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## Peer pressure is the main reason why teenagers try cocaine

■ According to the book written by a UdL lecturer, young people relate drug consumption to leisure contexts

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Strong peer pressure can induce a teenager to try cocaine. For this reason, it is necessary that drug prevention programmes include measures to prevent non-consumers from running the risk of being dragged by drug-consuming youngsters with whom they socialise. These are some of the statements contained in the study *Among Lines: A Teenage Look towards Cocaine*, by UdL lecturer in Anthropology Joan Pallarés and David Martínez Oró, social psychologist at the IGENUS Foundation. The book is based on fieldwork with around 60 youngsters among 15 and 19 years carried out in Lleida, Barcelona, Madrid, Bilbao and Albacete.

The authors' research highlights that teenagers relate cocaine consumption with leisure contexts and always in a group. Therefore, they consider it "normal" on weekend nights, during holidays and in special celebrations. As Pallarés explains,

"teenagers experience leisure behaviour as a ritual of transition into youth. They define their initiation into cocaine consumption as crossing a barrier."

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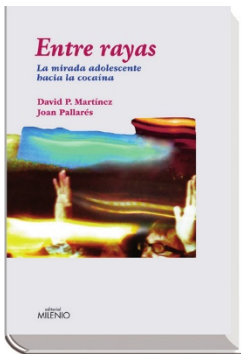
Consumers only reject situations produced outside leisure contexts, especially if these are hidden from the group. Likewise, consumption is rejected when it generates economic problems, when it alters the consumer's conduct or when it creates dependency. In any case, teenagers relate the severe problems resulting from cocaine consumption with a third party, thus projecting these problems outwards.



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David P. Martínez and Joan Pallarés. *Among Lines: A Teenage Look towards Cocaine*. University of Lleida



Among Lines: A Teenage Look towards Cocaine was presented in the Faculty of Educational Sciences (Cappont campus). The authors were accompanied in the event by UdL lecturer Fidel Molina and by the Director of Milenio Publications Lluís Pagès.

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