

4-9-2014

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Recommended Citation

"But It's a Party School: The Impact of Alcohol Culture on Student Initial College Choice" (2014). *Stander Symposium Posters*. 404.
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BUT IT'S A PARTY SCHOOL: THE IMPACT OF ALCOHOL CULTURE ON STUDENT INITIAL COLLEGE CHOICE

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Abstract

THE PURPOSE OF THIS STUDY WAS TO DECIPHER IF A PERCEIVED ALCOHOL CULTURE IMPACTS A STUDENTS' INITIAL COLLEGE CHOICE. THIS STUDY UNCOVERED STUDENTS' MOTIVATORS REGARDING THEIR COLLEGE CHOICE. DISCOVERING THESE MOTIVATORS ALLOWED FOR A BETTER UNDERSTANDING OF HOW STUDENTS PERCEIVE THE ALCOHOL CULTURE ON A CAMPUS AND HOW MUCH IT AFFECTS THEIR DECISION TO ATTEND AN INSTITUTION. LIFESTYLE CHOICES CAN AFFECT WHY A STUDENT CHOOSES TO ATTEND OR NOT ATTEND AN INSTITUTION. RESEARCH CONSISTENTLY SHOWS A MAJORITY OF STUDENTS CHOOSE TO USE ALCOHOL IN COLLEGE (YU & SHACKET, 2001; BOYLE & BOEKELOO, 2009; CRAWFORD & NOVAK, 2010). THIS INFORMATION LED TO A NEED FOR AN EXAMINATION OF WHY STUDENTS SELECT A COLLEGE BASED ON PERCEIVED DRINKING CULTURE OF THAT INSTITUTION. THIS STUDY OFFERS AN INSIGHT INTO WHY FIRST-TIME STUDENTS IN THE FALL OF 2013 DECIDED TO ATTEND A PRIVATE FOUR-YEAR INSTITUTION AS IT RELATES TO THE PERCEIVED ALCOHOL CULTURE OF THE UNIVERSITY. DISCOVERING THESE MOTIVATORS WILL ALLOW FOR A BETTER UNDERSTANDING OF HOW STUDENTS PERCEIVE THE ALCOHOL CULTURE ON A CAMPUS AND HOW MUCH IT AFFECTS THEIR DECISION TO ATTEND AN INSTITUTION.

Research Questions

DOES THE ALCOHOL CULTURE POSITIVELY AFFECT A STUDENT'S DECISION TO ATTEND AN INSTITUTION?

DOES PREVIOUS DRINKING BEHAVIOR AFFECT PERCEPTION OF ALCOHOL CULTURE ON CAMPUS?

Methods

- GOOGLEDOC FORM USED TO CREATE SURVEY AND COLLECT DATA
- DISTRIBUTED TO FIRST-YEAR STUDENTS AT INSTITUTION (APPROXIMATELY 1,800)
- SURVEY CONSISTED OF MULTIPLE CHOICE AND OPEN-ENDED QUESTIONS
- COMPLETION OF SURVEY INDICATES CONSENT TO PARTICIPATE
- STATISTICAL PROCEDURES INCLUDE CORRELATED TESTS

Conclusions

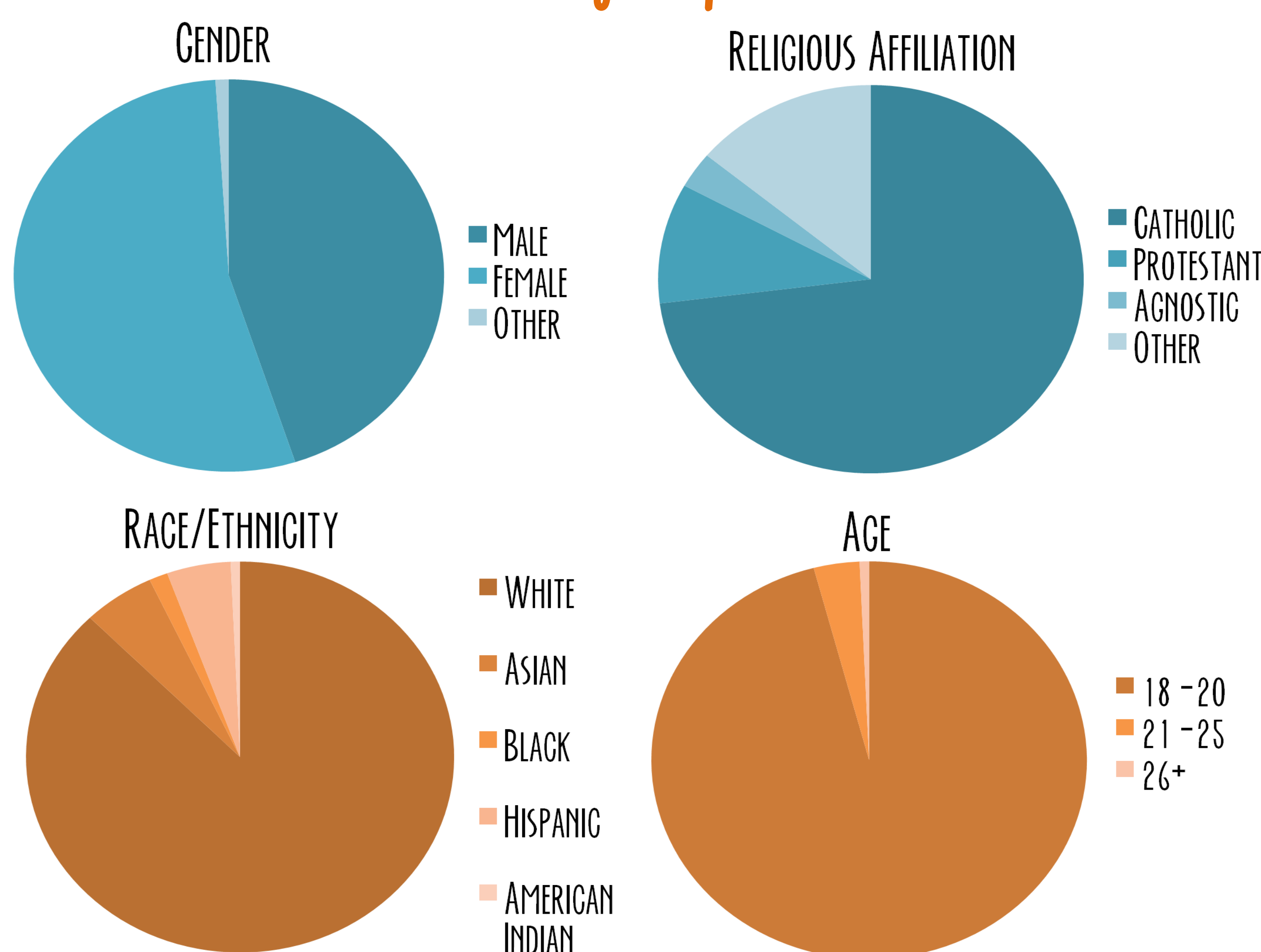
- THERE WAS A POSITIVE RELATIONSHIP WITH STUDENTS WHO DRANK ALCOHOL IN HIGH SCHOOL AND VISITING THE STUDENT NEIGHBORHOOD DURING THEIR VISIT TO THE INSTITUTION. THE STUDENT NEIGHBORHOOD REPRESENTS THE INSTITUTION'S ALCOHOL CULTURE.
- STUDENTS WHO DID NOT DRINK IN HIGH SCHOOL AND NOTED SOCIAL LIFE AS A COLLEGE CHOICE INFLUENCER WERE MORE LIKELY TO START DRINKING IN COLLEGE THAN THOSE THAT DID NOT NOTE SOCIAL LIFE AS A COLLEGE CHOICE FACTOR.
- STUDENTS WERE MORE LIKELY TO BE INFLUENCED BY STUDENT REVIEWED SITES (I.E. BROBIBLE, TFM/TSM, ETC.) IF THEY CONSIDERED SOCIAL LIFE TO BE A TOP FACTOR IN SELECTING A COLLEGE.

Future Directions

LIMITATIONS TO THIS STUDY INCLUDE:

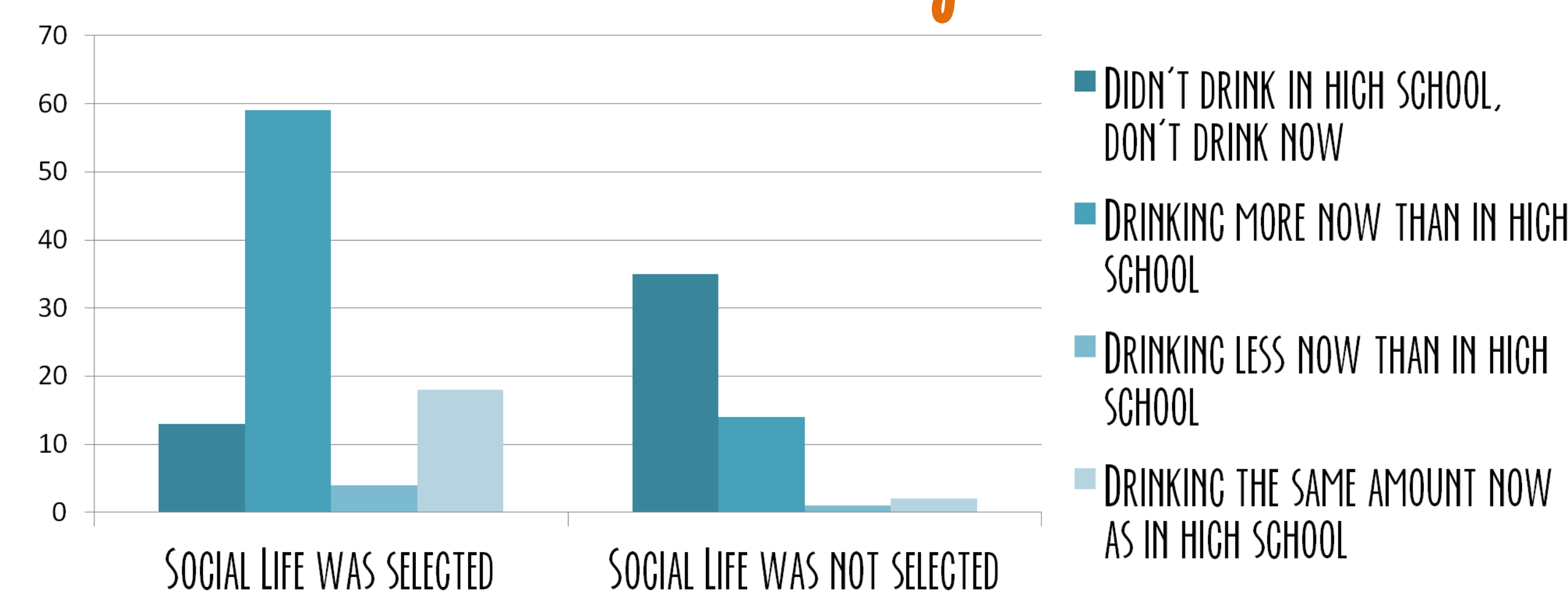
- CONVENIENCE SAMPLING FROM FIRST-YEAR STUDENTS AT UNIVERSITY OF DAYTON
- SAMPLE ONLY INCLUDES FIRST-YEAR STUDENTS; SOPHOMORES, JUNIORS, AND SENIORS MAY PROVIDE MORE INCLUSIVE DATA
- STUDY WAS CONDUCTED NEARLY ONE YEAR AFTER STUDENT'S VISIT AND/OR DECISION TO ATTEND INSTITUTION WAS COMPLETE; IT WAS NOT LONGITUDINAL
- RESEARCH ON STUDENTS WHO VISITED CAMPUS, BUT CHOSE TO ATTEND ELSEWHERE WOULD BE HELPFUL IN BETTER UNDERSTANDING THE IMPACT OF ALCOHOL CULTURE
- A QUALITATIVE STUDY OF STUDENTS TO DEFINE SOCIAL LIFE AND ALCOHOL CULTURE AT THE INSTITUTION WILL ALLOW FOR A BETTER UNDERSTANDING OF HOW IT AFFECTED THEIR COLLEGE CHOICE

Demographics



147 TOTAL RESPONDENTS

Findings



- STUDENTS WHO DRINK PRIOR TO ATTENDING THIS SPECIFIC INSTITUTION ARE MORE LIKELY TO CONSIDER SOCIAL LIFE A DECIDING FACTOR WHEN SELECTING AN INSTITUTION.
- STUDENTS WHO DRANK ALCOHOL WITH THEIR PARENTS WERE MORE LIKELY TO DRINK MORE ALCOHOL IN COLLEGE.
- A MAJORITY OF RESPONDENTS WERE NOT INFLUENCED BY PEER REVIEWED OR NATIONAL REPORTS/MEDIA.

64%

STUDENTS CONSIDERED SOCIAL LIFE TO BE AN IMPORTANT ASPECT IN THEIR COLLEGE CHOICE

32%

STUDENTS VISITED STUDENT NEIGHBORHOOD DURING CAMPUS VISIT

47%

STUDENTS DRANK IN HIGH SCHOOL; 14% DRINKING SAME AMOUNT

50%

STUDENTS MORE IN COLLEGE THAN THEY DID IN HIGH SCHOOL

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Acknowledgements

A HUGE THANK YOU: TO MY FRIENDS AND FAMILY FOR THEIR LOVING SUPPORT EVEN WHEN THEY HAD NO CLUE WHAT I WAS TALKING ABOUT. TO MY AMAZING COHORT FOR PUTTING UP WITH MY CRAZINESS OVER THE PAST TWO YEARS. TO MY FAMILY AT THE CENTER FOR STUDENT INVOLVEMENT FOR THEIR ENCOURAGEMENT, IDEAS, AND THOUGHTFULNESS. TO NASSER RAZEK, MOLLY SCHALLER, AND MICHELE WELKNER FOR CHALLENGING ME TO THINK DIFFERENTLY AND SUPPORTING MY CONTINUED GROWTH. HERE'S TO GIVING AN "A" AND MAKING IT OBJECT!