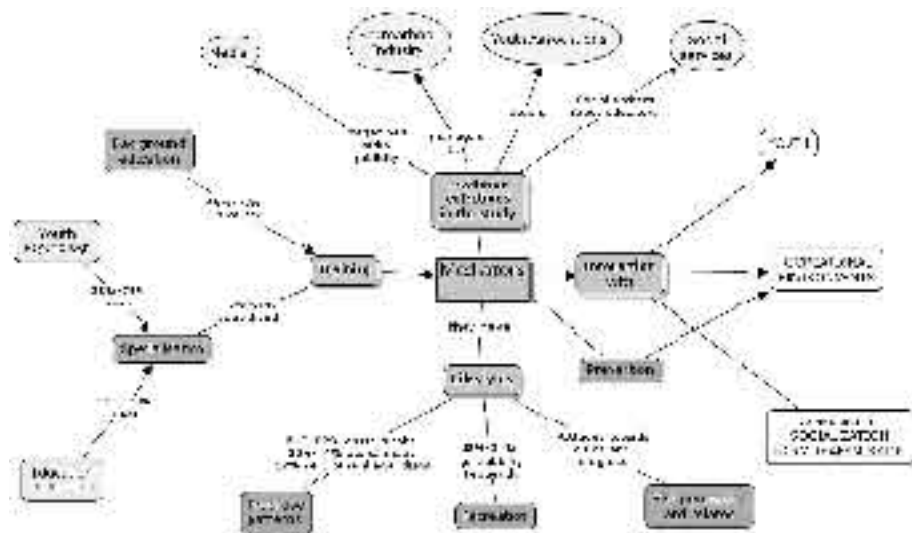
Figure 6.2: Mediators (groups, training, lifestyles and perceptions of the components of recreational nightlife)

Four groups of mediators are represented in this study: a) those who work in the recreation industry, b) those who work in the youth media, c) those who carry out activities relating to prevention and social services with some relation to the recreational arena, and d) those who work in youth associations concerned with leisure activities. As we explained in previous chapters, in addition to playing an active role in the creation and development of recreational cultures and services, the majority of these mediators are also young and they themselves enjoy taking part in nightlife and know these settings and their young users well.

Figure 6.2. presents the mediators' characteristics analysed in this study regarding their view of the different components of night-time recreational life (the young users, the predominant recreational model, the recreation industry, prevention etc.). A principal source of variability in the opinions of this group is the field of work they are involved in: the recreation industry, the media, social services or youth associations.

A second source of variability, and one that is very relevant to their view of recreational life, is their training in working with young people and particularly their attitude to continued training in prevention and youth issues. Around half of these mediators have not completed university studies, have not received any specialised training in working with young people, and have not had any preparation for preventive work nor any training in youth issues. As we have seen in detail in the preceding chapters, the training of mediators on these aspects is associated with a higher predisposition to the promotion of health and safety and drug prevention. A higher level of training and specialisation is associated with a better understanding of the key aspects of the three components of recreational life (1. young people and recreational culture, 2. drugs and health risks and 3. the mediators and community action). This is a circular association: a better understanding of these components also corresponds to a more favourable attitude to continual and specialised training on the promotion of health and prevention in recreational settings.

Another source of variability is the use of drugs by the mediators themselves as well as their opinions and beliefs around drugs and the relationship between drugs and recreation.

The results we found give us a better understanding of the professional mediators on two aspects that are considered keystones in developing the recreational sphere as a healthy setting:

- A considerable percentage of these mediators could be promoters of drug use. Levels of cannabis and other drug use and of inebriation among the mediators are surprisingly high, although the percentages vary quite considerably between one subgroup and another. Such drug use by those who work directly or indirectly in the recreational settings has a notable influence on the view that they have of young people and recreational settings, as well as on their predisposition to wanting to participate in prevention or the promotion of health and safety. In addition, their own use influences their belief on whether drugs form an intrinsic part of entertainment.

- The data confirms the importance of providing training to mediators in recreational life as a strategy towards increasing commitment to prevention and a healthy recreational setting. This training should incorporate up-to-date knowledge on youth issues associated with drugs, the environmental determinants of drug use and their risks (particularly in recreational settings) and the dynamics of community action in these settings (supervision, control and preventive action).

The sources of variability described above have been measured against different aspects of the lifestyles of the mediators themselves, their habits, beliefs and attitudes towards the young, recreational life, their own drug use and prevention. The paragraphs and figures that follow summarise the training needs identified in these three dimensions. They are notably in line with the view that the mediators have of young people and with their own predisposition - or otherwise - for improved training

in promoting the health and development of the young in recreational settings. In addition to an overall and scientifically based investigation, the promotion of health and drug prevention in recreational settings requires a greater professionalisation of the mediators and a greater commitment from them to community objectives around these issues. This professionalism and adherence to community objectives is necessary to reduce and eliminate the biases associated with individual lifestyles and preferences and their influence on mediators' work.

The mediators stereotype young people today as a group that likes to go clubbing. Figure 6.3 shows the attributes of the young users of recreational settings. These young people are seen by the mediators as giving high priority to entertainment and money, and as being highly motivated and influenced by elements such as fashion; elements that have become creators of generational and subcultural identity. Young people are showing solidarity and participation in a very specific way, but this is intermittent and fragmented with no militant compulsion. Although individual interest predominates among the young in many spheres of their social life, this has as its counterpoint a great interest in the group experience in the clubbing sphere.

The mediators display a variety of opinions when viewing aspects relating to young people, associated with each of the characteristics shown in figure 6.2 (the sphere in which they work, their basic and specialised training and their lifestyles and personal drug use). One section of this mediator group does not seem to be particularly interested in the personal and social development of young people, nor in their achievement of a healthy lifestyle. In addition, a large number seem to understand the vulnerability of young people to diverse environmental influences (consumer supply in general and the supply of recreation in particular, group norms, etc.). It is not surprising then to see that the mediators who see things in this way *have a lower predisposition* and interest in the promotion of health and drug prevention. The results of our study suggest that this lack of interest could be improved by providing mediators with training in youth and social psychology. Such training would give them a better understanding of the needs and motivations of young people regarding their own development, and of how their behaviour towards achieving goals is determined by the context in general and by recreation in particular, as well as promote the idea of community goals and public health.

A second key component to be taken into consideration is the view held by the mediators of the motives that lead the young to take part in recreational life, the role that drugs play in these contexts and the impact they believe recreational habits and drug use have on the development of the young and the community. The principal motive they consider young people to have for involvement in weekend recreational life is the change from daily reality revolving around the family, studies or work to another reality centred on partying. This can be understood in the sense that clubbing enables the alteration of certain facets of identity, symbolically and rapidly, and leads into new
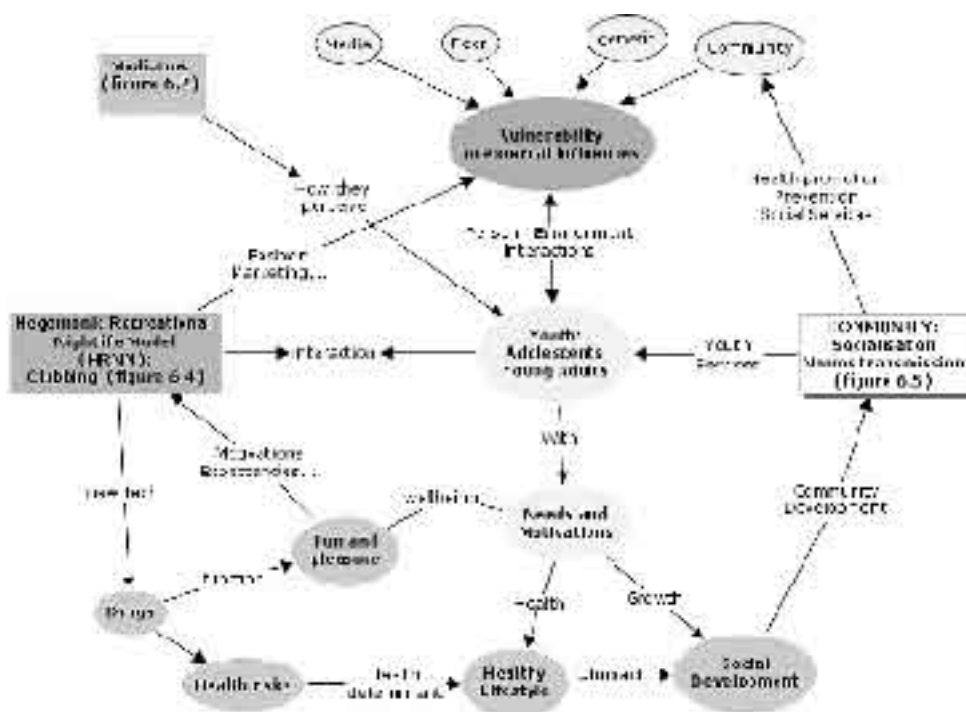
Figure 6.3: interaction of youth needs with recreational nightlife

experiences. Clubbing enables them to be with their friends and other contemporaries in an environment that provokes less inhibited interaction - even permitting a transformation of sexual identity as some authors have found - and a ritualised experience of collective integration aimed at the quest for pleasure. The dance cultures have succeeded in achieving that ecstatic dissolution of the "I" on the dance floor, where the transformation of ordinary physical and verbal codes breeds and nurtures the discovery of new relationships in one's own body and in that of others (Gilbert & Ewan 2003: 203). This process of rupture and of rapidly entering into another reality is also being facilitated by the use of psychoactive substances, which is why almost half of those mediators with more positive opinions of the HRNM consider drug use to be a key reason for young people's participation in clubbing. A key component of mediator training must be aimed at explaining the determinant role of specific recreational contexts as facilitators of drug use and abuse.

The opinions of recreational drug use shown by some of the mediators taking part in this study are ambivalent and contradictory. The mediators know and acknowledge the perverse power of drugs and the problems they generate but, in many cases, their evaluation is a benevolent one, presenting this use as a part of individual freedom and as a structural element in entertainment. The lack of training in drug use and youth psychology makes it difficult for some mediators to evaluate drug use as the result not

only of an individual decision but also of a social construct, with cultural and subjective significances that are being elaborated in determined contexts and which act as specific goals. Some of these mediators convert certain assumptions into dogmas and transmit them in their discourse, lacking the critical ability that would enable them to decipher, analyse and understand its contradictions. The most frequently found erroneous ideas and myths on drugs include such ideas as the low risks of use, an over-evaluation of the capacity of the individual to manage such risks and the need to take drugs in order to have fun. The education and training of these mediators could assist in modifying these cognitive schema that make it difficult for them to participate effectively in prevention.

HEGEMONIC RECREATIONAL NIGHTLIFE MODEL (HRNM)

Figure 6.4 represents the components of the recreational life of young people as seen by the mediators in the recreational context. These components assist us in understanding the Hegemonic Recreational Nightlife Model (HRNM), described here as a recreational model that tends to grow and become an excluder of other forms of enjoyment. An analysis was made of how the mediators view the *essential components* of this HRNM (relevancy, impact and fundamentals/alternatives), the *strategies* that are being used in its development (permissiveness, healthy surroundings, fashion / image and marketing) and possible *improvement measures* to raise the quality and impact of the HRNM (supervision, safety, transport and drugs supervision).

The majority of the mediators have a critical view of the recreation industry in the HRNM, well aware that it operates exclusively for its own benefit, of the control that it exercises over the recreational life of young people and its potential influence on drug use. They note that the recreation industry has the capacity to influence and control certain needs, expectations and behaviours of the young. What the mediators are suggesting is that it is only the objective of operating profitably that prioritises determined attraction-seduction strategies and promotes consumer habits among the young. It is the interests of the industry that guides the development of the recreational arena, to a greater extent than the interests of the community on the healthy development of young people. Permissive attitudes to drug use and the search for sexual contact are part of the current attraction of the HRNM context, in addition to other stimuli created and promoted by marketing strategies. Conversely, the majority of the mediators believe that there is little interest within the industry in the creation of healthy, safe environments that favour socialisation and verbal contact among the young, in parallel to entertainment. Moreover, there is a certain relationship between unhealthy environments (smoke-filled, crowded, dark) and the idea of entertainment - rather like a kind of contra-cultural aesthetic. Knowledge, analysis and review of these strategies and marketing methods and the supply of services by which the industry could protect itself could form part of the training for the mediators with the aim of improvements favouring good health.

A number of measures for the supervision, control and improvement of recreational settings by the community and the recreation industry itself have been identified.
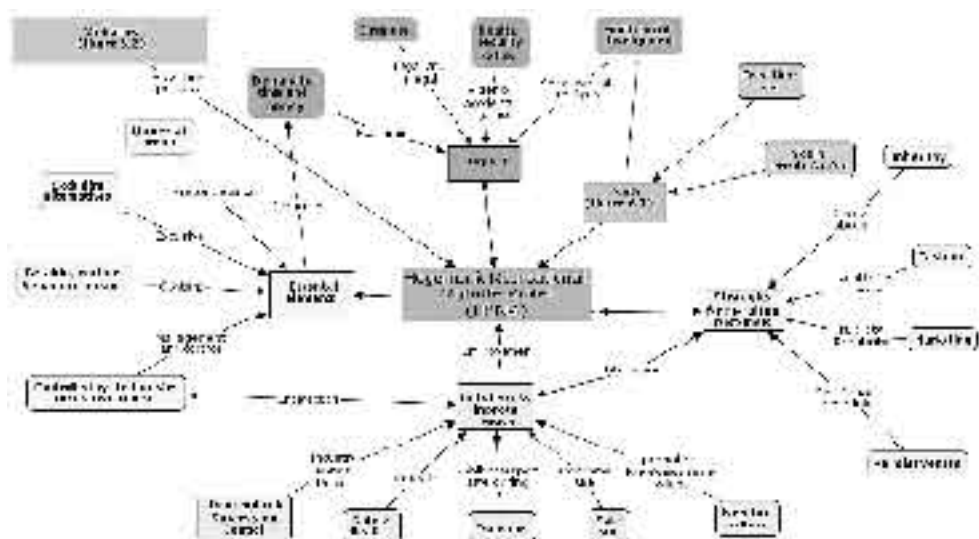
Figure 6.4: Mediators and the HRNM: Essential elements, strategies for recruiting end users and initiatives for improvement

Supervision would have to guarantee that the strategic objectives of the industry are aligned and compatible with those of the community on health, safety and the development of young people. The training of these mediators on health and safety is also essential in order to be able to design contexts where entertainment facilitates a development of the young that takes minimally into account such matters as personal development and health. Included in these matters is ensuring compliance with community regulations in respect of the distribution and use of legal and illegal drugs within its spheres of action. The adoption of urgent measures to prevent accidents and injuries associated with violent or delinquent behaviour or driving vehicles under the influence of alcohol or drugs must be a priority objective.

Once again, we find that opinions on the HRNM and the role of the recreation industry vary considerably according to which mediator group we are examining, their training, lifestyle (including personal use of drugs and alcohol) and attitudes to health promotion and drug prevention. Continual training and supervision of the mediators must develop the knowledge and competences for the design, management and modification of the variables (attitudinally and cognitively) that make it difficult to promote health and prevention in these recreational settings.

Looking at the factorial analysis, the mediators in the social services and youth associations are more aware of the relevance of the HRNM in the recreational life of the young and of the negative impact of the model, and are more critical of its nature and its potential benefits for the young. Mediators working in the media acknowledge somewhat the relevance of the HRNM in the life of the young. Those working in

the recreation industry least accept the relevance of the model, are the furthest from recognising its negative effects and query least its potential utility for the young and its possible alternatives.

The mediators who wish to collaborate on drug prevention are more aware of the negative aspects of the HRNM than those who do not wish to collaborate. Mediators who have *had specific training* in working with young people are somewhat more aware of the relevance of this recreational model and significantly more likely to highlight its negative impact, query its nature, its potential benefits for the young and its alternatives. Mediators who habitually go clubbing are less likely to question the HRNM and significantly less likely to highlight its negative impacts than those who do not habitually go clubbing. Those who drink *alcohol to excess or take some illegal drug* have a different view from those who do not do so on the aspects of relevancy, negative impact and alternatives. These differences are always statistically significant and reflect a greater awareness and more critical focus among the mediators who do not use drugs.

Public health as a community goal

The concepts of control and freedom may be understood as complementary and antagonistic, depending on the evaluation being made of the relationship between an individual and society. The majority of the mediators consider that an adolescent child should be supervised on such aspects as health, academic studies and drug use, whereas only a minority would extend such supervision to physical appearance, friends or sexual promiscuity. In many cases, this indicates a certain contradiction by not establishing a link between these behaviours. In other words, part of this mediator sample disconnects the self-control of health, drug use and academic performance from physical appearance, sexuality and friends. The position of some mediators also indicates that they see the supervision of the behaviour of their adolescent children as being difficult, particularly in respect of sexuality, friends and drugs. In addition, a minority percentage – but a considerable one - believes that they would not be involved in the supervision of their children on these matters. It would seem that some of these mediators evaluate the dynamic of controlling risks as incompatible with the promotion of freedom. In view of this evaluation, it is necessary to ask oneself where the positioning of the supervision of the media, publicity, compliance with regulations on legal and illegal drugs, and the subcultural guidelines that are being transmitted to the young in the weekend night-time recreational settings and activities are.

Figure 6.5 represents the components of supervision, control and action of the community on the promotion of health and prevention and on their application to recreational drug use and the associated risks.

It is essential to make more intensive promotion of prevention directed at a number of interconnecting determinants of the health and the development of the young. Recreational drug prevention includes and integrates a variety of community actions.
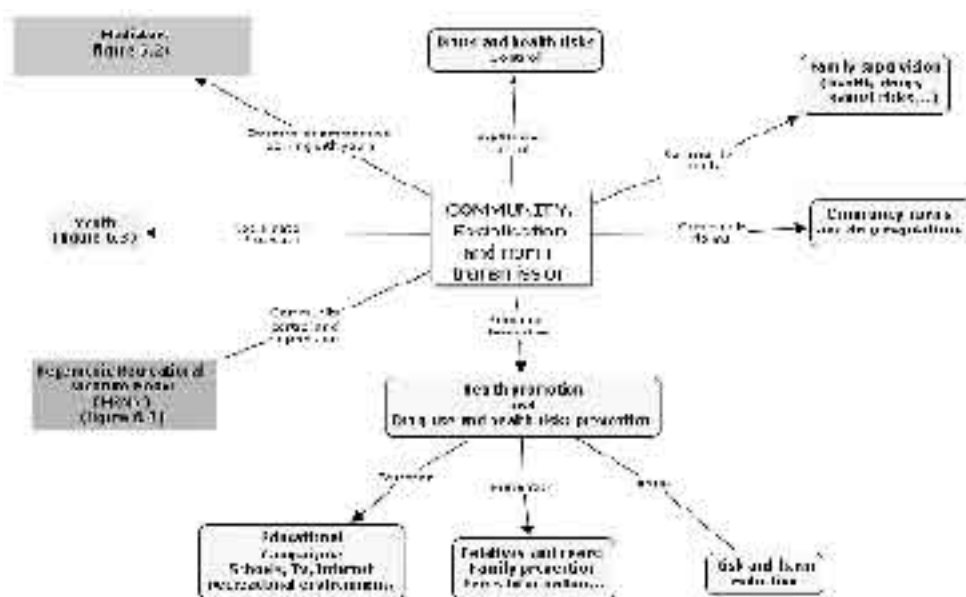
Figure 6.5: Mediators and perceptions of community supervision, control and intervention on recreational drug use and health risks

A large number of the mediators we interviewed do not adequately evaluate the need, utility and efficacy of the various educational and preventive actions, such as information campaigns and risk reduction strategies.

One notable fact of particular relevance pertaining to the mediators working in the social services and youth associations is that some of these favour preventive actions other than those being promoted by professionals. Actions such as prevention among peers or pill testing that have not shown their preventive efficacy should be assessed with a certain caution from the logic of a professionalised prevention. In spite of this, they are among the actions most highly evaluated by mediators in the social services and youth associations. Therefore, one premise is that information on recreational models, responsible criticism, attitudes for its improvement and for promoting health in these settings should be based on the most comprehensive and scientific knowledge possible, setting aside the biases derived from personal preferences on determined recreational habits or substance use.

There is increasingly more scientific evidence establishing an association between young people's management of their night-time recreational life, recreational drug use and risks to health and safety. In parallel, community policies on drug prevention are targeting this in recreational settings. The recreation industry has the opportunity to collaborate with community interests by directing efforts and investment towards making recreational settings healthier. These efforts could concentrate on applying a

policy of growth, development, customer attraction and improvement of the existing supply to make them compatible with community policies on the promotion of health and prevention. In our societies, there is a growing intolerance and a critical dynamic of practices and instruments that attack public health such as catastrophes, accidents, diseases, etc., which indicates the development of a sensitivity that favours individual and group protection. However, at the same time, the current development of recreational settings is promoting spaces with entertainment styles that put the individual - and, more specifically, the young - at risk. To the extent that these practices generate increasingly visible health problems, the industry could find itself affected but equally so by the social advances in matters of entertainment and free time.

The recreation industry and its professionals provide the ideal framework for converting entertainment styles to those that assume an ethic of positive values on questions of health and safety. The ethical questions in companies and businesses are actually a part of commercial marketing. According to Lipovestky, "one may talk of ethical strategy or of marketing values. In business, it is not a disinterested practice but a strategic and communicational investment at the service of the brand image and the growth of a company in the medium or long term" (2003: 71). The eradication of risk is an investment in the future. The "precaution principle" could stop being a redoubt for the defenders of the environment and could be extended to other spheres, particularly that of social and individual health. Modernised European societies, benefiting from considerable technological progress, have developed a notable rejection of fate, and a desire for the control and domination of reality. Through drug use, the young express their social, political and religious potentiality, suggesting that demands are going to increase. The trends occurring over these last few decades have led to the development of a style of entertainment linked to drug use, polluted contexts and risk behaviour, but fashions change, users change and new demands arise. With the collaboration of the existing industry and its experience and knowledge of the young, the conditions for the development of new, healthier entertainment spaces could be created.

The responsibility for developing a recreational context compatible with both the needs of young people and with community health is not only in the hands of community institutions, social services and the recreation industry. Other mediators active in youth and recreational cultures (e.g. the media and youth associations) can promote the development of youth cultures and initiatives that favour an attractive and diversified recreational supply that responds to the needs of young people and that preserves individual and community health and safety. The promotion of the participation of young people is crucial. Our proposals for integrating mediators into preventive action are as follows:

BOX 1
PROPOSAL FOR ACTION BY THE MEDIATORS

1. It is necessary to conduct more in-depth research on the reality of professionals who work in or are connected with the weekend recreational context. These professionals are key players in any policy on prevention, health promotion and safety.

2. The high level of alcohol and drug use among mediators is a cause for concern. This is important not only for what it means in itself but also because it may impact on young people's view of prevention and the dangers associated with drug use. It would, therefore, be interesting to prepare campaigns designed exclusively for this professional sector. These campaigns should also act to make mediators aware of their key role and to promote their collaboration on prevention.

3. We have seen how the mediators' analysis of the recreational situation, the young, the recreation industry and prevention possibilities depend to a large extent on the training they have received and their interest in continuing to receive training. Training the mediators must be considered an absolute priority for their effective collaboration in prevention.

4. Mediator training should pursue such objectives as: developing understanding of the importance of recreational contexts in the development of young people's personality, habits and lifestyles; explaining how the individual characteristics of the young interact, and their needs in respect of development and entertainment; understanding those aspects of recreational contexts that are related to safety and health; and providing a critical and constructive view of the industry to develop understanding of how the industry can and should collaborate in ensuring healthier and safer recreational settings.

5. A model for the development of the young and the promotion of health in recreational settings must be articulated that is: a) an **integrator** of the actions of the different mediators in recreational life; b) **scientifically based** on current knowledge of the individual, interpersonal, cultural and environmental determinants of recreational drug use; c) **professionalised**, in accordance with community objectives on health promotion and moving beyond interests associated with sectoral life styles and interests.

6. Negotiation is required with the recreation industry on a model for the management of recreational spaces in such a way that its development and customer attraction strategies are aligned with community objectives on promoting health through the application of permanent supervision, control and improvement strategies.

7. Participation of the young in the management of the recreational model should be promoted through youth associations headed by well informed and trained professionals, favouring the construction of group norms in favour of healthy recreational lifestyles.

8. These proposals should be elaborated, taking the most up-to-date and effective theories on the creation of youth culture as a basis, and promoting the new proposals through communication channels that are culturally relevant to the recreational life of the young.

ANNEX 1
YOUTH MAGAZINES

Country	Magazine	Target group		Principal subjects						Message	Drugs	Recreational life
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)			
Austria	Bravo	12 - 17	F	x	x	x	x	x	x	Good looking girls have fun. Trendy products are status symbols.	Indirectly shown in a picture in an article.	Holiday trips, parties and events, music, games.
	Rennbahn Express	teens	M, F	x	x	x	x	x	x	Superficiality is requested. The youth should stick with the norms and laws of the community.	Anti-smoking campaign. Beer ad; people who drink beer have more fun.	Festivals, gigs, sport, movies and TV.
	Mädchen	13 - 20	F	x	x	x		x	x	Girls look beautiful and sexy. Romantic love is preferred to sex. Critical reports about social issues.	Anti-smoking campaign.	Holiday trips, styling and fashion.

Country	Magazine	Target group		Principal subjects						Message	Drugs	Recreational life
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)			
	Night Life	Young clubbers	F, M		x		x			Night magazine for clubbers	Personal histories on alcohol and drugs. Alcohol publicity	Star nightlife culture
	Fhm	Young	F, M	x	x	x	x	x		Hedonism, having fun, going out,…	Very normalised approach	
	Entrevue	Young	F, M	x	x	x	x	x		idem	idem	
	Newlook	20	F							Experience seeking		Risk sports, adventure, violence, challenges
	Jeune & Jolie	15-20	F	x	x		x			Mainstream fashion	No reference	Mainstream clubbing
	Phosphore	15-25	F, M	x				x		Mainstream conservative	Prevention approach	Culture, cinema, spare time
	Max	Young	M			x	x	x		Very liberal approach on sex, drugs,…	Surveys, articles, etc	Clubbing, etc
France	20 Ans	20	F	x		x	x	x		idem	idem	idem
	Casting	Young	F	x	x		x	x				
	Star Club	14-18	F, M		x		x		x	Mainstream star system	tobacco prevention	
	Salut	14-18	F, M					x		Health		
	R&B	Young Black People	F, M	x	x	x			x	Music, fashion, black stars		
	Biba	Young	F	x	x	x				Social and cultural interest		
	Sugar- Skateboard Magazine	14-18	M				x	x		Skateboarding as lifestyle	People having problems with drugs	Skateboarding events are introduced.
	Hip Hop	More than 20	M				x	x		Rap culture	Drugs are not a central issue	Music and rap culture
	Trax	More than 20	F, M		x		x	x		New musical trends and urban cultures	Drugs are a complement of techno music. Pro normalisation	Nightclubbing

Country	Magazine	Target group		Principal subjects						Message	Drugs	Recreational life
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)			
Finland	7 päivää	20 - 44	F, M		x	x			x	Mainstream gossips.	Some reports about people who take drugs.	Movies and TV.
	Trendi	young	F	x	x	x		x		"Modern, urban woman gets everything she needs from Trendi."	Some recepies of coctails. Issue also handled in problem pages.	Movies.
	Cosmpolitan	young	F	x	x	x		x	x	"Covers relationships and sex, careers and personal growth." Focusing on getting the most out of life.	Issue handled in problem pages.	Introduces some special events.
	Demi	12-19	F	x	x	x	x	x	x	Demi offers the most to young finnish female. The articles mirror everyday lives of the readers.	Anti-smoking campaign.	Introduces some special events.
	Suosikki	12-19	F	x	x	x	x	x		Maistream music magazine	Issue handled in problem pages.	Calender where special events are introduced.
Germany	Yam	12 - 18	F, M	x	x	x	x	x	x	Men are cool, women are "girly"	No drug related ad's	
										Get open minded in relation to other people, individuality and sexual behaviour	Drugs and alcohol are bad habits	TV shows, national events and concerts are introduced.
	Starflash	12 - 16	F, M	x	x	x	x	x		Everybody can be a star.	The stars transmit ethical rules like messages against drug consumption	

Country	Magazine	Target group		Principal subjects						Message	Drugs	Recreational life
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)			
Greece	Mädchen	11 - 17	F	x		x		x		Develop undependent self esteem. Be like you are. Be a charming trendy girl.	Critical status to drugs, alcohol and tobacco, documented by reports of experienced same aged girls.	
	Bravo	11-17	F, M		x	x	x	x		Focused on chart music and pop with national and international origin	Drugs and alcohol are handled in realistic experienced reports of other youngsters or stars which tell their experience in more or less to serve deterrence.	
	Freeze	15-28	F, M	x	x		x	x		Focused on dance scene. Music enhances the ability of enjoyment and contributes to the communications among people.	Drug use can enhance the ability of having a good time. The main idea is that young have to abstain from drug use. Normalisation of drug use is however recommended.	Danse lessons, clubbing parties and cds.
	Klik	young	F, M	x	x		x	x		Mainstream lifestyle magazine. Politics. The philosphy of the magazine is individualistic.	Number of advertisements of alcohol and several references to drugs. The main idea is that drug use is not a problem.	Fully presentation of nightlife in Athens.
Italy	Nitro	young	F,M	x		x		x		Emphasis of the promiscuous sexual life.	Some references to alcohol. Drugs are mentioned in one article.	Proposals regarding mainstream nightlife and summer holidays.
	Hitmania	young	F, M	x	x	x	x	x		Body and own image. Search of strong feelings. Pressure towards consumerism. Artifical world.	Indirectly in advertisement.	Clubs are introduced. Movies are introduced.
	Trend	young	F, M	x			x	x		Tendencies in lifestyle ande design. Consumerism.	Advertisement of alcoholic beverages.	Fashion clubs are introduced.
	Rumore	young	F, M				x	x		Music oriented magazine. Various styles; pop, rock, hardcore, metal Pop, hip hop	Critical attitude towards abuse of stimulating substances. Positive attitude to the drugs, which widens the conscience.	Introduces music events, festivals etc.

| Country | Magazine | Target group | | Principal subjects | | | | | | | Message | Drugs | Recreational life |
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)				
10	Hitkrant	12 - 16	F, M		x	x	x			Profiling on stars; glamorous and hedonistic lifestyles,with an emphasis on beauty and looks.	Drugs are observed in some ads. Also an article whit headline "Sex, & drugs, & rock'n roll?	Movies are introduced
	Fancy	teenage	F	x	x			x		Also some serious articles about life.	Drugs and alcohol are discussed in the forum where readers can ask questions.Theme is also handled in the interviews.	Different leisure time activities are suggested in the magazine.
	Samsonic	18 - 30	F, M				x	x		Information about life pop music, especially festivals	Ads referring to alcohol and tobacco. Drugs are discussed in different inteviews. General acceptance of drug use at festivals as something that is part of the festival scene.	Information about music festivals.
Spain	Nuevo Vale	18-25	F	x	x	x	x	x		The young women of today has to be provocative and attractive to men at all the times, take the initiative in the sexual field and ensure that sexual relations are frequent, fun and original.	Preventive attitude.	Concerts, festivals, tours and cinemas are introduced.
	Ragazza	15-25	F	x	x	x				"Young girls of today must be pretty in order to triumph in every field."	Drugs are not mentioned.	Concerts, festivals, tours and cinemas are introduced.
	Super Pop	13-25	F	x	x	x	x			Romantic, innocent approach towards the meaning of adolecence. Girls must be pretty to please boys.	Drugs are not mentioned.	Concerts, festivals, tours and cinemas are introduced.

| Country | Magazine | Target group | | Principal subjects | | | | | | Message | Drugs | Recreational life |
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)			
	Top-Music & Cine	16-24	F,M		x		x	x		"The most up-to-date magazine on what's in on the music scene and in the cinema."	Drugs are not mentioned.	Concerts, festivals, tours and cinemas are introduced.
	Loka Magazine	13-20	F	x	x	x	x			Reflects the supposed interests and hobbies of adolescent.	Preventive and harm reduction approach.	Concerts, festivals, tours and cinemas are introduced.
	Rolling Stone	18 - 35	F,M		x		x	x		Magazine on rock and life.	Deals with drugs directly. Promote alcohol and tobacco. Assumes that drugs coexist with the young, that some use drugs and that the decision on whether or not to take them lies with the individual concerned.	Concerts, festivals, tours and cinemas are introduced.
	Mondosonoro	20-30	F,M		x		x			Introduces the very latest music.	Deals with drugs directly. Promote alcohol and tobacco. Assumes that drugs coexist with the young, that some use drugs and that the decision on whether or not to take them lies with the individual concerned.	Concerts, festivals, tours and cinemas are introduced.
	Muzik (men)	18-34	M		x		x	x		Cover girls, celebrities, films, music, technology, sports.	Over the six month period 18 articles referred to drugs.	Films and music are introduced.
United Kingdom	Mixmag (dance)	Clubbing and dance music entusiasts	F, M				x	x		Covers music and nightlife issues such as DI's, bands, club listings, dance tourism and club culture.	Over the six month period 84 articles referred to drugs.	Club listings and dance tourism are introduced.

Country	Magazine	Target group		Principal subjects							Message	Drugs	Recreational life
		Age	Gender	Fashion and beauty	Stars and scene	Love, sex and psycho	Music	Lifestyle	Basic (TV etc.)				
Portugal	Nada												
	Ragazza												
	Bravo												
	Blitz												

ANNEX 2
FANZINES

Country	Fanzine	Target group		Principal subjects				Message	Drugs	Recreational life
		Age	Gender	Fashion, beauty, stars...	Love, sex and psycho	Music	Lifestyle			
Austria	Popcorn	13-20	F,M	x	x	x		Success and romantic love are important values.	Anti-smoking campaign. Drugs are handled in an article in a way that today's idols are cleaner than their parents.	Music, tv, cinema, music events are introduced.
	Skip	Cinema freaks	F, M	x				Be cool, have fun in your life and consume.	Tobacco, alcohol or drugs are not mentioned.	Cinema
	M-Magazine	Youth	Cinema freaks	x		x	x	Films, music, lifestyle and different events are introduced.	Anti-smoking campaign. Also some advertisement related to alcohol. Report of alcoholic summer drinks. Report of beer, which suits you best.	Cinema, festivals, party events, sports, holiday trips, summer camps.
	Dekki	People interested in skateboarding	F,M				x	Skateboarding as lifestyle	Drugs or alcohol are not mentioned.	Skateboarding events are introduced.
	Flashback	Young	F, M			x	x	Alternative lifestyle. Skateboarding, snowboarding etc.	Amsterdam coffeeshops are introduced. Reports about drugs every now and then. Attitude towards cannabis positive. Attitude towards other drugs negative.	Different events are introduced in reports.
Finland	Sue	Young	F,M			x		Alternative music magazine.	Nothing about drugs or alcohol.	Festivals and music events are introduced.
	Voima	Young	F,M				x	Alternative lifestyles. Red-green politics.		
	Groove	16-25	F, M				x	Music between people and fashion. The DJ's are symgols for lifestyle and modern habits.	DJ' promote no drugs or alcohol. They stand for an undependent and healthy wa of life. Only exception is alcohol.	

Country	Fanzine	Target group		Principal subjects				Message	Drugs	Recreational life
		Age	Gender	Fashion, beauty, stars,…	Love, sex and psycho	Music	Lifestyle			
Germany	030	18-40	F, M	x		x		Individualism. Jumping from one scene to another.	Tobacco ads. No promotion against drugs and alcohol.	Points out places for parties, comedy shows and other nightlife activities.
	Cab Nightlife	16-25	F, M			x		Focused on nightlife. Philosophy and affinities of metal music.	Advertises beer. Open drug consumption is not appriciated.	Nightlife happenings are introduced by areas.
	Carpe Diem	Adolecent and young people.	F, M				x	Related to the graffith culture. Break-dance, juggling, bmx, skateboarding. Graffiti is global language. Sociopolitical movement. Friendship, unity, respect	In an article there is a short phrase relate to cannabis use as a common pattern of use among young people.	No reference.
Greece	Overdub	Young	F,M			x		Focusing on psychedelic rock music. Freedom, sensitivity of social problems, self-activity	Editors do not critisize drugs. "I am wondering how much LSD Aspera used before they closed the door…"	No referende to nightclubs wiht the excepition of a satirical article against this way of having fun.
	Shock! Aesthetics	Young	F,M					Cult asian movies. Violence and sex.	No reference	Movies are introduced.
	Outside	Young	F,M			x	x	Promotes a certain "style of life" in a French part of the Riviera	No reference	Music, cinema, games, web, sports and health are introduced
France	Klub	Young	Gays and lesbians			x		Promotes hedonist style, gay clubbing culture and techno music	No reference	Electronic & techno music, music events and night life for lesbian and gays are introduced.
	Hyzberg	Young	Gays and lesbians			x		idem	No reference	Electronic & techno music, music events and night life for lesbian and gays are introduced.
	Link Xtra		Gays	x	x		x	idem	No reference	idem
	Ib News		Gays	x	x		x	idem	No reference	idem
	Je Magazine		Gays	x	x		x	idem	No reference	idem

ANNEX 3
QUESTIONNAIRE

Mediators Survey
Professional data

1. To what professional group do you belong?

Social worker/educator .... ▶   0
Harm reduction/prevention worker.......................... ▶   0
Representative of youth association .... ▶   0
Professional from the recreational industry.............. ▶   0
Professional from the media .... ▶   0

2. What is your role in recreational life?

Street educator/outreach .... ▶   0
Social worker .... ▶   0
Leader of youth association .... ▶   0
DJ .... ▶   0
Venue owner/manager.. ▶   0
Public relations .... ▶   0
Door supervisor .... ▶   0
Magazine journalist .... ▶   0
Fanzine journalist.. ▶   0
Radio .... ▶   0
Publicist.. ▶   0
Other _____

3. Studies you have finished or that you are studying right now.

Compulsory education .... ▶   0
Secondary education.. ▶   0
University/higher education.................................... ▶   0

Specific studies or activities _related to your profession_ to keep you up to date

		Yes	No
4. I learn from practical experience (self taught)	▶	0	0
5. I do not think that any special training is needed to do what I do	▶	0	0
6. I have taken courses...	▶	0	0
7. I have learned from other professionals with whom I have worked/am working.........................	▶	0	0
8. I would like to be better trained and prepared......................................	▶	0	0

9. Have you received any specific training to work with young people?... ▶   yes 0   no 0

10. Would you like to receive more training? .... ▶   yes 0   no 0

If yes, in which of this issues would you like to be trained?

First aid .... ▸   0   0

Musical culture .... ▸   0   0

the problems of youth an prevention .... ▸   0   0

Youth psychology .... ▸   0   0

15. Other (which? ....)

16. Is this activity with young people your principal job or complementary to it?

Yes, this is my principal paid activity .... ▸   0

I earn my living in another way and this is complementary paid work .... ▸   0

I earn my living in another way and this is unpaid work .... ▸   0

Evaluate the following aspects of your job/activities, what do they mean in your life?

I do it because	Very important	Somewhat	Little	Not at all
17. I enjoy it .... ▸	0	0	0	0
18. It keeps me in touch with young people.. ▸	0	0	0	0
19. I am paid to do it .... ▸	0	0	0	0
20. It helps to improve my career .... ▸	0	0	0	0

Evaluation of young people
When answering these questions please think
about the young people that _you work with_

Evaluate how much you believe young people _are working towards_ these objectives

	very much	somewhat	little	Not at all
21. Finding work .... ▸	0	0	0	0
22. Training for a career .... ▸	0	0	0	0
23. Acting against drug use .... ▸	0	0	0	0
24. Saving money to buy a house .... ▸	0	0	0	0
25. Having money .... ▸	0	0	0	0
26. Mutual understanding with adults .... ▸	0	0	0	0
27. Acting against AIDS .... ▸	0	0	0	0
28. Becoming independent of their family .. ▸	0	0	0	0
29. Having a steady partner .... ▸	0	0	0	0
30. Leading a healthy life style................... ▸	0	0	0	0

What do you think about young people who go clubbing?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
31. These young people only think about enjoying themselves............................... ▸	0	0	0	0
32. They are self-centred .... ▸	0	0	0	0
33. They show solidarity .... ▸	0	0	0	0
34. They let themselves be swayed by fashions .... ▸	0	0	0	0
35. They are not making an effort to build their future .... ▸	0	0	0	0
36. They are idealists and are acting for a better society .... ▸	0	0	0	0

Why do you think so many young people go clubbing?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
37. They do not know any other way of enjoying themselves.................................... ▸	0	0	0	0
38. To escape their daily routine....................... ▸	0	0	0	0
39. Because everybody does it .... ▸	0	0	0	0
40. It is the best place to find a sexual partner ▸	0	0	0	0
41. Because it is a good place to take drugs .... ▸	0	0	0	0
42. It is the most enjoyable thing they can do.. ▸	0	0	0	0
43. to lose their inhibitions .... ▸	0	0	0	0

If you have or were to have responsibility for an adolescent child, please tell us if you would exercise control over the following issues
(choose one of these three options)

	I would exercise control	I would want to exercise control but don't think I could	I wouldn't want to exercise control
44. Getting good results at school/college ... ▶	0	0	0
45. Sexual promiscuity .... ▶	0	0	0
46. Physical aspect (clothes, piercing) .... ▶	0	0	0
47. Their friends .... ▶	0	0	0
48. Drug use .... ▶	0	0	0
49. Care for their health .... ▶	0	0	0

How much do you agree with the following statements on young people and recreation?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
50. Young people of today are lucky because they have so much free time .... ▶	0	0	0	0
51. Young people devote too much of their time to night life .... ▶	0	0	0	0
52. Young people know how to enjoy themselves .... ▶	0	0	0	0
53. Young people spend all their money on night life .... ▶	0	0	0	0
54. A large number of night time venues are not very healthy (smoke, noise, drugs, violence) .... ▶	0	0	0	0
55. There is a powerful recreational industry that completely controls the way young people enjoy themselves .... ▶	0	0	0	0
56. Going out at night is very good because young people should enjoy themselves as much as possible .... ▶	0	0	0	0

57-58. which of the following do you think have the most influence on young people's behaviour? Please circle (1) for the most influential and (2) for the second most influential.
(Choose the two most influential)

Actors/actresses .... ▶ 1   2
DJs .... ▶ 1   2
Internet .... ▶ 1   2

Youth organisations.................. ▶ 1 2
Literature................................ ▶ 1 2
Models.................................... ▶ 1 2
musicians................................ ▶ 1 2
Parents................................... ▶ 1 2
Politicians............................... ▶ 1 2
School teachers .... ▶ 1 2
Scientists .... ▶ 1 2
Sportsmen/women.................... ▶ 1 2
Television advertising .... ▶ 1 2
Their friends............................ ▶ 1 2

Questions on current youth culture, in your opinion *(open question):*

What is the most popular magazine among the young?......... ▶ _____

Which TV programme is most popular among the young ..... ▶ _____

Which radio station is most popular among the young.......... ▶ _____

Which web-site is the most popular among the young?......... ▶ _____

Which advert or publicity targeting young people
do you think has most impact .... ▶ _____

145

Data on your recreational life

**59-60. Which are these activities do you do most in your free time? Please circle (1)
for the most frequent activity and (2) for the second most frequent activity**

Go to/ practice/see   (Choose two)

Actors/actresses......................... ▶   1   2
Cinema .... ▶   1   2
Concerts .... ▶   1   2
Clubbing................................... ▶   1   2
Travel .... ▶   1   2
Sports .... ▶   1   2
Nature...................................... ▶   1   2
Literature................................. ▶   1   2
Friends..................................... ▶   1   2
Internet .... ▶   1   2
TV ……………..…................. ▶   1   2
Others ▶ (which? …………………)

61. How often do you go out clubbing at weekends?
(not including work time spent in clubs)

Less than one weekend per month............................ ▶   0
From 1 to 2 weekends per month .... ▶   0
From 3 to 4 weekends per month .... ▶   0

62. Which sort of music do you prefer?

Dance.. ▶   [1]
Rock.. ▶   [2]
Mainstream / chart / pop.. ▶   [3]
Local (folk)... ▶   [4]
Other .... ▶   [5]

Your opinion about the recreational industry and the media

Which of the following do you think the night club industry uses to attract customers?

	very much	some what	little	Not at all
63. Publicity or advertising.................. ▶	0	0	0	0
64. Making the venue very popular..... ▶	0	0	0	0
65. Making places healthy and safe places (little smoke, little noise, cleanliness) .... ▶	0	0	0	0
66. Making it cheaper .... ▶	0	0	0	0
67. The fame of the disk jockey .... ▶	0	0	0	0
68. Creating a very fashionable atmosphere..................................... ▶	0	0	0	0
69. Making sure people can talk and be relaxed...................................... ▶	0	0	0	0
70. Not opening the venue until very late .... ▶	0	0	0	0
71. Creating a permissive atmosphere that facilitates people to find sexual partners .... ▶	0	0	0	0
72. Creating a permissive atmosphere where using drugs is not a problem ▶	0	0	0	0
73. others .... ▶ (Which? ....)				

What is your opinion of the night life industry?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
74. It's a business like any other.......... ▶	0	0	0	0
75. They just think about manipulating young people's needs in order to make a profit................................. ▶	0	0	0	0
76. I think the night life industry mus be controlled .... ▶	0	0	0	0

How could the safety of clubs be improved?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
77. Controlling admission (number of people) .... ▶	0	0	0	0
78. Controlling admission (stopping people entering the club with weapons or when acting aggressively) .... ▶	0	0	0	0
79. Nightlife personnel should have specific training in first aid .... ▶	0	0	0	0
80. Club closing times should be more strict .... ▶	0	0	0	0
81. There should be free night time transport................................. ▶	0	0	0	0
82. Prices of non-alcoholic drinks should be lower.............................. ▶	0	0	0	0
83. Club owners should do more to control safety (broken glasses, emergency exits, etc) .... ▶	0	0	0	0
84. A police presence makes the nightlife safer................................. ▶	0	0	0	0
85. A police presence stop young people having fun .... ▶	0	0	0	0
86. Controlling drug use in the premises will improve the safety of venues.. ▶	0	0	0	0
87. Club owners are worried about drug use but do not know how to stop it ▶	0	0	0	0

In relation to your use and your opinion of drugs

	Yes	No
88. do you get drunk from time to time .... ▸	0	0
89. do you use cannabis from time to time .... ▸	0	0
90. do you use other illegal drugs from time to time..... ▸	0	0

91. Which of the following substances do you consider the most dangerous?

Alcohol	Cannabis	Tobacco
0	0	0

Some people who use drugs recreationally develop problems with drugs. What do you think are the main reasons for this problematic drug use?

	Completely agree	Agree somewhat	Disagree somewhat	Disagree completely
92. Because they can't enjoy themselves without drugs .... ▸	0	0	0	0
93. Because they have a lack of will .... ▸	0	0	0	0
94. Because they like the effects of drugs so much.................................... ▸	0	0	0	0
95. Because they have personal problems ▸	0	0	0	0
96. Because of a lack of information ...... ▸	0	0	0	0

It would be useful for us to know how much you agree or disagree with the following statements on drug use:

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
97. The negative effects of drugs can be compensated by a proper diet and exercise .... ▸	0	0	0	0
98. Life without risks is not worthwhile. Drugs are but one more risk.............. ▸	0	0	0	0
99. Problems associated with use of drugs are exaggerated by some people........ ▸	0	0	0	0
100. Taking drugs is a form of rebellion... ▸	0	0	0	0
101. The danger is not in the drugs but in their adulteration................................ ▸	0	0	0	0
102. Cannabis is not a harmful substance . ▸	0	0	0	0
103. Only heroin is really addictive........... ▸	0	0	0	0
104. Increasingly more and more people in recreational night life are having drug problems .... ▸	0	0	0	0
105. recreational life without drugs is not fun... ▸	0	0	0	0

Prevention

As you very well know, drug use is regulated by law. In relation to this, we should like to know if you agree or disagree with the following statements:

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
106. I know and am well informed on the law on drugs and alcohol................. ▶	0	0	0	0
107. Drug use must be regulated............ ▶	0	0	0	0
108. Driving under the influence of alcohol should be penalised more ... ▶	0	0	0	0
109. The sale of alcohol to under 18s should be harshly penalised............. ▶	0	0	0	0
110. The legislation on drugs in general should be less strict.......................... ▶	0	0	0	0

In your opinion, how dangerous are the following behaviours?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
111. Smoking a packet of cigarettes a day.. ▶	0	0	0	0
110. Smoking cannabis regularly .... ▶	0	0	0	0
110. Taking ecstasy every weekend......... ▶	0	0	0	0
110. Taking cocaine every weekend........ ▶	0	0	0	0
110. Getting drunk every weekend.......... ▶	0	0	0	0

Why do you think drugs are so popular?

	Completely agree	Agree somewhat	Disagree somewhat	Completely disagree
116. They are good substances that do not require promotion .... ▶	0	0	0	0
117. Drug use is promoted by the mass media (movies, TV, songs, publicity) ▶	0	0	0	0
118. They are widely available .... ▶	0	0	0	0
119. Without drugs there would be no point in clubbing.............................. ▶	0	0	0	0
120. The connection between those who use the same substances is a very nice feeling .... ▶	0	0	0	0
121. Because people are not aware of the problems related to their use...... ▶	0	0	0	0
122. Because there is a lack of information about their problematical effects ..... ▶	0	0	0	0

Which of the following actions do you think would be effective to prevent the use of drugs among clubbers?

	Very effective	Somewhat effective	Not very effective	Not effective
123. Prevention at school .... ▶	0	0	0	0
124. Telephone help lines .... ▶	0	0	0	0
125. Giving them information leaflets in clubs and bars .... ▶	0	0	0	0
126. Websites of officials institutions ...... ▶	0	0	0	0
127. Informal websites .... ▶	0	0	0	0
128. TV campaigns.................................... ▶	0	0	0	0
129. More family control........................... ▶	0	0	0	0
130. That the more informed or conscious young people pass on information to others .... ▶	0	0	0	0
131. Having more alcohol level tests on drivers .... ▶	0	0	0	0
132. More family supporting in growing up .... ▶	0	0	0	0
133. Checking the quality of drugs in the clubs where young people go .... ▶	0	0	0	0
134. Legalising drugs .... ▶	0	0	0	0
135. Closing down clubs where drugs are used .... ▶	0	0	0	0

ONLY If you are working in preventive programmes ……

136. How effective do you think drug prevention in night life settings is?
Very.................................... 0
Just in some cases.............. 0
Not very effective 0

137. Which are the main preventive goals you have with the young clubbers you are working with? ▶ ....

138. Do you think your prevention job is really effective?   Yes   0
No   0

139. How do you know if your work is effective? ▶ ....
(open question)

140. Could you give the name of the prevention programme you work for ▶ ....

151

ONLY If you are working in recreational environment, media or young associations…

141. Have you heard of any drug prevention campaign or programs?
    No   0
    Yes   0

142. Which?
    ....

143. What do you think of it/them? (open question) ▸ ....

144. Would you, yourself, like to form part of the actions supporting prevention
    No   0
    Yes   0

145. Do you think you could do some action preventing drugs in your profession
    No   0
    Yes   0

146. what? (open question) ▸ ....

Sociodemographic data

147. Age group you belong
< 18 years old .... ▶ 0
19-25 years old .... ▶ 0
26-30 years old .... ▶ 0
31-40 years old .... ▶ 0
> 40 years old .... ▶ 0

148. Sex .... ▶ Male   0
                         Female 0

149. Marital status   Yes   No
Married or living with partner .. ▶   0   0

150. Do you have children or adolescents depending on you?   Yes   No
                                                              0   0

151. Indicate the social class to which you think you belong:
High .... ▶   0
Middle-high .... ▶   0
Middle-lower ...... ▶   0
Lower .... ▶   0
DA/NA .... ▶   0

152. How important is the religion for you?
Very important 1. 2. 3. 4. 5 not important

153. If it's important, what is your religion? ▶ ....

154. Where would you place yourself on political issues?
Extreme left 1. 2. 3. 4. 5 extreme right

Interview data (must to be answer by pollster)	
Place of interview (city, country) ...... ▶	
Month .... ▶	
Time spent .... ▶	

REFERENCES

Augé M (1996). *Los no lugares. Espacios del anonimato*. Barcelona, Gedisa.

Babor TE, Caetano R, Casswell S, Edwards G, Giesbrecht N, Graham K et al. (2003). Alcohol, no ordinary commodity. Research and public policy. Oxford, Oxford University Press.

Bauman, Z (1994). *Postmodern Ethics*. Blackwell Publishers, Oxford.

Becoña E (2002). *Bases científicas de la prevención de las drogodependencias* Plan Nacional sobre Drogas, Madrid.

Becoña E (1999). *Bases teóricas que sustentan los programas de prevención de drogas*. Madrid, Plan Nacional sobre Drogas.

Bellis MA, Hughes K (2003) Global Nightlife, recreational drug use and harm rminimisation. *Adicciones,* 15 (supl 2), 289-306.

Bergua A (2003). Ser y parecer. Órdenes simbólicas y transgresiones imaginarias en los usos del vestuario. En *Política y sociedad*, 40 (1), 185-206.

Brukner P (2002). *La euforia Perpetua. Sobre el deber de ser feliz.* Barcelona, Tuskets.

Calafat A, Stocco P, Mendes F, Simon J, Van de Vijngaart G, Sureda P, Palmer A, Maalsté N, y Zavatti P (1998). *Characteristics and social representation of ecstasy in Europe.* Palma de Mallorca, IREFREA.

Calafat A, Bohrn K, Juan M, Kokkevi A, Maalsté N, Mendes F, et al (1999). *Night life in Europe and re creative drug use. SONAR 98.* Palma de Mallorca, Irefrea.

Calafat A, Juan M, Becoña E, Fernández C, Gil E, Palmer A, Sureda P y Torres MA (2000). *Salir de marcha y consumo de drogas***.** Madrid, Plan Nacional sobre Drogas.

Calafat A, Juan M, Becoña E, Fernandez C, Gil E and Llopis JJ (2001). La vida social de la cocaína. *Adicciones*, 13 (supl. 2), 61-104.

Calafat A, Fernández C, Juan M, Bellis MA, & et al (2001). *Risk and control in the recreational drug cultura.* Palma de Mallorca, IREFREA.

Calafat A, Fernandez C, Juan M, Anttila A, Arias A, Bellis M, et al.(2003). *Enjoing the nightlife. European Perspective and The role of moderation*. Palma de Mallorca, IREFREA.

Calafat A y Juan M (2003). De la etiología a la prevención del uso y abuso de drogas recreativas. *Adicciones* , 15 (supl 2) 261-287.

Calafat A y Juan M (2004). Health and safety problems in recreational nightlife in the Island of Mallorca Internacional. *Journal of drug Policy* , 15, 157-162.

Castells M (2000). *La era de la información*, vol I, la sociedad red. Madrid, Alianza.

Collin M (1998). *Altered State. The history of Ecstasy Cultura and Acid House*. London, Serpents Tail.

Cortina A (2002). *Por una ética del consumo*. Madrid, Taurus.

Crano WD & Burgoon M (eds.) (2002). *Mass media and drug prevention. Classic and contemporary theories and research*. Claremont Symposium on Applied Social Psychology. L. Erlbaum, Mahwah N. J.

Csikszentmihalyi M (2001). Ocio y Creatividad en el desarrollo humano. In: Csikszentmihalyi M, Cuenca M, Buarque C, et al, *Ocio y Desarrollo. Potencialidades del ocio para el desarrollo humano (17-32)*. Documentos de Estudios de Ocio 18. Bilbao, Universidad de Deusto.

Debord G (1999). *Comentarios sobre la sociedad del espectáculo*. Barcelona, Anagrama.

Elzo J, (director) (2000). *Las culturas de las drogas en los jóvenes. Ritos y fiestas*. Gobierno Vasco, Dep. de justicia, Trabajo y Seguridad Social.

EORG (European Opinion Research Group) (2002). *Eurobarometer 57.2, Special Eurobarometer 172*.

Featherstone M (1991). *Consume cultura & Posmodernism*. London, Sage publications.

Fernandez C (2003). Características de los consumidores de drogas recreativas en España y otros países europeos. *Adicciones* , 15 (supl. 2), 233-260.

Gifford and Hine (1991). Substance misuse and the physical environment: the early action on a newly completed field. *International Journal of Addictions* 25 (7A-8A):827-53.

Gil Calvo E (2001). Juegos de espejo. En: Csikszentmihalyi M, Cuenca M, Buarque C et al. *Ocio y Desarrollo. Potencialidades del ocio para el desarrollo humano*. Documentos de Estudios de Ocio 18 (105-112). Bilbao, Universidad de Deusto.

Gilbert J and Pearson E (2003). *Cultura y políticas de la música dance. Disco, hip-hop, techno, drum'n bass y garage*. Barcelona, Paidós Comunication.

Gudmudsson G (2000). The required meeting of youth research and alcohol and drug research". *In Nordic Studies on Alcohol and Drugs* (NAT), 17, supl 6-8.

Hakkarainen P (2000). *Tupakka. Nautinnosta ongelmaksi*. Vastapaino, Tampere.

Hawkins JD, Catalano RF, and Millar JY (1992). Risk and Protective Factors for alcohol and other drug problems in adolescence and early adulthood, Implications for substance abuse prevention. *Psychological Bulletin*.

Pitt G, Forrest D, Hughes K and Bellis M (2004) Young People's exposure to alcohol: The role of radio and television. Liverpool, John Moores University.

Kemmesies U (2000). User of illicit drugs in the 'civil' milieu: on the influence of formal and informal social control –preliminary finding of a pilot study-. *Originalbeiten* 46 (2) 101-110.

Kokko L (2002). Yhteistä alkoholipolitiikkaa etsimässä. Euroopan alkoholipoliittiset asiakirjat yksissä kansissa. *Promo,* 25 (5). Terveyden edistämisen keskus.

Kuusi H (2004). *Viinistä vapautta.* Helsinki, SKS.

Lalander P (1998). *Anden i flaskan. Alkoholens betydelser I olika ungdomsgrupper*. Stockholm, Brutus Östlings bokförlag Symposion.

Lipovetsky G (2003). *Metamorfosis de la cultura liberal. Etica, medios de comunicación, empresa*. Barcelona, Anagrama.

Lynch R (2001). Ocio comercial y consumista. En: Csikszentmihalyi M, Cuenca M, Buarque C et al. *Ocio y Desarrollo. Potencialidades del ocio para el desarrollo humano.* Documentos de Estudios de Ocio 18 (167-204) Bilbao, Universidad de Deusto.

Maffesoli M (1996). *Time of the tribes. The decline of individualism in mass society*. Sage, London.

Marina JA (2000). *Crónicas de la ultramodernidad*. Barcelona, Anagrama.

Megías I y Rodríguez E (2001). *La identidad juvenil desde las afirmaciones musicales*. Madrid, Injuve, Ministerio de Trabajo y Asuntos Sociales.

Mustonen A (1997). *Media violence and its audience*. University of Jyväskylä, Jyväskylä.

Oleaque JM (2004). *En Èxtasi. Drogues, música màkina i ball, Viatge a les entranyes de 'la festa'*. Barcelona, Arallibres.

Petterson P L, Hawkins, J. D., & Catalano R F (1992). Evaluating comprensive community drug risk reduction interventions. Design challenges and recommendations, *Evaluation review*, 16, 579-602.

Pitt G, Forrest D, Hughes K, Bellis M (2004). *Young people's exposure to alcohol, the rol of radio and television*. Liverpoool, John Moores University.

Pollay R (1997). Hacks, flacks, and counter-attacks, Cigarette advertising, sponsored research, and controversies. In *Journal of Social Issues* 53.

Rifkin J (2000). *The age of access*. New York Tarcher/Putnam.

Ritzer G (2000). *The McDonaldization of Society*. New century ed. Pine Forge Press, Thousand Oaks.

Sanchez R (2002). Publicidad de bebidas alcohólicas. Algunas razones para establecer unos límites. *Adicciones,* 14 (supl 1), 133-140.

Schlosser E (2002). *Fast Food. El lado oscuro de la comida rápida*. Barcelona, Grijalbo.

Shiner M & Newburn T (1999). Taking tea with Noel, the place and meaning of drug use in everyday life. In: Nigel S (ed.), *Drugs. Cultures, Controls & Everyday life*. Sage Publication, Gateshead.

Sissa G (2000) E*l placer y el mal*. Peninsula.

Thornton S (1995). Club Cultures, Music, media and subcultural capital. Cambridge, Polito Press.

Verdú V (2003). *El estilo del mundo. La vida en el capitalismo de ficción*. Barcelona, Anagrama.

Villani S (2001). Impact of media on children and adolescents, A 10-year review of the research. *Journal of the American Academy of Child and Adolescent Psychiatry,* 40.

INTERNET-PAGES

Fremantle Media. [quoted the reference 10.2.2004] In the Net pages of Fremantle Media , <http,//www.fremantlemedia.com/page.asp?partid=7>.

Demi (2004). [quoted the reference 10.2.2004]. In the Net pages of Demi magazine, <www.demi.fi>.

Ragazza (2004). [quoted the reference 10.2.2004] In the Net pages of Ragazza magazine, <www.ragazza.es>.

Tobacco network (2004). [quoted the reference 1.3.2004] "Mainontarajoituksia kierretään". In the Net pages of Tobacco network, <http,//www.tupakka.org/asp2/default2.asp?pgc=568&agc=580>.

This book and other IREFREA books can be downloaded in

www.irefrea.org