Thank you for the opportunity to review this important paper.

Overall, I found it well written and an interesting study. However, I found myself wondering why many variables were missing, which the research team has certainly collected in the past.

For example, Why didn't the team record BAC levels, given their previous work in that space? What about the link to pre-drinking.

What about harms? Was higher perceived drunkenness associated with experience of harm?

"Almost half of participants were expecting to drink beyond their ideal level of happy drunkenness on the night of survey and this increased to four fifths of those who intended to reach the highest levels of intoxication (i.e. ratings of 8 and above; Figure 2)."

- I don't suppose you asked why? Was it a special event? Did you ask why they were out?

"Young drinkers often assess their level of drunkenness based on bodily signs of intoxication" - Any chance you asked or assessed how many signs of intox they showed? I think it would be fascinating to compare their internal signs to the external signs.

The only issue I have with the paper comes in the discussion and recommendation of running a social norms campaign via social media. I feel that if you are going to recommend a strategy, you should more comprehensively review if it has been successful, and with which sub-group. Without having delved into the literature for a few years, my conclusion was that it didn't seem terribly effective in senior school students (who are only a year or two away from the group you speak to. Indeed, the Cochrane review in the space suggests "The results of this review indicate that no substantive meaningful benefits are associated with social norms interventions for prevention of alcohol misuse among college/university students.")., but then, maybe it's tailored for the population or the night-time environment.

The article you quote (Previte J, Russell-Bennett R, Parkinson J. Shaping safe drinking cultures: evoking positive emotion to promote moderate-drinking behaviour. International Journal of Consumer Studies. 2014;39:12-24.) does not fill me with confidence. The authors seem to cherry pick results, and bury the real findings that "On a cautionary note, however, the overall score for intentions to drink moderately in this study was in the medium range, which may not be high enough to lead to actual moderate drinking behaviour given the social and cultural pressures to consume."

Some of these authors also then went on to work for the Australian alcohol industry front body: Drinkwise, which might be of interest to the authors of the current paper. I’d encourage much, much more caution in regards to the recommendations in that space, and focus much more on the findings and the implications they have, than theorizing in a space beyond the findings.

**Are the methods appropriate and well described?**
If not, please specify what is required in your comments to the authors.

Yes

**Does the work include the necessary controls?**
If not, please specify which controls are required in your comments to the authors.

Yes

**Are the conclusions drawn adequately supported by the data shown?**
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No

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