The "Reign of Error" in Student-Athlete Alcohol Use: A Multi-Site Study at Institutions of Higher Education in the United States

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http://alcohol.hws.edu

Protocol for Data Collection

- Web Survey scheduled in computer labs with 2-3 teams represented during each 30 minute session

- Computers logged in using "generic" user account

- Common username / password provided publicly to each survey period.

- Usernames / Passwords time activated

Web-Based Survey for Athletes

Survey

1. Sample Demographics

	Total Sample (Range by School)
School Characteristics	
Number of Schools	13
Number of States	12 (CT, IL, MA, MD, MN, NJ, NY, OH, OR, TX, VA, WI)
School Size (mean)	3,730 (800 – 7,300)
Athlete Population at School (mean)	422 (180 – 606)
Respondent Characteristics	
Sample Size	3,576 (135 – 521)
Response Rate	76% (61% – 86%)
Males	56% (40% – 73%)
Under 21 years of age	74% (68% – 81%)
1st Year Students	36% (26% – 44%)
2nd Year Students	28% (20% – 42%)
3rd Year Students	21% (14% – 28%)
4th Year Students	15% (9% – 20%)

2. Student-Athlete Accuracy in Perceiving the Gender-Specific Norms for Frequency of Alcohol Consumption among School Athlete Peers by Gender of Perceiver

Males Perceiving Males

Actual School Norm (Male Median Frequency)	Accuracy in Perceiving the Drinking Frequency Norm				N of Respondents	N of Schools
	Underestimates (%)	Accurate Perceptions (%)	Overestimates (%)			
Twice Per Month	7.4	9.9	82.7	=100%	365	3
Once Per Week	9.4	24.9	65.7	=100%	1,363	9
Twice Per Week	27.7	66.7	5.6	=100%	213	1
All Schools	**11.0**	**26.7**	**62.3**	=100%	**1,941**	**13**

2. (continued)

Females Perceiving Females

Actual School Norm (Female Median Frequency)	Accuracy in Perceiving the Drinking Frequency Norm				N of Respondents	N of Schools
	Underestimates (%)	Accurate Perceptions (%)	Overestimates (%)			
Once Per Month	4.3	14.5	81.2	=100%	207	2
Twice Per Month	6.3	11.4	82.2	=100%	725	7
Once Per Week	10.3	32.2	57.5	=100%	590	4
All Schools	**7.6**	**19.9**	**72.5**	−100%	**1,522**	**13**

2. (continued)

Males Perceiving Females

Actual School Norm (Female Median Frequency)	Accuracy in Perceiving the Drinking Frequency Norm				N of Respondents	N of Schools
	Underestimates (%)	Accurate Perceptions (%)	Overestimates (%)			
Once Per Month	3.7	12.8	83.5	=100%	273	2
Twice Per Month	7.5	11.6	80.8	=100%	971	7
Once Per Week	6.9	33.9	59.2	=100%	691	4
All Schools	**6.8**	**19.7**	**73.5**	−100%	**1,935**	**13**

2. (continued)

Females Perceiving Males

Actual School Norm (Male Median Frequency)	Accuracy in Perceiving the Drinking Frequency Norm				N of Respondents	N of Schools
	Underestimates (%)	Accurate Perceptions (%)	Overestimates (%)			
Twice Per Month	7.5	12.3	80.2	=100%	253	3
Once Per Week	8.3	22.5	69.2	=100%	1,089	9
Twice Per Week	22.3	69.3	8.4	=100%	179	1
All Schools	**9.8**	**26.3**	**63.9**	−100%	**1,521**	**13**

3. Student-Athlete Accuracy in Perceiving the Gender-Specific Norms for Quantity of Alcohol Consumption among School Athlete Peers at Parties and Bars by Gender of Perceiver

Males Perceiving Males

Actual School Norm (Male Median Drinks)	Accuracy in Perceiving the Drinking Quantity Norm				N of Respondents	N of Schools
	Underestimates by 2 or More Drinks (%)	Accurate Estimates (within +/- 1 Drink) (%)	Overestimates by 2 or More Drinks (%)			
4	10.2	30.1	59.8	=100%	246	2
5	9.0	27.0	64.0	=100%	89	1
6	15.2	33.7	51.1	=100%	329	3
7	22.0	22.4	55.6	=100%	259	2
8	22.7	25.3	52.0	=100%	767	4
9	23.9	37.3	38.8	=100%	209	1
All Schools	**19.2**	**28.4**	**52.4**	=100%	**1,899**	**13**

3. (continued)

Females Perceiving Females

Actual School Norm (Female Median Drinks)	Accuracy in Perceiving the Drinking Quantity Norm				N of Respondents	N of Schools
	Underestimates by 2 or More Drinks (%)	Accurate Estimates (within +/- 1 Drink) (%)	Overestimates by 2 or More Drinks (%)			
2	2.9	36.3	60.8	=100%	102	1
3	3.2	41.6	55.2	=100%	346	4
4	4.2	57.8	38.0	=100%	313	2
5	12.9	54.6	32.6	=100%	731	6
All Schools	**8.1**	**51.0**	**40.9**	=100%	**1,492**	**13**

3. (continued)

Males Perceiving Females

Actual School Norm (Female Median Drinks)	Accuracy in Perceiving the Drinking Quantity Norm				N of Respondents	N of Schools
	Underestimates by 2 or More Drinks (%)	Accurate Estimates (within +/- 1 Drink) (%)	Overestimates by 2 or More Drinks (%)			
2	5.4	35.7	58.9	=100%	168	1
3	4.4	41.8	53.9	=100%	505	4
4	4.7	51.0	44.2	=100%	339	2
5	17.5	53.3	29.3	=100%	888	6
All Schools	**10.6**	**48.3**	**41.1**	=100%	**1,900**	**13**

3. (continued)

Females Perceiving Males

Actual School Norm (Male Median Drinks)	Accuracy in Perceiving the Drinking Quantity Norm				N of Respondents	N of Schools
	Underestimates by 2 or More Drinks (%)	Accurate Estimates (within +/- 1 Drink) (%)	Overestimates by 2 or More Drinks (%)			
4	4.8	29.3	65.9	=100%	167	2
5	2.3	15.9	81.8	=100%	44	1
6	16.7	39.7	43.6	=100%	312	3
7	19.7	34.0	46.3	=100%	147	2
8	29.3	29.0	41.8	=100%	649	4
9	25.7	42.9	31.4	=100%	175	1
All Schools	**21.8**	**33.0**	**45.2**	=100%	**1,494**	**13**

4. Correlation Matrix of Party/Bar Drinks Typically Consumed by Self, Perceived Norms, and Actual Norms by Gender

	Self: number of drinks typically consumed	Perceived norm: number of drinks by male athletes at one's school	Perceived norm: number of drinks by female athletes at one's school	Actual norm: median number of drinks by male athletes at one's school	Actual norm: median number of drinks by female athletes at one's school
Self: number of drinks typically consumed		.68	.45	.25	.22
Perceived norm: number of drinks by male athletes at one's school	.64		.64	.24	.21
Perceived norm: number of drinks by female athletes at one's school	.57	.76		.16	.19
Actual norm: median number of drinks by male athletes at one's school	.25	.19	.20		.74
Actual norm: median number of drinks by female athletes at one's school	.30	.23	.26	.77	

Note: All correlations are significant at the 0.01 level (two tailed).

Females   Males

5. Unstandardized (Standardized) Regression Coefficients Predicting Number of Drinks Student-Athletes Personally Consume at Parties and Bars

Independent Variables	Males		Females	
Perception of how many drinks are typically consumed by **male** student-athletes at one's school	.81	(.65)***	.39	(.48)***
Perception of how many drinks are typically consumed by **female** student-athletes at one's school	-.01	(-.00)	.20	(.16)***
Actual norm (median) for drinks typically consumed by **male** student-athletes at one's school	.22	(.07)**	.03	(.01)
Actual norm (median) for drinks typically consumed by **female** student-athletes at one's school	.17	(.03)	.42	(.14)***
Age 21 and over	-.34	(-.03)	.06	(.01)
Class year	.42	(.09)***	.13	(.05)
Personal Importance of collegiate athletics [a]	.21	(.03)	.09	(.02)
Number of collegiate athletes among five best friends	.18	(.05)**	.03	(.02)
R^2	.48		.45	

* Coefficient is significant at $p < .05$; **$p < .01$; ***$p < .001$.

[a] "Not very," "Somewhat," "Very," "Most" coded 1 through 4, respectively.