ISRCTN95515814 https://doi.org/10.1186/ISRCTN95515814

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

Submission date
26/05/2020

Recruitment status
No longer recruiting

Registration date
31/05/2020

Overall study status
Completed

Last Edited
28/05/2020

Condition category
Other

[ ] Prospectively registered
[ ] Protocol
[ ] Statistical analysis plan
[ ] Results
[ ] Individual participant data
[ ] Record updated in last year

Plain English summary of protocol

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

Who can participate?
Guests at a large student dormitory bar in Copenhagen, Denmark

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

What are the possible benefits and risks of participating?
The possible benefits and risks are that participants might get tipsy.

Where is the study run from?
Roskilde University (Denmark)

When is the study starting and how long is it expected to run for?
The study took place in April 2017

Who is funding the study?
Investigator initiated and funded

Who is the main contact?
Pelle Guldborg Hansen
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Contact information

Type(s)
Scientific

Contact name
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Additional identifiers

Protocol serial number
BEER1

Study information

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

Acronym
BEER

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

Ethics approval required
Old ethics approval format

Ethics approval(s)

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

Primary study design
Interventional

Study design
Randomised controlled field experiment

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Excessive alcohol consumption

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

Intervention Type
Behavioural

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

Key secondary outcome(s)
There are no secondary outcome measures

Completion date
20/04/2017

Eligibility

Key inclusion criteria
Guests at a dormitory bar

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Adult

Sex
All

Total final enrolment
103

Key exclusion criteria
Does not meet inclusion criteria

Date of first enrolment
20/04/2017

Date of final enrolment
20/04/2017

Locations

Countries of recruitment
Denmark

Study participating centre
Roskilde University
Universitetsvej 1
Roskilde
Denmark
4000

Sponsor information

Organisation
Roskilde University

ROR
https://ror.org/014axpa37

Funder(s)

Funder type
Other

Funder Name
Investigator initiated and funded

Results and Publications

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

IPD sharing plan summary
Available on request