

INTRODUCTION

Context

Late Night programming is increasingly seen as a strategy for reducing the number of alcohol-related incidents on campus and within the campus community. Institutions including Ohio University, Pennsylvania State University, the University of Maryland, and West Virginia University have each committed significant staff time and financial resources to these initiatives. Using key benchmarks established by these universities, The Ohio State University initiated a similar model by devoting resources to the development of late night, alcohol-free programming.

The OSU Student Wellness Center proposed the Late Night programming initiative as part of a comprehensive prevention plan to address alcohol use and abuse. In addition to Late Night programming, the plan includes policy review, environmental assessment, responsible hospitality, and social norms marketing. The goals of the comprehensive prevention plan include: increased alcohol education, increased opportunities for alcohol-free social events, a change in student, faculty, and staff perceptions of drinking prevalence on campus, a change in the campus communities' attitude toward alcohol use, and a decrease in alcohol use.

Coined "Moonlight Madness," the mission of the Late Night Program is "to provide vibrant and fun late night programs, which create a sense of campus community, for a diverse group of students. This wide array of activities provides students with programming experience, leadership development, and social interactions." This project was designed: 1) to reinforce campus norms that support students who do not use alcohol and other drugs by providing fun, attractive events and by promoting the events to all students and, 2) to involve campus groups in promoting more social ties that do not include alcohol and other drugs by providing funding to campus organizations to hold alcohol-free, late night events and by involving student organizations in the planning of late-night activities.

A steering committee was organized that consisted of students and staff members from a variety of offices on campus including the Student Wellness Center, the Office of Residence Life, Counseling and Consultation Services, Recreational Sports and the Office of Student Affairs Assessment. The committee established and managed a grant process in which campus and campus community organizations could apply for funding to sponsor innovative programs that were aligned with the mission of the Late Night initiative. In order to receive funding, departments were encouraged to collaborate with student organizations in planning and implementing events and were required to contribute their own funding and resources.

A variety of offices and community organizations applied for and received funding to coordinate Late Night events. There were 28 events during the 2000-2001 academic year including: the monthly Jericho Breakfast at Summit United Methodist Church, Late Night Welcome Week at the Ohio Union, Late Night at COSI, and Late Night at the Columbus Zoo. Sponsoring organizations included the Wexner Center, Student Activities and Campus Programs, Recreational Sports, the Department of

Psychology, the Department of Plant Pathology, the Department of Athletics, the Hispanic Student Association, Residence Life and others. The events were diverse in focus, some drawing from very specific populations (e.g., athletes, students of color, first year students); others had a more general appeal. (See Appendix for a complete list of events.)

A condition of the funding was to conduct evaluations of their event, a process supported by both Student Wellness and Student Affairs Assessment. Program sponsors were asked to distribute surveys to attendees. The resulting data included demographic information, satisfaction levels, and drinking behavior information. With these data, individual event evaluations were created to provide feedback to the individual event sponsors and to the Late Night committee. In addition, we were able to speak about all the events included in the evaluation. A summary of the event evaluations is provided in the Findings portion of this report (see Summary of Late Night Events, 2000-2001).

Purpose of the Study

The primary purpose of this study was to examine the effectiveness of Late Night programming at Ohio State. Through the survey, we sought to provide data regarding students' attendance, opinions, and perceptions regarding the Late Night events. In addition to this primary purpose, the broader goals of the prevention plan were examined including data regarding students' alcohol use and their perceptions of alcohol use on campus.

Study Methodology

The Late Night survey was based on telephone interviews conducted from May 7 to May 15, 2001, of 661 Ohio State, Columbus campus students (Spring quarter, 2001). Students were randomly selected for participation from a database of all undergraduate students provided by the Office of the Registrar. Initial attempts to contact respondents were made to local telephone numbers. Respondents were called at home if necessary and at other phone numbers when such information was available. All telephone interviews were conducted at the OSU Center for Survey Research facilities.

A total of 1,083 students were randomly selected to participate in this survey. In many cases, viable telephone numbers were called upwards of 10 times in attempt to reach a respondent at a convenient time. In five cases the student was ineligible to participate, and in another 60 cases interviewers could not contact the respondent because the telephone numbers provided were not valid and new contact information was unavailable. The remaining 1,018 cases were *presumed* to be eligible cases with valid contact information. A total of 661 interviews were completed, for a response rate of 65% using the most conservative definition suggested by the American Association for Public Opinion Research. The cooperation rate for those cases in which interviewers spoke with the eligible respondent was 95%, again using a conservative definition. The margin of error is 3.8%.

Limitations

Inherent to survey research are limitations of imprecision and sampling error. Imprecision occurs in a number of different forms. Given the nature of phone surveys, the accuracy of the data is dependent upon the relationship between the interviewer and interviewee. Problems in question interpretation and/or interviewer interference are common. Also, surveys are subject to imprecision and bias associated with the wording and/or ordering of questions. Another limitation concerns the representiveness of the sample and potential sampling error. Although the sample was selected randomly, sampling error may interfere with the generalizability of the results.

Two limitations specific to this survey are the number of students who attended Late Night events and the timing of data collection. The number of students who actually attended events limits our ability to speak with confidence about attendance trends and opinions of subpopulations of students. While a total of 661 persons were sampled, 123 (18.6%) attended late night events. Regarding the timing of data collection (in May), Late Night events were still being held. As such, there were five events that had not yet occurred, thus reducing the opportunity to investigate attendance at and opinions about these events.

Definition of Terms

- As in the Core Survey, **binge drinking** is defined as having five or more drinks in one sitting during a two-week period.
- **Frequent binge drinkers**, as defined by Harvard's School for Public Health, are those students who reported having binged three or more times during a two-week period.

Description of the Sample

A random sample of OSU undergraduate students was surveyed. Graduate and professional students were not included in the sample, as evidence has shown that they are less likely to exhibit at-risk drinking behavior.

The demographics of the students who participated in the survey were as follows: (See Appendix for comparisons with the student population.)

- GENDER: 51.0% were female; 49.0% were male
- RANK: 19.2% were first year; 22.8% were second year; 22.8% were third year; 32.2% were fourth year; 2.9% were other
- GPA: 49.4% had a GPA between 3.0 and 4.0; 43.6% between 2.0 and 2.99; 7.0% less than 2.0
- AGE: 55.4% were under 21 years of age; 44.6% were 21 or over
- GREEK MEMBERSHIP: 8.9% were members of a social fraternity or sorority; 90.9% were not members
- RACE/ETHNICITY: 79.7% were White; 8.5% were Asian/Pacific Islander; 6.4% were African American/Black; 2.4% were Hispanic/Latino(a); 0.5% were American Indian/Alaskan Native; 2.6% provided no racial/ethnic identification
- RESIDENCE: 33.4% lived on-campus; 66.6% lived off-campus

FINDINGS

In this report, the findings are presented regarding the evaluation and assessment of Late Night events along with students' alcohol use and their perceptions of use. In the assessment of Late Night events, first, data are presented that summarize the 21 events evaluated during the 2000-2001 academic year. These data are taken from the evaluations conducted at each event. Second, data are presented regarding the effectiveness of Late Night events (attendance levels, event satisfaction, reductions in alcohol use). These data were collected from the phone survey described above. Also taken from these data are the findings related to students' alcohol use and perceptions of alcohol use at OSU.

Late Night Event Evaluations, 2000-2001

The Office of Student Affairs Assessment in conjunction with the Student Wellness Center conducted on-site event evaluations at 21 of the 28 Late Night events during the 2000-2001 academic year* (see Appendix for the event evaluation survey). It is estimated that the Late Night events drew 20,000 people.

Of students who completed event evaluations (n=1602): (See Appendix for comparisons to the student population.)

- SEX: 47.6% were female, 52.4% were male
- RANK: 22.3% were first year students, 25.5% second year, 19.5% third year, 17.1% fourth year, 10.4% graduate/professional students and 5.3% other
- AGE: 59.9% were under 21 years of age
- SEXUAL ORIENTATION: 5.2% were GLBT students, 94.8% were heterosexual
- RACE/ETHNICITY: 63.1% were White, 11.1% African-American, 11.4% Asian-American, 3.4% international students, 3.3% Multiracial, 3.7% Hispanic/Latino(a), 1.0% American Indian/Native Alaskan, and 3.2% 'Other'
- RESIDENCE: 48.0% lived on campus, 38.7% lived off campus, 3.6% lived in Greek housing and 9.7% lived at home

*Of the seven events that were not evaluated, five were the monthly Summit events that were evaluated once per quarter.

As the data from the event evaluations show, different events attracted different segments of the student population. Differences are first found between events when examining the residence of attendees (see Table 1.0).

- The Ohio Union events attracted more on-campus students (64.9%) than did other events, which had approximately a third of their attendees living on-campus.
- Additionally, Summit events tended to attract more Greek residents (10.1%) than did other events.

Table 1.0: Residence and selected Late Night events

	Wexner (n=157)	Pintig** (n=52)	Union* (n=457)	Summit* (n=412)	Totals (n=1602)
On-campus	30.3	33.3	64.9	30.1	48.0
Off-campus	49.0	52.9	28.3	50.6	38.7
Greek housing	1.9	0.0	2.5	10.1	3.6
At home	18.7	13.7	4.1	9.2	9.7

* represents multi-night events

** a Filipino American heritage event held in the Ohio Union

Second, differences between events were found regarding high-risk drinking behavior. As Table 1.1 illustrates, high-risk drinking behavior varied significantly between participants of Late Night Summit events and participants of other Late Night events (see Table 1.1).

- The binge drinking rate among students attending Summit events was 81.4% compared to students attending the on-campus events who reported binge drinking rates ranging from 43.5% to 28%.
- Furthermore, Summit attendees reported a very high frequent binge drinking rate of 52.3%.

Table 1.1: In the past two weeks, how many times have you had 5 or more drinks in a sitting?

	Wexner (n=157)	Pintig** (n=52)	Union* (n=457)	Summit* (n=412)	Totals (n=1602)
0	68.5	56.5	72.0	18.6	59.1
1	13.0	8.7	8.8	12.5	11.1
2	6.2	8.7	9.0	16.7	9.2
3 or more	12.5	26.2	9.8	52.3	20.6

* represents multi-night events

** a Filipino American heritage event held in the Ohio Union

In addition to demographic and binge drinking questions, students were also asked to rate their level of satisfaction with various aspects of the events as well as their likelihood to attend other Late Night events (see Table 1.2).

- Levels of satisfaction were high with 89.6% of students stating they were either “very satisfied” or “somewhat satisfied” with the event they attended.
- Over 90% stated that they were either “very likely” or “somewhat likely” to attend future Late Night events.

Table 1.2: Satisfaction with and likelihood to attend other Late Night events

(n=1602)	How satisfied are you with the overall event?	How likely are you to attend another Late Night activity?
Very satisfied/likely	62.8	62.7
Somewhat satisfied/likely	26.5	28.2
Somewhat dissatisfied/unlikely	4.8	4.4
Very dissatisfied/unlikely	3.8	2.6
Don't know	2.1	2.2

Late Night Assessment

In this section, data are presented from the end-of-the-year phone survey of a random sample of OSU students. Students who had attended events were asked a series of questions regarding which events they attended, how they learned about the events, how they rated the quality of the events, their alcohol consumption the night of events they attended, and their perceptions of Late Night events.

Attendance at and Knowledge of Late Night Events

When students were asked if they had heard of Late Night programs and if they had attended events, we found that of the 661 respondents:

- 63.2% (418) had heard of the Late Night events, and
- 18.6% (123) had attended at least one event.

In Table 2.0, attendance rates for specific events are presented based on those students who reported that they attended Late Night events (n=123). When reviewing the data, one should note that there were two Late Night Larkins events, nine Summit events and five Ohio Union events. These events were grouped together in the survey. Hence, the percentages indicate attendance rates for multiple events and may also represent repeat attendees.

- Of the students who attended Late Night events, the Ohio Union events were the most highly attended with 41.5% reporting that they attended at least one of these events.
- Summit and Larkins events also attracted a large percentage of the Late Night attendees at 36.6% and 31.7% respectively.
- Of the single events cited in the survey, Latino Late Night recorded the largest percentage of 19.5%.
- When tallying the percentages of each event, we find that students were likely to attend more than one event.

Table 2.0: What events have you attended? (total percentage exceeds 100% because some students attended more than one event)

Name of Event(s)	Percent attending (n=123)
Late Night Ohio Union*	41.5
Late Night Summit*	36.6
Late Night Larkins*	31.7
Latino Late Night	19.5
Late Night Wexner	16.3
Late Night on 13 th Ave	8.1
Late Night COSI	6.5
Late Night La Fiesta	6.5
Late Night Athlete Formal	2.4
Late Night Pintig	1.6
Other Late Night Events	17.9

* multiple events

When examining the students who attended Late Night events, attendance varied depending upon students' age, race/ethnicity, GPA, and residence. A variety of trends emerged when comparing these different segments of the student population (see Table 2.1).

- Students under 21 years of age (22.7%) were more likely to attend Late Night events than students over 21 (13.6%).
- Students of color (23.1%) were slightly more likely to attend Late Night events than were White students (18.0%).
- Evidence suggests that students with higher GPAs were slightly more likely to attend Late Night events. Those with GPAs between a 3.0 and 4.0 were 5% more likely to attend Late Night events than those with GPAs below a 2.0.
- On-campus students were more likely to attend events than off-campus students, with a difference of 13.5%.
- Men (17.6%) and women (19.6%) reported attending Late Night events at about the same rate.

Table 2.1: Attendance at Late Night events by Age, Race/Ethnicity, GPA & Residence

(n=661)	Did you attend Late Night?	
	Yes	No
Under 21 (n=366)	22.7	77.3
21 and over (n=295)	13.6	86.4
Students of color (n=117)	23.1	76.9
White students (n=527)	18.0	82.0
GPA 0-1.99 (n=46)	15.2	84.8
GPA 2.00-2.99 (n=288)	17.4	82.6
GPA 3.00-4.00 (n=326)	20.2	79.8
On-campus (n=221)	27.6	72.4
Off-campus (n=440)	14.1	85.9
Men (n=324)	17.6	82.4
Women (n=337)	19.6	80.4

Students who attended Late Night events were also asked how they had learned about the events. The Late Night committee sought to promote these as a unified program occurring throughout the year to create cohesiveness. Both the event sponsor and the Late Night committee used a variety of methods to promote the events, and not all events were advertised in the same ways (see Table 2.2).

- Students most frequently responded that they had learned about the Late Night events through another student or friend (44.7%).
- Over 36% of students reported that they had learned about the events through flyers.
- Residence hall staff (13.8%) and *The Lantern* (12.1%) were frequently cited as promotional methods as well.

Table 2.2: How did you learn about Late Night events? (Percentages exceed 100% due to multiple response options.)

(n=123)	Percent
OSU Webpage	2.4
Flyers	36.6
<i>The Lantern</i>	12.1
Residence Hall Staff	13.8
Another student or friend	44.7
Another OSU event	1.6
Club or organization	8.1
Something else	15.5

Event Quality

Students were asked to rate certain aspects of the events: the overall quality, the variety of events offered, the quality of activities and entertainment, the food and drinks available, the interaction with other students at events, and the location of events (see Table 3.0).

- When asked about the **overall quality** of events, more than 10% of event attendees stated that the events were “excellent,” and almost three quarters (74.0%) stated that the events were either “very good” or “good.”
- Nearly 70% stated that the **variety of events** was either “very good” or “good” with an additional 6.5% stating the variety was “excellent.”
- The **quality of activities and entertainment** received the lowest rating with 22.7% responding that the quality was either “fair” or “poor.”
- When compared to the other aspects of the events, more students responded that they “didn’t know” about the quality of **food and drinks**. Most likely, this reflects differences between events. For example, food and drinks were not provided at several events, while it was central to Late Night Summit events. In addition, 21.1% rated the food and drinks as either “fair” or “poor.”
- When asked about **student interaction**, 10.6% stated that the interaction they had with other students was “excellent;” another 70% stated that it was either “very good” or “good.”
- When asked about the quality of **event locations**, 13% stated that the choices were “excellent,” with nearly 80% stating that they were either “very good” or “good.”

Table 3.0: Students’ Rating of the Event Quality

(n=123)	Excellent	Very good	Good	Fair	Poor	Don’t Know
Overall quality	10.6	33.3	40.7	12.2	1.6	0.0
Variety of events	6.5	35.8	33.3	14.6	4.1	0.0
Quality of activities	5.7	25.2	42.3	21.1	1.6	4.1
Food and drinks	11.4	21.1	36.6	13.8	7.3	8.9
Student interaction	10.6	25.2	45.5	15.4	2.4	0.2
Location	13.0	31.7	47.2	5.7	1.6	0.8

Additional Comments

When asked, a portion of respondents who attended Late Night events (n=42) provided their own comments about Late Night programming. These data, more qualitative in nature, were examined for themes and then coded accordingly. These comments can be grouped according to three broad themes and are shown in Table 3.1 along with the number of students who made such comments.

Table 3.1: Additional Comments

(n=42)	Number of responses	Percent
Late Night publicity	10	23.8
Late Night as an alternative activity	8	19.0
Late Night logistics	18	42.9
Miscellaneous comments	6	14.3

Concerning publicity, respondents stated that, in general, Late Night activities needed to be promoted better. Nearly a quarter (23.8%) of those offering other information stated that promotion of the events needed improvement. Specific comments included:

- Needs better advertising on North Campus
- Make advertising more frequent
- Marketing or promotion could be improved
- Not publicized enough
- More advertisements for the off-campus people

Comments were positive concerning Late Night events as alternatives to alcohol-related activities. Nearly one-fifth (19.0%) of those offering other information referred positively to Late Night events as alternate activities. Specific comments included:

- It gives people who don't like going to clubs and/or parties something to do
- It was a different atmosphere but it was a good thing
- Good alternative to partying
- Healthy surroundings

An additional trend concerned the actual logistics of the activities. These comments, both positive and negative, made reference to the functioning of Late Night events. Almost 43% of those offering other information concerned an issue specific to the implementation of Late Night. Comments included:

- Liked availability of free stuff to do
- I liked how it was not just one shot so if you have fun you would go back
- Liked how the Union events changed and aren't always the same

- They gear too much towards freshman and sophomore
- Ended too soon
- More should be held on North campus

Late Night Programming and Alcohol Consumption

As part of the comprehensive alcohol prevention plan, Late Night programming seeks to reduce the level of alcohol use by providing alternative activities. As such, a series of questions were asked that addressed the relationship between the consumption of alcohol and attendance at Late Night events.

Tables 4.0 and 4.1 show the relationship between binge drinking and attendance at Late Night events. Evidence suggests that the variety of Late Night events attracted both binge and non-binge drinkers.

- Of the total sample (n=661), approximately 21% of binge drinkers reported having attended at least one Late Night event compared to 16.5% of non-binge drinkers.

Table 4.0: Attendance at Late Night and binge drinking

(n=661)	Did you attend Late Night?	
	Yes	No
Non-binge drinkers (n=393)	16.5	83.5
Binge drinkers (n=267)	21.3	78.7

- When comparing binge drinking rates of students who attended events and those who did not, we find a 46.7% binge drinking rate for attendees and a 39.0% rate for non-attendees.

Table 4.1: Binge Drinking Rates: Attendees and Non-attendees

(In the past two weeks, how many times did you have five or more drinks at one sitting?)

	Attendees (n=123)	Non-attendees (n=538)	Totals (n=661)
Non-bingers	53.3	61.0	59.5
Bingers	46.7	39.0	40.5
Frequent bingers	18.0	16.5	16.7

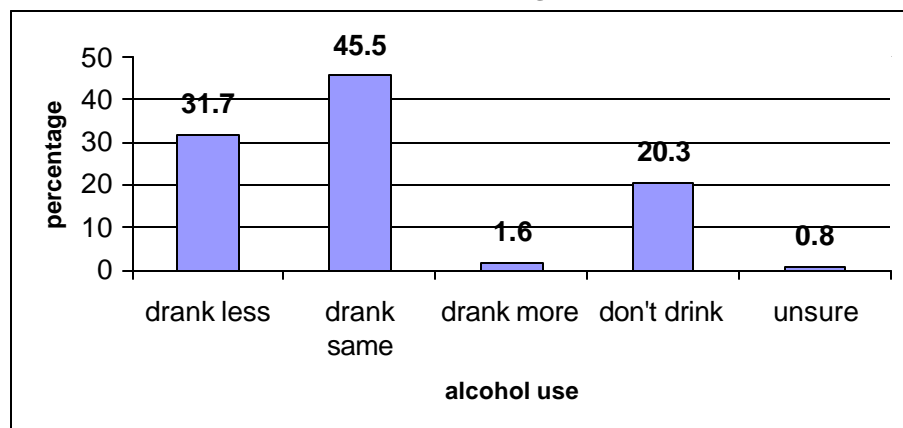
In addition to looking at the relationship between binge drinking and attendance at Late Night events, students (n=123) were asked about their drinking behavior the night they attended events.

- 74.0% stated that they did not drink any alcohol before the event.
- 95.9% stated that they had nothing to drink during their time at the event.
- 81.3% stated that they did not drink alcohol after the event.

When asked how Late Night programming affected their drinking habits: (see Chart 1.0)

- Nearly a third (31.7%) of attendees stated that they drank less than they normally would have, and only 1.6% stated that they drank more than usual.
- Also of note is that 20.3% of attendees reported that they don't drink at all.

Chart 1.0: Alcohol Use and Attendance at Late Night



Students’ Perceptions of Late Night Programming

In this section, students were asked about their perceptions of Late Night events. First, students who had attended events were asked about how Late Night programs contributed to the campus. Second, all students who had heard about the events were asked whether they thought Late Night programming results in less drinking among its attendees and then, why or why not.

Those who had attended Late Night events were asked a series of questions concerning their perceptions and opinions of the program (see Table 5.0).

- A large majority stated that they either “strongly agreed” or “somewhat agreed” that Late Night events contribute positively to the Ohio State environment (91.9%) and that Late Night programming is a good example of how you can have fun without alcohol (91.1%).
- Nearly 80% (78.1%) responded that they either “strongly agreed” or “somewhat agreed” that Late Night events made it easier to meet other students.
- Over two-thirds (66.7%) stated that they either “strongly disagreed” or “somewhat disagreed” that there is a negative stereotype associated with attending Late Night events. However, 26.8% stated that they either “strongly agreed” or “somewhat agreed” that a negative stereotype exists.

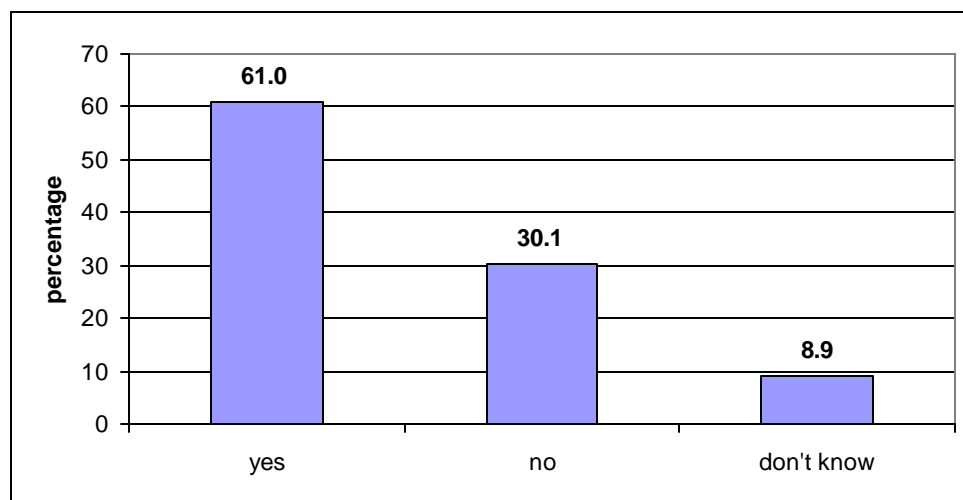
Table 5.0: Perceptions of Late Night programming

(n=123)	Do you think Late Night programs contribute positively to the Ohio State environment?	Do you think Late Night activities make it easier to meet other students?	Do you think there is a negative stereotype associated with those who attend Late Night events?	Do you think Late Night programming is a good example of how you can have fun without alcohol?
Strongly agree	41.5	30.9	7.3	48.0
Somewhat agree	50.4	47.2	19.5	43.1
Neutral	4.1	10.6	5.7	2.4
Somewhat disagree	2.4	11.4	42.3	4.9
Strongly disagree	1.6	0.0	24.4	1.6

Students who had heard of Late Night, but had not necessarily attended, were asked if Late Night activities result in less alcohol abuse among students (see Chart 2.0) and then, why or why not.

- The majority of students (61.0%) thought that Late Night programming results in less drinking among students who attend these events.

Chart 2.0: Do you think Late Night programming results in less drinking among students who attend these events?



Students who thought that the Late Night events reduced alcohol use gave a variety of reasons for the change in behavior. (Note that multiple responses were possible therefore percentages will not equal 100%.)

- 40.0% stated that it was a good alternative to drinking.
- 34.5% stated that the events provide a venue for people to go to instead of drinking.
- 16.1% stated that it cuts down the amount of drinking hours/time.
- 13.7% stated that the events capture students' attention and led them not to think about drinking.
- 2.0% stated that students might bring friends along that might go elsewhere to drink.
- 1.2% stated that it was free.
- Over 20% provided other reasons for the effectiveness of Late Night events reducing alcohol abuse. Some of those responses include the following:
 - Because they are not allowed to serve drinks there (12)
 - Because they are sponsored by the university (3)

Of those who believed that Late Night programming does not reduce alcohol consumption, there were also a variety of reasons given. (Again, totals do not equal 100% due to multiple response options.)

- 63.8% stated that students would drink the same amounts.
- 8.7% stated students would drink other nights.
- 7.9% stated that the activities do not keep the attention of students.
- Over 30% stated some other reason for the ineffectiveness of Late Night events reducing alcohol abuse. Some of those responses include the following:
 - Students would still drink no matter what (9).

Students that attend are not problem drinkers (12).

Alcohol Use and Perceptions of Use

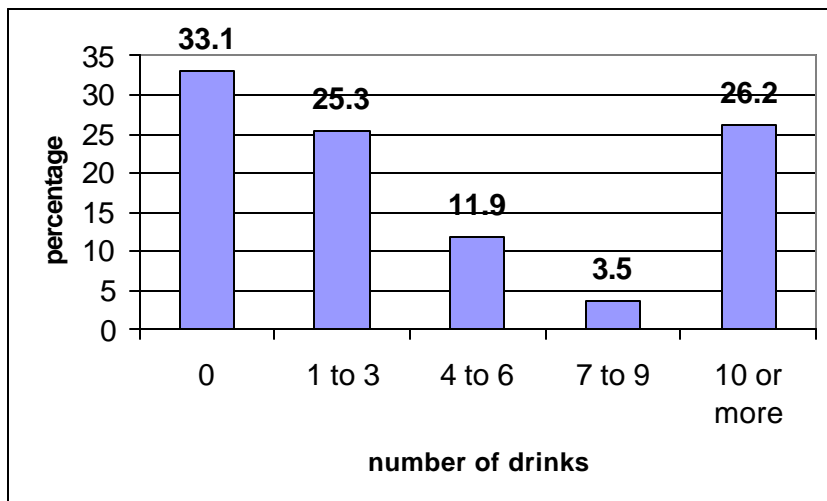
In keeping with the comprehensive preventive plan's goal of decreasing alcohol use among students, a secondary purpose of this study is to examine alcohol use and perceptions of alcohol use among OSU students. As such, respondents were asked a series of questions about their drinking behavior and their perceptions of their own and others' alcohol use. Hence, these questions were asked of all respondents (n=661).

Alcohol Use

First, students were asked how many drinks they consume during a typical week; two extremes are visible (see Chart 3.0):

- 33.1% had no drinks in a typical week.
- 26.2% had 10 or more drinks in a typical week.

Chart 3.0: Drinks during a typical week



Based on students' weekly alcohol use, the data are examined to identify similarities and differences in use based on students' GPA and their gender.

The data suggest that a relationship exists between students' weekly alcohol use and GPA (see Table 6.0).

- Students with a GPA below 2.0 had the highest incidence of averaging 10 or more drinks a week (35.6%), 15.4% higher than reported by students with a 3.0 or better.
- Over 38% of students with the highest GPAs indicated that during a typical week they do not drink compared to 22.2% of students with below a 2.0.

Table 6.0: GPA and weekly alcohol use

Drinks per week	0 to 1.99 (n=46)	2.00 to 2.99 (n=288)	3.00 to 4.00 (n=326)	Totals (n=661)
0	22.2	28.9	38.3	33.1
1 to 3	20.0	26.4	24.8	25.3
4 to 6	15.6	10.2	12.9	11.9
7 to 9	6.7	2.8	3.7	3.5
10 or more	35.6	31.7	20.2	26.2

When comparing drinking levels and the respondents' gender (see Table 6.1), men are shown to have higher drinking levels than women.

- Male respondents (41.3%) were more likely than women (11.9%) to have 10 or more drinks in a typical week. In contrast, 41.4% of women reported that they did not drink during a typical week compared to 24.4% of men.
- Women were 17.0% more likely than men not to drink in a typical week.

Table 6.1: Gender and weekly alcohol use

Drinks per week	Men (n=324)	Women (n=327)	Totals (n=661)
0	24.4	41.4	33.1
1 to 3	19.1	31.3	25.3
4 to 6	12.2	11.6	11.9
7 to 9	3.1	3.9	3.5
10 or more	41.3	11.9	26.2

In addition to weekly alcohol use, students were asked about their high-risk drinking behavior. When asked how many times in the past two weeks they had five or more drinks at one sitting (see Table 6.2):

- Of the total sample, 59.5% stated that they had not binged in the last two weeks. In other words, the binge drinking rate was 40.5%.
- Over 16% (16.7%) were frequent binge drinkers.
- Men (52.6%) reported a higher binge drinking rate than did women (28.8%).

Table 6.2: In the past two weeks, how many times did you have five or more drinks at one sitting?

# of binges	Men (n=324)	Women (n=327)	Totals (n=661)
0	47.4	71.2	59.5
1	14.2	13.1	13.6
2	12.7	7.4	10.0
3	9.6	2.4	5.9
4	5.0	2.4	3.6
5	5.9	2.1	3.9
6 or more	5.3	1.5	3.3

When the students were asked the extent that their alcohol use had changed within the past 12 months, they said the following:

- 46.6% reported that it had stayed the same.
- 21.2% stated that it had decreased.
- 17.4% stated it had increased.
- 14.8% reported that they do not drink.

Perceptions of Alcohol Use

Related to the prevalence of alcohol use are the perceptions students have about the level of use of other students and the role of alcohol on campus. One of the goals of the Student Wellness Center's comprehensive prevention plan is to change the perception of the prevalence of drinking on campus. Based on the premises of social norms marketing, students' behavior may change when presented with evidence that alcohol is not used and/or abused as much as they thought. Specifically, social norms marketing:

holds that if students perceive something to be the norm, they tend to alter their behavior to fit that norm, even if it isn't reality. If, however, they are presented with the actual norm, they will conform to it. So, if students think heavy drinking is normal they'll drink more. If they think responsible drinking is normal, they'll drink more responsibly. (Michael Haines, Northern Illinois University)

Hence, students were asked about their perceptions of alcohol use among others on campus and of the importance it plays in the social life on campus

In Table 7.0, data are presented comparing students' perceptions of alcohol use and students' reported behavior by gender. First, students were asked how many drinks they thought most male and female students consume in a week (see Table 7.0).

- Students perceived that male students averaged a higher number of drinks during a typical week than the actual behavior of male students. Male students averaged 10 drinks per week compared to the perceived 13.9 average. Furthermore, 61.9% of students thought that most male students had 10 or more drinks per week whereas only 41.3% of men reported this level of alcohol use.
- Consistently, students also perceived a higher rate of alcohol use for female students with 72.7% of female students reporting that they had three or fewer drinks per week compared to only 13.6% of students who thought that most female students had three or fewer drinks in a typical week.

Table 7.0: Perceptions vs. reported behavior: Male and female students' alcohol use in a typical week

# of drinks (n=661)	<i>Perceptions of Male students' alcohol use</i>	Reported drinking <i>behavior of Male students</i>	<i>Perceptions of Female students' alcohol use</i>	Reported drinking <i>behavior of Female students</i>
0	0.0	24.4	0.0	41.4
1 to 3	2.7	19.1	13.6	31.3
4 to 6	19.1	12.2	27.8	11.6
7 to 9	7.6	3.1	12.4	3.9
10 or more	61.9	41.3	38.4	11.9
Don't Know	8.8	0.1	7.7	0.1
Average	13.9	10.0	8.8	3.2

Respondents were also asked their perceptions about the centrality of alcohol to the social life of a variety of groups on campus.

- 76.1% feel that drinking is a central part of male students' social life.
- 56.0% feel that drinking is a central part of female students' social life.
- 90.0% feel that drinking is a central part of fraternities' social life.
- 84.9% feel that drinking is a central part of sororities' social life.
- 52.5% feel that drinking is a central part of athlete's social life.
- 30.6% feel that drinking is a central part of alumni's social life.
- 10.0% feel that drinking is a central part of faculty and staff's social life.

Given these perceptions, students were asked if the social atmosphere at OSU promotes alcohol use (see Table 7.1).

- Over 56% of respondents stated that they thought that the social atmosphere at OSU does promote alcohol use.

Table 7.1: Do you think the social atmosphere at OSU promotes alcohol use?

(n=661)	percentages
Yes	56.3
No	40.4
Refused	0.5
Don't Know	2.9

- The respondents who believed that the social atmosphere at OSU promotes alcohol use were asked why they felt that way. There were a variety of explanations that can be grouped into two major themes:
 - There is little else to do. (22)
 - Not much to do around campus
 - Not much else to do without driving
 - Not many things to do around campus
 - There is not enough other stuff on campus
 - With the exception of Late Night, the alternatives seem to be going to bars or parties
 - There is nothing to do here but drink and party
 - Little non-alcoholic programs
 - Accessibility of alcohol (105)
 - Frats have parties
 - The bars on High Street being so close
 - Bars on every corner
 - Sporting events involve drinking
 - Through the Greek groups on campus
 - Surrounding bars, billboards, parties, *Lantern* dance club ads
 - So many bars to go to
 - Bar in Ohio Union
 - Football games expect you to drink before and after
 - The alumni, tailgating...all sets the example that it is allowed
 - Just everywhere

Generally, respondents believed that the use of alcohol at OSU was not very different from other colleges.

- Over 75% stated that they felt alcohol use was about the same as at other colleges.
- Another 17% did state that they felt it was greater at OSU than at other colleges.

APPENDICES

Calendar of events

Late Night Welcome Week	September 22, 2000
Late Night Larkins	September 29, 2000
Late Night at Summit	October 6, 2000
Late Night Homecoming	October 13, 2000
Late Night at Larkins	October 27, 2000
Late Night at Summit	November 3, 2000
Late Night at Summit	November 17, 2000
Late Night at Summit	January 5, 2001
Late Night at the Wexner Center	January 26, 2000
Late Night at the Ohio Union	February 1, 2001
Late Night at Summit	February 2, 2001
Late Night Addis Ababa	February 23, 2001
Late Night at COSI	February 23, 2001
Late Night at Summit	March 2, 2001
Late Night at the Ohio Union	March 3, 2001
Late Night on Ice: Broomball	April 6, 2001
Late Night at Summit	April 6, 2001
Late Night Pintig	April 7, 2001
Late Night La Fiesta	April 13, 2001
Latino Late Night	April 20, 2001
Late Night Athlete Formal	April 21, 2001
Late Night Spring Barbeque	April 28, 2001
Late Night at Summit	May 11, 2001
Late Night at the Zoo	May 11, 2001
Late Night with the Vietnamese Student Association	May 12, 2001
Late Night Riverclub	May 19, 2001
Late Night at Summit	June 1, 2001
Late Night at the Ohio Union	June 2, 2001

Demographic Comparisons

In Table 8.0, the demographics of the population are presented along with the demographics of the Late Night survey sample and the Late Night evaluation respondents.

When comparing the population to the students who participated in the Late Night survey, we find that generally the sample was representative of the population with the exception of two areas – age and GPA. Students under 21 years of age and with higher GPAs were more highly represented in the sample than in the population.

When comparing students who completed the Late Night evaluations, and hence attended Late Night events, to the population, we find the following:

- Upperclass students were less represented among the evaluation respondents than they were in the population.
- Students of color were more highly represented among the evaluation respondents than they were in the population.
- Students under 21 were more highly represented among the evaluation respondents than they were in the population.

Table 8.0: Comparisons between Population Parameters and the Late Night Survey and Evaluation Respondents

percentage	Population (n=33276)	Late Night Survey Sample (n=661)	Late Night Evaluation Respondents (n=1602)
Gender			
Male	51.6	49.0	52.4
Female	48.4	51.0	47.6
Rank			
1	16.4	19.2	22.3
2	21.4	22.8	25.5
3	21.9	22.8	19.5
4	36.0	32.2	17.1
Other	4.3	2.9	15.7
Race			
Caucasian	79.0	79.7	63.1
African American	7.8	6.4	11.1
American Indian/ Alaskan Native	0.4	0.5	1.0
Asian/Pacific Islander	6.8	8.5	11.4
Hispanic	1.9	2.4	3.7
Other	4.6	2.6	9.9
Age			
Under 21	44.4	55.4	59.9
21 and Over	55.6	44.6	40.1
GPA			
<2.00	11.4	7.0	N/A
2.0-2.99	45.6	43.6	N/A
3.0-4.0	43.0	49.4	N/A

Moonlight Madness: Late Night at the Ohio Union

WELCOME WEEK

September 22, 2000

We need your feedback regarding 'Late Night' activities. As this is **anonymous**, there is no way to track your responses to you.

PLEASE CHECK THE APPROPRIATE BOX OR PROVIDE THE REQUESTED INFORMATION

1. Indicate your **student rank**:
 1
 2
 3
 4
 Graduate/Professional
 Other _____
2. Your sex Female
 Male
3. Your age _____
4. Your sexual orientation Heterosexual
 GLBT

5. How would you best describe yourself:
- | | |
|--|---|
| <input type="checkbox"/> African American | <input type="checkbox"/> American Indian/Alaskan Native |
| <input type="checkbox"/> Asian American/Pacific Islander | <input type="checkbox"/> White/non-Hispanic |
| <input type="checkbox"/> International _____ | <input type="checkbox"/> Hispanic/Latina(o) |
| <input type="checkbox"/> Multi-racial | <input type="checkbox"/> Other: _____ |

6. Where do you presently live? On campus Off campus apartment
 Greek housing At home

7. On a scale of 1-4, please indicate how satisfied you are with tonight's event...(Circle the appropriate response):

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
Activities/entertainment	1	2	3	4	NA
Food & drinks	1	2	3	4	NA
Interaction with other students	1	2	3	4	NA
The location of the event	1	2	3	4	NA
Overall event	1	2	3	4	NA

8. On a scale of 1-4, please indicate how likely you are to...(Circle the appropriate response):

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Don't Know	Not Applicable
Attend another Late Night activity	1	2	3	4	5	NA
Tell friends about Late Night	1	2	3	4	5	NA

9. How did you obtain information about this late night program? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> OSU Departmental Web Page | <input type="checkbox"/> At another OSU event/program |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Another student |
| <input type="checkbox"/> <i>Lantern</i> | <input type="checkbox"/> Club or organization |
| <input type="checkbox"/> Residence Hall staff | <input type="checkbox"/> Other (please specify) _____ |

10. Think back over the last two weeks. How many times have you had 5 or more alcoholic drinks at a sitting? ____

Please provide any additional comments you have regarding this event and Moonlight Madness: Late Night at OSU including any events you would like to see as a late night event.
