

What's the alternative?

Introducing the sober rave project & initial findings

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#studentsandalcohol
#alcoholimpact



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Background

- **Alcohol prevention traditionally focused on:**
 - Industry partnership (e.g. Responsible drinking, calories)
 - Education (e.g. schools, brief interventions)
- **But... significant cultural impact on**
 - Alcohol consumption within university settings
 - Managing risk perception with close peers
- **Social and conformity motivations underpinning behaviour**
 - Many may default to drinking (Herring et al. 2013)

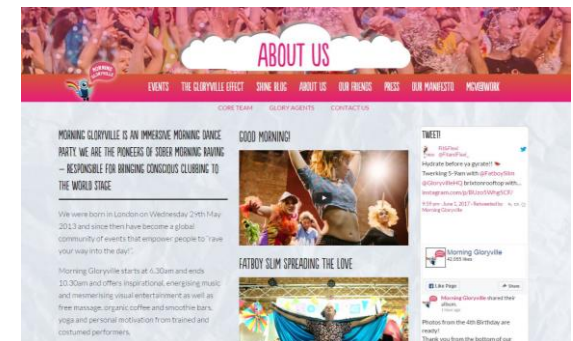


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Sober raving as an alternative

- **Dance events promote**
 - *Temporary escape*, new sensations & experiences (e.g. Firat & Dholokia, 1998)
 - *Social cohesion*, altruism and well-being (Fisher, Callender, Reddish & Bulbulia, 2013)
 - *Belonging*, transcendence & flow (Goulding, Shankar & Elliot, 2002)
- **Alcohol free events**
 - May “Satisfy” certain drinking motivations
 - No retrospective reframing
 - May not require individual agency (Wilkinson & Marmot, 2008)



Phase One – Online survey

- **Aim:** Acceptability
 - Awareness of sober raving
 - Target group/Demographic
 - Impact of drinking motives
- **Population(s):** Online forums and student populations
- **Outcome: Acceptability**
 - Scenario (Petrescu et al. 2016)
- **Predictors**
 - Health cognitions (*TPB constructs: Norman, 2011*)
 - Risk perceptions (*Adapted B-YAACQ: Kahler, Strong & Read, 2005*)
 - Moderators (*Demographics, Past Consumption*)
 - Traits (*Typologies: Weybright et al. 2016; Life satisfaction: Diener et al. 1985*)

Findings

- **Hierarchical regressions**

- Step 1: Age, Consumption, Prev. Attendance
- Step 2: + Drinking typologies, risk, health cognition, life satisfaction

- **Attitudes**

- Age
- Attendance
- Social drinker typology
- Perceived control of consumption

- **Intentions**

- Sober rave attitude
- Life satisfaction

- **Policy Acceptance**

- Social, Emotional and Feel-good drinker typology
- Sober rave attitude
- Attitudes & Intention to consume

~~Perceived risk~~
~~Consumption norms~~

Discussion

- **Possible tension surrounding “replacing” alcohol events**
 - But potential for emphasis on social cohesion and life experience
- **Distinction between predictors of attitude, intention & acceptability**
- **Lack of impact for:**
 - Perceived risks/consequences
 - Social cognition
- **Future (qualitative) research**
 - Experiential elements (cohesion, shared experience, rituals)
 - Clarity on “(re)framing” of events and the role of agency
 - Focus groups (with photoelicitation)



Thanks for listening!



Discussion: Sober rave implementation

- Would this type of event be accessible?
- How could we maximise attendance? (e.g. Freshers week)
- Could this be implemented in different contexts?



Results (Policy acceptance)

		<i>B</i>	<i>SE(B)</i>	β	$ t $	<i>p</i>		
Step 1								
	Gender	-0.28	0.37	-0.07	-0.76	.450		
	Age	0.02	0.03	0.08	0.84	.400		R .20
	AUDIT	-0.04	0.03	-0.11	-1.19	.236		Adjusted R ² .01
	Prev. Attendance	-0.29	0.39	-0.07	-0.73	.467		
Step 2								
	Gender	0.40	0.37	0.10	1.10	.275		
	Age	0.00	0.02	-0.02	-0.19	.847		
	AUDIT	0.00	0.04	0.00	-0.04	.968		
	Prev. Attendance	0.17	0.39	0.04	0.45	.655		
	Alc. Consequences	0.00	0.01	0.04	0.41	.685		
	Social Drinkers	-1.04	0.51	-0.19	-2.04	.044*		R ² .59
	Feel good drinkers	3.10	1.31	0.55	2.36	.020*		Adjusted R ² .24
	Emotion Drinkers	-3.01	1.36	-0.48	-2.21	.029*		
	Sober Rave Attitude	0.51	0.11	0.44	4.81	<.001**		
	Drinking Attitude	-0.25	0.12	-0.25	-2.06	.042*		
	Cons. Intention	0.19	0.09	0.24	2.04	.044*		
	Cons. Norms	0.05	0.11	0.04	0.44	.658		
	Cons. PBC	0.05	0.11	0.05	0.49	.627		
	Life Satisfaction	0.03	0.02	0.13	1.54	.127		

* p < .05 ** p < .01

Results (Intentions)

		<i>B</i>	<i>SE(B)</i>	β	$ t $	<i>p</i>		
Step 1								
	Gender	-0.61	0.39	-0.14	-1.56	.122		
	Age	0.05	0.03	0.18	1.95	.053		R .28
	AUDIT	0.00	0.03	-0.01	-0.09	.928		Adjusted R ² .05
	Prev. Attendance	-0.56	0.41	-0.12	-1.37	.173		
Step 2								
	Gender	-0.02	0.31	0.00	-0.07	.943		
	Age	0.01	0.02	0.02	0.34	.731		
	AUDIT	0.00	0.03	-0.01	-0.13	.893		
	Prev. Attendance	-0.02	0.32	0.00	-0.07	.945		
	Alc. Consequences	0.00	0.01	0.03	0.37	.715		
	Social Drinkers	-0.45	0.44	-0.08	-1.04	.301		R ² .77
	Feel good drinkers	-1.20	1.12	-0.19	-1.07	.288		Adjusted R ² .52
	Emotion Drinkers	0.73	1.16	0.11	0.62	.533		
	Sober Rave Attitude	0.92	0.09	0.75	10.54	<.001**		
	Drinking Attitude	-0.14	0.10	-0.13	-1.41	.160		
	Cons. Intention	0.08	0.08	0.10	1.07	.287		
	Cons. Norms	0.08	0.10	0.06	0.82	.415		
	Cons. PBC	-0.16	0.09	-0.12	-1.72	.087		
	Life Satisfaction	-0.05	0.02	-0.17	-2.56	.012*		
* p < .05 ** p < .01								

Results (Attitudes)

		<i>B</i>	<i>SE(B)</i>	β	$ t $	<i>p</i>		
Step 1								
	Gender	-0.47	0.30	-0.13	-1.55	.124		
	Age	0.05	0.02	0.21	2.46	.015*	R	.40
	AUDIT	-0.03	0.02	-0.11	-1.31	.192	Adjusted R ²	.14
	Prev. Attendance	-0.78	0.32	-0.21	-2.46	.015*		
Step 2								
	Gender	-0.37	0.33	-0.10	-1.11	.269		
	Age	0.04	0.02	0.18	2.00	.048		
	AUDIT	0.02	0.03	0.07	0.57	.570		
	Prev. Attendance	-0.72	0.33	-0.19	-2.18	.031*		
	Alc. Consequences	0.00	0.01	-0.05	-0.50	.618		
	Social Drinkers	1.24	0.45	0.26	2.74	.007**	R ²	.54
	Feel good drinkers	0.30	1.19	0.06	0.25	.801	Adjusted R ²	.19
	Emotion Drinkers	-1.24	1.24	-0.23	-1.00	.318		
	Drinking Attitude	-0.09	0.10	-0.10	-0.82	.414		
	Cons. Intention	-0.06	0.08	-0.09	-0.75	.453		
	Cons. Norms	0.15	0.10	0.16	1.52	.132		
	Cons. PBC	0.22	0.10	0.21	2.32	.022*		
	Life Satisfaction	0.02	0.02	0.11	1.24	.217		

* $p < .05$ ** $p < .01$