

Instructions for Drinking Motives Questionnaire (Adult Version)

Source Article: Cooper, M. L., Russell, M., Skinner, J. B., & Windle, M. (1992). Development and validation of a three-dimensional measure of drinking motives. *Psychological Assessment*, 4, 123-132.

This scale consists of 15 self-administered items that load on three factors: social, coping, and enhancement motives. In the original published article, items were answered on a 1 to 4 relative frequency scale. However, the adolescent version of the Drinking Motives Questionnaire (sometimes referred to as DMQ-R) uses a 1 to 6 relative frequency scale which may better differentiate at both the low and high ends of the scale. Items should be administered in a random order. The format can also be modified to refer to patterns of use over different periods of time (e.g., the past month, past 6 months, etc.) or to use more generally, as in the initial published version. Although we have not used the items in this way, they can also be modified to refer to reasons for drinking on a particular occasion or type of occasion (e.g., Thinking about the last time you drank alcohol, to what extent did you drink to ...?) or in different contexts (e.g., with one's spouse). When items are adapted for use on a specific occasion (e.g., the last time you drank), an intensity scale may be more appropriate (e.g., ranging from "not at all" to "a great deal").

It should be noted that the primary difference between the adolescent and adult versions of this measure is the inclusion of a scale to measure peer pressure motives in the adolescent version. Because endorsement of peer pressure items declines with age, we have not used the peer pressure scale with adults. Otherwise the three scales that are included in both version (i.e., social, coping, and enhancement) could be used with adolescent, college age, or adult populations given that the differences between the two versions of these three scales are relatively minor.

Response Options (original form):

- 1 = Almost never/never
- 2 = Sometimes
- 3 = Often
- 4 = Almost always

Instructions Read by the Interviewer:

"Now I am going to read a list of reasons people give for drinking alcohol. There are no right or wrong answers to these questions. We just want to know about the reasons why you usually drink when you do."

Thinking now of all the times you drink, ..."

Alternative Format for Self-Administration:

Here is a list of reasons people give for drinking alcoholic beverages. Using the response categories below, please indicate how often you drink for each of the following reasons. There are no right or wrong answers to these questions. We just want to know about the reasons why you usually drink when you do.

Social Motives

1. How often do you drink as a way to celebrate?
2. How often do you drink because it is what most of your friends do when you get together?
3. How often do you drink to be sociable?
4. How often do you drink because it is customary on special occasions?
5. How often do you drink because it makes a social gathering more enjoyable?

Coping Motives

1. How often do you drink to relax?
2. How often do you drink to forget your worries?
3. How often do you drink because you feel more self-confident or sure of yourself?
4. How often do you drink because it helps when you feel depressed or nervous?
5. How often do you drink to cheer up when you're in a bad mood?

Enhancement Motives

1. How often do you drink because you like the feeling?
2. How often do you drink because it is exciting?
3. How often do you drink to get high?
4. How often do you drink because it's fun?
5. How often do you drink because it makes you feel good?

Additional References:

- Cooper, M.L., Frone, M.R., Russell, M., & Mudar, P. (1995). Drinking to regulate positive and negative emotions: A motivational model of alcohol use. *Journal of Personality and Social Psychology*, 69, 990-1005.
- Cooper, M. L., Frone, M. R., Russell, M., & Peirce, R S. (1997). Gender, stress, coping, and alcohol use. In R.W. Wilsnack & S.C. Wilsnack (Eds.), *Gender and alcohol: Individual and social perspectives* (pp. 199-224). New Brunswick, NJ: Rutgers Center of Alcohol Studies.
- Peirce, R.S., Frone, M.R., Russell, M., & Cooper, M.L. (1994). Relationship of financial strain and psychosocial resources to alcohol use and abuse: The mediating role of negative affect and drinking motives. *Journal of Health and Social Behavior*, 35, 291-308.