

**AN INVESTIGATION INTO GENDER DIFFERENCES IN ALCOHOL
CONSUMPTION AMONG THIRD LEVEL COLLEGE STUDENTS IN
IRELAND.**

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TITLE

An investigation into Gender Differences in Alcohol Consumption among Third Level College Students in Ireland.

ABSTRACT

The purpose of this study was to investigate gender differences in alcohol consumption among male and female third level college students in Ireland. Quantitative research methods were used with a quasi – experimental between participant design. The variables were gender (ID) and alcohol consumption (DV). Results highlight that male students do consume more alcohol than female students and male and female students have an equal knowledge of the health risks of drinking alcohol and are equally unaware of the development of mental health issues due to drinking. Results furthermore show that female students have more unprotected sex and drink drive more than male students. In conclusion female college student need to be reminded of the health implications of engaging in unprotected sex and the consequences of drink driving. Both male and female college students need more education on the issue of mental health and how to maintain it.

INTRODUCTION

“The Irish have always had the reputation... [of being] a drinking culture” (Delaney, Kapteyn, & Smith, 2008, p.2), and it is true that alcohol plays a central role in Irish culture and life events. We will examine how this has resulted in Irish adults being “...among the highest consumers of alcohol in Europe...” (Hope, & Ramstedt, p.2).

Changing patterns in drinking habits has overwhelmingly added to the increase in alcohol consumption in Ireland. A new trend in binge drinking has emerged which is beginning to close the gender gap in alcohol consumption which is seeing women drinking more frequently and larger quantities. This “...has been signalled as a cause for concern across a number of countries since women are more vulnerable to the effects of alcohol than men” (Barry, Brugha, Dicker, Harrington, McGee, Morgan, Perry, Shelley, Van Lente, Ward, & Watson, 2009, p.10). The World Health Organization (2004), estimates that there are about 2 billion people worldwide who consume alcoholic beverages and 76.3 million with diagnosable alcohol use disorders. We will illustrate some of the consequences of the harmful misuse of alcohol to both men and women and demonstrated how women are in fact not on an equal par to men. Regardless to the fact that men consume more alcohol on average than women, as research points out that “...men were less often abstainers, more often consumed larger amounts of alcohol and were more often heavy drinkers than women” (Holmila, & Raitasalo, 2005, p. 1765).

Many factors come into play with regard the gender difference in alcohol consumption, from biological reasons, to the social stigma experienced by women, and family commitments. We will highlight how the biological make-up of the female body makes them more susceptible to the harmful effect of alcohol, as well as exploring the idea “...that the main reason women do

not drink more than men is that the social sanctions against drinking are greater for women than men” (Nolen-Hoeksema, 2004, p. 987).

The attitudes and awareness of individual’s plays a major part in the way in which they drink. Individual’s view binge drinking as a routine normal part of everyday life (Lyons, & Willott, 2008, p. 694). Research has illustrated that advertising can impact on the consumption of alcohol, as well as influencing peoples decision to start drinking particularly young teenagers. With the increased number of off-licences now in Ireland alcohol has become readily available and we will emphasise how this is contributing to the high levels of alcohol consumed.

As well as uncovering some of the potential health hazards to the misuse of alcohol we will look at some of the interpersonal problems resulting from alcohol use, including street violence, drink driving, unprotected sex and sexual assault and how these impact on both the individual and society as a whole.

Finally we will investigate individual’s motivations for drinking and how alcohol can be used to mask problems.

LITERATURE REVIEW

CULTURE

“Irish culture enshrines alcohol as an accompaniment to a myriad of events – birthdays, homecomings, christenings, funerals, graduations, ...Christmas parties – the list is endless” (McCarthy, 2010). Heavy and excessive drinking is associated widely in Ireland with celebratory events (Hallam, & Woodyard, 2010, p. 533) This is highly evident by the fact that approximately 4 in 5 Irish adults about 81% of the population stated that they drank alcohol according to SLÁN 2007 (Barry, et al, 2009). The report also illustrates that almost 10% regularly exceed the weekly recommended limit of 21 standard drinks for men and 14 for women (McCarthy, 2010).

Due to these high figures, it has resulted in Ireland having “...one of the highest levels of alcohol consumption in Europe – in 2007 in Ireland 13.37 litres of alcohol were consumed for every person aged over 15” (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, p. 3). This is an outcome of “... the perceptions and habits that many of us hold [being] ...ingrained in our minds at an early age” (McCarthy, 2010), leading adolescences to believe that it is the norm to drink and more particularly to drink in excess as it is seen as being sociable and having fun. However it has been argued that “...Irish people have a problem with the manner in which they drink – specifically with binge drinking and the ‘drinking to get drunk culture’ that prevails here” (Condon, 2005), which is subsequently leading to serious consequences for health and the well-being of the nation.

BINGE DRINKING

“During the last decade alcohol consumption has risen rapidly in Ireland with Irish adults currently being among the highest consumers of alcohol in Europe... (Hope & Ramstedt, p. 2). This is largely impacted by the fact that alcohol is a central part of most social events as well as Irish people’s carefree attitudes to alcohol consumption. As a result a new trend in alcohol consumption has emerged leading to high or binge drinking. “Binge drinking is defined as having at least four pints of beer/cider or a bottle of wine or its equivalent in spirits on a single occasion” (McEnroe, 2010).

A lot of research has been carried out worldwide with regards binge drinking and it has been typically found that men do in fact consume more alcohol than women and more frequently. SLAN 2007 highlights this with figures stating that Irish men drink more often than women, as 45% of men reported that they drank at least 2-3 times a week compared to 29% of woman (Barry et al, (2009). Similar results were discovered in other countries as gender differences in alcohol consumption were found in Nordic countries as research illustrates that “...men drink about three times as much alcohol as women...” (Hope & Ramstedt, p. 4).

By and large it is normally seen to be socially acceptable for men to drink and while it has become more acceptable for women they still experience more social stigma related to alcohol consumption than men (The Women’s Health Council, 2008). A study on gender roles suggests that alcohol consumption is part of the male gender role, but is discouraged as part of the female gender role. It found that individual’s particularly women who endorse traditionally feminine trait consume less alcohol and drink less frequently (Nolen-Hoeksema, 2004). The traditional role of mother and homemaker placed upon women is a prime example of how these roles come into play. Society believes that women are responsible for rearing the children and looking after the home, and “an increase in women’s drinking and drinking problems [would be]

...viewed as increasing problems for children, homes, and society's traditional moral order" (Holmila & Raitasalo, 2005, p. 1764).

It has been reported that in 2001 the on-trade in Ireland accounted for 70% of all alcohol sales by volume, however by 2008 this figure declined to 48% with off-trade consumption growing from 30% to 52% (House of the Oireachtas, 2009). "Figures show that the number of off-trade premises in Ireland rose from 1,881 to 4,719 between 2000 and 2007 an increase of 150%" (House of the Oireachtas, p. 5). With the increase in off-licences brought with it greater competition and promotions making alcohol more affordable. Studies have discovered that "...a decrease in prices generally leads to a rise in alcohol consumption" (House of the Oireachtas, p. 9).

A growing trend in the consumption of wine by women has emerged particularly within the home. As women are normally the ones who take care of the weekly shopping they now have greater access to alcohol via the supermarket off-licence and so has substantially contributed to increases in alcohol sales. Hope (2007) confirms this new wave of wine drinking with figures indicating a dramatic rise in the sale of wine between 1986 – 2006, seeing an increase of 8,121,225 litres of pure alcohol representing a 523% increase over this period. According to Hope and Ramsteat 23% of female drinking consists of wine while men account for only 6%.

HAZARDS IMPACTING HEALTH

The harmful use of alcohol is the third largest preventable cause of death in the world. "In Europe ...harmful alcohol consumption is estimated to cause the deaths of 195,000 people per year [and] ...the burden of disease and injury attributable to alcohol is ...between 8% and

10%...” (Barry, et al, 2009, p. 5). Some of the long term effects of the harmful use of alcohol include cirrhosis, cancer, high blood pressure and brain damage.

Women appear to be more vulnerable to the harmful effects of alcohol compared to men, this would seem to be due to their biological make-up. Studies have found that,

...women have a proportionally higher ratio of fat to water than men [so] they are less able to dilute alcohol within the body, and will therefore have a higher concentration of alcohol in their blood than men after drinking [similar] amounts of alcohol (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, p. 9).

This results in women feeling the effects of alcohol a lot sooner than men.

Women’s hormones also play a role in how quickly alcohol is absorbed within the body. It has been found that hormonal levels in some women during ovulation and the premenstrual period can result in alcohol taking longer to be metabolised, meaning that blood alcohol concentration are higher and more prolonged (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland). Oral contraceptives also delay the absorption of alcohol and so, “...women on the pill may not become drunk as quickly as they would otherwise” (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, p. 9).

As a result of the above this can lead to women developing “...alcohol related health problems earlier in their drinking career than men” (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, pg. 9). In Ireland there has been an increase in the number of people diagnosed with cancer of the liver, between 1994 and 2003 it increased by 10.7% for women and 7.4% for men (Alcohol Action Ireland, Health & Alcohol,

2010). This highlights that women are more prone to liver disease than men. “Women develop alcohol-related disease ...after a shorter period of time and after lower levels of drinking than men, and they are more likely to die from these conditions [compared to] ...men” (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland., p. 10).

It has been demonstrated that there is a risk relationship between the amount of alcohol consumed by women and the development of breast cancer. It has been argued that women who drink one standard drink a day could be increasing their chances of developing breast cancer by 9% and by 41% by drinking 3 – 6 standard drinks a day (Alcohol Action Ireland, Health & Alcohol, 2010)

Women and young girls who drink heavily are at a higher risk of brain shrinkage and impairment, as research has indicated that a brain region involved in coordinating multiple brain functions was substantial smaller in alcoholic women compared to alcoholic men or non-alcoholic women (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, p. 11). Figures published by the HSE show that women have a 7.2% chance of developing epilepsy by drinking 20-39g of alcohol a day compared to 1.2% for men drinking 0-39g a day (Hope, 2008). This indicates “...greater sensitivity to alcohol neurotoxicity among women” (Nolen-Hoeksema, 2004, p. 995).

AWARENESS OF THE HAZARDS IMPACTING HEALTH

Individual attitudes to alcohol plays a vital role in binge drinking. “Lack of awareness of safe drinking limits and potential harm to health appear to be issues for many drinkers” (Barry, et al, 2009, p.18). This lack of awareness and carefree attitude is highlighted by statistics uncovered by the CLAN report, which indicated that 39% of students thought that when someone is drunk they should not be considered responsible for their actions (Hope. Dring, & Dring, p. 10). Furthermore Holmila and Raitasalo (2005), demonstrates how “...the association of heavy

drinking ...may encourage ...drinkers to deny or minimise problems or risks resulting from their drinking, or to regard drunken behaviour as normal or permissible...” (p. 1764).

A study conducted by Karam, Kypri and Salamoun (2007), was carried out to investigate the awareness of health risk behaviour among Egyptian students. The study revealed that only about half of the students who participated had a moderate level of knowledge relating to the dangers of alcohol use. It concluded that 46.7% gained this knowledge from their friends and 43.3% from the media.

Research findings by Dantzer, Fuller, Pampalone, Steptoe and Wardle (2006, p.87), indicated that “...54.5% of men and 55.2% of women were aware of the association between alcohol consumption and heart disease. Levels of awareness of the influence of alcohol on high blood pressure were similar (58.1% men, 58.6% women)”. This highlights that men and women have a reasonably equal understanding of the dangers of consuming alcohol to their health.

Friedi and Ward (2007), outline that diet, exercise, sleep, alcohol and drug use all influence mental health much more than is commonly realised. Friedi and Ward (2007, p.7), point out that “...efforts to encourage healthy eating... and reduce alcohol consumption can make a significant contribution to improving emotional well being and cognitive function”.

ADVERTISING

The alcoholic drinks industry is very important to the Irish economy as excise duty was €1,130 million in 2007 (House of the Oireachtas, 2009). For this reason advertising is crucial in order to promote the sale of products and despite the fact that alcohol related problems cost the state in excess of €2.6 billion in 2004, the drinks industry continues to market their products consistently and aggressively. In 2002 the drinks industry spent €43.2 million on marketing

alone not including sponsorship of sports, with one advertisement for sponsorship of a sporting event, reportedly costing around €3 million (Condon 2005).

Alcohol and the advertising of same play a major part in the tourist industry in this country. As popular attractions include the Guinness Storehouse which had in excess of a million visitors in 2008 and the Old Jameson Distillery who had approximately 250,000 visitors the same year (House of the Oireachtas, 2009) are a grave source of revenue. It is suggested that “...tourist visiting Ireland spend over a third of their expenditure on food and drink” (House of the Oireachtas, p.7).

Research has illustrated that advertising can impact on the consumption of alcohol as well as influencing people’s decisions to start drinking particularly young teenagers. It has found that “...exposure to advertising by children and young people [contributes] in shaping attitudes towards alcohol...” (House of the Oireachtas, 2009, p. 12). The study also showed that advertising also had an effect on the consumption of alcohol, as well as suggesting that exposure to advertising may increase the chances of young people starting to drink as well as the amount they drink (House of the Oireachtas, 2009).

MOTIVATIONS FOR DRINKING

Alcohol is used for a variety of reasons for enjoyment, to relax as well as socialising however many people use it as a method of coping with problems or distress, while others use it to deal with depression or to escape. It has been argued that heavy drinking is part of a style of coping with stress, this involves denying or avoiding one’s negative emotions. Studies suggest that men are more likely to engage in this type of behaviour (Nolen-Hoeksema, 2004). Another condition which leads people to binge drink is depression. Individuals believe that by drinking they will escape their problems if only for the short term. With any condition seeking help is of

the utmost importance, however men are not as willing as women to take that step. This may have something to do with traditional views that by looking for help implies weakness, therefore leading men to "...feel [that] they cannot express [themselves] openly because of social sanctions against...[them]" (Nolen-Hoeksema, p. 989).

People's expectations of alcohol and its effects is a further issue for encouraging heavy drinking. Nolen-Hoeksema (2004), identify some of the expectations of people which include, the belief that alcohol will reduce tension or increase social or physical pleasure and will facilitate social interaction.

Low self-esteem also adds to heavy drinking particularly in women. This is largely due to the fact that alcohol relaxes individuals and makes them feel more comfortable within themselves. It has widely been contested "that low self-esteem plays an important role in the development of alcohol related problems in women" (Nolen-Hoeksema, 2004, p. 991).

Over the last 15 years women's position's within society has seen some dramatic changes, mainly due to the number of women who have entered or re-entered the workforce having steadily increased. With this women's drinking patterns have changed. One possible reason for this change could be due to women having to adapt to their new role and responsibilities along with their traditional role within the home. Holmila and Raitasalo (2005, p.1766), highlight this by stating that "the stress caused by the new dual role in women's lives has been regarded as one mechanism underlying increased drinking among women".

SOCIAL AND INTERPERSONAL CONSEQUENCES

In addition to the physical consequences of alcohol consumption experienced by individuals they can also impact on their relationships with others and on society in general. "The national drinking survey reported the harm experienced by the drinker had personal

(regrets, fights, accidents), economic (work) and social (friendship and home-life) consequences across the population and was more prevalent in men than women” (Hope, 2008, p. 16).

Street violence is a big problem which is generally associated with alcohol consumption and figures published would suggest that alcohol related violence is a major problem in Ireland. A survey carried out indicated that the rate of physical assault had increased by 71% between 1998 and 2003 rising from 0.7% to 1.2% and in 2006 was 1.1% (Hope, 2008, p. 21). 7% of men according to Barry et al (2009), have reported being in a fight compared to only 3% of women. The majority of these incidents occur after periods of heavy drinking and SLAN 2007 discusses how “binge drinkers are almost 5 times more likely to be involved in a fight or accident because of their drinking compared to non-binge drinkers...” (Barry et al, 2009, p. 22).

Driving while being under the influence of alcohol remains one of the main causes of road traffic accidents in Ireland. “Between 1990 and 2006 there were a total of 7,078 people killed on the roads of which 2,462 were alcohol related” (Hope, 2008, p. 12). Studies show that women are less likely to drive while being under the influence of alcohol compared to men. It has been found that alcohol is a factor in half of all fatal crashes involving men aged under 35 years (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland, p. 14). Barry et al (2009), exposes that 17% of males and 5% of female drinkers who also drive admitted they had driven after they had consumed 2 or more standard drinks, further illustrating that men are more willing to drive after they have consumed alcohol.

Another area which women become impacted by as a cause of alcohol is sexual assault or rape. Alcohol has been linked to sexual assaults and rape, it is estimated that approximately 52% of men convicted of these offences had consumed alcohol prior to the attack (The Women’s Health Council, Women and Substance Misuse: Alcohol and Women’s Health in Ireland p. 15).

A number of studies in Ireland have reported a clear link between alcohol use and unprotected sexual behaviour particularly among younger adults (Hope, 2008, p. 8). This risky sexual behaviour increases the chances of crisis pregnancy as well as contracting sexually transmitted infections. In Ireland “...rates of sexually transmitted infections have increased by 165% over the last decade and alcohol use has been identified as an important contributory factor” (O’Connell, 2003, p. 109).

Research carried out on the sexual behaviour of adults aged 18 – 34, unveiled that three out of four young adults have had unprotected sex, however less than two in five have been tested for STI’s (Barry & Shanahan, 2011). The research always revealed that “...men are more causal in their attitude to unprotected sex and more likely to have one-night stands” (Barry & Shanahan).

Nolen-Hoeksema (2004), highlights the likelihood of sexual activity between a man and a woman on a first date, and demonstrates that the probability of it happening increases after the man has drunk alcohol but decreases if the woman has consumed alcohol. This would suggest that alcohol makes women reluctant to engage in sexual intercourse.

RATIONALE

The motivation behind choosing to investigate this area is largely due to the fact that a lot of the previous studies conducted which the researcher examined dealt with the general population and how they consume alcohol and the consequences for same. Also there are a substantial number of studies carried out on the vulnerability of women to excessive alcohol consumption.

Furthermore the researcher discovered that quite a few of these studies were carried out in other European Countries as well as America, and New Zealand. A survey previously carried out investigated the health of Irish college students and examined the topic of alcohol and resulting factors from its consumption however, this only took into consideration full time students.

Other research carried out dealt with why alcohol consumption here has increased dramatically over the last decade resulting in a new trend of excessive or binge drinking occurring.

OBJECTIVES

The aim of this research project is to identify if there is in fact a difference in the amount of alcohol consumed by men and women in full time and part time, third level education in Ireland. This study aims to examine some of the motivations behind individuals reason's for drinking and investigate if they differ for men and women.

The subject of awareness to the consequences of drinking will also arise in order to establish if individuals are conscious of the hazards of excessive or binge drinking. The area of how frequent both men and women drink as well as where they drink will also be investigated.

The subject of how alcohol consumption can alter an individual's mood and how it can affect their expectancies will also be examined.

HYPOTHESIS

Hypothesis 1:

There will be a difference in alcohol consumption between male and female third level college students.

Hypothesis 2:

There will be no difference between male and female college students knowledge of the medical consequences of alcohol consumption.

Hypothesis 3:

There will be a difference between male and female college students and levels of unprotected sex due to the consumption of alcohol.

Hypothesis 4:

There will be a positive correlation between male college students and aggression when under the influence of alcohol than female college students.

Hypothesis 5:

There will be a positive correlation between male college students and drinking in order to deal with negative emotions.

Hypothesis 6:

Male college students will report higher levels of drink driving than female college students.

METHODOLOGY

DESIGN

In order to carry out the research it was decided to use quantitative research methods. “As their names suggest quantitative methods involve some form of numerical measurement while qualitative methods involve verbal description” (Clark-Carter, 2004, p. 3). In using quantitative methods the researcher knows in advance what it is they are looking for prior to carrying out their research. This was one of the reasons for choosing this method of research along with the fact that a large sample was required and quantitative methods was the most effective method to collect the required data. As this was a quasi - experimental between participant design the variables were gender (independent variable) and alcohol consumption (dependent variable).

PARTICIPANTS

The total number of participants in this study was 108 male and female third level college students. 108 participants were analysed in the study, 51 were male (47.2%) and 57 were female (52.88%). The participants varied in age the youngest being 18 and the oldest being 56. The mean age for male participants was 22 years and 25 years was the mean for female participants. The participants were accessed via Dublin Business School, Moate Business College and Athlone Institute of Technology, and were either in full or part-time education. Participants were selected by using an opportunistic sample.

MEASURES

All participants completed a short booklet which contained, The Comprehensive Alcohol Expectancy Questionnaire (Demmel, Moshagen & Nicolai, 2010), The Alcohol Use Measure

(Johnston, P. B. 1990), Functions of Use and Bad Effects from Use Scales (Boys Griffiths, Fountain, Marsden, Stilwell & Strang, 1999), and the Health Awareness Scale. Examples of questions asked included “In the past month where did you generally consume alcohol?”, “Do you drink in order to avoid dealing with negative emotions?”, “Have you driven a car when you knew you had too much to drink?”, “When I drink I am more talkative?” Participants also completed questions about age and sex.

Comprehensive Alcohol Expectancy Questionnaire

The Comprehensive Alcohol Expectancy Questionnaire (Demmel et al, 2010) is a self-report measure designed to assess participant’s alcohol expectancies. It is broken down to cover five different factors (1) Social Assertiveness and Positive Affect which has 19 items, (2) Tension Reduction which has 10 items (3) Cognitive Impairment and Physical Discomfort which has 13 items, for the purpose of this study this section was excluded (4) Aggression which has 4 items and (5) Sexual Enhancement which has 5 items. This asked participants to indicate their personal expectancies and experiences to the effects of alcohol and included both positive and negative responses. Some of the questions answered by participants included “When I drink I can have more fun at parties?”, “When I drink I am more prepared to take risks?”, “When I drink I become less tense?”, “When I drink I become short tempered?”, “Sex is more intense?”.

Alcohol Use Scale

The Alcohol Use scale (Johnston, P. B. 1990), was used to establish how much alcohol on average the participants had consumed in the month previous to the study. The participants were asked to indicate how much beer, cider, spirits and wine they had consumed in the previous month. This also examined how frequent the participants consumed alcohol in the previous

month. These combined would evidently demonstrate the participant's monthly alcohol consumption.

Functions of Use and Bad Effects from Use Scales

The Functions of Use and Bad Effects from Use Scale (Boys et al, 1999), was split into two subscales, The Mood Functioning Scale and The Negative Effects Scale.

The Mood Functioning Scale (Boys, et al, 1999), contained three items examining some of the possible reasons people might drink. Some of the questions were omitted or purposely devised in order to be valid for this study. The questions were answered using a Likert type scale with five possible answers ranging from "never" to "always". The questions were focused on mood alteration and alcohol consumption, for example, "do you drink to make yourself feel better when low or depressed?" "Do you drink in order to avoid dealing with negative emotions?"

The Negative Effects Scale (Boys et al 1999), was used to determine whether the participants had experienced negative effects/consequences of consuming alcohol. Some of the questions in this section were omitted or purposely devised in order to make them suitable for this study. These were 5 items in this section all of which were polar questions meaning the answer was either 'yes' or 'no'. For example "Felt sick or vomited?" "Had un-protected sex?"

Health Awareness Scale

This scale was purposely devised for this study and was used in order to establish whether or not male and female college students were aware of some of the health implications of consuming alcohol. It asked the students to identify from a given list what they believed some of the health risks of drinking to be. In this section there were 6 items which were polar type questions, for example "brain damage", "arthritis", "cancer".

PROCEDURE

Permission was sought and granted from lecturers of Dublin Business School, to gain access to their class for the purpose of students both full time and part-time to complete the questionnaires. Permission was also sought with the aid of a consent letter (see appendix 1) to gain access to students attending Moate Business College and Athlone Institute of Technology. The Director of Moate Business College reviewed the questionnaire and had no issue with accessing the students. Similarly the Head of the School of Science in Athlone IT, reviewed the questionnaires and granted permission to collect the research. The focus of the study was explained to the students. Participants were required to complete the questionnaires including their age and gender. An information sheet was attached to each questionnaire with the contact details which may be of interest to the participants (see appendix 2). It took approximately 5-8 minutes for the participants to complete the questionnaires when the participants were finished the researcher collected them and placed them in an envelope. The researcher thanked the participants for completing the questionnaire and reassured them once again that all information would remain strictly confidential.

ETHICAL CONSIDERATIONS

The front page of each of the questionnaire contained a brief introductory note which summarised what the study was focused on (see appendix 2). It informed the participants that all information provided by them would remain strictly confidential. The contact details for Alcoholics Anonymous as well as Irish Family Planning Association and AWARE were provided on the back page of each questionnaire. Participants were reminded of the confidentiality of their responses and were given the right to withdraw at any time.

RESULTS

HYPOTHESIS ONE:

Hypothesis one proposed that there will be a difference in alcohol consumption between male and female third level college students. In order to establish if there was a significant difference in the amount of alcohol consumed an independent sample t-test was carried out. This indicated that there was a significant difference in the amount of alcohol consumed by male and female third level college students. The mean score for male college students was ($M = 14.68$, $SD = 15.01$), which is significantly higher ($t = 2.62$, $df = 72.81$, two-tailed $p = 0.011$), than that of female college students ($M = 8.56$, $SD = 7.72$), thereby supporting the hypothesis.

Table 1: Breakdown of the mean amount of alcohol consumed by the participants

	Sex of participant	N	Mean	Std. Deviation
Total	Male	51	14.6863	15.01132
Alcohol	Female	57	8.5614	7.71829

HYPOTHESIS TWO:

Hypothesis two states there will be no difference between male and female college students knowledge of the medical consequences of alcohol consumption. An independent sample t-test was conducted to determine that there would be no significant difference in student's knowledge of the medical consequences of alcohol consumption. The mean score indicated for male students was ($M = 9.33$, $SD = 1.11$) which is not significantly higher ($t = .396$, $df = 106$, two tailed $p = 0.693$) to that of female students ($M = 9.25$, $SD = 1.18$). Results indicated that the hypothesis was supported.

Of the 51 males 25 (49%) and 57 females 30 (52.6%) said that drinking alcohol could lead to developing cancer, while 26 males (51%) and 27 females (47.4) answered incorrectly by saying that it couldn't lead to developing cancer.

Table 2: Breakdown of participant's knowledge on developing cancer

Sex of participant		Frequency	Percent
Male	Yes	25	49.0
	No	26	51.0
	Total	51	100.0
Female	Yes	30	52.6
	No	27	47.4
	Total	57	100.0

11 males (21.6%) and 10 females (17.5%) indicated that they believed that arthritis was caused as a result of drinking alcohol, while 40 males (78.4) and 47 females (82.5) answered correctly that arthritis is not a known effect of consuming alcohol.

Table 3: Breakdown of participant's knowledge on developing arthritis

Sex of participant		Frequency	Percent
Male	Yes	11	21.6
	No	40	78.4
	Total	51	100.0
Female	Yes	10	17.5
	No	47	82.5
	Total	57	100.0

31 male (60.8%) and 32 (56.1%) of females stated correctly that brain damage can result from consuming alcohol, whereas 20 males (39.2%) and 25 females (43.9%) were not aware that brain damage is a negative effect of alcohol consumption.

Table 4: Breakdown of participant's knowledge on developing brain damage

Sex of participant		Frequency	Percent
Male	Yes	31	60.8
	No	20	39.2
	Total	51	100.0
Female	Yes	32	56.1
	No	25	43.9
	Total	57	100.0

21.6% of male students and 22.8% of female students said that night blindness is developed due to drinking alcohol, while 78.4% of males and 77.2% of females stated correctly that it is not a known development as a result of alcohol consumption.

Table 5: Breakdown of participant's knowledge on developing night blindness

Sex of participant		Frequency	Percent
Male	Yes	11	21.6
	No	40	78.4
	Total	51	100.0
Female	Yes	13	22.8
	No	44	77.2
	Total	57	100.0

Out of the 108 participants 38 (74.5%) males and 43 (75.4%) females indicated correctly that liver damage is a factor associated with consuming alcohol, while 13 (25.3%) of male students and 24 (24.6%) of female students said it was not a factor.

Table 6: Breakdown of participant's knowledge on developing liver damage

Sex of participant		Frequency	Percent
Male	yes	38	74.5
	no	13	25.5
	Total	51	100.0
Female	yes	43	75.4
	no	14	24.6
	Total	57	100.0

39.2% of male students and 50.9% of female students stated correctly that mental illness can develop as a result of alcohol consumption, however 60.8% of male students and 49% of female students were not aware that mental illness can be developed.

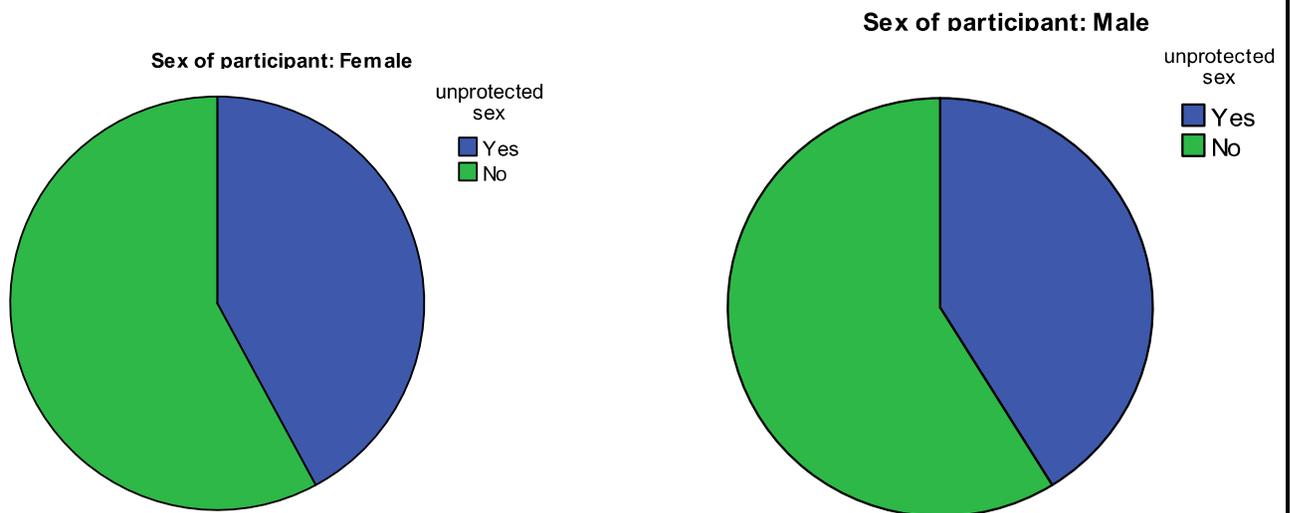
Table 7: Breakdown of participant's knowledge on developing mental illness

Sex of participant		Frequency	Percent
Male	yes	20	39.2
	no	31	60.8
	Total	51	100.0
Female	yes	29	50.9
	no	28	49.1
	Total	57	100.0

HYPOTHESIS THREE:

Hypothesis three proposed that there will be a difference between male and female college students and levels of un-protected sex due to the consumption of alcohol. To determine if there was a significant difference an independent sample t-test was again performed. The mean scores for males was ($M = 1.59$, $SD = 0.50$), which is not significantly different ($t = 0.10$, $df = 106$, two-tailed $p < 0.923$) than that of female students ($M = 1.58$, $SD = 0.50$). The results indicated that the hypothesis was not supported.

Graph 1: Breakdown of levels of un-protected sex among participants



HYPOTHESIS FOUR:

Hypothesis four states that there will be a positive correlation between male college students and aggression when under the influence of alcohol. In order to illustrate this Pearson's correlation as well as the file spilt option was used to calculate the results. By using Pearson's correlation the results for males students between aggression ($M = 3.73$, $SD = 4.03$) and alcohol consumption ($M = 14.69$, $SD = 15.01$), shows that there is a significant positive relationship between aggression and alcohol consumption ($r = 0.39$, $df = 49$, $p < 0.004$).

While the results for females indicate aggression ($M = 2.46$, $SD = 2.82$), and alcohol consumption ($M = 8.56$, $SD = 7.72$), which shows that there is no significant relationship between aggression and alcohol consumption ($r = 0.23$, $df = 55$, $p < 0.093$), hence this hypothesis was supported by the results.

HYPOTHESIS FIVE:

Hypothesis five proposed that there will be a difference between male college students and drinking in order to avoid dealing with negative emotions than female college students. An independent sample t-test was carried out, the mean scores for males was ($M = .80$, $SD = .168$), indicating there is a not significant difference ($t = -.41$, $df = 106$, 2 tailed $p > .05$) to that of females ($M = .89$, $SD = 1.13$). Therefore this hypothesis was not supported.

The 108 participants (51 male & 57 female) were asked the question, Do you drink in order to avoid dealing with negative emotions? 56.9% of males and 52.6% of females said never, 23.5% of males and 19.3% of females responded seldom, 7.8% of male students and 15.8% of female students indicated occasionally, while 5.9% of males and 10.5% of females said usually and finally 5.9% of males and 1.8 of females answered always.

Table 8: Breakdown of the drinking and avoid dealing with negative emotions

Sex of participant		Frequency	Percent
Male	Never	29	56.9
	Seldom	12	23.5
	Occasionally	4	7.8
	Usually	3	5.9
	Always	3	5.9
	Total	51	100.0
Female	Never	30	52.6
	Seldom	11	19.3
	Occasionally	9	15.8
	Usually	6	10.5
	Always	1	1.8
	Total	57	100.0

HYPOTHESIS SIX:

Hypothesis six proposed that male college students will report higher levels of drink driving than female college students. The split file option along with Pearson's correlation was used to determine the results. By using Pearson's correlation results for male students between alcohol consumption ($M = 14.69$, $SD = 15.01$), and driving ($M = 3.66$, $SD = 7.17$) shows that there is not a significant relationship between drinking and driving ($r = -.10$, $df = 49$, $p < .468$).

The results for female students indicate alcohol consumption ($M = 8.56$, $SD = 7.72$), and driving ($M = 3.74$, $SD = 0.61$), which shows that there is not a significant relationship between consuming alcohol and driving ($r = -.13$, $df = 55$, $p < .33$), thereby not supporting the hypothesis.

DISCUSSION

The aim of this research project was to identify if there is a difference in the amount of alcohol consumed by men and women in third level college in Ireland. The research focused on a number of areas in relation to the drinking patterns of both male and female students, including how frequently they drank as well as where they generally consumed alcohol.

The research also examined participant's motivations for consuming alcohol in order to establish if a difference existed. Areas also investigated in the research were participant's alcohol expectancies as well as the negative effects commonly associated with drinking. Awareness to the health implications as a result of consuming alcohol were also examined to establish if male and female students were conscious of the negative medical effects of alcohol.

HYPOTHESIS ONE:

Results illustrate that male college students do consume more alcohol than female students and so supports the hypothesis. This result is similar to a study which was carried out by Tsianakas and Rice (2004), as cited in The Women's Health Council (2008), which found that women on average drink less than their male counterparts. Research conducted by Hope and Ramstedt, also discovered that gender differences in alcohol consumption also exists in Nordic countries, as they established that men drink about three times as much alcohol as women. The SLAN 2007 survey states that Irish men drink more often than women, as 45% of men reported that they drank at least 2-3 times a week compared to 29% of women (Barry et al, 2009).

The Women's Health Council (Women and Substance Misuse: Alcohol and Women's Health in Ireland), proposes that one of the major differences affecting the amount of alcohol consumed by men and women is largely due to the biological make up of the female body which results in them feeling the effects of alcohol a lot quicker than men. This is largely due to the fact

that women have a proportionally higher ratio of fat to water than men so they are less able to dilute alcohol within the body.

Nolen-Hoeksema (2004), suggests that gender roles play a part in the differences in alcohol consumed by men and women by illustrating that alcohol consumption is part of the male gender role, but is discouraged as part of the female gender role. The study found that individual's particularly women who endorse traditionally feminine trait consume less alcohol and drink less frequently.

HYPOTHESIS TWO:

After carrying out the analysis results proved that there is not a significant difference in male and female college student's knowledge of the medical consequences of consuming alcohol. This results mirrors findings which were carried out by Dantzer et al (2006), indicating that 54.5% of men and 55.2% of women were aware of the association between alcohol consumption and heart disease. The study also found 58.1% men and 58.6% of women were aware of the effect of alcohol on high blood pressure.

The current study revealed that similar levels of awareness of developing certain diseases or conditions do exist among male and female college goers. This is highlighted by the fact that 49% of males and 52.6% of females said that drinking alcohol could result in developing cancer. When participants were asked if drinking could lead to developing arthritis 78.4% of males and 82.5% of females stated correctly that it was not a known cause of drinking alcohol. Results also found that male (60.8%) and female (56.1%) participants were equally conscious of causing brain damage due to their drinking. When asked to state if night blindness was a known cause of consuming alcohol 78.4% of males and 77.2% of females stated correctly that it was not. A high knowledge of the association of drinking alcohol as a cause of liver damage was recorded as 74.5% of males and 75.4% of females indicated correctly that it is a known consequence. Levels

of awareness to the development of mental illness for both males and females were worrying low. Only 39.2% of males and a slightly higher 50.9% of females said that drinking alcohol could lead to developing a mental illness. This low level of awareness to developing mental illness correlates positively with Friedi and Ward (2007), who highlight that mental health is influenced much more than is commonly realised as a result of an individual's diet, exercise, sleep, alcohol and drug use

A study conducted by Karam, , Kypri and Salamoun (2007), also revealed similar findings in relation to a lack of awareness to the development of certain conditions as a result of alcohol consumption, as only half of the students who participated in their study had a moderate level of knowledge relating to the dangers of alcohol use.

HYPOTHESIS THREE:

Results show that there is not a significant difference in the number of males college students having unprotected sex compared to females college students as a result of consuming alcohol, therefore the hypothesis is not supported. A previous study conducted by Barry and Shanahan (2011), identified that men were in fact more causal in their attitude to unprotected sex, as well as being more likely to have one-night stands than women. Nolen-Hoeksema (2004), examined the likelihood of sexual intercourse on a first date and discovered that the chances of it happening increased when the man consumed alcohol, however the likelihood of it occurring decreased when the woman that drank alcohol insinuating alcohol inhibits women willingness to engage in sex.

However the present study recognises similar levels of having unprotected sex after consuming alcohol among both male and female students. When participants were asked whether they had ever that unprotected sex after drinking, 41.2% of male students stated they had while a marginally higher 42.1% of female students also said yes.

One possible reason for this carefree, casual attitude female students appear to have about having unprotected sex could be as a result of changes which have been made in the dispensing of the morning after pill. Emergency contraception is now available over the counter without needing a prescription from a doctor. Unexpected pregnancy is a major concern for young female adults however, now that the morning after pill is more easily accessed, it could be leading female students to be more relaxed and less concerned about having unprotected sex and exposing themselves and others to contracting STI's. The rate of sexually transmitted infections in Ireland has increased by 165% over the last decade and research has shown that alcohol use has been an important contributory factor (O'Connell, 2003).

HYPOTHESIS FOUR:

This study has identified a positive correlation between male college students and aggression when under the influence of alcohol, hence accepting the hypothesis. A survey conducted by Hope (2008), revealed similar results by highlighting the harm caused by the drinker results in a number of consequences for the general population, including personal (regrets, fights, accidents), economic (work) and social (friendship and home-life), it was also found that men were more prevalent than women.

Street violence is a continuously increasing problem in Ireland and is generally associated with alcohol consumption. Figures published would suggest that alcohol related violence is a major problem in this country. Hope (2008), carried out a survey which uncovered that the rate of physical assault had increased by 71% between 1998 and 2003. Barry et al (2009), reports that 7% of men had acknowledged that they had at some point been in a fight compared to only 3% of women.

The SLAN 2007 survey furthermore revealed that the majority of public order offences such as fighting all occur after periods of heavy drinking. SLAN 2007 unveiled that binge drinkers are almost 5 times more likely to be involved in a fight or accident because of their drinking compared to non-binge drinkers (Barry et al, 2009).

HYPOTHESIS FIVE:

Results demonstrated that there was not a positive correlation between drinking in order to avoid dealing with negative emotions and male college students and so this hypothesis was not supported. Research presented by Nolen-Hoeskema (2004), however discusses how alcohol can be used by many people as a method of coping with problems or distress, while others use it to deal with depression or to escape. The study argues that heavy drinking is part of a style of coping with stress, which involves denying or avoiding one's negative emotions. Nolen-Hoeskema (2004), suggests that men are more likely to engage in this type of coping behaviour than women in order to avoid dealing with negative emotions.

As a result of not dealing with one's negative emotions studies show individuals can become depressed, which in turn can lead to people drinking or drinking heavily. As with all medical conditions looking for help is vital however, men are reluctant to take this step. Nolen-Hoeskema (2004), states that this may be as a result of the traditional view that if an individual looks for help it implies that they are weak. Therefore leading men to believe that they cannot express themselves or speak openly because of social sanctions that may be held against them.

The current study indicated that female students are drinking more than their male counterparts in order to avoid dealing with their negative emotions. One possible cause of this could be the increased pressures female students may find themselves under. The current study highlighted that female students are having more unprotected sex than males, which can lead to

increased chances of unexpected pregnancy. This results in additional strain and stress being put on female students who have to adapt their lives in order to take on their new role as a mother as well as dealing with the pressures of being a student. Holmila and Raitasalo (2005), highlight this by stating that the stress caused by the new dual role in women's lives has been regarded as one mechanism underlying increased drinking among women.

HYPOTHESIS SIX:

The present study found that male college student do not report higher levels of drink driving than female college students and so does not accept the hypothesis.

Driving while being under the influence of alcohol remains one of the main causes of road traffic accidents in Ireland. Research carried out by Barry et al (2009), exposes that 17% of males and 5% of females acknowledged they had driven after they had consumed 2 or more standard drinks, this illustrates that men are more willing to drive after they have consumed alcohol.

Hope (2008), findings replicate this of Barry et al (2009), as alcohol related crashes were found to be more likely among male drivers. The Women's Health Council (Women and Substance Misuse: Alcohol and Women's Health in Ireland) report found that alcohol is a factor in half of all fatal crashes involving men aged under 35 years.

A possible explanation for higher levels of female students drink driving compared to male students may be due to the fact that women are now consuming more alcohol within the home. It has now almost become the norm for women to visit a friend and sit and have a conversation over a glass or two of wine, after which it is not uncommon for them to drive home. Hope (2007) confirms this new wave of wine drinking with figures indicating a dramatic rise in the sale of wine between 1986 – 2006, seeing an increase of 8,121,225 litres of pure

alcohol representing a 523% increase over this period. According to Hope and Ramsteat 23% of female drinking consists of wine while men account for a mere 6%.

LIMITATIONS & FUTURE RESEARCH

The current study was limited with regards to the number of participants who took part in the student. This study had only 108 participants 51 male students and 57 female students, it would benefit future research if a larger sample was used, with equal numbers of male and female students to improve validity of the study.

An additional limitation was the age of the participants which varied from 18 – 56 years, however the mean age for male students was 22 years and for female students was 25 years. Further research could be improved by having older student's part-take in the study in order to get a clearer understanding of the drinking habits of all students.

In addition a further limitation was the restricted area covering whether the participants had engaged in unprotected sex. Further research could investigate this more extensively by enquiring in more depth about participants sexual habits while being under the influence of alcohol and what leads them to having unprotected sex.

Finally time periods covered in the study were a limitation. Students were asked about the average amount of alcohol they had consumed in the month previous to the study. It could be beneficial to further research to examine the average amount of alcohol consumed by students over a shorter period of time for instance a week. This may result in clearer more precise findings.

CONCLUSION

The current study concluded that male college students are in fact consuming more alcohol than their female counterparts. This resembles findings of Hope and Ramstedt, as well as Tsianakas and Rice (2004), as cited in The Woman's Health Council (2008), which puts forward findings which indicated that men do drink on average more alcohol than women. Men also drink more often than women as research compiled by Barry et al, (2009), highlights that 45% of men reported they had drunk at least 2 – 3 times a week compared to 29% of women.

In relation to student's knowledge of the medical consequences of drinking on their health, the present research discovered that both male and female college students are equally aware of the dangers of alcohol to their health. This is similar to research conducted by Dantzer et al (2006), which established that 54.5% of men and 55.2% of women were aware of the association between alcohol consumption and heart disease, 58.1% of men and 58.6% of women were also aware of the effects of alcohol on high blood pressure. This mirrors results in this study which revealed that 49% of male students and 52.6% of female students answered correctly that alcohol can lead to developing cancer as well as 74.5% of male students and 75.4% of female students were aware that liver damage can occur as a result of drinking alcohol. The current study also indicated that both male and female college students lack awareness in relation to developing mental health issues, an issue which Friedi and Ward (2007) also bring to light.

With regard to having unprotected sex while being influenced by alcohol, this recent research indicates that female college students are in fact having more unprotected sex after drinking than male students. Previous studies compiled by Barry and Shanahan (2011), did in fact identify that men were more causal in their attitude to unprotected sex and were more likely to have a one night stand. Findings which are almost identical to Nolen-Hoeksema (2004), who

found that sexual intercourse was more likely to occur on a first date if the man had drunk, and the likelihood of it occurring after the woman had drunk decreased.

This study concluded that 41.2% of male students and 42.1% of female students had stated that they had engaged in unprotected sex, which is not supported by previously published research. A possible justification for this could be changes which were made in the dispensing of emergency contraception known as the morning after pill, which is now available over the counter without a prescription from the chemist. This may now lead female students to be more relaxed about having unprotected sex as they may be of the view that they can now avail more easily of the morning after pill reducing their concerns about unexpected pregnancy.

The matter of male students being more aggressive than female students while under the influence of alcohol was found to be positive in this study. This analysis is similar to that of Hope (2008), who emphasises that the problems or damage caused to the general population with regards to fighting, accidents etc, as a result of harm caused by the drinker is more likely to be as a consequence of men. According to Barry et al (2009), 7% of men and only 3% of women alleged that they had been in a fight, indicating that men are twice as likely to be involved in a fight than women.

The present study demonstrates that there is not a positive correlation between male college students drinking in order to avoid dealing with negative emotions. However research gathered by Nolen-Hoeskema (2004), would suggest otherwise, indicating that individuals can use alcohol as a way of coping with problems or distress as well as using it to deal with depression or escape. Nolen-Hoeskema (2004), argues that men use this method of coping behaviour more commonly to avoid dealing with negative emotions than women.

A potential cause for this study not finding a positive significant difference among male students drinking in order to deal with negative emotions might be explained by the extra strain female students find themselves under. As this study concluded that female students are having more unprotected sex, this could be resulting in an increase in unexpected pregnancies which leads to female students having to adapt their lives to fulfil their new role as mother, as well as coping with existing stresses and strains of being a student.

Others findings discovered in the current study highlight that male college students are not reporting higher levels of drink driving than female students. This is contrary to a study by Barry et al (2009), showing that 17% of males and 5% of females stated they had driven after they had consumed 2 or more standard drinks. Similar findings were shown by Hope (2008), as alcohol related crashes were found to be more likely among male drivers.

Results found in this research could possibly be due to the fact that women now consume more alcohol at home, particularly wine. It is not uncommon for a woman to visit a friend and have a few glasses of wine while having a conversation and then drive home. Hope (2007), confirms this new trend as the sale of wine was increased by 523% over the period 1986 – 2006.

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APPENDIX ONE

Dr. Bernadette Quinn,
Research Coordinator,
Social Science Programme,
Dublin Business School.

10th February 2011.

Dear Sir/ Madam,

Re: Permission to conduct a research study with members of your organisation.

Tanya Roper is enrolled as a final year social science student at Dublin Business School. DBS social science students are required to complete an independent research project during their final year of study. Tanya Roper's final year research project aims to examine gender difference in alcohol consumption among college students.

All research conducted by final year students is done for the purpose of meeting course requirements. All results obtained are strictly confidential, and to be used for assessment of the researching student's qualifications for receipt of a BA in Social Science. Tanya Roper is requesting written permission, as soon as possible, to collect research data.

Please feel free to address any questions regarding this research to Dr. Bernadette Quinn, Research Coordinator, Social Science Programme, Dublin Business School. Tanya Roper [roperanya1@hotmail.com] can also provide further details about how she will conduct her research study. Thank you for your time.

Yours Sincerely,

Dr. Bernadette Quinn

Tel: 01 4178737

Email: Bernadette.quinn@dbs.ie

APPENDIX TWO



Gender and Alcohol Consumption

This study aims to investigate alcohol consumption among Irish male and female college students. Please answer each section as honestly as you can, do not spend too long thinking about each question as there are no right or wrong answers.

Any information that you give will remain strictly confidential, please do not write your name anywhere on this survey.

I hope you find this interesting, and I would like to thank you in advance for your time and co-operation.

If you require any further information concerning this research, please contact me Tanya Roper or my research supervisor, Dr Bernadette Quinn, at the address below.

Department of Humanities & Social Science

DBS School of Arts

13-14 Aungier Street

Dublin 2

Ireland

Email:

Tanya Roper [ropertanya1@hotmail.com] Dr Bernadette Quinn [bernadette.quinn@dbs.ie]

Please answer the following questions:

Sex (please tick one): Male () Female ()

Age: []

Please write the figure(s) in the appropriate box/ boxes

1. In the past month on average how much alcohol did you consume in one occasion?

Beer (pints)..... Cider (pints)..... Wine (glasses)..... Spirits (shots).....

2. On average how many times in the *past month* have you been drunk?

None [] 1-5 times [] 6-10 times []

11-15 times [] 16-20 times [] > 20 times []

3. In the past month where did you generally consume alcohol?

At home..... At a friends..... In the pub.....

Please answer the questions below by circling one of the following:

- 0) Never
- 1) Seldom
- 2) Occasionally
- 3) Usually
- 4) Always

Do you drink to make yourself feel better when you are low or depressed.....0 1 2 3 4

Do you drink to help you unwind after a stressful day..... 0 1 2 3 4

Do you drink in order to avoid dealing with negative emotions 0 1 2 3 4

*Please answer each question by putting a circle around the 'YES' or the 'NO' following the question:
Have you:*

Felt sick or vomited from drinking	Yes	No
Driven a car after having several drinks	Yes	No
Driven a car when you knew you had too much to drink	Yes	No
Had unprotected sex	Yes	No
Participated in a drinking game	Yes	No

Please answer the questions below using the following code:

0 = Never

1 = Sometimes

2 = Often

3 = Very often

When I drink I am more relaxed and more at ease socially	0	1	2	3
When I drink I am in high spirits	0	1	2	3
When I drink I am not so shy anymore	0	1	2	3
When I drink It's easier for me to approach other people	0	1	2	3
When I drink somehow I think everything is funnier – at any rate, I laugh more	0	1	2	3
When I drink I am more likely to come out of my shell	0	1	2	3
When I drink I am more daring	0	1	2	3
When I drink I am more talkative	0	1	2	3

When I drink I am less self-conscious	0	1	2	3
When I drink I can get to know people more easily	0	1	2	3
When I drink I am more likely to flirt	0	1	2	3
When I drink It doesn't matter as much anymore what people think of me	0	1	2	3
When I drink I can have more fun at parties	0	1	2	3
When I drink I am full of energy and thirsting for action	0	1	2	3
When I drink I am funnier	0	1	2	3
When I drink I am more prepared to take risks	0	1	2	3
When I drink I start making myself the centre of attention	0	1	2	3
When I drink I feel closer to other	0	1	2	3
When I drink I unwind more easily	0	1	2	3
When I drink it helps decrease muscular tension	0	1	2	3
When I drink it helps me forget my worries	0	1	2	3
When I drink it deadens pain	0	1	2	3
When I drink I become less tense	0	1	2	3
When I drink I become less bothered by pain	0	1	2	3
I become more relaxed and well tempered	0	1	2	3
I fall asleep more easily	0	1	2	3
It helps me slow down more easily	0	1	2	3

It helps me calm down more easily if I'm angry	0	1	2	3
When I drink I become short tempered	0	1	2	3
When I drink my aggressiveness increases	0	1	2	3
When I drink I pick fights easier	0	1	2	3
When I drink I become impatient and fly into a rage	0	1	2	3
Sex is more intense	0	1	2	3
I enjoy sex even more	0	1	2	3
I am in a romantic mood	0	1	2	3
I am more emotional	0	1	2	3
My sexual desire increases	0	1	2	3

Please answer each question by putting a circle around the 'YES' or the 'NO' following the question:

Drinking alcohol can result in:

Cancer	Yes	No
Arthritis	Yes	No
Brain damage	Yes	No
Night blindness	Yes	No
Liver damage	Yes	No
Mental illness	Yes	No

