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## INTRO

- Binge drinking is a problem for college athletes
- Research shows that multiple norms affect binge drinking:
  - Proximity** - how close one is to another person or group
  - Injunctive** - one's perception of approval of a behavior
  - Descriptive** - one's perception of involvement in a behavior
- Male athletes have been found to drink more than female athletes and believe that other males drink more and are more approving of binge drinking than female athletes
- Current Research Questions:
  - Are there any gender differences in binge drinking behavior and perception of approval for injunctive, descriptive, and proximal norms?
  - How do injunctive and descriptive norms effect binge drinking behavior and perception of acceptance?

## METHODS

- Surveyed college athletes at 2 upstate colleges (n=203)
- Answered questions about **their drinking** behavior, as well as the drinking behavior of their **teammates** and other **male/female athletes** at their school.
- Descriptive** questions referred to the perception of the quantity of drinks the reference group drank in or out of season, or in a typical week
- Injunctive** questions referred to the perception of the reference groups approval of the participant's frequency of intoxication in or out of season or in a typical week
- t-tests, Pearson correlations, and Steiger comparisons were used

## RESULTS

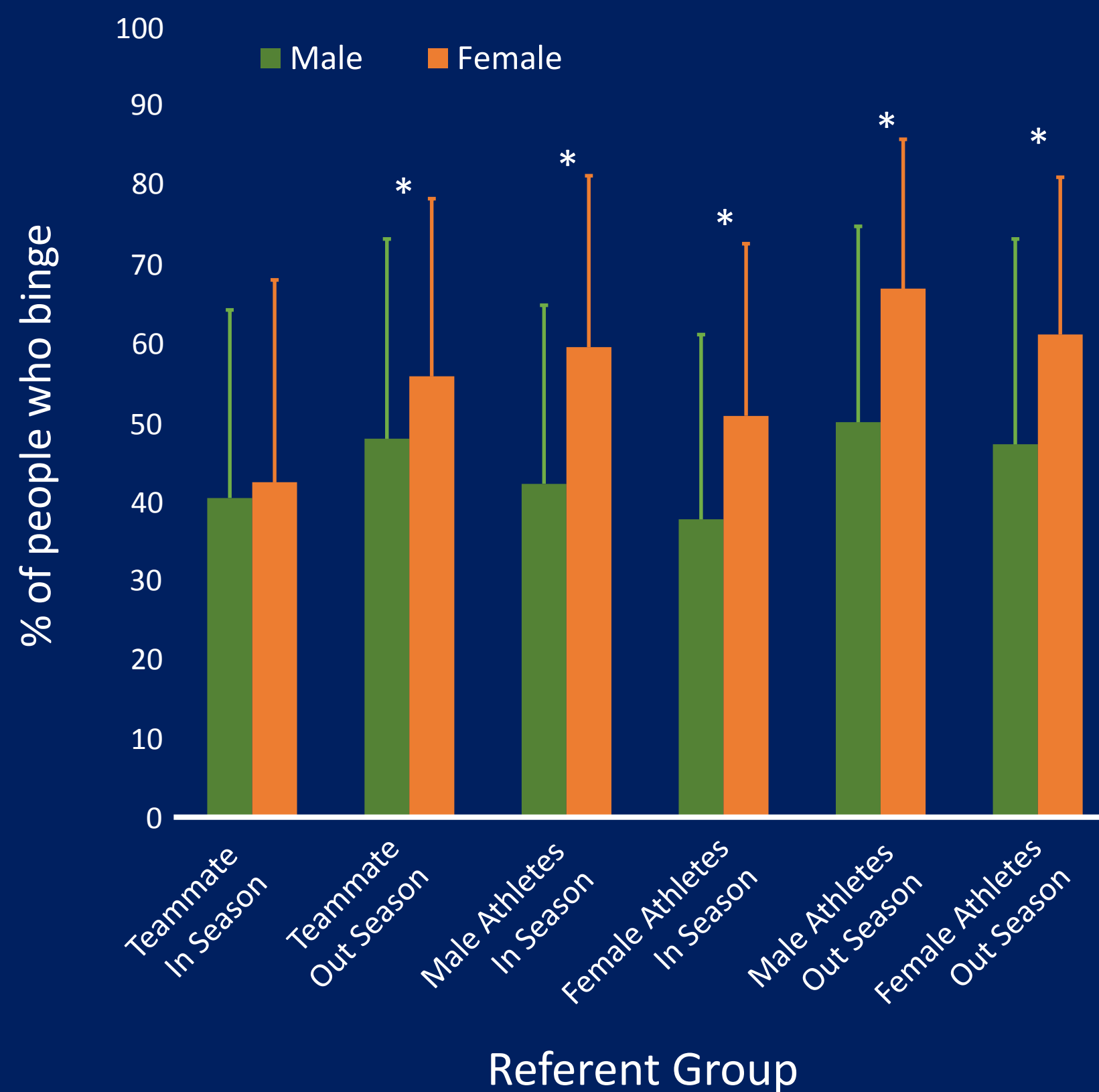
- There were no differences in binge drinking days per week between males and females for in season, 1.6 (1.8) vs 1.3 (1.5),  $t(201) = 1.1, p = 0.29$  or out of season 2.2 (2.0) vs 2.5 (2.0),  $t(201) = -1.0, p = 0.34$ .
- Females, more than males, reported believing that athletes binge drink, including: teammates out of season, male and female athletes regardless of season
- Females consistently reported that people were more accepting binge drinking than males, including: themselves out of season, teammates out of season, male athletes in season, male athletes out of season, female athletes out of season, and coaches in season

## DISCUSSION

- There may be systemic differences in how males and females are educated about drinking and its consequences
- Cultural norms may be shifting, and females may be drinking as much as males, or at least feeling comfortable enough to report it

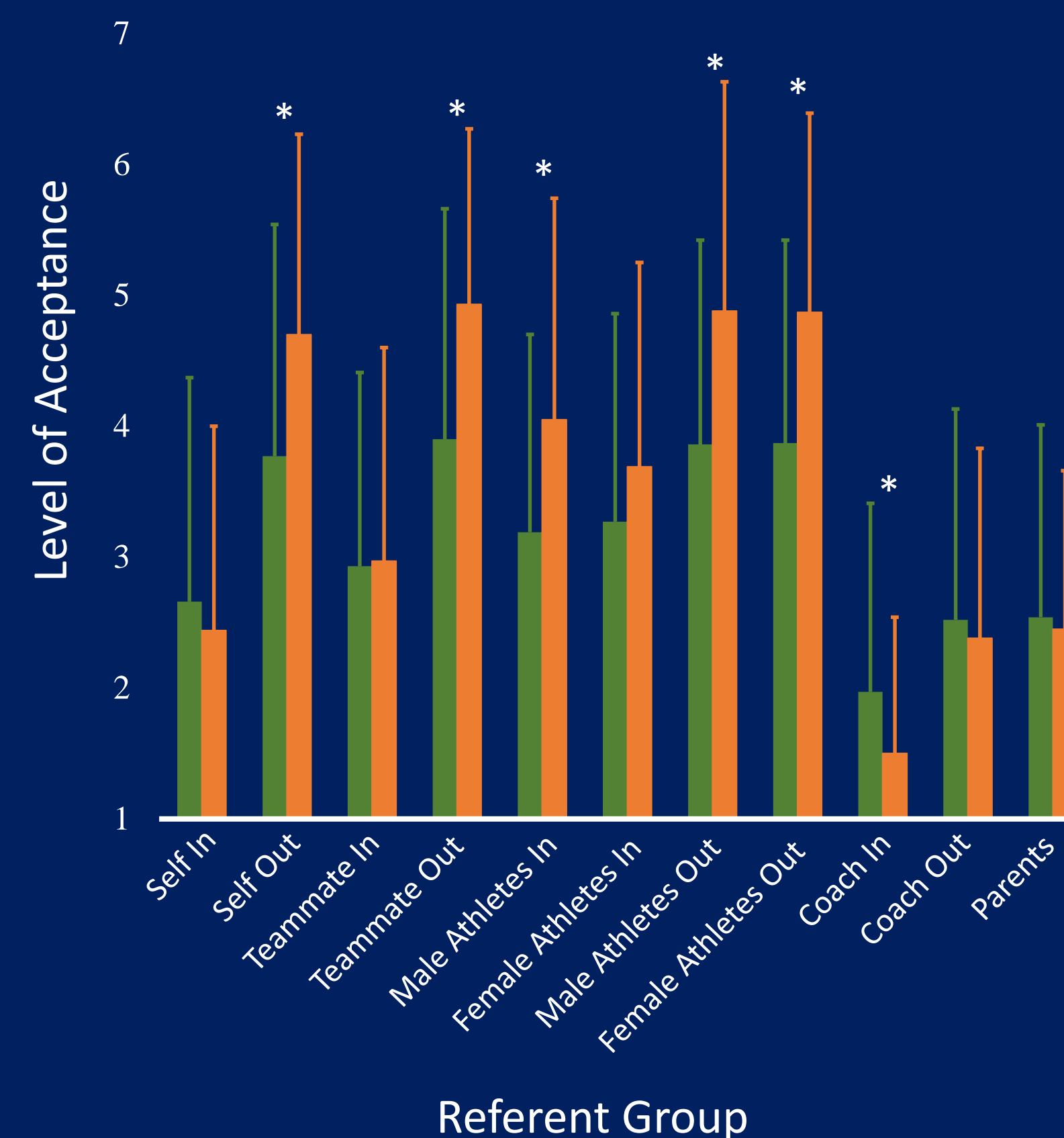
**Collegiate male athletes did not report binge drinking more than female athletes, and female athletes believe binge drinking occurs more frequently and they approve of the behavior more than males.**

Sex Differences in Descriptive Norms



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Sex Differences in Injunctive Norms



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Demographics and Sex Differences

Variable	Total N = 203 n (%)	Male N = 70 n (%)	Female N = 133 n (%)	$\chi^2$ (p)
School				
Hartwick College	90 (44.3)	42 (60.0)	48 (36.1)	<b>10.62 (0.001)*</b>
SUNY Oneonta	113 (55.7)	28 (40.0)	85 (63.9)	
Age				1.41 (0.70)
18	53 (26.1)	32 (24.1)	21 (39.6)	
19	41 (20.2)	29 (21.8)	12 (17.1)	
20	51 (25.1)	35 (26.3)	16 (22.9)	
21+	58 (28.6)	37 (27.8)	21 (30.0)	
Athletics				0.01 (0.93)
On Coed Team	37 (18.2)	24 (18.0)	13 (18.6)	

Proximity of Referent Group and Strength of Effect

Variable	Team	Same Sex	Other Sex
	Descriptive		
In Season Binging	<b>.338<sup>a</sup></b>	<b>.092<sup>b</sup></b>	<b>.103<sup>b</sup></b>
Out Season Binging	.136	.146	.211
Injunctive			
In Season Binging	.273	.234	.245
Out Season Binging	.214	.176	.215

<sup>a</sup> Correlation with behavior for referent group is significantly different from the correlation with behavior for the <sup>b</sup> referent group.

Comparing the Strength of Effect for Descriptive vs Injunctive Norms

Variable	Team		Same Sex		Other Sex	
	Norm	Descrip	Injunct	Descrip	Injunct	Descrip
In Season Binge	.388	.273	<b>.092*</b>	<b>.234*</b>	<b>.103*</b>	<b>.245*</b>
Out Season Binge	.136	.214	.146	.176	.211	.215

\* Correlation with behavior for descriptive norm is significantly different from the correlation with behavior for the injunctive norm.

Comparing the Strength of Effect for In vs Out of Season Norms

Variable	Team		Same Sex		Other Sex	
	Descriptive					
Season	In		Out		In	
	In	Out	In	Out	In	Out
In Season Binge	<b>.388*</b>	<b>.164</b>	.092	.149	.103	.110
Out Season Binge	.117	.136	<b>.048*</b>	<b>.146</b>	<b>.102*</b>	<b>.211</b>
Injunctive						
Season	In		Out		In	
	In	Out	In	Out	In	Out
In Season Binge	<b>.273*</b>	<b>.097</b>	<b>.234*</b>	<b>.080</b>	<b>.245*</b>	<b>.145</b>
Out Season Binge	.177	.214	.127	.176	.214	.215

\* Correlation with behavior for in season norm is significantly different from the correlation with behavior for the out of season norm.