

ABSTRACT

EXPOSURE TO SOCIAL NORMS MESSAGES AMONG A SAMPLE OF CALIFORNIA STATE UNIVERSITY, FRESNO STUDENTS

This study was a secondary analysis of National College Health Assessment data collected in 2007 at California State University, Fresno. This study assessed students' exposure to alcohol-related social norms messages. In addition, this study analyzed whether students who consume alcohol reported more exposure to social norms messages compared to those who abstain. Finally, this study determined whether there was a relationship between exposure to social norms messages and perceptions of campus drinking norms. Twenty-two percent of students were never exposed to social norms messages during the academic year, while 27% were exposed four or more times. There was no significant difference between men and women and exposure. However, there were significant differences of exposure among grade levels, ages, and drinkers. There was no significant correlation between the degree of exposure and perceptions of peer drinking.

Diana Traje
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