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Media Use and Perceptions of Binge Drinking

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School of Journalism
at West Virginia University
in partial fulfillment of the requirements for the degree of

Master of Science in Journalism

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ABSTRACT

Media Use and Perceptions of Binge Drinking

Jason L. Price

Examines media use by college students and their perceptions of campus alcohol use; literature review of binge drinking rates and studies, media use studies, and perceptions of alcohol use studies; overview of research methods and findings; analysis of data obtained through questionnaires distributed to undergraduates; conclusions.

Binge drinking by college students has become a subject of increasing concern on many college campuses. University presidents and other campus officials have labeled binge drinking as a major health problem. In the late 1990s, the Harvard School of Public Health pronounced binge drinking the single most serious public health problem confronting American colleges (Wechsler and Dowdall 1998).

Binge drinking is defined as five or more drinks in one sitting for men and four or more drinks in one sitting for women during a two week time period (Wechsler and Dowdall 1998). In addition, a 'drink' is defined as either a 12 ounce can or bottle of beer, a 4 ounce glass of wine, a 12 ounce can or bottle of wine cooler, or a 1.25 ounce shot of liquor straight or in a mixed drink (Wechsler, Molnar, Davenport and Baer 1999).

Health officials point out the negative effects of binge drinking are numerous and include an increased chance of: health hazards, accidents and fatalities; poor academic performance; legal trouble, including drinking and driving and violation of underage consumption laws; violent and destructive behavior; and unsafe and unplanned sexual activity (Borsari and Carey 1999; CASA 1994; CORE 1997; Wechsler and Dowdall 1998).

To more fully understand binge drinking on college and university campuses, this study will examine student media use and perceptions of binge drinking in an attempt to find how perceptions of binge drinking are formed.

Specifically, this study will ask the questions:

RQ1: How much and how often do college students believe their peers drink alcohol?

RQ2: What form of mass media do these college students use and, as a result, what type of advertising messages are they exposed to?

RQ3: What form of mass media do these college students believe is most influential on the drinking behavior of fellow college students?

BINGE DRINKING STUDIES

Studies conducted in the 1990s indicate that approximately 40 percent of college students are binge drinkers. Although the number of students who binge

drink has decreased slightly during the '90s, the frequency of binge drinking has increased for those students who do binge drink. The number of women and minorities who binge drink has increased as well.

Harvard School of Public Health

Surveys mailed by the Harvard School of Public Health to students at 140 four-year colleges and universities in 1993 revealed that 44.1 percent of college students were binge drinkers. A total of 15,103 students responded to the survey.

The same survey re-administered in 1997 to 130 of the original 140 colleges showed that 42.7 percent of college students were binge drinkers. A total of 14,521 students responded to the 1997 survey.

A decrease of binge drinkers (1.4 percent) was found between the 1993 and 1997 survey. In addition, the 1997 study also found an increase in the number of students abstaining from alcohol consumption, up from 15.6 percent in 1993 to 19.0 percent in 1997. However, the study indicates an increase of frequent binge drinkers, defined as students who binge drink three or more times in a two week period. The percentage of frequent binge drinkers increased from 19.5 in 1993 to 20.7 in 1997.

According to this study binge drinking in subgroups decreased, with the exception of minority students. African American and Asian students had higher rates of binge drinking in 1997, with Asian students showing the most increase (12 percent), followed by African American students (10 percent). White students showed the greatest decrease in binge drinking (3 percent). The survey also showed that 81.1 percent of sorority and fraternity members were binge drinkers (Wechsler and Dowdall 1998).

It should be noted that the lowest responding colleges were not included in the final results of this study. Therefore, only the 116 most responsive colleges were used for data analysis in both the 1993 and 1997 survey.

CASA

The National Center on Addiction and Substance Abuse at Columbia University (CASA) conducted a study of alcohol and substance abuse on college campuses in the early 1990s.

The CASA survey found 42 percent of college students were binge drinkers. The study also found that the number of women who binge drink increased from 10 percent in 1977 to 35 percent in 1993.

White males again make up the majority of binge drinkers, with 45.5 percent of white males reporting that they binge drank in the past two weeks. In comparison 33 percent of Hispanic students, 21.9 percent of African American students, and 21 percent of Asian students reported binge drinking.

In addition, white males in this study reported drinking an average of 9 drinks per week. The next highest drinkers were Hispanic males (5.8), white females (4.1), and black males (3.6). Black females drank the least, with an average of one drink per week.

According to the CASA survey, place of residence and class year greatly affect binge drinking rates as well. Freshmen are more likely to drink, drink more and drink more often than seniors. Freshmen drink more than 6 drinks per week while seniors consume less than 5.5. Students living in fraternities and sororities report drinking three times as many drinks as the average student, averaging 15 drinks per week in comparison to 5 drinks per week for other students (CASA 1994).

The Core Institute

The Core Institute Center for Alcohol and other Drug Studies at Southern Illinois University at Carbondale surveyed 89,874 students and two- and four-year colleges during 1995 and 1996. The Core Institute found that 41.7 percent of students surveyed engaged in binge drinking.

The Core Institute also found that alcohol was the most abused drug on college campuses. Nearly 70 percent of the students surveyed admitted having at least one drink in the thirty days prior to completing their survey. The average number of drinks consumed by all students participating in the study was 5.1 per week (www.siu.edu 1999).

Other studies

Surveys conducted by the Monitoring the Future project and the Centers for Disease Control and Prevention have also found that approximately 2 of 5

American college students are binge drinkers (Wechsler and Dowdall 1998).

In addition, although binge drinkers as a whole represent less than half of the college population they account for 91 percent of all alcohol consumed by college students (Wechsler et al 1999).

Studies indicate the average number of drinks consumed by students is 5.1 per week (Core Institute 1999; Wechsler et al 1999). In comparison, the average number of drinks consumed weekly by frequent binge drinkers is 17.9 (with a median of 14.5), the average number of drinks consumed by infrequent binge drinkers is 4.8 (with a median of 3.7), and the average number of weekly drinks consumed by nonbinge drinkers and abstainers is 0.8 (with a median of “nearly zero”) (Wechsler et al 1999).

PERCEPTIONS OF BINGE DRINKING

An early 1990s study of undergraduates at Northern Illinois University revealed that 69.7 percent of students surveyed believed college students typically drink six or more drinks in one sitting. However, the same survey revealed that only 43 percent of the students participating in the study reported they drink six or more drinks in one sitting (Haines and Spear 1996).

Believing perceptions of the norm greatly influence the actual norm, researchers at NIU utilized a media campaign to promote abstinence and responsible drinking. The campaign also stressed that less than 45 percent of the college population participates in binge drinking. As a result, the media campaign not only changed perceptions of binge drinking but resulted in a 8.8 percent drop in students who reported binge drinking as well.

Discrepancies between the perceived amount and actual amount of alcohol consumed have also been found in other studies.

Data from the Harvard School of Public Health (1996) indicates:

...a student's perception of the campus drinking norm significantly contributes to his or her own drinking behavior. When the norm on a specific campus is perceived by a student as quite permissive, he or she is more likely to

abuse alcohol, even apart from the influence of his or her own attitude. Thus, if a student believes that heavy alcohol use is the norm and is expected by most students, then regardless of the accuracy of the perception, he or she is more likely to become involved in alcohol abuse, even after taking his or her own attitude into account. (Wechsler and Perkins 1996)

A CASA study also found that perceptions of drinking norms affected the alcohol consumption of college students. According to data from colleges receiving funds from The Department of Education's Fund for the Improvement of Post Secondary Education (FIPSE), students who perceive that 'all' of their peers drink alcohol consume an average of 11 drinks per week. While students who believe 'most' of their peers drink consume an average of 6 drinks per week and students who believe 'many,' 'several,' and 'few' of their peers drink consume less than 4 drinks per week (CASA 1994).

MEDIA USE

Research has shown that the American audience has a high dependence on mass media for most of their news. Although interpersonal communication is often more important and influential to individuals, mass media is generally the first source of information and interpersonal communication is used primarily for the diffusion of shocking events. Research also indicates that college students place more importance on the mass media as opposed to interpersonal communication (Pratt 1993).

Racial differences have also been identified between foreign and white college students regarding media exposure, perception and effects. Particularly, whites have a tendency to expose themselves to more print media. Foreign and black students believe television is the most credible advertising medium while whites consider magazines the most credible. Also, high television entertainment viewing is often related to low self-esteem for blacks but not for whites (Pratt 1993).

Newspaper readership among students

Newspaper readership among young people has generally been in decline since the early 1960s. However, the majority of college students read a newspaper

at least weekly.

Carol Shalagheck, assistant professor of journalism at Eastern Michigan University, distributed questionnaires concerning newspaper readership to college students enrolled in 100- and 200-level English courses, which could fulfill general studies requirements for all majors. In all, 53 majors were represented in the study.

Questionnaires were distributed to students in eight classes and student participation was voluntary. Two hundred sixty-seven students completed the questionnaire; two students declined to participate.

Shalagheck's survey contained four sets of questions concerning newspaper readership preferences, readership frequency, and attitudes towards and expectations of newspapers.

In addition to data obtained from this study, Shalagheck cites certain myths concerning young adults and newspaper readership, including the belief that young people are disinterested and do not read as much as older members of the community. According to some newspaper publishers, the aforementioned myth means newspaper circulation will drop significantly in the future.

The demographics of Shalagheck's participants are as follows: Of the 267 students, 24.3 percent were male and 66.3 percent were female; a total of 25 respondents chose not to reveal their gender. Ages ranged from 17 to 56, with a mean age of 23.6; a total of 32 respondents did not reveal their age. A total of 58.8 of the respondents said they were Caucasian; 22.1 percent African American; and 3.8 percent Asian. Four other races were represented by less than 2 percent.

Of the 267 students who completed the survey, 9.4 percent said they read a newspaper that day; 23.8 percent read a newspaper yesterday; 38.9 percent said they read a newspaper in the last 2 to 7 days; 20 percent said they read a newspaper in the past 8 to 30 days; and 6 percent said they had not read a newspaper in more than 30 days.

This data could be used to challenge the belief that young people, particularly college students, are not interested in reading newspapers. Clearly, the majority of students in this study read newspapers at least weekly.

In terms of newspaper preference, most of the students in this study preferred to read metropolitan dailies (43.9 percent), which were followed in popularity by USA Today (3.6 percent) and campus newspapers (3.2 percent). This data also contradicts the belief that USA Today is the favored newspaper of young people.

Of the total respondents, 22.8 percent said they subscribe to newspapers, particularly metropolitan dailies and hometown newspapers. Five respondents indicated they subscribe to electronic newspapers. However, when asked to identify those newspapers four listed online services and one student replied that he/she subscribed to the “one I wanted at that time.”

Although the aforementioned facts could be used to indicate young people’s interest in current events, it is critical to study what topics and sections of the newspaper these young people are reading.

When asked what general topics they had read about in the newspaper they most recently read, students revealed the following information: 31.1 percent answered sports; 23.6 percent comics; 22.5 percent classified advertisements; 22.1 percent front-page news; 16.5 percent local news; 15.7 percent entertainment; 14.6 percent movie listings; and 12 percent weather.

Although the majority of students said they read newspapers at least weekly, less than one fourth said they read newspapers for front-page news, or ‘hard news.’ Perhaps the frequency of newspaper readership is not changing as dramatically as once thought, but instead the topics of interest are simply changing for younger generations.

Finally, more than one-third of the respondents indicated that they read newspaper advertisements (Shalagheck 1998).

Other media

Research also shows that male college students view more television and read more newspapers than females; that television viewing levels increase with age; and television is the preferred source for national and international news with newspapers second. Newspapers scored highest as a source for detailed information (Vincent and Basil 1997).

In addition, research reveals students read a newspaper an average of 3.4 days per week; read 1.3 newsmagazines per week; and watch a total of 3.7 hours of television news per week. Generally speaking, students who use mass media as a source of information tend to use higher levels all mass media while students who use mass media as a source of entertainment use more television (Vincent and Basil 1997).

Other research indicates that students read a newspaper 3.22 days per week; read a newsmagazine 3.33 days per week; read an entertainment magazine 1.06 days per week; watch non-sports programming four days per week; and spend more than a half hour (34.36 minutes) per week listening to the radio. Males in this study also read more newspapers, news magazines, sports magazines and men's magazines than females while females read more women's magazines and entertainment magazines (Frederick and Wolburg 1999).

RESEARCH METHODS

Questionnaires were distributed to students enrolled in two introductory mass communication classes in the Spring 2000 semester at West Virginia University. A total of 540 students were enrolled in the two classes and 266 surveys were completed and returned for a 49.26 return rate.

Students were informed participation in the study was voluntary and assured confidentiality. Extra credit points were awarded to students who completed the survey.

Descriptive analyses

Of the 266 respondents, 154 (58 percent) were male and 109 (41 percent) were female. Three respondents (1 percent) did not disclose their gender.

The mean GPA for respondents was 2.5 (with a median of 3.0) and the average age was 20 (with a median of 19). The average respondent was single and a sophomore (median freshmen) who lived in a residence hall while in college and resided outside West Virginia but within the United States permanently.

Mean, median, mode and standard deviation for all survey questions are displayed in Table 7.

Research Questions

RQ1: When asked how often they believe the average student on this campus drinks alcohol respondents chose three times per week. When asked how many drinks they believe the average student on this campus consumes in a typical week respondents stated 19 (with a median of 15 and mode of 20).

The findings indicate a discrepancy between genders in the perceived amount of alcohol consumed. Males believe the typical college student consumes 21 drinks per week while females believe the average student consumes 16 drinks per week (Table 1).

Both of these perceptions are above the national average of actual drinks consumed by college students: 5.1 (Core Institute 1999; Wechsler et al 1999).

RQ2: Respondents reported reading the Daily Athenaeum (campus newspaper) an average of 3 times per week; reading a newspaper other than the Daily Athenaeum an average of once per week; spending an average of 6.6 hours per week using the internet for purposes other than sending and/or receiving e-mail; reading an average of 3 magazines per month; listening to the radio an average of 9.7 hours per week; watching television an average of 16.8 hours per week; watching an average of 1 movie at a movie theater per month; and watching a movie on video an average of 6 times per month (Table 2).

Men were more likely to read men's magazines and women were more likely to read women's magazines (Table 6). These findings match previous research of magazine reading habits by gender (Frederick and Wolburg 1999).

Men also viewed more television, watching an average of 19 hours per week while women reported watching an average of 13.5 hours of television per week. Men also were more likely to watch sports programming on television (Table 4).

Television was the most used medium for both genders, followed by radio and the internet.

RQ3: Both genders agreed that peers were more influential to the drinking behavior of college students than any mass media. However, males believed movies to be the second most influential medium on college drinking behavior

while women believed television to be the second most influential. Both genders believed newspapers were the least influential medium to college students (Table 3).

CONCLUSION

Respondents who reported watching sports programming on television also reported they believe the average college student consumes an average of 21 alcoholic drinks per week. While respondents who stated they watch non-sports programming on television believed the average student drinks 17 alcoholic drinks per week (Table 5). Therefore, a definite relationship between watching televised sports programming and perceptions of alcohol consumption exist (Table 5).

While the exact cause of this relationship cannot be identified in this study, the large volume of alcohol advertisements in sports programming could be a contributing factor. Research clearly shows alcohol advertisements make up the majority of advertisements in sports programming (Frederick and Wolburg 1999).

It is also important to state both genders view televised sports programming and, as a result, the relationship between sports programming and perceptions of binge drinking is not simply due to a gender difference (Table 4).

According to this research, men and individuals who watch more televised sports programming than non-sports programming are more likely to perceive a higher rate of alcohol consumption.

The respondents' perception of weekly drinking by their peers (19 drinks per week) is more than 3 times higher than the national average of actual drinks (5.1) consumed by college students.

However, men and individuals who watch televised sports programming perceive a drinking rate of 21 drinks per week, which is more than 4 times higher than the national average of 5.1 drinks per week.

This perception is likely to be a contributing factor to the actual drinking habits of these students (Wechsler and Perkins 1996). Therefore, it is likely that men and viewers of televised sports programming consume more alcohol than their collegiate peers.

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Table 1: Perceptions of Alcohol Use

	Men (mean)	Men (S.D.)	Women (mean)	Women (S.D.)	Total (mean)	Total (S.D.)
On average, how often do you think the average student on this campus drinks alcohol? (a)	6.88	.75	6.86	.72	6.87	.73
How many drinks do you think the average student on this campus consumes in a typical week?	20.79	14.07	16.01	9.86	18.81	12.70

a:

1=Never

2=Once a year

3=6 times a year

4=Once a month

5=Twice a month

6=Once a week

7=Three times a week

8=Five times a week

9=Everyday

Table 2: Media Use

	Mean	Median	Mode	S.D.
How many days per week do you read the Daily Athenaeum?	3.30	3.00	5.00	1.55
How many days per week do you read a newspaper other than the Daily Athenaeum?	1.14	.00	.00	1.76
How many hours per week do you spend using the internet for purposes other than sending and/or receiving e-mail?	6.63	4.00	2.00	8.68
In the past 30 days, approximately how many magazines have you read?	3.27	3.00	2.00	2.84
On average, how many hours per week do you spend listening to the radio?	9.66	5.00	2.00	13.04
Approximately how many hours per week do you watch television?	16.80	12.00	10.00	17.06
How many times during the past 30 days have you watched a movie at a movie theater?	1.03	.00	.00	2.00
How many times during the past 30 days have you watched a movie on video?	6.03	4.00	2.00	6.41

Table 3: Means and Standard Deviation for Media Influence

Please rate how influential you believe each medium is to college students regarding their alcohol consumption: (1=extremely influential, 7=not influential at all)	Men	Men	Women	Women	Total	Total
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Newspapers	5.81	1.38	5.98	1.39	5.88	1.38
Magazines	4.87	1.58	5.35	1.29	5.07	1.48
Radio	5.34	1.51	5.19	1.46	5.28	1.48
Television	4.05	1.71	3.66	1.66	3.89	1.69
Internet	5.56	1.47	5.39	1.52	5.49	1.49
Movies	3.92	1.78	3.73	1.76	3.84	1.77
Peers	1.75	1.47	1.45	.92	1.62	1.27

Table 4: Gender difference in television use and programming viewed.

	Men (mean)	Men (S.D.)	Women (mean)	Women (S.D)
Approximately how many hours per week do you watch television?	19.03	16.93	13.51	13.30
Would you say the television programming you most often watch is: (1) Sports programming (2) Non-sports programming	1.47	.52	1.92	.28

Table 5

ANOVA: Relationship between televised sports viewing and perception of student drinking.

	Sum of Squares	df	Mean Square	F	Sig.
Variable 14					
Between Groups	4.026E-02	2	2.013E-02	.038	.963
Within Groups	136.739	255	.536		
Total	136.779	257			
Variable 15					
Between Groups	990.211	2	495.106	3.112	.046
Within Groups	40573.358	255	159.111		
Total	41563.570	257			

Oneway: Relationship between televised sports viewing and perception of student drinking.

	N	Mean	S.D.	Std. Error	Lower Bound	Upper Bound
Variable 14						
0	1	7				
1	87	6.89	.7059	7.568E-02	6.7346	7.0355
2	170	6.86	.7454	5.717E-02	6.7519	6.9776
Total	258	6.87	.7295	4.542E-02	6.7827	6.9615
Variable 15						
0	1	15.00				
1	87	21.4253	15.8991	1.7046	18.0367	24.8139
2	170	17.3059	10.5567	.8097	15.7075	18.9042
Total	258	18.6860	12.7172	.7917	17.1269	20.2452

Table 6: Magazine Use by Gender

Crosstabs

Variable 4	Variable 24 1	Variable 24 2	Total
1			
Count	28	128	156
% within Variable 4	17.9%	82.1%	100.0%
% within Variable 24	59.6%	58.4%	58.6%
% of Total	10.5%	48.1%	58.6%
2			
Count	19	91	110
% within Variable 4	17.3%	82.7%	100.0%
% within Variable 24	40.4%	41.6%	41.4%
% of Total	7.1%	34.2%	41.4%
Total			
Count	47	219	266
% within Variable 4	17.7%	82.3%	100.0%
% within Variable 24	100.0%	100.0%	100.0%
% of Total	17.7%	82.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.020	1	.887		
Continuity Correction	.000	1	1.000		
Likelihood Ratio	.020	1	.887		
Fisher's Exact Test				1.00	.511
Linear-by-Linear Assoc.	.020	1	.887		
N of Valid Cases	266				

Crosstabs

Variable 4	Variable 25 1	Variable 25 2	Total
1			
Count	72	84	156
% within Variable 4	46.2%	53.8%	100.0%
% within Variable 25	93.5%	44.4%	58.6%
% of Total	27.1%	31.6%	58.6%
2			
Count	5	105	110
% within Variable 4	4.5%	95.5%	100.0%
% within Variable 25	6.5%	55.6%	41.4%
% of Total	1.9%	39.5%	41.4%
Total			
Count	77	189	266
% within Variable 4	28.9%	71.1%	100.0%
% within Variable 25	100.0%	100.0%	100.0%
% of Total	28.9%	71.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	54.301	1	.000		
Continuity Correction	52.297	1	.000		
Likelihood Ratio	64.076	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Assoc.	54.097	1	.000		
N of Valid Cases	266				

Crosstabs

Variable 4	Variable 26 1	Variable 26 2	Total
1			
Count	76	80	156
% within Variable 4	48.7%	51.3%	100.0%
% within Variable 26	98.7%	42.3%	58.6%
% of Total	28.6%	30.1%	58.6%
2			
Count	1	109	110
% within Variable 4	0.9%	99.1%	100.0%
% within Variable 26	1.3%	57.7%	41.4%
% of Total	0.4%	41.0%	41.4%
Total			
Count	77	189	266
% within Variable 4	28.9%	71.1%	100.0%
% within Variable 26	100.0%	100.0%	100.0%
% of Total	28.9%	71.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	71.691	1	.000		
Continuity Correction	69.385	1	.000		
Likelihood Ratio	92.542	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Assoc.	71.421	1	.000		
N of Valid Cases	266				

Crosstabs

Variable 4	Variable 27 1	Variable 27 2	Total
1			
Count	2	154	156
% within Variable 4	1.3%	98.7%	100.0%
% within Variable 27	2.2%	87.5%	58.6%
% of Total	0.8%	57.9%	58.6%
2			
Count	88	22	110
% within Variable 4	80.0%	20.0%	100.0%
% within Variable 27	97.8%	12.5%	41.4%
% of Total	33.1%	8.3%	41.4%
Total			
Count	90	176	266
% within Variable 4	33.8%	66.2%	100.0%
% within Variable 27	100.0%	100.0%	100.0%
% of Total	33.8%	66.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	178.563	1	.000		
Continuity Correction	175.064	1	.000		
Likelihood Ratio	208.954	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Assoc.	177.892	1	.000		
N of Valid Cases	266				

Crosstabs

Variable 4	Variable 28 1	Variable 28 2	Total
1			
Count	37	119	156
% within Variable 4	23.7%	76.3%	100.0%
% within Variable 28	69.8%	55.9%	58.6%
% of Total	13.9%	44.7%	58.6%
2			
Count	16	94	110
% within Variable 4	14.5%	85.5%	100.0%
% within Variable 28	30.2%	44.1%	41.4%
% of Total	6.0%	35.3%	41.4%
Total			
Count	53	213	266
% within Variable 4	19.9%	80.1%	100.0%
% within Variable 28	100.0%	100.0%	100.0%
% of Total	19.9%	80.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.402	1	.065		
Continuity Correction	2.851	1	.091		
Likelihood Ratio	3.499	1	.061		
Fisher's Exact Test				.086	.044
Linear-by-Linear Assoc.	3.389	1	.066		
N of Valid Cases	266				

Table 7: Mean, median, mode and standard deviation for survey variables

Variable	Mean	Median	Mode	S.D.
1	1.88	1.00	1.00	1.08
2	4.01	4.00	4.00	.50
3	1.02	1.00	1.00	.20
4	1.41	1.00	1.00	.49
5	19.92	19.00	19.00	2.52
6	1.44	1.00	1.00	.50
7	2.67	3.00	3.00	.50
8	1.58	2.00	1.00	.66
9	1.37	1.00	1.00	.91
10	3.65	3.00	3.00	1.77
11	1.99	2.00	2.00	.12
12	1.54	2.00	1.00	.56
13	6.01	6.00	5.00	2.73
14	6.87	7.00	7.00	.73
15	18.81	15.00	20.00	12.70
16	3.30	3.00	5.00	1.55
17	1.14	.00	.00	1.76
18	6.63	4.00	2.00	8.68
19	1.79	2.00	2.00	.41
20	1.66	2.00	2.00	.47
21	1.45	1.00	1.00	.50
22	1.75	2.00	2.00	.43
23	3.27	3.00	2.00	2.84
24	1.82	2.00	2.00	.38

25	1.71	2.00	2.00	.45
26	1.71	2.00	2.00	.45
27	1.66	2.00	2.00	.47
28	1.80	2.00	2.00	.40
29	9.66	5.00	2.00	13.04
30	5.09	4.00	4.00	1.62
31	2.68	3.00	1.00	1.31
32	16.80	12.00	10.00	17.06
33	4.01	4.00	4.00	.78
34	1.66	2.00	2.00	.48
35	1.03	.00	.00	2.00
36	6.03	4.00	2.00	6.41
37	1.65	2.00	2.00	.48
38	1.08	1.00	1.00	.27
39	1.95	2.00	2.00	.22
40	5.86	6.00	7.00	1.41
41	5.05	5.00	6.00	1.50
42	5.26	6.00	6.00	1.49
43	3.88	4.00	3.00	1.69
44	5.49	6.00	7.00	2.23
45	3.83	3.00	3.00	1.77
46	1.64	1.00	1.00	1.31

Questionnaire (coded)

(1) Classification:

- Freshman
- Sophomore
- Junior
- Senior
- Graduate/Professional
- Not seeking a degree

(2) Ethnic Origin:

- American Indian
- Hispanic
- Asian/Pacific Islander
- White (non-Hispanic)
- Black (non-Hispanic)
- Other

(3) Marital Status:

- Single
- Married
- Separated
- Divorced

(4) Gender:

- Male
- Female

(5) Age:

(6) Is your current residence as a student:

- On-campus
- Off-campus

(7) Are you employed?

- Yes, full time
- Yes, part time
- No

(8) Living Arrangements:

- House/apartment
- Residence Hall
- Fraternity
- Sorority
- Other

(9) With whom do you live (mark all that apply):

- With roommate
- Alone
- With parent(s)
- With spouse
- With children
- Other

(10) Approximate Grade Point Average:

- 4.0
- 3.5
- 3.0
- 2.5
- 2.0
- 1.5
- 1.0
- 0.5
- 0.0
- No GPA yet

(11) Enrollment Status:

- Part time undergraduate (1-11 credits)
- Full time undergraduate (12+ credits)
- Part time graduate student (1-8 credits)
- Full time graduate student (9+ credits)

(12) Place of permanent residence:

- West Virginia
- Out-of-state, but in USA
- Country other than USA (please state)

(13) During the past two weeks, how many times do you think the average student on this campus has consumed five or more drinks in one sitting? (a drink is defined as one 12-ounce beer, one 12-ounce wine cooler, a glass of wine, a shot glass of liquor, or a mixed drink)

- 1 2 3 4 5 6 7 8 9 10 11 12 13 14

(14) On average, how often do you think the average student on this campus drinks alcohol?

- Never
- Once a year
- 6 times a year
- Once a month
- Twice a month
- Once a week
- Three times a week
- Five times a week
- Everyday

(15) How many drinks do you think the average student on this campus consumes in a typical week?

(16) How many days per week do you read the Daily Athenaeum?

- 0 1 2 3 4 5

(17) How many days per week do you read a newspaper other than the Daily Athenaeum?

0 1 2 3 4 5 6 7

(18) How many hours per week do you spend using the internet for purposes other than sending and/or receiving e-mail?

What type of internet sites do you most often visit?

- (19) _____ News
- (20) _____ Sports
- (21) _____ Entertainment
- (22) _____ Other (please state)_____

(23) In the past 30 days, approximately how many magazines have you read?

What type of magazines do you most often read?

- (24) _____ News magazines (Newsweek, Time, etc.)
- (25) _____ Sports magazines (ESPN the magazine, Sports Illustrated)
- (26) _____ Men's magazines (Playboy, GQ, Maxim)
- (27) _____ Women's magazines (Seventeen, YM, Glamour)
- (28) _____ Other magazines (please state)_____

(29) On average, how many hours per week do you spend listening to the radio?

(30) What type of radio station do you most often listen to? (check only one)

- All news
- All sports
- Country
- Rock
- Pop
- U92
- R&B/Hip Hop
- Oldies
- Other (please state)_____

(31) What time of the day do you most often listen to the radio?

- Morning
- Midday
- Afternoon
- Evening
- Late night

(32) Approximately how many hours per week do you watch television?

(33) What time of the day do you most often watch television?

- Morning
- Midday
- Afternoon
- Evening
- Late night

(34) Would you say the television programming you most often watch is:

- Sports programming
- Non-sports programming

(35) How many times during the past 30 days have you watched a movie at a movie theater?

(36) How many times during the past 30 days have you watched a movie on video?

(37) Do you believe alcohol consumption by college students is influenced by the media?

----- Yes
----- No

(38) Do you believe alcohol consumption by college students is influenced by their peers?

----- Yes
----- No

(39) Which do you believe to be more influential to college students regarding their alcohol consumption?

----- The media
----- Their peers

Please rate how influential you believe each medium is to college students regarding their alcohol consumption:

(1=extremely influential, 7=not influential at all)

(40) Newspapers	1	2	3	4	5	6	7
(41) Magazines	1	2	3	4	5	6	7
(42) Radio	1	2	3	4	5	6	7
(43) Television	1	2	3	4	5	6	7
(44) Internet	1	2	3	4	5	6	7
(45) Movies	1	2	3	4	5	6	7
(46) Peers	1	2	3	4	5	6	7