



FINAL RESEARCH REPORT

PR @ IU

Erin Powell

Sarah Peters

Margo Hess

Caitlin Hurwitz

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Executive Summary

PR@IU, a group of students at Indiana University, are looking to understand binge drinking within the Greek community and any issues that may come from it. This document describes the entirety of PR@IU's qualitative and quantitative research on binge drinking among Indiana University students involved in Greek life. The findings presented in this document presents core problems, targeted publics, research methods, key findings and potential campaign ideas to combat binge drinking about Greek students at Indiana University. Each of the members of PR@IU are affiliated within the Panhellenic Association at Indiana University. Due to the close tie between our personal lives and public research, we believed that we are able to have a more in-depth perspective about binge drinking habits, influences, and consequences among those apart of a Greek chapter.

When conducting our quantitative research, we sent a survey to multiple Greek Chapters and IU students in Greek life, and received 122 responses. As a group, we wanted to understand the factors that cause students to binge drink and the frequency at which they drink. These issues led us to find that while only 35% of the 122 respondents believed that being in a Greek organization has at least somewhat increased their amount of binge drinking, 42% of those students believed this to be the case simply because Greek organizations make access to alcohol easier.

As far as qualitative research, we wanted to understand the mental, physical, and emotional consequences that come with binge drinking. We interviewed five Greek life members for a minimum of 12 minutes each. The data that came from this research gave us insight on how fraternities allow for easier access to alcohol, as well as social peer pressure within the chapter.

The following sections of this document are dedicated to our secondary research, situation analysis, SWOT analysis, targeted publics, the core issue, research goals and questions, methodology and instruments, key findings, campaign ideas, information about the team, and lessons learned throughout our research that we conducted in the past eight weeks.

Secondary Research

The following section includes two secondary research sources we utilized in order to understand the problem of binge drinking. We also used it as a guide to begin our primary research.

Source 1

One academic journal we used as secondary research covered a study about social groups and environments that lead to binge drinking (Weitzman & Wechsler, 2003). The authors sent volunteer, anonymous college students a 20-page questionnaire. Students were influenced to binge drink when exposed to “wet” areas -- college campuses, where alcohol is cheap and popularly used. Peers play a large role in binge drinking, especially those in a Greek organization. Effects of binge drinking include a decline in academic performance, physical/emotional injuries, and higher risks of using other harmful substances. The study also took demographics and surroundings into consideration. The uptake in binge drinking levels of students increased in college in order to fit in with friends and because it was easier to get ahold of on college campuses. Our interpretation of this journal shows the studies behind the reasons why binge drinking is so popular among college students on campus. Why does their binge drinking generally increase? How are they introduced to it? Who influences them? This study answers these questions that we have come up with.

Source 2

The second source we made use of was a news source that discusses the barriers on why college administrators haven't stopped students from binge drinking (McMurtrie, 2014). Even though over 600,000 students are injured due to alcohol-related causes, leaders of universities are reluctant to increase enforcement due to the lack of laws they have already made. This is because some alumni defend the alcohol-infused traditions, administrators are not equipped to handle these situations, nor are administrators communicating enough to bar owners and law enforcements the necessary punishments for excessively consuming alcohol. Our interpretation of this text is that our relevant publics align to the publics that are within this article. These targeted publics include college students, administrators, and internal factors that continue the cycle of binge drinking on campus. The internal factors include the values of why administrators chose to not do anything about excessive alcohol consumption. It also shows the opportunity statements and why organizations and higher education should make enforcement a priority.

Situation Analysis

This section includes relevant sources we found when conducting our secondary research.

Internal Environment

IU Bloomington is a university that embodies tradition, integrity, and diversity (Mission: About Indiana, 2017). Their mission is to “create, disseminate, preserve, and apply knowledge.” IU represents a campus where students are encouraged to have academic freedom and creativity, and to continue learning throughout the rest of their life. Whether that be in graduate school, teaching, or otherwise. IU strongly values research efforts and dedicates a large amount of proceeds toward research institutions.

A resource we found is the Division of Student affairs here at Indiana University has OASIS, an alcohol and drug information center on campus (Division of Student Affairs, 2017). Located in Eigenmann Hall West, OASIS is available for calls, emails, and drop in appointments. Their social media is active with info sessions, and awareness raising posts. Their goal is to continue increasing the knowledge and understanding about students and the dangers binge drinking. They have already done research about statistics, previous campaigns, and have the resources to make their goal affective. They are a better institution than the competing option, the IU Health Center, in our opinion because the Health Center covers a wide variety of health issues including the both unrelated women’s health and mental health (CAPS). OASIS is more structured and geared towards specifically targeting alcohol related issues.

Another internal environment factor is a campaign called “Get a ride! Just don’t drink and drive”, which was created and supported by Monroe County Prosecutor Chris Gaal (College Binge Drinking, 2017). This required all IU Bloomington freshman and transfer students to take a three hour online class before attending Indiana University. Gaal, as well as other members involved in the Division of Student Affairs, believed that this campaign proved to lower the binge drinking percentage of students by 12.4% from the years of 2006 to 2009.

There is an IU Bloomington car service accessible for students to call if a they feel unsafe walking home from any gathering or event, especially late at night or if there is a drinking emergency. The “Get a ride!” campaign allows the targeted public, college students who drink, to “get a ride” if they are too intoxicated to drive or walk home.

External Environment

Competitors & Opponents

There was a news article published referring as to why universities have not put an end to binge drinking behaviors and the members that participate in them (McMurtie, 2014). Even though over 600,000 students are injured due to alcohol-related causes, leaders of universities are reluctant to increase enforcement due to the lack of laws they have yet to make. This is because some alumni defend the alcohol-infused traditions that they took part of while they were in college. Also, administrators are not well-equipped to handle these situations, nor are these administrators communicating enough to bar owners and local law enforcements about the necessary punishments for excessively consuming alcohol. This can be related back to IU because alum and others connected to Indiana are very defensive on the traditions of tailgating

and Little 500, an event that consists of excessive drinking. Another connection between this article and IU is that administrators are not equipped to handle these situations. Instead, police patrol around bars and tailgates, but action is not always taken for those who have binge drank. Also, administrators rarely communicate to bar owners about punishments for students who binge drink. Instead, bars make their own rules and then do not report incidents to the University.

Supporters

The IU Health Center is looking for ways to educate IU students on the effects of binge drinking (Self Help: Alcohol, 2017). They give recent statistics on the amount of alcohol IU students consume, as well as the physical and financial cost of consuming and purchasing alcohol. This webpage gives advice on how to “reduce alcohol risk” and understand how much tolerance one has built up to alcohol. There is also a Self-Assessment that is able to determine if the participant or a participant’s peer might have an addiction or problem with alcohol. This is relevant to our target public because it enables them to understand alcohol abuse.

As we were looking at media reports such as social media presence & public sentiments, we found that there was an uproar about a tweet issued by Kilroy’s Recess and an outdoor chalk sign about binge drinking (Kilroy’s Social Media Posts Draw Ire, 2017). Some people that saw the tweet deemed it promoted rape culture at IU. The tweet was: “Come check out your old place. Spoiler: we got rid of the wet t-shirt contests, but kept the underage girls.” During the day of the solar eclipse, Kilroy’s on Kirkwood had a chalkboard outside of their bar that read “The sun is blacking out, so should you.” Commentators dubbed that this sign is a proponent of binge drinking on IU’s campus and should be condemned. This affects both Greek and Non-Greek students on campus. The Kilroys bars are frequent destinations for IU students and this display on social media impacts and reflects on Greek life and Non-Greek Life students.

When scanning a news article, there was a story published about an IU student who faced problems with alcohol addiction and alcohol abuse while in school (Berg, 2016). At the age of 19, he was out on bail after his third arrest and tried to get sober. At that point, it didn’t work while staying at the university, so he took two years off before returning back to school. The story here is that the student could not get sober while staying on campus due to the overwhelming party culture at IU. From completing our secondary research, we were able to find educational and intervention programs that are set in place with the goal of helping slow down or lower binge drinking, but no one had told the student about these services.

Publics Analysis

Understanding Target Publics

In our secondary research, we found that Greek students tend to binge drink more often and more heavily than non-Greek affiliated students. Why is this? What do Greek students do that influences them to drink more often than non-Greek students? This journal discusses the views and changes of Greek members, as well as the effect that Greek organizations has on its members (Routon & Walker, 2016). In one section, labeled “View Changes and Skill Gains,” the journal talks about how members of Greek organizations tend to be students who were very involved in high school extra curriculums and want to be involved in college as well. Members of Greek organizations like to be included, they like to lead, they like to learn about different people’s backgrounds, and they like to be very social and attend such events that allow them to

be social with many different people; and in college specifically, drinking tends to accompany said social events.

Demographics & Psychographics of Target Public

Analyzing one of our target publics as Greek life students, we have found out their psychographics and their reasons for joining Greek life from this wire article (Maki, 2014). When college students join Greek organizations, they have specific expectations and desires that drove them to join. Students who join Greek organizations are given a path that provides them with connections and leadership opportunities within the organization and community that not all non-Greek members would have the opportunity to receive. According to the study, members also expect to hold each other accountable, for academics, goals, and more. This demonstrates that our target public is discipline and are family-oriented because they have responsibility for their Greek brothers and sisters. Students also want the organization to make them a “home away from home,” and they want to be a part of a Greek chapter that fits their personality and interests the best and that will support them in their sisterhood or brotherhood as their families would. By dissecting information from this article, it is portrayed that one of our target publics, Greek life students, value high achievement in academics, leadership, service, and their chapter members.

Media Habits of Target Publics

It is evident in our society today that social media has rapidly changed the way we use technology and communicate with one another, as well as how we discover and find information. The current generation who are college age, “Millennials”, were the first generation to grow up with full access to the internet and cell phones for the majority of their lives. Now, this generation’s college experience as a whole is also affected by these media changes. This source, a study on “Generation Y Values and Lifestyle Segments”, directly addresses what Generation Y, or “Millennials” media habits are. It states that Millennials are most likely to use texting and social media as their main form of communication with others, rather than traditional telephones or face-to-face communication, like older generations (Valentine, & Powers, 2013). It also states that they are the generation most likely to openly express their personal feelings and interests on social media platforms. These platforms can include Facebook, Twitter, Snapchat, Instagram, Blogs, and more. This study also stated that Generation Y is least likely to use tradition technology medias like email and TV.

SWOT Analysis

This SWOT analysis contains all of our strengths, weaknesses, opportunities, and threats from the secondary, quantitative and qualitative research we have conducted throughout the course.

Strengths: The internal strengths within our analysis include Alcohol Skills Training Program forces new greek organization members to be educated on alcohol before being admitted into the fraternity or sorority. There is also the It's On Us: Alcohol and Consent program, which requires to be taken by all first year undergraduate IU students. This program educates bystander prevention and alcohol risk information. Another internal strength are the resources given by the Indiana University Health Center and that there are programs that exist to help with alcohol abuse. Another strength is the Get A Ride campaign, which allows students to receive transportation home if they are too intoxicated to operate a vehicle.

Weaknesses: There are some alumni that cherish the alcohol-infused traditions that they participated in while they were students. This is a weakness because they want Indiana University and Greek life organizations to continue the alcoholic-filled celebrations. Anxiety also plays a role as a weakness since research has showed that college students are more stressed out than the average person, which causes feelings of anxiety and can easily lead to binge drinking as a way to "unwind".

Opportunities: External opportunities such as OASIS, an alcohol education program, promotes healthy and safe drinking habits. There are also educational interventions that can be held in case anyone begins to abuse alcohol or binge drink frequently. These interventions will help make the participant aware of their alcohol problem. Meditation is also another opportunity from our campaign ideas that can provide students with an alternative way to relieve their stress, rather than turning to binge drinking. Mandatory greek sober events are another opportunity, giving Greek organizations a different type of social event that doesn't involve heavily drinking alcohol, like many of the current social events do. By providing mandatory sober events, Greeks can feel less pressured to binge drink and can discover another way to have fun with their Greek brothers and sisters.

Threats: Key findings from our interviews determined that Greek life chapters at IU are a threat to binge drinking because of the social influence that their peers have on their drinking habits. Also, fraternities supply alcohol for parties and this continues the cycle of binge drinking because it allows anyone and everyone to drink as much as they want to without supervision. Organizations such as Kilroy's on Kirkwood have advertised signage that promotes binge drinking and party culture at Indiana University. This bar is a threat to alcohol users because it displays the alleged entertainment and fun of being heavily intoxicated. Another threat are the local bars and restaurants because they do not want to participate in alcohol education or awareness due to the lack of income that they may lose from students and alumni. Data from our qualitative research showed other threats such as friends posting about drinking on social media. This made some of the research participants feel that they were missing out on a potentially fun activity. Another threat to binge drinking was the peer pressure that may occur from their brothers or sisters within the Greek community.

Targeted Publics

Greek affiliated-students because our secondary research showed us that students in Greek organizations are more likely to engage in binge drinking and that their alcohol intake during binge drinking is significantly higher than students not involved in Greek life (Weitzman & Wechsler).

Core Issue

Our research subject was measuring the effects of binge drinking among Greek Life affiliated students. According to the National Institute of Alcohol Abuse and Alcoholism, binge drinking is defined as a pattern of drinking that brings blood alcohol concentration (BAC) levels to .08. This occurs typically during a 2 hour time period after women consume 4 drinks and men consume 5 drinks. At Indiana University, there are 74 greek-affiliated chapters which involves over 8,200 students (Student Life & Learning: Fraternity & Sorority Life, 2017). We chose to research students in Greek life because we all have been affiliated in Greek life and know it is a popular choice among IU students. Knowing the opportunities and lifestyle that the Greek community presents, we wanted to research the effects that Greek life actually has on its members in regards to binge drinking.

Research Methodology

Quantitative Research

We used purposive sampling for this analysis because its use allowed us to be selective and purposively choose the sample we wanted for our research. We created our survey using Qualtrics and sent out our survey on November 7th, 2017 at 9am, 11:30am, and 12:30pm. Our instruments to send out this survey Qualtrics, GroupMe, Facebook, and text message. We used these channels to send out our survey in order to be selective in who took it, instead of promoting it publicly. The population we selected from are current Greek-life members at Indiana University. Some of our sample subject items required demographic information, as well as the participant's habits on binge drinking. Examples of these include, "How often do you binge drink (For men: consume 5 alcoholic drinks in 2 hours, for women: consume 4 alcoholic drinks in 2 hours)?" and "When are members of your chapter most likely to binge drink throughout the year? (Check all that apply)." The types of questions we asked were close-ended, multiple-choice, check-list, likert scale, open-ended and rating scales. Our analysis was completed by using the crosstab function in Qualtrics, as well as creating charts and graphs to compare data. All of our recruitment scripts are labeled in Appendix C.

Qualitative Research

For our qualitative research, we chose to use the convenience sampling method. Our justification for this is because we all knew at least one Greek life member and they were easiest to schedule an interview with. They were also more likely to be comfortable when speaking with an interviewer that they know on a personal level. An interview was on November 21, 2017 at 10am EST in a house. One interview was conducted on November 26, 2017 11am EST in a kitchen. Two of the interviews were conducted on November 26th, 2017 around 8pm EST in a house. The population we selected from were current members of the Indiana University Greek life community. The last interview was conducted on November 27, 2017 at 6:30pm EST in a house. All of the interviews lasted from 12 minutes to 16 minutes. The instruments we all used were the Voice Memos application on our iPhones to record the interview. To transcribe the interview, we used the Transcribe website to speak our transcriptions into the microphone on our laptops. All of are questions were open-ended and required the participant to expand on their answers. Sample subject items included, "How has binge drinking affected you or your friends' emotional, physical, or mental health?" and "According to our survey, alcohol is easier for Greek life members to obtain. Why do you think binge drinking is more apparent/alcohol easier to obtain in Greek life?" Afterward, we edited and analyzed the data with Microsoft Word and utilized the comment function for our coding.

Research Goals and Questions

Quantitative Analysis

Research Goal 1: *Understand the scope of the issue among your target public*

RQ1 How often do Greek students binge drink in a week/month/semester?

RQ2 How does binge drinking affect Greek students' use of other substances?

Research Goal 2: *Identify key motivations for your target public*

RQ3 Why do Greek students binge drink more often/heavily than non-Greek?

RQ4 What causes Greek students to reportedly/stereotypically use binge drinking for situations like hazing?

Research Goal 3: *Discover key barriers for your target audience*

RQ5 What programs have been put in place to help limit the amount of binge drinking among Greek students and have failed?

RQ6 Who continues to encourage binge drinking among Greek students?

Research Goal 4: *Determine appropriate channels and settings to reach target public.*

RQ7 What do colleges that have lower binge drinking levels among their Greek organizations do to reach that point?

RQ8 Who do Greek organizations look up to/respect the most? The University? Alumni of the college? Alumni of their chapter? Which of these would have the most influence when speaking to Greek organizations about binge drinking?

Qualitative Analysis

Research Goal 1: *Understand the scope of the issue among your target public*

RQ1 How has binge drinking affected you or your friends' emotional, physical, or mental health?

RQ2 How has your typical atmosphere and surroundings influenced your alcohol consumption habits?

RQ3 Has binge drinking affected you or your friends' school work? If so, how?

RQ4 According to our survey, alcohol is easier for Greek life members to obtain. Why do you think binge drinking is more apparent/alcohol easier to obtain in Greek life?

Research Goal 2: *Identify key motivations for your target public*

RQ5 Do you believe college students in Greek life engage in binge drinking? Can you explain why you think college students engage in binge drinking?

RQ6 How does peer pressure play a role in the frequency of binge drinking?

Research Goal 3: *Determine^[SEP] appropriate channels and settings to reach your target public*

RQ7 How are you most likely to hear about binge drinking situations?

RQ8 Who in your life discourages you from binge drinking? Who encourages you?

RQ9 Under what circumstances do you believe those who engage in binge drinking would stop?

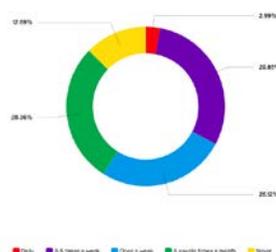
RQ 10 Do you believe there is an effective strategy to ending binge drinking on college campuses?

Key Findings

Quantitative Research

Research Goal 1: Understand scope of issue among target publics *How often Greek Students binge drink? (122 total respondents)*

Q6 - How often do you binge drink? (For men: consume 5 alcoholic drinks in 2 hours, For women: consume 4 alcoholic drink...



Summary: In trying to understand the scope of the issue of binge drinking among Greek students, there were four significant data findings that helped us reach this goal. We found that while only 35% of the 122 respondents believed that being in a Greek organization has at least somewhat increased their amount of binge drinking, 42% of those students believed this to be the case simply because Greek organizations make access to alcohol easier. Of the 122 respondents, 58% said that they binge drink daily to once a week ($M = 3$, $SD = 1$). Around 50% of the 122 respondents also said that either most of, or all of their peers binge drink, and of those 50%, all of them agree that the people they are around the most also encourage them to drink more often (P -value = 0.00).

Interpretation: Although our study showed that not the majority of students believed that Greek students binge drink more often, most of the students who did believe this to be true thought that it was because of an easier access to alcohol. It can be assumed from this that because of parties thrown almost every weekend by different fraternities on campus, that they provide easy, and free, access to alcohol that wouldn't otherwise be available, especially to students who are underage. It could very possibly be these same parties that cause 50% of students to binge drink at least once a week, and these party settings could make them feel peer pressured to drink perhaps more than they otherwise would.

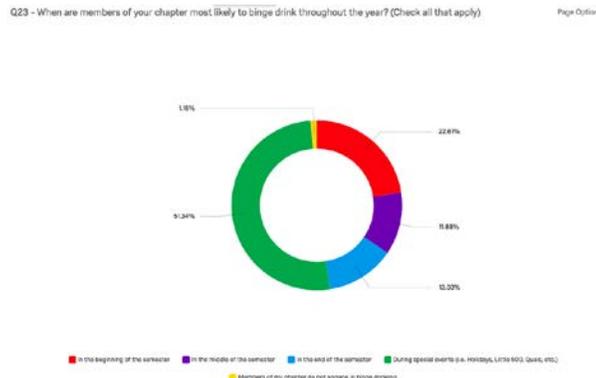
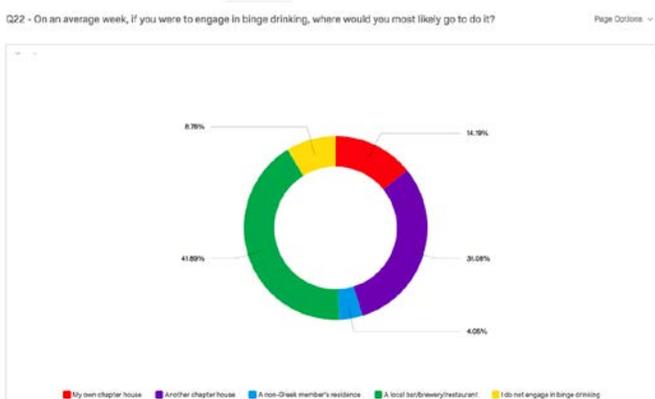
Research Goal 2: Identify key motivations among target publics *How much do Greek students agree or disagree with the following? (122 total respondents)*



Summary: To identify the key motivations for Greek students, data sets provided insight. We found that 75% of the 122 respondents said that they either completely agree or somewhat agree that their peers encourage them to binge drink ($M = 6, SD = 2$). Of the 122 respondents, 51% said their chapter is more likely to binge drink during special events like Little 5 and Qualls. We also found that 50% of the 122 respondents claim that when they binge drink, they do it at a Greek house and of these 50%, 14/60 claim to binge drink 3-5 times a week, 22/60 binge drink once a week, and 24/60 binge drink a couple times a month ($P\text{-value} = 0.00$).

Where do Greek Students binge drink (122 total respondents)

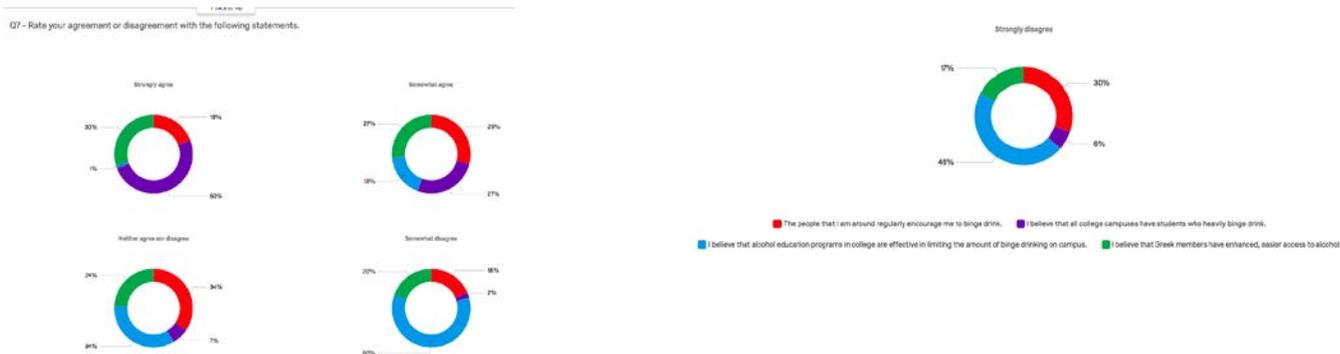
When Greek students drink most (122 total respondents)



Interpretation: This set of data provides further insight that parties held at Greek houses could be a large influence and outlet for binge drinking for these students. With 50% of respondents saying that binge drink at a Greek house, rather than a non-Greek members residence, a thought of alcohol regulations comes to mind. Perhaps at other living facilities, like dorms, binge drinking is more controlled than at Greek houses. Is this because mostly freshman live in dorms? Or could it possible be because when more and more students are given more freedom, like Greek houses provide, they do more irresponsible things than they would if they had more strict living conditions? It could be both of these things.

Research Goal 3: Key barriers among target publics

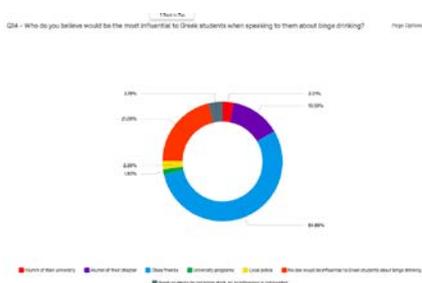
How much do Greek students agree/disagree with the following? (122 total respondents)



Summary: To discover key barriers for Greek students, two units gave us insight. We found that 91% of respondents said that they agree that all college campuses have students who heavily binge drink ($M = 2$, $SD = 1$), while only 21% of respondents said that they agree that educational alcohol programs in college are effective when limiting the amount that students binge drink ($M = 4$, $SD = 1$). We also discovered that 30% respondents said they binge drink at least once a week at a local bar/brewery/restaurant, and 32% respondents said that their peers binge drink at least once a week at a local bar/brewery/restaurant (P -Value = 0.01).

Interpretation: It can be assumed from this statistic, that while it is believed that it is extremely common for college campuses to have binge drinking problems on their campus, yet very few believe that the educational programs set in place actually help this issue, that the methods that universities require of Greek houses to partake in really have no effect on their binge drinking habits. Perhaps there needs to be a different way to reach out to students and influence their amount of binge drinking, outside of educational workshops and programs, and given by our data, this needs to be a priority.

Research Goal 4: Determine appropriate settings and channels to reach target publics
Who do Greek students believe would be influential about binge drinking? (122 total respondents)



Summary: To determine appropriate channels to reach Greek students, two research units provided insight. Of the 122 respondents, 58% think that their close friends would be the most influential when speaking to them about binge drinking, while 20% think that no one would be influential to Greek students about binge drinking. A cross-tabulation discovered that 72% respondents agree that Greek students have easier access to alcohol. These same 72% also believe that education programs are not effective in limiting the amount that students binge drink (P -value = 0.71).

Interpretation: It can be assumed from this that they believe that the access that these students have to educational programs is no match for the access that they have to alcohol. Even though the programs are accessible, the alcohol available to Greek students is just as, if not more, accessible, and is more tempting because of peers and parties. Due to the commonality of binge drinking among these students, it seems to be rare to find students who do not take part in binge drinking at all. Drinking alcohol surrounds these students and is so easily accessible. It is also easy to find someone to binge drink with, which makes it even easier to drink rather than attend yet another class.

Key Findings

Qualitative Research

Research Goal 1: Understand the scope of the issue among your target public

RQ: How has your typical atmosphere and surroundings influenced your alcohol consumption habits? Has binge drinking affected you or your friends' school work? If so, how?

One participant said, “The first two years that I was really into Greek life we would drink probably four or five days out of the week and we would drink pretty heavily. So I skipped a lot of my classes because I just wanted to hang out with the boys and drink.” Another participant said, “I think that there is parties planned every single weekend maybe just the structure of it they kind of see it incorporated as part of their life.”

There was concern expressed in regards to productivity because binge drinking caused some students to be hungover and skip class, or oversleep. A trend among our interviewed participants was that binge drinking is a common occurrence on campus. Although its common occurrence, our interviewees consistently claimed they are part of this party culture.

RQ: According to our survey, alcohol is easier for Greek life members to obtain. Why do you think binge drinking is more apparent/alcohol easier to obtain in Greek life?

One participant said, “We have alcohol at the house, the Fraternity house, all the time. It's open, it's in the basement.”

This shows the frequency and normalcy of which students are drinking. From these findings we can interpret that most Greek life students understand the dangers that are associated with binge drinking but find themselves participating because of the social benefits and fun of drinking. Due to the frequency and availability of alcohol and binge drinking, the culture has not only accepted but encourages drinking of some kind to enjoy a night out.

How our findings responded to our goal

From our findings we can interpret that *most Greek Life students understand the dangers* that are associated with binge drinking but consistently *find themselves participating* because of the social benefits and fun of drinking. Due to the *frequency and availability* of alcohol and binge drinking, the culture *has not only accepted but encourages drinking of some kind to enjoy a night out*.

Research Goal 2: Identify key motivations for your target public

RQ: How does peer pressure play a role in the frequency of binge drinking?

Key motivations for binge drinking in our target public of Greek Life members were as follows; stress, peer pressure, to alleviate social anxiety, to fit in, and to be social. Our participants believed that most people who engage in binge drinking are looking to have fun and relieve their issues they have when they are sober.

One participant said, “People encourage other people to drink if . . . people look like they are not having a good time or look like they are not as maybe drunk as the rest of the people. They will like push drinks or like maybe buy you shots or whatever. So they just encourage you to drink more if you’re not on the same level as everyone else.”

Another participant said, “Anxiety. I know people drink because it makes you forget about things that you have to do so there's that and then it's like easier to talk to people to when you are inebriated.”

How our findings responded to our goal

From our findings we can say that students mainly drink *to be social and have a good time*. Because of the *opportunities that fraternity events provide in regards to underage and mainly unmonitored drinking*, students are more likely to go out and binge drink. *Greek life also creates easier access to alcohol*, in some cases being free, which correlates to students wanting to be social and participate in binge drinking environments.

Research Goal 3: Determine^[1]_{SEP} appropriate channels and settings to reach your target public.

RQ: How are you most likely to hear about binge drinking situations?

We found out through our participants that they are likely to use social media as a main channel in regards to seeing what others are doing. This student talked about how she felt more inclined to go out when she saw what others were doing through her social media apps. She also mentioned that people use social media to show they are having fun and frequently partying.

A student said, “I mean it’s different now with social media... We all know what our peers are doing through Snapchat like when people post when they’re out and they’re partying.”

How our findings responded to our goal

Our key findings show that students think a more effective approach to limiting binge drinking on campus would be *graphic, frequent reminders of binge drinking over educational programs and speeches*. Our findings also show that targeting students in *non-stressful environments* would help their mental wellness, as well as gaining more knowledge or self awareness of binge drinking habits. *Facing severe negative consequences* resulted from binge drinking that is either personal or heard from within a community also impacts the amount people drink in the future. Additional channels that impact binge drinking found in our key findings are *parents, peers and social media outlets*.

Campaign Ideas

Quantitative Ideas

IDEA 1

Channel: Event that is in person

Setting: Greek chapter houses and IU Auditorium

Statement: Our survey resulted in 58% (of 122) respondents saying their close friend would be most influential when speaking to them about binge drinking. We found from our survey that 71% (of 122) of respondents also believe that education programs are not effective in limiting the amount that students binge drink. We also found that 75% of respondents (of 122) said that they either completely agree or somewhat agree that their peers encourage them to binge drink. This first campaign, "It Could Be You," led by Oasis under the Division of Student Affairs, will consist of a competition between chapter houses. Oasis members will go to each chapter and explain the campaign. Residents will answer a benchmark survey before and after the competition process is over to measure their growth. They will get into groups of 4-5 and create a three minute skit regarding the dangers of binge drinking. Each member will have a chance to vote on the top skit of their house, and those skits will move on to perform in the auditorium, with the audience being all chapters, IUPD, and Oasis members. The panel of judges will consist of 3 Oasis members. The prize for the winning chapter is renting out a restaurant of choice in Bloomington for the night for dinner, hosted by Oasis.

Snippet: A snippet of what a skit could be about is drunk driving. Students would act out a night out at a frat party binge drinking out of handles of alcohol. The students would then talk about how they wanted to go get late night fast-food and need a ride there. They would then get in the car and drunk drive. This would result in an accident. The reasoning behind this skit would be to highlight a dangerous behavior that is sadly sometimes accompanied with binge drinking.

The goal of this campaign is to decrease the amount of binge drinking in Greek life by having members visualize and act out a concerning situation that they may or may not have been in. By putting the responsibility on both on their friends and themselves they will be more involved than by sitting through an educational binge drinking session or filling out an online training. It also is a goal to have peer pressure decreased by friends encouraging better drinking habits and positively influencing each other.

IDEA 2

Channel: In-person event

Setting: Each Greek house's chapter locations (varies per house)

Snippet: Friend and recent Greek house alumni speaking to their non-graduated sorority or fraternity members:

"One night, I even ended up in the hospital because I was so intoxicated. I put my health at risk that night, and could barely afford the hospital bill. You all need to look out for one another and make sure you are being safe while drinking, because it really can have serious consequences. Speaking from experience, binge drinking can be extremely dangerous."

Statement: Based on our research, 58% of the 122 survey respondents said that their close friend would be most influential when speaking to them about binge drinking. We also found that 58% of the 122 respondents said that they binge drink daily - once a week. A weekly habit of binge drinking creates constant risks for those who partake. Because of this, we developed a campaign

aimed to increase Greek house member's awareness of the potentially harmful consequences that can result from binge drinking. Because the survey showed friends are the most effective communicators, the campaign will have recently graduated Greek house alumni coming to speak with and mentor members of their house about their personal knowledge, experiences and lessons related to binge drinking. After their talk, members of the house will gather in groups to discuss issues and experiences they have had with binge drinking, and brainstorm ways to help one another in the future.

This event will take place the first month of school during each house's weekly chapter meetings. The goal of this campaign is to create real and constructive conversations on the topic of binge drinking. By having discussions with friends about real-life lessons related to binge drinking, the members will be able to take away more and be more naturally engaged than learning through an online educational training.

Qualitative Campaign Ideas

IDEA 1

Idea: All Greek houses dedicate the chapter meeting before midterms and chapter meeting before finals week to a guided meditation practice led by the fraternity or sorority chapter president. The practice will be 30 minutes long.

Channels/settings: House's chapter location

Sample message wording:

"Hi everyone. Thank you for attending chapter this week. Instead of going through the information we need to discuss, we are going to send an email to you summarizing any important information. We are dedicating this next 30 minutes to a guided meditation in hopes of relieving some stress and anxiety. The president of the house will lead it!"

Justification:

It was apparent throughout our interviews that people spoke of wanting to binge drink alcohol when they were feeling overworked as a way to relieve some stress. One interviewee mentioned that she and her friends turn to meditation when they become stressed, but found it difficult to find the time with their hectic school schedules. She said, "**I know for me a relaxation method like yoga or meditation can help to like get my mind where it needs to be. To be doing all the things you need to do and knowing that you don't have to binge drink in order to have fun.**" With this campaign, we hope to give students time to dedicate to meditation to relieve stress. In doing this we also hope it will decrease the amount of binge drinking in Greek life.

IDEA 2

Idea: All Greek life chapters are to plan a sober event at least twice a month. The chapter can vote on a variety of activities ranging from a pizza party at the house to roller skating. The house that records the most sober events each month Indiana University will donate \$100 to their philanthropy.

Channels/settings: In person-event at various locations and use social media (Snapchat and Instagram) to promote sober events

Sample message wording

"Please rank these 4 activities in order from most desirable to least desirable on this survey. We will engage in at least two this month! The chapter that plans the most sober events per month is

awarded money to their philanthropy. Participants with the best social media post promoting the event at the time will receive a prize!”

Justification:

Our participants stated that people turn to binge drinking mainly to have fun. We believe if there were more planned sober events that members enjoyed there would be less binge drinking. One interviewee said, **“I think it’s hard for people to balance like school and work and then also like going out and binge drinking has become kind of like a normal thing so whenever we do go out usually that’s involved. So, um, I think that just finding a balance has really been a struggle.”** Another participant said, **“Like you want to drink more just to have fun or fit in. Um, so, like just going out and being surrounded by so many people is just, uh, like encourages you to binge drink.”** As far as the social media aspect of this campaign, one student said, **“I mean it’s different now with social media... We all know what our peers are doing through Snapchat like when people post when they’re out and they’re partying.”**

Challenges and Lessons

Quantitative Research: Now that we have conducted our own quantitative research, we learned a lot about the methods you can use and how they affect your analysis and campaign. We learned that these methods of quantitative research can provide specific insight that you would not be able to gather just from observations or even educated guesses. These findings help you to come up with a campaign that will be more likely to be effective because you can use the insight from your research to more effectively target and reach your audience. What we would do differently next time is put more thought into how our questions could be cross-tabulated prior to sending out the questionnaire, because it was difficult to find significant cross-tabulations with our current questions since we did not think about how the questions work together, but only thought of them independently. Something else that was confusing was that we didn’t think of closing the survey link after a certain period of time, therefore, when we started analyzing the data and putting it into summaries, people continued taking the survey days after we started our analyzation. This then caused the issue of messing up some of our information. For example the mean and standard deviation were changing due to the increase in responses. For our quantitative analysis, further research should be conducted on if Greek life members believe binge drinking is addictive.

Qualitative Research: We learned that in order to have a productive and efficient interview, you need to probe the interviewee and ask follow-up questions. If you don’t, you potentially miss valuable information that you might have received from the participant. Also, it is necessary to plan these follow-up questions ahead of time to ensure that the interview runs the targeted length. This method can be used in campaign planning because it requires the interviewer to go more in depth with their research and get the best quotes possible. Next time, we would interview more people to make sure we have the necessary data to thoroughly ensure we answered all of our research questions. We interviewed the minimum number of people needed for this assignment, but it would have been beneficial to have more than enough data and information from interview participants. For our qualitative analysis, further research should be conducted on administration and university officials to see what they are doing behind the scenes about binge drinking at IU. It would have also been helpful to have a focus group of Greek life members so that they can converse in a group, in addition to having one-on-one in-person interviews.

Team Profiles

PR@IU

Erin Powell is a senior at Indiana University studying media and Spanish.

Sarah Peters is a junior at Indiana University studying journalism with concentrations in Public Relations and Advertising.

Margo Hess is a senior at Indiana University studying media advertising and fine arts.

Caitlin Hurwitz is a senior at Indiana University studying journalism at Indiana University.

Appendix A: Transcripts

Coded transcripts are attached separately on Canvas. The first interview is from Sarah, the second is from Caitlin, the third is from Margo and the last two are from Erin.

Appendix B: Instruments

Quantitative

For our quantitative research, we created our survey using Qualtrics. We also used this instrument to analyze our data. We sent our survey through Facebook messenger, GroupMe, and text.

Qualitative

For our qualitative research, we used the Voice Memos application on our iPhones to record the interview. To transcribe the interview, we used the Transcribe website to speak our transcriptions into the microphone on our laptops. Afterward, we edited and analyzed the data with Microsoft Word and utilized the comment function for our coding.

Appendix C: Recruitment Scripts

Quantitative Scripts

Erin's Script: "Hi! I'm doing a research project on binge drinking and Greek life. Can you please respond to an anonymous survey? It's pretty short and I need more than 100 responses so every one counts ☐ if you have any questions, please let me know! Thanks!!"

Caitlin's Script: "Hello! Do you have five minutes to respond to this anonymous survey about binge drinking? It would be very beneficial to those involved in the Greek system here at IU! It is very straightforward! Thank you."

Sarah's Script: "Happy Tuesday! Please take a moment and fill out this quick anonymous survey about drinking and Greek Life to help with research for a class! Thank you in advance!"

Margo's Script: "Hi! Do you have 5 minutes to spare? I am doing a research project on Greek life binge drinking for one of my classes, and my group and I made a survey to gather data. It is short and will only take a few minutes of your time! If you are able to take it, I would really appreciate it. Thanks!"

Qualitative Script

"Hi _____, would you allow me to interview you about binge drinking among Greek Life students? It will take about 12 minutes. Binge drinking is classified as men having 5 or more drinks in 2 hours or less, and women having 4 drinks in 2 hours or less. This interview would give me some information for my research on why and how this is an issue among Greek affiliated students. This research is for a PR Planning & Research class and will not be used outside of this class or this semester."

Appendix D: Data Set

- **From Goal 1:**

		How often do you binge drink (For men: consume 5 alcoholic drinks in 2 hours, For women: consume...)					Total
		Daily	3-5 times a week	Once a week	A couple times a month	Never	
On an average week, if you were to engage in binge drinking, where would you most likely go to do...	My own chapter house	0	5	10	5	0	20
	Another chapter house	0	8	13	19	1	41
	A non-greek member's residence	0	0	2	3	1	6
	A local bar/brewery/restaurant	4	27	10	10	3	54
	I do not engage in binge drinking	0	0	0	1	12	13
	Total	4	40	35	38	17	134

Add Stub

		How often do you binge drink (For men: consume 5 alcoholic drinks in 2 hours, For women: consume...)
On an average week, if you were to engage in binge drinking, where would you most likely go to do...	Chi Square	112.81*
	Degrees of Freedom	16
	p-value	0.00

● From Goal 2:

		How many of your peers engage in binge drinking?					Total
		All of them	Most of them	Half of them	Less than half of them	None of my peers engage in binge drinking	
Rate your agreement or disagreement with the following statements - The people that I am around regularly encourage me to binge drink.	Strongly agree	13	17	1	1	0	32
	Somewhat agree	6	31	8	1	0	46
	Neither agree nor disagree	0	13	4	3	0	20
	Somewhat disagree	0	9	2	6	0	17
	Strongly disagree	0	4	7	6	2	19
	Total	19	74	22	17	2	134

Add Stub

		How many of your peers engage in binge drinking?
Rate your agreement or disagreement with the following statements - The people that I am around regularly encourage me to binge drink.	Chi Square	68.78*
	Degrees of Freedom	16
	p-value	0.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

● From Goal 3:

		On an average week, if you were to engage in binge drinking, where would you most likely go to do...					Total
		My own chapter house	Another chapter house	A non-drink member's residence	A local bar/brewery/restaurant	I do not engage in binge drinking	
How often do you binge drink (For men: consume 5 alcoholic drinks in 2 hours. For women: consume...)	Daily	0	0	0	4	0	4
	3-5 times a week	5	5	0	21	0	31
	Once a week	10	12	2	9	0	33
	A couple times a month	5	19	3	8	1	36
	Never	0	1	1	2	11	15
	Total	20	40	6	44	12	122
How many of your peers engage in binge drinking?	All of them	0	2	0	12	0	14
	Most of them	14	27	4	21	3	69
	Half of them	4	7	1	6	4	22
	Less than half of them	2	4	1	4	5	16
	None of my peers engage in binge drinking	0	0	0	1	0	1
		Total	20	40	6	44	12

		On an average week, if you were to engage in binge drinking, where would you most likely go to do...
How often do you binge drink (For men: consume 5 alcoholic drinks in 2 hours. For women: consume...)	Chi Square	105.77*
	Degrees of Freedom	16
	p-value	0.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		On an average week, if you were to engage in binge drinking, where would you most likely go to do...
How many of your peers engage in binge drinking?	Chi Square	32.07*
	Degrees of Freedom	16
	p-value	0.01

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Rate your agreement or disagreement with the following statements. - 1 believe that Greek members have enhanced, easier access to alcohol.					Total
		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	
Rate your agreement or disagreement with the following statements. - 1 believe that alcohol education programs in college are effective in limiting the amount of binge drinking on campus.	Strongly agree	1	0	0	1	0	2
	Somewhat agree	14	9	3	2	0	28
	Neither agree nor disagree	5	6	2	2	3	20
	Somewhat disagree	17	18	7	8	5	55
	Strongly disagree	12	7	2	5	3	29
	Total	49	42	14	18	11	134

Add Stub

		Rate your agreement or disagreement with the following statements. - 1 believe that Greek members have enhanced, easier access to alcohol.
Rate your agreement or disagreement with the following statements. - 1 believe that alcohol education programs in college are effective in limiting the amount of binge drinking on campus.	Chi Square	12.49*
	Degrees of Freedom	16
	p-value	0.71

● From Goal 4:

Appendix E: List of Codes

Coding Guide:

Specificity- example to participants own life such as feeling anxious, having a fear of missing out with friends

Frequency- other terms for drinking, names of other drugs mentioned

Co-occurrence- drugs, having a fear of missing out

RQ1,2,3 = answering specific research questions listed in assignment

Motivators- Greek life events and parties, stressors such as school work and relationships, don't want to seem weak, drink for fun, negative mental health and self-esteem

Influencers- peers, fraternity and sorority members, fraternities providing alcohol for little to no cost,

Barriers- an attempt to stop binge drinking, schoolwork, parents, punishments if binge drinking consists

“Other” -providing insight into how Greek life members binge drink, like example of what they're drinking/where

Appendix F: Reference Material

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