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Introduction

College students who are members of Greek life (i.e., social fraternities and sororities) drink more and experience higher rates of alcohol-related problems than their non-affiliated peers. Brief alcohol interventions that have shown success reducing drinking behaviors in general college student populations do not yield similarly consistent results when delivered to Greek life samples, suggesting this population may be intervention resistant. Given the robust findings regarding empirically-supported interventions and reductions in college drinking, it is meaningful to investigate if the content commonly addressed in these interventions has the same strength of association and statistical significance for students who are members of Greek life. Understanding the differences in drinking-related attitudes and alcohol behaviors between student groups may offer insight to ways that interventions could be better tailored for these different subgroups on college campuses. The present study examined alcohol-related constructs among college students to identify which have the strongest links to alcohol use among these subgroups. We hypothesized that the most salient predictors of alcohol use would differ between all four groups (i.e., sorority women, fraternity men, non-member women, non-member men).

Method

Participants

- $n = 524$ undergraduate students who reported past 30-day alcohol consumption
- Mean age was 19.84 ($SD = 1.66$), 65.8% woman-identifying.
- $n = 247$ non-member women, $n = 126$ non-member men, $n = 98$ sorority women, $n = 53$ fraternity men

Materials

- Participants completed a web-based survey that assessed their alcohol use behaviors and cognitions, including:
 - **Alcohol Use** (Daily Drinking Questionnaire; Collins et al., 1985)
 - Participants were asked how many standard drinks they have each day in a typical week and how many hours pass while they are drinking.
 - Typical quantity reflects the number of drinks in a typical week.
 - **Injunctive Norms** (Carey et al., 2010)
 - 10 items assessing perceptions for peer approval of drinking (1 = *Strong disapproval* to 7 = *Strong Approval*).
 - **Alcohol Expectancies** (AE; Comprehensive Effects of Alcohol; Fromme et al., 1993)
 - 38 items describing 7 expectancies from drinking alcohol with a 4-point response scale (1 = *Disagree* to 4 = *Agree*).
 - e.g., "I would be friendly"
 - **Alcohol-Related Problems** (Brief Young Adult Alcohol Consequences Questionnaire; Kahler et al., 2005)
 - 24 potential consequences from drinking that are summed (1 = experienced; 0 = did not experience)

Table 1
Most Salient Predictors of Alcohol Use by Gender and Greek Membership

Construct	b	p	sr^2
Greek Life Women			
Risk and aggression expectancies	0.93	<.001*	.057
Liquid courage expectancies	-0.74	.004*	.039
Perceived behavioral control	0.22	.013*	.029
Enhancement motives	0.30	.036*	.020
PBS use	-0.03	.035*	.020
Greek Life Men			
Close friend descriptive norms	0.29	.091	.020
Fraternity men descriptive norms	0.41	.111	.017
PBS use	-0.06	.141	.015
Sense of belonging (university)	0.30	.190	.011
Self-perception expectancies	0.55	.194	.011
Non-Member Women			
Close friend descriptive norms	0.28	<.001*	.082
Perceived behavioral control	0.13	.002*	.020
Close friend injunctive norms	0.90	.009*	.014
Conformity motives	-0.15	.013*	.012
Risk and aggression expectancies	-0.26	.019*	.011
Non-Member Men			
Close friend descriptive norms	0.28	<.001*	.081
Perceived behavioral control	0.23	.009*	.033
Enhancement motives	0.26	.040*	.020
Tension reduction expectancies	0.69	.048*	.018
Sociability expectancies	-0.28	.110	.012

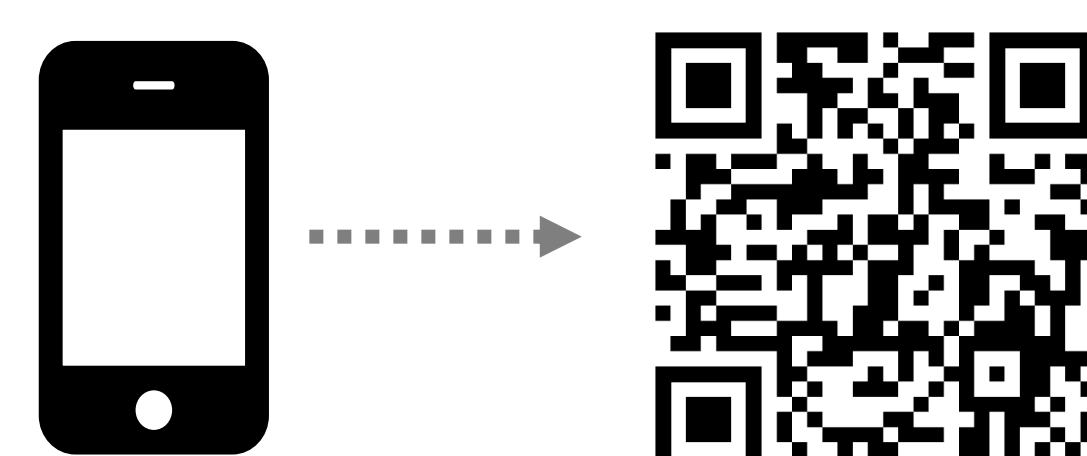
Results

- Four multiple linear regressions were conducted to examine which intervention-related constructs were most salient for groups of students classified by the intersection of gender and Greek membership.
 - Semi-partial r^2 effect sizes were compared to examine which predictors were most salient (with typical weekly alcohol quantity as the outcome variable).
- **Greek life women**
 - Most salient predictor: Risk and aggression alcohol expectancies ($sr^2=.057$).
 - Least salient predictors: Male student injunctive norms ($\beta=0.04$, $p=.746$, $sr^2<.001$) and fraternity member injunctive norms ($\beta=-0.02$, $p=.905$, $sr^2<.001$).
- **Greek life men**
 - No alcohol-related constructs were significantly associated with alcohol quantity after controlling for all other predictors.
 - Many variables were weak predictors of alcohol quantity ($sr^2<.001$).
- **Non-member women**
 - Most salient predictor: Close friend descriptive norms ($sr^2=.082$)
 - Least salient predictors included sociability ($\beta=0.01$, $p=.891$, $sr^2<.001$) and self-perception alcohol expectancies ($\beta=-0.01$, $p=.892$, $sr^2<.001$)
- **Non-member men**
 - Most salient predictor: Close friend descriptive norms ($sr^2=.081$)
 - Least salient predictors: Close friend injunctive norms ($\beta<.001$, $p=.973$, $sr^2<.001$) and sorority member injunctive norms ($\beta=-0.01$, $p=.961$, $sr^2<.001$)

Discussion

- Results suggest that the most salient predictors of alcohol quantity differ across all four student groups.
- Taken together, these findings suggest tailoring interventions to Greek life students, and further tailoring within Greek life membership, is warranted and important.
- The lack of a strong, unique predictor or set of predictors for fraternity members may partially explain why interventions delivered to fraternity men have shown less success reducing alcohol-related behaviors.
 - Future research may consider new or overlooked constructs for drinking interventions delivered to fraternity members.
- Future studies should consider examining whether salient predictors are consistent across different outcomes that drinking interventions aim to reduce (e.g., frequency, binge drinking, alcohol-related problems).
- Considering important differences between these student groups may inform more beneficial ways to tailor drinking interventions to better address alcohol-related outcomes among all college students.

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