Social anxiety, alcohol expectancies, and self-efficacy as predictors of heavy drinking in college students

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Abstract

Burke and Stephens (1999) [Burke, R.S., Stephens, R.S. Social anxiety and drinking in college students: A social cognitive theory analysis. Clinical Psychology Review, 19, (1999) 513–530.] proposed a social cognitive theory of heavy drinking in college students. According to this theory, alcohol expectancies for social facilitation and self-efficacy for refusing heavy drinking in anxiety-producing social situations moderate the relationship between social anxiety and drinking. In the current study, a significant three-way interaction was observed among social anxiety, expectancies, and self-efficacy when amount and frequency of drinking was the dependent variable. As predicted by the model, socially anxious college students with low self-efficacy for avoiding heavy drinking in social situations and high positive expectancies for social facilitation reported more alcohol consumption than other socially anxious individuals.

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1. Introduction

Heavy drinking is common among college students and often leads to negative consequences. Wechsler, Lee, Kuo, and Lee (2000) surveyed over 14,000 college students and found that over 40\% engaged in binge drinking. Among 388 college freshman, 22\% reported engaging in sexual situations
they regretted while under the influence of alcohol, and 14% endorsed driving while intoxicated (Read, Wood, Kahler, Maddock, & Palfai, 2003). In addition, some students indicated signs of physical dependence, including blackouts (45%), increased tolerance (56%), and withdrawal symptoms (5%). The college environment often encourages excessive alcohol consumption (e.g., alcohol is easily available; drinking at parties is the norm). Nevertheless, Burke and Stephens (1999) proposed that individual differences may also be important in understanding drinking behavior in this population.

Social anxiety is one individual differences variable that may be related to heavy drinking among college students. Social anxiety is characterized by fear of negative evaluation by others. In its severe form, social anxiety results in significant distress or functional impairment and is a clinical diagnosis referred to as social phobia (American Psychiatric Association [APA], 2000).

Social anxiety has been shown to be related drinking among college students in several studies. Using a structured diagnostic interview, Kushner and Sher (1993) found that having a diagnosis of social phobia significantly increased the risk of also having a diagnosis of alcohol abuse or dependence among college students. Goodwin (1990) found that a common reason college students reported for drinking was to meet new people, including members of the opposite sex. College students also report drinking to be sociable, to fit in with others, and to feel less shy (Kairouz, Gliksman, Demers, & Adlaf, 2002).

Social phobia is often comorbid with substance abuse (Moutier & Stein, 1999) and precedes alcohol abuse in many dually-diagnosed individuals (Schneier, Martin, Liebowitz, Gorman, & Fyer, 1989). Therefore, some individuals who abuse alcohol may be drinking in response to their social anxiety. Additionally, experimental data suggest that alcohol consumption decreases performance anxiety among individuals with social phobia (Abrams, Kushner, Medina, & Voight, 2001) and that individuals with social phobia increase their alcohol intake following a performance task (Abrams, Kushner, Medina & Voight, 2002). Such studies demonstrate the negative reinforcement value of alcohol among individuals with social phobia and suggest that individuals with social phobia who routinely use alcohol to reduce social anxiety may be at risk for developing abuse or dependence problems (Abrams et al., 2001, 2002).

In addition to social anxiety, another potentially important individual differences variable that may affect drinking behavior among college students is alcohol expectancies. Alcohol expectancies are beliefs that people hold about the effects of alcohol. Alcohol expectancies have been implicated as playing a role in amount of drinking in multiple studies. For example, two longitudinal studies have demonstrated that greater alcohol expectancies of social facilitation held by adolescents even before they began drinking predicted increases in drinking over time (Christiansen, Smith, Roehling, & Goldman, 1989; Smith, Goldman, Greenbaum, & Christiansen, 1995).

Several studies with college students have examined both alcohol expectancies and social anxiety. Burke and Stephens (1997) found that socially anxious college students held expectancies that alcohol would produce positive social effects. Lewis and O’Neill (2000) found that college students who engaged in problem drinking had higher levels of social anxiety and held more positive alcohol expectancies than non-problem drinkers. O’Hare (1990) found that social anxiety significantly predicted alcohol expectancies of tension reduction and increased social assertiveness. Alcohol expectancies of anxiety reduction specifically in social situations have been found to moderate the relationship between social anxiety and drinking in college students (Tran, Haaga, & Chambless, 1997). More recently, Eggleston, Woolaway-Bickel, and Schmidt (2004) found that social anxiety was related to greater positive and negative alcohol expectancies. Lastly, for college men, alcohol expectancies of social
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