The logic behind alcohol e-SBI is that people in the population will be screened about their drinking behavior and those identified as excessive drinkers will go through the brief intervention. A small proportion of those who screen positive for excessive drinking are alcohol dependent and may be referred to treatment. There is also an expectation that delivering the intervention electronically may increase the number of people screened.

There is some evidence that the screening alone may increase the awareness of consumption and lead to a reduction of use.

After the e-SBI, as the intended goal, individuals will have an increased awareness of harmful consequences related to their drinking which will lead to an increased motivation to change their drinking patterns. As a result, there will be a reduction in their excessive alcohol consumption and they may experience fewer alcohol-related harms.