An Analysis of the Appeals of College and University Viewbooks to the
Underlying Dispositions of Frequent Drinkers and Non Drinkers

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(ABSTRACT)

Educators and researchers who study college alcohol use have explored shaping the campus environment as a method to positively influence college students’ decisions regarding alcohol use. Existing literature has suggested that the interaction between the college students and the campus environment affects students’ behavior (Goree & Szalay, 1996; Strange & Banning, 2001).

The purpose of this study was to analyze how college and university viewbooks appeal to the different underlying dispositions of college students (non drinker vs. frequent drinker dispositions). The present study was also intended to identify whether college and university viewbooks are a part of the campus environment that affects students’ behavioral decisions.

The purposive sample included 51 college and university viewbooks from four different regions, six Carnegie Classifications, and an over-sampling of historically Black institutions. The findings revealed that college and university viewbooks appeal more to the non drinker dispositions than to the frequent drinker disposition. The findings also call into question previous scholarship suggesting that university recruitment materials have an influence on college student behaviors.
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# Table of Contents

Abstract .................................................................................................................................................... ii

Acknowledgements ................................................................................................................................. iii

Table of Contents ................................................................................................................................... iv

List of Tables .......................................................................................................................................... viii

List of Figures .......................................................................................................................................... x

List of Appendices ................................................................................................................................. xiii

Chapter 1: Introduction ............................................................................................................................ 1
  The College Student and the Campus Environment ................................................................. 2
  College Student Alcohol Use ............................................................................................................ 3
  Purpose .............................................................................................................................................. 7
  Research Questions ............................................................................................................................ 7
  Definitions ........................................................................................................................................ 7
  Significance of the Study .................................................................................................................... 8
  Organization of the Study ................................................................................................................... 9

Chapter 2: Review of Literature ............................................................................................................ 10
  Core Alcohol and Drug Survey ......................................................................................................... 10
  College Alcohol Study ....................................................................................................................... 12
  Social Norm Theory ........................................................................................................................... 15
  Associative Group Analysis ............................................................................................................. 19
  Environmental Assessment Instrument .............................................................................................. 20
    Frequent Drinker Disposition ......................................................................................................... 21
    Non Drinker Disposition .................................................................................................................. 23
Appendix A .......................................................... 127
Appendix B .......................................................... 129
Appendix C .......................................................... 131
Appendix D .......................................................... 133
Appendix E .......................................................... 135
List of Tables

Table 1: Point Values for Size of Images ................................................................. 35
Table 2: Point Values for Prominence of Images ..................................................... 36
Table 3: Point Values for Size of Headings ............................................................... 37
Table 4: Point Values for Prominence of Headings .................................................. 38
Table 5: Concepts Associated with Frequent Drinker and Non-drinker Dispositions,  
by Domain ..................................................................................................................... 39
Table 6: Number of Viewbooks by Carnegie Classification and HBI Status ............. 57
Table 7: Number of Viewbooks from each Region .................................................... 58
Table 8: Average Weighted Scores for ND and FD Dispositions Across All  
Institutions .................................................................................................................... 59
Table 9: Average Percentage Distribution of Domains for Points Scored Across All  
Institutions .................................................................................................................... 61
Table 10: Average Weighted ND and FD Scores and ND:FD Ratio for Each Carnegie  
Classification .............................................................................................................. 68
Table 11: Percentage Distribution of Domains for the ND Disposition Across Carnegie  
Classifications ............................................................................................................. 70
Table 12: Percentage Distribution of Domains for the FD Disposition Across Carnegie  
Classifications ............................................................................................................. 71
Table 13: Average Weighted ND and FD Scores and ND:FD Ratio for Each  
Region ............................................................................................................................ 72
Table 14: Percentage Distribution of Domains for the ND Disposition Across  
Regions ........................................................................................................................... 74
Table 15: Percentage Distribution of Domains for the FD Disposition Across Regions

Table 16: Average Weighted ND and FD Scores and ND:FD Ratios by HBI Status

Table 17: Percentage Distribution of Domains for the ND Disposition by HBI Status

Table 18: Percentage Distribution of Domains for the FD Disposition by HBI Status

Table 19: Average Weighted ND and FD scores and ND:FD Ratios by Religious Affiliation

Table 20: Percentage distribution of domains for the ND disposition by Religious Affiliation

Table 21: Percentage distribution of domains for the FD disposition by Religious Affiliation

Table 22: Average Weighted ND and FD Scores and ND:FD ratios by Women’s College Status

Table 23: Percentage Distribution of Domains for the ND Disposition by Women’s College Status

Table 24: Percentage Distribution of Domains for the FD Disposition by Women’s College Status

Table 25: The Results of Chi-Square Comparisons Across All groups in the Study

Table 26: Chi-Square Results for Each Institution as Compared to All Institutions in the Data Set
### List of Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The four regions used for purposes of this study: West, Northcentral, Northeast, and South. ................................ ................................ ................................ ................................. 32</td>
</tr>
<tr>
<td>2</td>
<td>Image of a woman playing a piano with another woman standing beside her. ................................ ........................................................................................................ 43</td>
</tr>
<tr>
<td>3</td>
<td>Example of VAI scoring for an image. ........................................................................................................................................... 44</td>
</tr>
<tr>
<td>4</td>
<td>Heading “Leadership – Character – Intellect.” ................................................................................................................................. 46</td>
</tr>
<tr>
<td>5</td>
<td>Example of VAI scoring for a heading ........................................................................................................................................... 47</td>
</tr>
<tr>
<td>6</td>
<td>Example of a non-scorable image ......................................................................................................................................................... 48</td>
</tr>
<tr>
<td>7</td>
<td>An image not scored due to small size ................................................................................................................................................ 52</td>
</tr>
<tr>
<td>8</td>
<td>A small heading ..................................................................................................................................................................................... 53</td>
</tr>
<tr>
<td>9</td>
<td>A medium-sized heading ........................................................................................................................................................................ 54</td>
</tr>
<tr>
<td>10</td>
<td>A large heading .................................................................................................................................................................................... 55</td>
</tr>
<tr>
<td>11</td>
<td>A typical image that appealed to the ND disposition ......................................................................................................................... 62</td>
</tr>
<tr>
<td>12</td>
<td>A typical image that appealed to the ND disposition ......................................................................................................................... 63</td>
</tr>
<tr>
<td>13</td>
<td>A typical image that appealed to the ND disposition ......................................................................................................................... 64</td>
</tr>
<tr>
<td>14</td>
<td>A typical image that appealed to the FD disposition ......................................................................................................................... 65</td>
</tr>
<tr>
<td>15</td>
<td>A typical image that appealed to the FD disposition ......................................................................................................................... 66</td>
</tr>
<tr>
<td>16</td>
<td>A typical image that appealed to the FD disposition ......................................................................................................................... 67</td>
</tr>
<tr>
<td>17</td>
<td>A portion of an image found in Well-Known Catholic University’s viewbook. This picture shows large crowds and some people carrying cups of beer. ......................................................................................................... 74</td>
</tr>
<tr>
<td>18</td>
<td>This is an image from the Middle U.S. Inspirational College viewbook. It clearly shows alcoholic beverages in and on top of a cooler, along with</td>
</tr>
</tbody>
</table>
numerous glasses often used for alcohol consumption (i.e. shot glasses). .....

Figure 19: This image (also from Middle U.S. Inspirational College) shows students and a faculty member in a social setting. It is difficult to see what kind of bottles are on the shelves in the background, but they closely resemble liquor bottles.

Figure 20: This image, found in the Elvis State viewbook, shows a smoky saloon environment. The mere inclusion of the word “saloon” on the sign suggests alcohol use.

Figure 21: One of the few images used by Boiler University that appealed to the FD disposition.

Figure 22: One of the few images used by Boiler University that appealed to the FD disposition.

Figure 23: One of many images that Inventor College used to appeal to the ND disposition.

Figure 24: One of the many images Inventor College used to appeal to the ND disposition.

Figure 25: This heading is one of many Strong Women’s College used to appeal to the ND disposition.

Figure 26: This image is one of many that Strong Women’s College used to appeal to the ND disposition.

Figure 27: This picture represents the active nature of images from MUSIC that appealed to the FD disposition.

Figure 28: This image shows the “big city” where MUSIC is located. This kind of
image appeals to the FD disposition............................................................ 114

Figure 29: Turkey University placed this image prominently centered and overlapping two pages in their viewbook. .............................................. 115

Figure 30: Well-Known Catholic University used this image in their viewbook. Notice the clear cups of beer in the picture (circled). ......................... 116

Figure 31: This is an image from the Middle U.S. Inspirational College viewbook. It clearly shows alcoholic beverages in and on top of a cooler, along with numerous glasses often used for alcohol consumption (i.e. shot glasses). ... 117

Figure 32: This image from Middle U. S. Inspirational College shows students and a faculty member in a social setting. It is difficult to see what kind of bottles are on the shelves in the background, but they closely resemble liquor bottles................................................................. 118

Figure 33: This image, found in the Elvis State viewbook, shows a smoky saloon environment. The mere inclusion of the word “saloon” on the sign suggests alcohol use................................................................. 119
List of Appendices

Appendix A: E-mail with permission to use map as pictured in the Core Survey results. 127

Appendix B: Viewbook Analysis Inventory. 129

Appendix C: E-mail sent to admissions offices requesting a copy of their institution’s Viewbook. 131

Appendix D: The sheet used for compilation of the results. 133

Appendix E: Vita. 135