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Institiúid Teicneolaíochta
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Project Title: Online alcohol sales - consideration of the impact on minors of the current legal provisions and the public health consequences

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Keywords: Alcohol: Online Sales; Underage Consumption; Harm; The Law.

Project Summary:

The transition towards online shopping has been accelerated by the pandemic and this has included online alcohol sales. The traditional retail platforms are under threat but there are additional risks associated with the online sale of alcohol. Excessive or inappropriate alcohol consumption poses significant negative public health implications and is therefore subject to extensive regulation to minimise the potential harm. The advent of online sales has presented a potential circumvention of these regulations with a consequential risk to public health. Underage drinking is a key concern in Ireland and there is a perception that online sales is exacerbating this issue through weak age verification processes.

This research aims to consider this issue from two perspectives taking a collaborative multidisciplinary approach. Firstly from a social and health perspective, where anecdotally the purchase of alcohol in this way can avoid the regulatory provisions and increase the risk to consumers and the likelihood of harm to underage consumers, and secondly from a regulatory perspective, to ascertain whether this alleged circumvention of the licensing legislation is arising as a result of potential gaps in the legislation or lack of enforcement of the current legislation.

Candidate Qualifications/Requirements:

Minimum requirement for recruitment is a Level 8, Degree in Law, Humanities, Social Science or a combined degree in these areas (minimum 2.1) or equivalent.