

Theory Applied

- **Cognition, Behavior, and Environment are all linked.**
- **By changing one of these factors, the others can be influenced.**
- **Statistics show that college students binge drink more often, the environment dictates the behaviors**
- **Students see their classmates drink heavily and their thoughts change to think that behavior is normal**
- **If they try this behavior an individual may begin to seek an environment where this behavior is more accepted.**
- **These factors can negatively or positively effect behavior choices of college students.**

Citations

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- Talbott, L. L., Wilkinson, L. L., Moore, C. G., & Usdan, S. L. (2014). The role of injunctive norms and alcohol use during the first-semester of college. *Journal of Alcohol & Drug Education; 58*, 60-81.

Images:

https://www.google.com/search?q=alcohol&biw=1920&bih=960&source=inms&tm=isch&sa=X&ved=0ahUKEwiWpKLorbjJAhUG4SYKHS2zD8IQ_AUIBigB#q=alcohol&tbm=isch&tbs=sur:fc&imgrc=yS7mg4MHto7cM%3A

https://www.google.com/search?hl=en&site=imghp&tbm=isch&source=hp&biw=1920&bih=960&q=college+party&oq=college+party&gs_l=img.3..0l10.104759.109836.0.110452.13.12.0.1.1.0.165.1197.0j9.9.0....0...1ac.1.64.img

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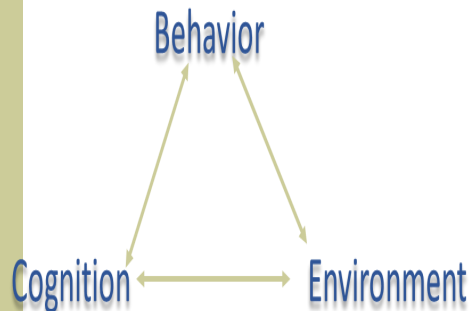
The Effects of Binge Drinking on College



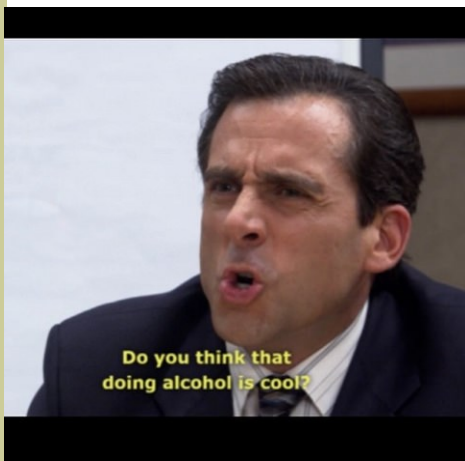
Exercise & Health
Psychology

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Social Cognitive Theory



- learning occurs through social context
- What is learned is gained through observation
- Relates behavior to cognition and environment



Graph of Binge Drinking Facts

Problem	Non-binge drinkers	Binged 1-2 in past 2wk	Binged
Miss a class	8.8%	30.9%	62.5%
Engage in un-planned sex	7.8%	22.3%	41.5%
Argue with friends	9.7%	23%	42.6%
Blacked out	10%	27.2%	54%
Get Into trouble with police	1.4%	5.2%	12.7%
Damage property	2.3%	8.9%	22.7%
Drove after drinking	18.6%	39.7%	56.7%

Binge drinking was classified as having:

- **five or more drinks in a row for men at least once in the last two weeks.**
- **four or more drinks in a row for women at least once in the last two weeks.**

Binge drinking has become a growing concern on college campuses since the early 1990's.

Large scale study revealed that 44% of students were classified as binge drinkers, 50% men and 39% women.

◆ Problems Related to Binge Drinking

- Unplanned and unprotected sex
- Assault and aggressive behavior
- Serious injury to self or others
- Various social and psychological problems
- Physical or cognitive impairment
- Poor academic performance
- Antibody suppression
- Higher risk of using drugs and smoking cigarettes recreationally

◆ Variables Influencing Binge Drinking

- Residence in fraternity or sorority
- Party centered lifestyle
- Homosexual, bisexual > heterosexual
- Students under the age of 24
- Weekly hours of work
- Student-athletes
- Females – when feeling angry or worthless
- Males – to gain approval of peers or to appear fearless