



# FINAL RESEARCH PROJECT

PATTERNS AND BEHAVIORS BEHIND ALCOHOL CONSUMPTION

# Introduction

## Research Question:

How do social factors shape a college-aged individual's perceptions, consumption patterns, and overall relationship with alcohol?

"Rates of alcohol consumption continue to be a concern, particularly for individuals who are college age. Drinking patterns have changed over time, with the frequency of binge drinking remaining high. Young adults in the college age range are developmentally and socially at a higher risk for drinking at binge levels."

- National Library of Medicine



# Introduction



## **Main Focus:**

How factors such as :

- Socioeconomic status
- Social media
- Heritage
- And more..

Influence students present behaviors in relation to drinking alcohol. From this, more specific areas of focus will be external influences such as marketing materials, social groups, personal finances, and any other specific themes that arise throughout the process of our research

# Methodology & Sample

## Methodology

- Phenomenology to Ethnography
  - Emerged that **culture** was most impactful regarding our topic
- Semi-Formal Interviews

## Sample

- College Students (Total of 8 Individuals)
- 4 Hours of Interviews
- 21 – 25 yrs old (legal drinking age)
  - 61% of age range consumes alcohol\*

\*According to: Krieger, Heather, et al. "The Epidemiology of Binge Drinking among College-Age Individuals in the United States." *Alcohol Research : Current Reviews*, vol. 39, no. 1, 2018, p. 23, [pmc.ncbi.nlm.nih.gov/articles/PMC6104967/](https://pubmed.ncbi.nlm.nih.gov/articles/PMC6104967/).

# Limitations

## Interview Length

- Guide not long enough
- Needed extra probing questions

## Sample

- Limited to certain population
- Results may not be generalizable





The background features a light gray bar chart with several bars of varying heights. A magnifying glass is positioned over the chart, focusing on a specific section. The chart has labels 'Q2' and 'Q3' on the x-axis, and a '1,000' mark on the y-axis. The title 'FINDINGS & DATA ANALYSIS' is centered in a large, black, serif font. The text is framed by a thick black L-shaped border on the left and bottom.

# FINDINGS & DATA ANALYSIS

# Major Themes

Role of  
Advertising

Financial  
Limitations

Demographic  
Factors

Concepts of  
Healthy  
Drinking

Social  
Influences



# Role of Advertising



## Influencers and famous people

- "I would say I tried 818 once because it's Kendall Jenner's brand..."
- "...I think the main thing that influences me to try different drinks is influencers"

## *Impact of Positive Advertising*

- "[Ads] set a certain vibe with the drink they are showing."
- "They don't show a bunch of drunk people. They show people being happy."



# Financial Limitations

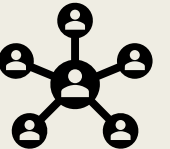
## Making Sacrifices for Alcohol

- “If I'm there with friends and just wanting to get something small or quick, then I'll just get a drink instead of buying an appetizer or food” (Participant 4)
- "Sometimes I would eat out less to save some money for drinks." (Participant 2)



## Social Connection to Alcohol and Finances

- “it's expensive to keep up a hobby that's like bartending. Mixing.” (Participant 5)
- “In college, I offered to buy my friends drinks, and they maxed out my student credit card.” (Participant 3)



## Overall Link Between Alcohol and Money

- “Yes, yes, yeah, alcohol is expensive” (Participant 5)
- “If I'm low on funds, it is not something I prioritize doing” (Participant 4)



# Demographic Factors



## Ethnicity & Nationality

- “...being Asian has influenced my drinking habits because I typically, and my friends typically drink um like, soju or, we don't really drink sake, but like, uh we bought that previously and I am more inclined to buy that for alcohol rather than, I don't know, like tequila”



## Gender

- “...as a woman, I have to be way more careful. Because drinking does unfortunately prompt other people to—it’s a way people can get to you, as in they might drug you through a drink, because it might be harder to tell because you are unaware as you’re drinking essentially. Um, so making sure to be more aware, especially in social settings”



## Age

- “freshman year a lot of people experimented with how much alcohol they can drink, types of alcohol, and really their limit and then by junior year you already know that so even if you are drinking you aren't like crazy drinking”

# Concepts of Healthy Drinking

## Moderation

“Drinking healthily, um, spacing out your drinking moderately consuming alcohol... within an appropriate time frame...”

“Pacing yourself in a way that you can handle it. And not going overboard”



## Awareness

“...if you know you want to have a good night and you know that it makes you feel good and you enjoy the taste or the feeling or something, you’re more than welcome to do that and have a great time. It’s just don’t resort to that whenever you’re feeling all your different feelings”



## Well-Being

“...I have arthritis. And that affected my drinking habits because... drinking alcohol causes inflammation with my joints, and so it makes it a lot more I suppose like I was I was gonna say inflamed, but like more like it feels more fragile, so I tend to avoid drinking...”



# Social Influence

*“Alcohol is a social drink.”*

## Peer Pressure:

- “...‘Oh, time to take a shot before we go out.’ I’ve never said no to that.”

## Family and Friend Dynamics:

- “making comparisons to other peers that do excessively drink alcohol, it makes me less inclined to do so”

## Alcohol as a Social tool:

- “I definitely see alcohol a lot more as a tool... especially when it comes to social situations and hanging out with other college students”

