

New Approaches to Alcohol Interventions on Drinking Behavior in Hmong-American Students

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Abstract

Binge drinking is the most serious public health concern and is related to several negative consequences on college campuses today. This study looks into the new approaches to alcohol intervention on drinking behavior in Hmong-American Students. This study tests the hypothesized Structural Equation Model of alcohol use to determine if interpersonal communication, deliberation, and drinking expectancies would mediate alcohol advertising effects on drinking in alcohol intervention situations. The study was conducted through content analysis of previously written articles that led to the creation of a questionnaire that was hosted online. This study will offer a new intervention idea for how educators go about creating anti-drinking campaigns differently to diverse young populations. From this study we will be able to better tailor alcohol prevention and cessation programs for diverse populations of college-age individuals.

Introduction

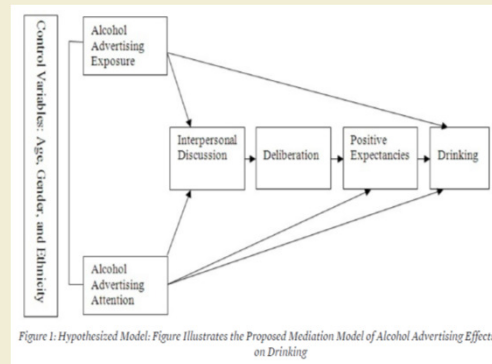
This study tests whether the impact of alcohol advertising exposure on intentions to drink and actual consumption is mediated by positive expectancies about alcohol use. This study also tests whether the impact of positive expectancies about alcohol use is moderated by three dimensions of deliberation.

Theory

- Tarde's model of public opinion formation
 - media--talk--opinion--action
 - Talk plays an important role in the formation of public attitude/opinion.

Intervening Variables

- Interpersonal communication:
 - Daily casual interpersonal discussion that students have with members of their social networks, such as family member, friends, and acquaintances.
- Deliberation:
 - Thoughtful interchanges
 - Designed to solve problems and reach resolutions over issues
 - Includes willingness to listen to others, to express opinions, and to speak out when facing contradictory viewpoints



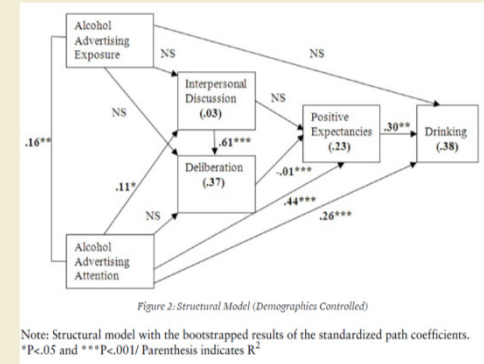
Methods

- Data Analytic Procedures
 - Latent variable structural equation models
 - SPSS 19.0
 - t-test
 - AMOS 19.0
 - Maximum likelihood (ML) with bootstrapping
 - Sig. test: Bias-corrected 95% confidence intervals and *p*-value

Results

- Model Fit Summary
 - This chi-square test result is non significant, indicating good model fit.
 - $\chi^2(41, N=474)=6.607, ns$
 - The ratio of chi-square to degrees of freedom is less than 2 (CMINDF=1.652)
- Overall fit values indicate a good fit of the model.

Fit Indices	GFI	CFI	NFI	RMSEA
	.99	.99	.99	.04



Discussion and Implications

- These findings enable researchers, educators, and public policymakers to better understand how young people process alcohol advertising messages and develop their expectancies about drinking in order to design more effective health interventions.
- The campaign message should encourage students to discuss drinking issues with family, friends, or acquaintances.
- Alcohol issues can be better understood by including considerations of interpersonal discussion and deliberation.

References

- Katz, E. (1992). On parenting a paradigm: Gabriel Tarde's agenda for opinion and communication. *International Journal of Public Opinion Research*, 4, 80-87.
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