How do you think people feel after a few drinks?

Find out yours by answering this question:

"Alcohol Expectancies"

are your beliefs about alcohol

Physical Effects & Mental Effects

Physical Effects: Direct pharmacological or biological effects of a drug

Mental Effects: Effects people associate with a drug, whether or not the drug actually causes this effect

The Physical Effects of Alcohol

Physical Effects Drinkers Call Good:

A Buzz — but only at low doses
(Alcohol is a depressant but has other properties for some people. If they continue to drink after this, they’ll feel worse than before their buzz started)

Physical Effects Drinkers Call Bad:

Depressant
Neurological Breakdowns
Poison
**Alcohol Expectancies**

- Exist Before a Person Begins Drinking
- Predict How Old a Person is When He or She Begins Drinking
- Distinguish Light Drinking Children From Heavy Drinking Children
- Mitigate the Influence of Other Factors such as Family History, Drinking History, or Belief in the Negative Consequences of Drinking

**Medical Placebos**

- Cure between 30% and 70% of all illnesses
- Purple Dye cured 70% of patients with worts
- 100% cure of Anxiety and Depression when patients were they are taking a sugar pill
- Placebos are getting stronger

**It's the thinking, not the drinking!**

You can get all the positive effects of drinking without alcohol.
Reality

Sensory Transmission Model of Experience

Physical Stimuli

Reality

You

Sensory Mastery Model of Experience

In Honor of Protagoras

"Man is the Master of Experience"

Physically, your eye has a blind spot

Your Miraculous Brain

Four Billion Bits of Information each Second
This is why the question “How do you think people feel after a few drinks?” is important to challenging expectancies. It determines the mental constructs built around alcohol.

Influences on Beliefs: Traditional Sociology

You
Family
Church
School
Media

Influences on Beliefs: Media Scholars

You
Media
Family
Church
School

Remember, the environment alcohol marketing creates results in a half million repetitions of neural pathways being stimulated with messages about drinking.
Brain Science Rules
To help you read the Alcohol Memory Map

Neurons that Fire Together, Wire Together
When two things happen at the same time, your brain makes one thing out of it

The Active Part Wins
whatever part of your brain you're using determines your behavior

Alcohol Memory Map

Positive/
Negative Dimension

Hyper Forgetful

Loud Stupid

Crazy

Dizzy Sick

Sleepy Slow

Scared Cool

Talkative Active

Carefree Funny

Friendly

Less Nervous Outgoing

Fun Happy

Sad Relaxed

Smart Quiet

Challenging Alcohol Expectancies are 1 of 3 Programs
Recommended by NIAAA for alcohol prevention on College Campus

Reduced Drinking still found after a 10 year follow-up!

NIAAA Endorses Challenging Expectancies

An extensive construct validation network has evolved that supports expectancies as an important influence on drinking (Goldman, 1999)

Reduced Drinking still found after a 10 year follow-up!

Classroom Based Interventions

- Reduced Positive Expectancies for 4th Graders (Cruz & Dunn, 2003)
- Reduced Drinking and Positive Expectancies for High School students (Cruz, 2005 & Sivasithamparam, 2011)
- Reduced drinking for College students (Sivasithamparam, Hall & Dunn, 2008 & Schreiner, Fried, Sivasithamparam & Dunn, 2009)
- Also found effective in large classroom lectures given in only 30 minutes (Fried, Sivasithamparam, Schreiner, Bourcher, Dunn & Hall, 2010)
NREPP REVIEWED
Reviewed in June 2012
- 3.3 Quality of Research
- 3.5 Readiness for Dissemination
  (out of 4 points)

Outcomes
- Reduction in expectancies of positive social and arousing effects of alcohol.
- Increase in expectancies of negative sedating and antisocial effects of alcohol.
- Reduced instances of drinking.
- Reduced amounts consumed when drinking.
- Lower overall BAC levels when drinking.
- Fewer instances of binge drinking.

Share the Knowledge
Let your peers know they can visit medialiteracy.net for a free 2 hour on-line class that will earn 2 CEUs.

For More Information about Challenging Alcohol Expectancies, please call Dr. DeBenedittis @ (505) 670-9797.