

Biography
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Britney Jean Spears, was born on December 2, 1981. She started her career as a pop star at the age of 16, when she was cast on the popular show "The Mickey Mouse Club". She was launched into stardom when her first song "Baby One More Time" was released. She is still popular today, appearing on X Factor as a judge and releasing hit songs.



Alcohol and Substance Abuse

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Shaving Her Head



The Britney Spears Universe: Social Media and Viral Marketing at its Best

Thank you for your attention



IF BRITNEY CAN MAKE IT THROUGH 2007
WE CAN MAKE IT THROUGH THIS DAY

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Although, Britney faced many trials especially in the year 2007.
Some of these being:

- Shaving her head.
- Drug and alcohol abuse.
- Attacking her ex-husband Kevin Federline's SUV with an umbrella.
- Stripping her underwear off in the middle of the store.
- Shop lifting.



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Alcohol and Substance Abuse

Psychodynamic

Britney's parents could have been heavy drinkers as she was growing up, as she observed this behavior, she began to think that it was acceptable. This may have led Britney to be more impulsive to the idea of drinking. Also, her unconscious mind could have had a role in this. In Britney's unconscious mind there was a structure conflict between her id and ego. Her id may have eventually taken over to further motivate this behavior and govern her sense of morality.

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Biological

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Britney spears may struggle at producing a sufficient amount of dopamine, aka "the happy neurotransmitter". Dopamine rewards us with feeling of pleasure and love. To compensate for the lack of this neurotransmitter, Britney resorts to alcohol and drugs to feel the same effect. Continuous usage of dopamine to feel "happy", may have led to her repeated drug and alcohol abuse.

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Behaviourist



Britney sees that everyone around her parties and drinks as a way of having fun. Therefore, she feels it is normal to drink and get drunk. Her habits may also be reinforced by her being in mixed to numerous parties dealing with alcohol and peer judgment.

Humanistic

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Britney may find that she is not completely satisfying her needs of being popular and tries to create attention through outrageous behaviors. Her internal craving of being popular pollutes her mind and forces her to shake her head. As a result Britney attracts attention and satisfies her internal craving for popularity.

Cultural



Drinking may be very common and part of the social norms in Britney's family. As a child she could have been exposed to witness her parents and relatives drink a lot enjoying her to this extent. As Britney wanted to get fame and fortune she began to associate with people who partied a lot. These factors could lead to her ongoing struggle with alcohol and substance abuse.

Cognitive

Britney Spears may lack basic problem-solving skills and is unable to think through the consequences of her substance and alcohol abuse. In her mind it may seem acceptable and that there is nothing wrong with her habits. She is needed to unlearn of these habits and replace them with healthier habits that will benefit her.

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