



Dangerous online trend

By **Ben Chenoweth**

FIRST there was car surfing and then planking.

Now a new craze has emerged on social media that has academics and those involved in local youth organisations concerned.

Neknominating involves a person nominated by another, sculling an alcoholic beverage, posting the video on Facebook, and then challenging someone else to do the same.

Facebook page The Best Neknominate Videos highlights some of the stunts attempted to create a memorable neknomination.

Youth Solutions chief executive Geraldine Dean and University of Western Sydney lecturer Peter Jonason have both warned it wasn't a wise practice.

The *What's the Cost to You* campaign run throughout the holidays by Youth Solutions encouraged young people of Campbelltown to think before they acted.

Mrs Dean said she advised those involved or considering being involved in neknominations to reconsider.

"Young people must understand that the photos and videos you post online stay on the net forever," she said. "This can mean future employees and partners may see them.

"The neknomination trend hasn't only seen young peo-



What's the cost? This man removes the plastic seal on a one-litre bottle of vodka and drinks its entire contents in less than 15 seconds. **Photo: Facebook**

ple drinking large amounts of alcohol.

"Young people are drink driving, taking drugs and posting a video of them doing these things on social media.

"Not only are young people risking their lives, but posting offensive and illegal content can have serious consequences and may

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affect your friendships, relationships and job prospects."

Mr Jonason — who holds a PhD in experimental social psychology — said the whole concept, performed largely by younger men, was spurred on by bravado.

"The internet is a forum for showing off," he said.

"Those nominated feel like they have to conform.

"Young guys don't want to back down from a challenge."

Mr Jonason's advice: "Don't do it. There are better ways to advertise your status and be a man."