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- Personalized Normative Feedback to Reduce Drinking among College Students: A Social Norms Intervention Examining Gender-based Versus Standard Feedback.....19-40
Renee Lojewski., Rob J. Rotunda & James E. Arrunda

ABSTRACT

Descriptive norms, which are beliefs about the most commonly exhibited behavior in a group, are commonly used in normative interventions to reduce harmful drinking and perceptions about the extent of drinking among peers. The present study examined if interventions utilizing gender personalized normative would decrease subjects' misperceptions and individual drinking behavior (frequency and quantity) more than both a no feedback control group, and a group receiving standard normative feedback. The sample consisted of 161 female and 85 male participants with an average age of 21. Results demonstrated that feedback decreased misperceptions of others' alcohol use, however significant differences were not found between gender-specific feedback and gender nonspecific feedback, suggesting that tailoring the feedback by gender may not be particularly beneficial. Also, reductions in drinking among the groups from baseline through 2 month follow-up were not observed. Implications of the results and suggestions for further research that might refine social normative approaches are discussed.

- Energy Drink Cocktails: A Dangerous Combination for Athletes and Beyond.....41-68
Conrad Woolsey, PhD, CHES

ABSTRACT

The combined-use of alcohol and energy drinks (EDs) on college campuses and in communities has become a considerable public health concern. Among college students, intercollegiate athletes have been identified as being particularly at-risk for excessive alcohol consumption and resultant health and behavioral consequences. The main purpose of this study was to measure patterns of alcohol, combined-use, and ED-only use among men and women student-athletes (N=401; 257 male, 144 female), and to investigate whether or not significant differences existed within combined-users on risk-taking and consequences when comparing alcohol-only to the combined-use of alcohol and EDs. Among alcohol drinkers (n=315), 92% participated in alcohol binge drinking and 150 (47.6%) combined alcohol and EDs. Within combined-users, 68 of 107 males (63.6%) and 24 of 40 (60%) females reported participating in "energy-binge" drinking episodes (i.e., having 3 or more energy drinks on one occasion) when combining alcohol and EDs. When comparing alcohol-only use to combined-use within athletes who did both, results indicated that the combined-use of alcohol and EDs lead to a significant overall increase in reported risk-taking. There is a critical need to include more information about the effects of EDs and combined-use in existing substance abuse treatment and prevention programs.

- Beliefs about Alcohol and the College Experience as Moderators of the Effects of Perceived Drinking Norms on Student Alcohol Use.....69-86
Lizabeth A. Crawford & Katherine B. Novak

ABSTRACT

Many students view the abuse of alcohol as integral to the student role. Thus, they feel entitled to drink heavily without sanction. OLS regression was used to assess the extent to which these beliefs about alcohol and the college experience moderate the effects of descriptive and injunctive campus drinking norms on students' levels of alcohol consumption. Overall, respondents who perceived that same-sex students on their campus drank heavily tended to drink heavily

themselves. This relationship was, however, strongest among individuals who viewed the abuse of alcohol as part of being a student. Although general injunctive norms were not themselves associated with levels of alcohol use, the perception that campus drinking was an acceptable activity increased levels of alcohol consumption among individuals who associated the student role with drinking. These results are discussed with reference to research on norm corrective initiatives and the anthropological literature on transitory statuses and rites of passage.