

COVERAGE OF ALCOHOLISM AND THE CONSEQUENCES OF ALCOHOL USE
IN LAY MAGAZINES: A CONTENT ANALYSIS

A DISSERTATION

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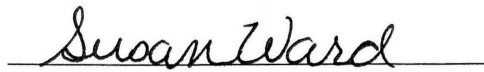
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To the Dean of the Graduate School:


I am submitting herewith a dissertation written by Danny Howeth entitled "Coverage of Alcoholism And The Consequences Of Alcohol Use In Lay Magazines: A Content Analysis." I have examined this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy with a major in Health Studies.


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ABSTRACT

DANNY HOWETH

COVERAGE OF ALCOHOLISM AND THE CONSEQUENCES OF ALCOHOL USE IN LAY MAGAZINES: A CONTENT ANALYSIS

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Thirty six magazines from end of year 2005 to beginning of year 2006 were reviewed for their content on alcohol. Content analysis was conducted to determine how the subject was treated in chosen lay magazines. The publications, the top selling magazine targeting women, the top selling magazine targeting men and the top selling magazine targeting the general population, were Cosmopolitan, Playboy, and Reader's Digest. Alcohol is a popular subject from a social perspective demonstrated by the fact that all 36 magazines touched on the subject. More than 20% of articles in the sample made reference to alcohol.

Three hundred and sixty-one out of 1540 articles were coded and analyzed to determine credibility of sources and depth of coverage for the subject of alcohol. Analysis of the data showed few credentials mentioned for sources and in many cases, there were no sources listed at all. Depth was equally lacking as most references included the phrases 'alcohol use' or 'alcohol misuse/overuse/abuse'. Consequences of alcohol use and behaviors related to alcohol use were next most prevalent, but discussed much less often than the leading categories. Little attention was give for areas such as

dependency/addiction, alcoholism, diseases or medical conditions related to alcohol use, causes of alcohol misuse/abuse/addiction, injuries related to alcohol use and making healthy behavior change regarding alcohol use. The study revealed a representation of alcohol as being merely a fun and light hearted activity. Only a few articles mentioned the negative consequences of alcohol consumption such as injury, death, DWI's or health related conditions.

People who read lay publications like the ones in this study are being given inaccurate or incomplete information regarding alcohol consumption. A wide discrepancy between the reality and facts of using alcohol exists. The results of this study should encourage health educators to monitor lay publications and become involved in the actual content of information being disseminated to the public. Health educators can accomplish this by developing rapport and working with the editors of lay publications.

TABLE OF CONTENTS

| | Page |
|---|------|
| ACKNOWLEDGEMENTS..... | iii |
| ABSTRACT..... | iv |
| LIST OF TABLES..... | viii |
| Chapter | |
| I. INTRODUCTION..... | 01 |
| A. Statement of the Purpose..... | 02 |
| B. Research Questions | 02 |
| C. Hypotheses..... | 03 |
| D. Definition of Terms..... | 04 |
| E. Limitations..... | 06 |
| F. Delimitations..... | 07 |
| G. Assumptions..... | 07 |
| H. Importance of Study..... | 07 |
| II. REVIEW OF THE LITERATURE..... | 08 |
| A. Consequences of Alcohol Abuse..... | 08 |
| B. Consequences of Alcoholism..... | 10 |
| C. Causes of Alcohol Abuse and Alcoholism..... | 12 |
| D. Health Communication..... | 16 |
| 1. Obtaining Information about General Health..... | 16 |
| 2. Process of People Getting Information Regarding Alcohol...17 | |
| E. Changing the Negative Impact Of Alcohol In The U.S..... | 20 |
| F. Content Analysis As A Design Study..... | 22 |
| III. METHODOLOGY..... | 24 |
| A. Procedures..... | 24 |
| B. Selecting Units of Analysis..... | 24 |
| C. Establishing the Coding Categories..... | 24 |
| D. Pretesting the Coding Form..... | 25 |
| E. Pilot Study..... | 26 |

| | | |
|------|--|----|
| | F. Assessing Reliability..... | 26 |
| | G. Sampling..... | 27 |
| | H. Tabulating The Categories..... | 27 |
| IV. | FINDINGS..... | 28 |
| V. | CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS... | 46 |
| | A. Conclusions..... | 48 |
| | B. Disposition and Discussion of the Hypotheses..... | 49 |
| | C. Discussion..... | 51 |
| | D. Recommendations..... | 53 |
| VI. | REFERENCES..... | 55 |
| VII. | APPENDIXES..... | 66 |
| | A. Draft Coding Forms..... | 67 |
| | B. Rating Systems in Table Format..... | 69 |
| | C. Reference List of Coded Articles..... | 72 |

LIST OF TABLES

| Table | Page |
|--|------|
| 1. Playboy Source Chart..... | 32 |
| 2. Reader's Digest Source Chart..... | 33 |
| 3. Cosmopolitan Source Chart..... | 34 |
| 4. Playboy Depth Chart..... | 35 |
| 5. Reader's Digest Depth Chart..... | 36 |
| 6. Cosmopolitan Depth Chart..... | 37 |
| 7. Words and Phrases as Units of Analysis..... | 42 |
| 8 Hypotheses..... | 50 |

CHAPTER I

INTRODUCTION

Alcohol use destroys thousands of lives every year by contributing to injury, illness, death and an overall reduction in quality of life (Nathan, Wallace, Zweban & Horvarth, 2004). Alcohol related injuries, illnesses and deaths can be traced to a number of alcohol-related problems. Motor vehicle accidents are perhaps the most recognized consequence of alcohol use and abuse (Screening for Mental Health, 2005) but others range from accidental gun shot wounds to alcohol poisoning. Organizations such as Mothers Against Drunk Driving (MADD) consistently advocate for laws that will decrease alcohol-related consequences.

Health communication is listed as a national goal (U.S. Department of Health and Human Services, 2000), and, as such, the media plays an important role in individual, as well as public health. Consumers use online and print media to seek information about health topics and receive unsolicited health information through articles and advertising campaigns in lay publications. Media sources are growing in popularity as the Internet becomes more accessible to the general public. Popular print media such as newspapers and magazines can now be found online. Unfortunately, "...the public health community seems to have a limited understanding of what health communication can offer to the elimination of health disparities" (Freimuth & Quinn, 2004, p. 2054). Although, the influence health

information media has on people depends on effective dissemination (Hembroff & Sierra, 1998). Therefore, according to Grilli (1999) "...efforts are justified whose aim is to assure that what is reported in the lay media accurately represents the best knowledge on effectiveness of health care interventions" (p. 786).

Statement of the Purpose

The purpose of this study was to determine the extent of coverage of alcohol use/misuse and dependency in selected current lay publications. A second purpose was to determine the credibility of the sources of information about alcohol use/misuse and dependency presented in lay publications.

Research Questions

Six research questions addressed the purposes of the study.

1. How many articles concerning alcohol use/misuse or dependency were published in 12 monthly issues of three selected lay magazines during the period between the end of year 2005 and the beginning of year 2007?

2. Which publication from selected lay magazines published between the end of year 2005 and beginning of year 2007 had the most articles regarding alcohol use/misuse or dependency?

3. Which publication from selected lay magazines published between the end of year 2005 and beginning of year 2007 had the fewest articles regarding alcohol use/misuse or dependency?

4. Does a pattern exist in the credibility of the sources of information for articles regarding alcohol use/misuse and dependency in selected lay magazines published between the end of year 2005 and beginning of year 2007?
5. Do patterns exist in the specific information regarding the cause of and consequences for alcohol use, abuse and dependency covered in selected lay magazines published between the end of year 2005 and beginning of year 2007?
6. What is the depth of coverage on alcohol use, abuse and/or dependency in articles regarding alcohol in selected lay magazines?

Hypothesis

Three hypotheses addressed the purposes of the study.

1. There is no significant difference in the frequency of articles regarding alcohol use/misuse or dependency between magazines targeting men, women or both genders.
2. There is no significant difference in the credibility of sources listed for articles regarding alcohol use/misuse or dependency between magazines targeting men, women or both genders.
3. There is no significant difference in the depth of coverage of alcohol use/misuse and dependency between magazines targeting men, women or both genders.

Definition of Terms

Alcohol abuse – “A maladaptive pattern of substance use leading to clinically significant impairment or distress, as manifested by one (or more) of the following, occurring within a 12-month period:

1. recurrent substance use resulting in a failure to fulfill major role obligations at work, school, home (e.g., repeated absences or poor work performance related to substance use; substance-related absences, suspensions, or expulsions from school; neglect of children or household)
2. recurrent of substance use in situations in which it is physically hazardous (e.g., driving an automobile or operating a machine when impaired by substance use)
3. recurrent substance-related legal problems (e.g., arrests for substance-related disorderly conduct)
4. continued substance use despite having persistent or recurrent social or interpersonal problems caused or exacerbated by the effects of the substance (e.g., arguments with spouse about consequences of intoxication, physical fights)
5. The symptoms have never met the criteria for Substance Dependence for this class of substances” (American Psychiatric Association [APA], 1994 p. 191).

Alcohol Dependence, Addiction or Alcoholism- “A maladaptive pattern of substance use, leading to clinically significant impairment or distress, as manifested by three (or more) of the following, occurring at any time in the same 12-month period:

1. tolerance, as defined by either of the following: a need for markedly increased amounts of the substance to achieve intoxication or desired effect
2. markedly diminished effect with continued use of same amount of substance
3. withdrawal, as manifested by either of the following: the characteristic withdrawal syndrome for the substance, the same (or a closely related) substance is taken to relieve or avoid withdrawal symptoms
4. substance is often taken in larger amounts during longer period than intended
5. there is persistent desire or unsuccessful efforts to cut down or control substance use
6. a great deal of time is spent in activities to obtain the substance, use the substance, or recover from its effects
7. important social, occupational or recreational activities are given up or reduced because of substance use
8. the substance use is continued despite knowledge of having a persistent or recurrent physical or psychological problem that is likely to have been caused or exacerbated by the substance (e.g., continued

drinking despite recognition that an ulcer was made worse by alcohol consumption” (American Psychiatric Association [APA], 1994 p.191).

Credibility of sources – trustworthiness of the source of information regarding alcohol use/misuse and dependency as measured by a rating of the source. The rating criteria are described in the Methodology.

Depth of coverage – extent of coverage on alcohol use/misuse and dependency as measured by an investigator rating. The rating criteria are described in the Methodology section.

Leading lay magazines – top selling (Pearson Education, 2005) general magazines (those without a single focus) with 12-14 publications per year; one magazine targeting women, one targeting men and one targeting both genders.

Sources of Information- author(s), citations, or individuals who provide information for the article.

Limitations

The generalization of the results was influenced by two aspects of the study design:

1. One magazine targeting men, one magazine targeting women and one magazine targeting both genders were used in the content analysis.
2. Only 12 to 15 issues of each selected lay magazine were included in the sample.

Delimitations

The study had the following delimitations:

1. One rater identified and coded the journal articles.
2. Newspapers, news related magazines, weekly publications and online media were not included in selection of leading lay magazines.
3. No articles with recipes or meal menus were coded.

Assumptions

The use of content analysis as the study design required the following assumptions:

1. Alcohol use and abuse exist and merit addressing.
2. Solutions are available which could help alleviate problem drinking behaviors and these solutions can be presented through articles in lay publications.
3. Articles related to alcohol consumption will not include rubbing alcohol.

Importance of the Study

Alcohol misuse and dependency causes injury, illness, loss of life, lost production, and decrease in the quality of life for both the user and those in his or her social support system. The media plays a role in changing problem drinking behaviors. Lay publications could provide an important source of information about alcohol use and misuse and because the information could increase awareness and motivation for behavior change, it is imperative that health educators understand the information being presented. This knowledge will assist with the development of more effective health communications through lay publications.

CHAPTER II

REVIEW OF THE LITERATURE

The purpose of this study was to determine the extent of coverage of alcohol use/misuse and dependency in current lay publications. A second purpose was to determine the credibility of the sources of information about alcohol use/misuse and dependency presented in lay publications. As a foundation for the study, this literature review will include the consequences and causes of alcohol use and abuse, consequences and causes of alcoholism, health communication, and the use of content analysis as a study design.

Consequences of Alcohol Abuse

The American Medical Association and the American Psychiatric Association state that alcohol abuse involves a pattern of drinking that varies by individual (1994). Most individuals who use alcohol in an abusive way will display one or more of four drinking-related problems including disruption of daily life, legal issues, social difficulties, and drinking in dangerous situations (Ringold, 2006). Heavy alcohol consumption, often termed alcohol disorder, is a major expense (Chase, Neild, & Batey, 2005), with economic costs of alcohol use estimated at \$98.6 billion per year (Weintraub, et al., 2001). For most individuals who suffer from alcoholism, alcohol abuse is the first stage of this progressive disease. Even when the disease of alcoholism does not manifest, there is the potential for both short and long term

consequences with alcohol abuse. Short term consequences include hangovers; alcohol poisoning; and alcohol related injuries, fatalities, attempted suicide, sexual assault, property damage, and impaired driving (Jennison, 2004). Problems with authorities (police, teachers, parents, etc.) may also occur.

Alcohol-related motor vehicle accidents are the most common cause of injury (Ringold, 1999). In 2003, alcohol-related motor vehicle deaths totaled 44,800. This number represented a one to two percent increase from 2002. Moreover, according to the National Safety Council in the U.S. Motor Vehicle Accident Report, about one third of all traffic fatalities in 2002 were a result of an intoxicated driver (Park, 2005).

Major economic costs of alcohol abuse occur in the workplace. Poor performance, lost productivity and absenteeism are higher among those who abuse alcohol (Booth & Feng, 2002). Alcohol misuse also plays a role in a person's ability to stay employed. A lifetime diagnosis of an alcohol disorder is correlated with greater unemployment and lower wages (Booth & Feng, 2002). Other workplace consequences of alcohol abuse are increased injuries and employee aggression against others (Gmel & Rehm, 2003).

Medical consequences result from long term alcohol abuse. There is a greater risk of organ damage, mental health disorders and social and legal problems with regular and heavy alcohol consumption (Chase, Neild, & Batey 2005). Other health consequences of alcohol abuse include cardiovascular problems, gastrointestinal disorders, neurological problems and psychological difficulties (Fernandez, 2006).

There is a much higher rate of alcohol use disorders among men. However, women who do drink heavily have more medical consequences such as brain damage and an accelerated progression to alcoholism (Nolen-Hoeksoma & Hilt, 2006). Retired individuals and young adults are age groups of concern for alcohol abuse. More people above the age of 75 are dying of alcohol-related causes than ever before and alcohol use contributed to 1400 student deaths, 500,000 injuries and more than 70,000 incidents of sexual assault or date rape in 2006 (Leedy & Leffingwell, 2006). College athletes have also been found to be at a heightened risk for alcohol abuse (Doumas, Turrisi & Wright, 2006).

Alcohol abuse is commonplace with a number of negative outcomes. Although three to five drinks or less per week of alcohol may have some health benefits, alcohol abuse negatively impacts the individual, the workplace and society as a whole.

Consequences of Alcoholism

“Approximately 100,000 people die each year in the United States from alcohol related complications” (Antai-Otong, 2006, p. 33). Furthermore, the “economic cost to society from alcohol abuse and alcoholism in this country was an estimated \$148 billion for a given year going into the 21st century” (Galanter & Bolon, 2000, p.50). Alcohol addiction or alcoholism is a physical dependence on alcohol (Mayo Clinic, 2006). According to the American Medical Association and the American Psychiatric Association, individuals with alcoholism may experience a lack of ability to stop drinking, have withdrawal symptoms when they do stop and develop

the need for more alcohol to feel drunk. Medical problems are the most apparent consequences of alcoholism and, as stated previously, these consequences occur earlier in women (Hommer, 2003). Alcoholism contributes to the development of organ damage, severe mental health disorders and extreme social problems (Chase, Meild & Batey, 2005). Other medical consequences of alcoholism include brain damage, weakening heart muscles and damage to body extremities (Hommer, 2003).

Liver problems are often the most recognized medical consequences of alcoholism. Alcohol changes the liver through cell damage, thereby causing disease. Cell damage results from the liver using more oxygen to break down the alcohol (Cunningham & Van Horn, 2003). Cardiovascular problems can result from alcohol consumption as well. Heavy use of alcohol weakens heart muscles and mortality due to heart malfunction has been found to be associated with frequent binge drinking (Malyutina, Bobak, Kurilovitch, Nikitin, & Marmor, 2002). There is also evidence of a connection between dementia and alcohol use (Oslin, Atkinson, Smith, & Hendrie, 1998).

A number of medical issues have an indirect relationship with alcoholism including cancer, stroke (McPherson, 2004), neuro-developmental disorders, osteoporosis and Alzheimer's disease (Antai-Otong, 2006). For example, there are similar difficulties with memory control through encoding in individuals with alcoholism and those with Alzheimer's disease (Tudor, 2007).

The relationships between smoking, alcohol and disease are complex. Smoking impacts health directly as well as through its influence on alcohol use. For

example, smokers drink more alcohol when they smoke and when attempting to abstain from smoking (Meyerhoff. et al., 2006).

Social and relationship problems are prevalent among individuals with alcoholism. Although alcoholism has not been shown to be a direct cause of domestic violence, it exacerbates the problem (Fantuzzo, Fusco, Mohr, & Perry, 2007).

Homelessness is another lifestyle problem associated with alcohol. One-half to two-thirds of the homeless population in the US is affected by alcoholism, with public drunkenness and impairment being more common when compared with the rest of the population (Podymow, Turnbull, Coyle, Yeltivir & Wells, 2006). Alcoholism can be either a cause or the result of homelessness. Parents with alcoholism more often have children with behavioral and emotional problems (Christenson & Bilenberg, 2000). The consequences of alcoholism are multifaceted and may not always be apparent. Alcoholism is a problem for the individual involved, the individual's family, and the social systems in which the individual resides and the nation.

Causes of Alcohol Abuse and Alcoholism

Gaining a complete understanding of the consequences of alcohol abuse and alcoholism is not easy, but understanding the causes is as complex as an intricate web. Factors contributing to alcohol abuse and alcoholism are genetic, psychological and social/cultural (Mayo Clinic, 2006). Causes of alcohol use range from a single stressful event to the interaction of genetics and culture. The complexity continues as the causes themselves are impacted by the use of alcohol. For example, a stressful

life event may trigger unhealthy drinking behavior and the drinking, in turn, influences the stressful event, which then causes more stress (Hart & Fazaa, 2004).

Alcohol abuse is influenced by a person's perception of what will happen if he or she drinks heavily (Whitney, Hinson, & Jameson, 2006) and personality characteristics such as a propensity toward risk taking can play a significant role (Leedy & Leffingwell, 2006). Relationships or a lack of them can interact with and influence an individual's perception of drinking (Caetano, Nelson & Cunradi, 2001). Drinking, encouraged by others in a social setting, might increase an individual's likelihood to take more risks. However, isolation and loneliness can also have the same effect (Fernandez, 2006).

Some research indicates a genetic link to alcoholism (Nolen-Hoeksoma & Hilt, 2006). While many social and cultural variables may be present, genetics cannot be ignored. Recent research has shown alcoholism to be a deficiency disease related to neurotransmitters, which are chemical messengers between brain neurons (Antai-Otong, 2006). Certain personality characteristics, influenced by genetics, contribute to the development of alcoholism. This genetic connection is illustrated by studies that have shown that children with attention deficit hyperactive disorder are more likely to develop alcohol problems later in life (Pihl, McGill, & Peterson, 2007). The tendency toward risk taking and aggressiveness both lead to alcoholism susceptibility (Pihl, McGill, & Peterson, 2007). This link may also explain why men often drink more heavily than women but women often suffer more severe medical consequences as a result of alcohol abuse.

The environment, both home and at work, also has a powerful influence on drinking behaviors (Clark, Vanyukov & Cornelius, 2002). The environment established by the family of origin is responsible for the initial belief structures (Zucker, et al., 2006) but, as adults, alcohol use decisions are also a function of social networks outside of the family (Wageneer, Tooney, & Lenk, 2005). Coping styles and motivations to drink can also influence alcohol consumption (Walter, 2003).

The emphasis placed on alcohol in society plays an important role in alcohol use and alcoholism. Messages from peers and the media promote alcohol use for fun, improved relationships, and even wealth. Messages and information regarding alcohol influence the decision making process. Once drinking has commenced, events combined with alcohol consumption induce cravings and “consumption related stimuli produce different responses” (Tudor, 2007, p. 230). A progression takes place, from moderate drinking to alcohol abuse to alcoholism (Nikelly, 2000).

Some groups are more prone to alcohol abuse than others. Individuals in poverty (Caetano, Nedlson, & Conradi, 2001) and people with less formal education (Zucker, et al., 2006) are more likely to abuse alcohol. Ethnic and minority groups are more vulnerable to problems caused by alcohol abuse when compared with whites (Caetano, Nedlson & Conradi, 2001). This vulnerability may be partially the result of inadequate health care. Many minority individuals have less access to health care and often receive poorer treatment, which results in negative consequences and greater treatment needs (Schmidt, Greenfield & Mulia, 2006).

As mentioned previously, homelessness is also strongly correlated with alcoholism. Difficulty in providing preventive services to this population plays a role in many health problems, including alcoholism (Podymow, Turnbull, Coyle, Yeltivir & Wells, 2006). Individuals with mental illnesses may be in similar situations. It is not unusual for at least half of patients in a mental health facility to have a history of problems concerning alcohol consumption (Lumsden, 2005). Among other issues, antisocial and violent behaviors accentuate problem drinking.

Heavy drinking among 18 to 25 year olds may not be perceived as a problem by individuals in the group (Monti, Teuyaw & Borsari, 2005), but many who abuse alcohol in college or when they are young will maintain this pattern throughout life (Jennison, 2004). Older individuals are not immune as serious health issues, some of which involve pain, impact drinking behaviors in this age group.

It is important to discuss the difficulty of maintaining abstinence during recovery from alcoholism and its relationship to alcoholism. Unfortunately, relapse during recovery is common, thereby placing the person back on the road of addiction (Chase, Neild & Batey, 2005). Because alcoholism and other addictions are progressive diseases, the consumption, abstinence and relapse cycle places an individual at further risk for remaining ill.

The causes of alcohol use, abuse, and alcoholism are numerous. In truth, the absolute cause for any one individual may never be known but is most likely an interaction of many factors. For this reason, recovery is difficult and requires specific and thoughtful treatment involving the individual and family.

Health Communication

Obtaining Information about General Health

People receive information concerning general health from a variety of sources including family, friends, mass media, internet, and health care providers. Often times, the power of the message relies upon the resources of the source providing the communication. In providing health information, the media has more outlets and relies on different modes of communication compared with health care professionals or peer groups.

Mass media has been listed as the top choice by many people for gaining general information on health. One survey involved 200 home visits in Cuernavaca, Morelos or central Mexico. The target was lower socioeconomic groups who received a questionnaire followed by a face to face interview. Approximately one third of the respondents were women and two thirds were men. Almost 80% of people participating in in this survey selected television as their top choice for gaining health information and over half of them also depended on print media and radio (Becerra, 2005). Print media included magazines and newspapers. Individuals with less education relied more heavily on print media than the internet (Lorence & Park, 2007).

People often acquire information on general health through relationships with others (Reich, Wagner-Westbrook, & Kressel, 2007). Common informers include family members, work associates, school friends and even acquaintances. For example, a sharing atmosphere is often established in a classroom setting. Self report

is advocated along with listening to the ideas of others in a sharing participative experience (Cooke, 2007). This encourages the exchange of health information as well as course content.

Consultation with doctors and other health care professionals offers another source for general health information (Norman, Potashnik, Galantino, De Michele, Howie, & Locellio, 2007). Physicians in specialty areas with authority on specific health subjects are excellent sources of information. Hopefully, health care professionals use information from Healthy People 2010 (U.S. Department of Health and Human Services, 2000), reports from the Surgeon General, and peer-reviewed articles in gaining important information regarding health at the local, state, and national levels (Carmona & Moritsuga, 2007).

Maximizing quality health and reducing illness and injury are the main purposes of collecting and disseminating information. Communication of general health information is most successful when the provider or source and seeker are both making diligent efforts for results. Teaching young people how to access accurate health information may assist them in continuing the practice throughout their lives, which, in turn, might help them stay healthier.

Process of People Getting Information Regarding Alcohol

People get information about alcohol from the same sources used for general health information. Consequently, some health educators have used social marketing as a method for changing heavy drinking behaviors. College students are not adverse to this method. For example, 551 undergraduate students in introductory psychology

courses at a large west coast U.S. university were subject of one survey. The profile of the majority of participants was female, freshmen and Caucasian. Twenty percent of these college students, who reported being heavy drinkers, stated they would attend a social marketing program on drinking behavior (Palmer, Kilmer & Larimer, 2006).

Health care professionals should know about the treatment of alcohol problems in order to provide this information accurately to patients. Part of this knowledge includes the ability and willingness to take a drinking history (Clifford, Maisto, Stout, & McKay, 2006), which fosters an environment for improvement and growth. Identifying factors that make individuals susceptible to alcoholism and relapse can be a part of providing information and, in fact, is a part of the healing process (Moos & Moos, 2006).

A person does not always receive health information from a positive source, whether health care professional or friend. Indirect and unintended messages often come from parents, siblings, other family members and even physicians. Older siblings, often indirectly, have been found to be the strongest influences of alcohol consumption by younger brothers and sisters (Fagen & Najman, 2005) and friends often have incorrect or partial information.

The United States alcohol beverage industry is increasingly targeting young people through printed material (Thomsen & Revke, 2004). It has also been demonstrated that alcohol advertising is positively linked with alcohol use and related problems (Howard, Flora, Schleicher, & Gonzalez, 2004). An increasing number of studies have shown a correlation between beer advertising and resulting expectancies

with regard to drinking (Thomsen & Revke, 2004). This occurs with the creation of positive perceptions about drinking through repeated exposures. Many individuals recognize and repeat appealing slogans (Agostinelli & Grube, 2002). Alcohol advertisers seek to influence decision making rather than merely communicate information about a product (Pinkerton, Austin, & Fujioka, 2001).

Alternatives have been successful, to some extent, at counteracting the effect of alcohol advertising. One such attempt has been the use of media literacy programs (Austin & Johnson, 1997). A second support measure is the use of warning labels (Agostinelli & Grube, 2002). Both of these approaches send a conflicting message to consumers, which may or may not influence drinking behaviors.

Attracting the potential heavy consumer is a primary focus of alcohol advertising. This supports the marketing concept that 80% of a product is purchased and used by 10% of the population in a market. Consumption of alcohol is no different with one third of Americans responding that they do not drink at all. Approximately two thirds of the alcohol purchased is consumed by 10% of the population (Woodside, 2000).

Printed information through the media influences people regarding alcohol. The purpose of advertising is to get a product purchased, then to have the behavior repeated. Health care professionals are responsible in helping people avoid this compliance behavior and make choices in a positive direction (Pinkerton, Austin, & Fujioka, 2001). It may be time for printed media such as magazines to partner with health care professionals in decreasing the incidence of alcohol abuse and alcoholism.

Changing the Negative Impact of Alcohol in the US

Heavy drinking influences or causes many problems (Ringold, 2006), including alcohol poisoning, hangovers, attempted suicide, sexual assault, property damage, illness, domestic violence, unemployment, railroad incidents, and impaired driving (Jennison, 2004).

Providing accurate and credible information can play a key role in helping people modify their use of alcohol. Information can minimize the relationship between alcohol consumption and motor vehicle accidents while influencing positive behavior change to some degree. However, appropriate communication on the consequences of drinking and driving can have a greater impact.

The number of driving while intoxicated citations and incidents of incarceration are other statistics that could help inform the public of consequences of abusing alcohol. People who drive while intoxicated may do so again and this may help people understand the seriousness of drinking before driving. People should be informed that genetic factors predispose them to alcoholism, which, in turn, can prevent them from controlling their use of alcohol. When learning disorders and certain personality characteristics are added to the picture, alcohol problems can escalate (Clark, Vanyukou & Cornelius, 2002).

Access to treatment and willingness to seek it leads to positive health outcomes (Caetano, 2000). Information about interventions can help build a complete view of alcoholism (Doumas, Turrisi & Wright, 2006). This type of

information could help individuals understand types and degrees of dependence (Caetano, 2000).

Alcohol laws, availability, price, advertisement and marketing all play a role in alcohol consumption and abuse (Wageneer, Toomey & Lenk, 2005). Drinking behavior can be influenced with legislation, relevant messages and social marketing campaigns if they use the same type of repetition and aggressiveness as that used by beverage advertisers.

Informing consumers about the causes of alcohol abuse is important, however, helping them to recognize causes and increasing awareness of interventions is where the major challenge lies. Information about alcohol expectancies, drinking motives and the influence of personality must be part of the behavior change process (Westmaas, Moeller & Woiciki, 2007).

Changing the environment to lessen the appeal of alcohol consumption should become a priority in the treatment of those who abuse alcohol (Nikelly, 2000). The goal is to create social change and motivate people to pursue other positive behaviors (Nikelly, 2000). For example, on an individual level, cigarette smoking is often associated with alcohol consumption. Studies show that there is a heightened pleasure when combining alcohol and cigarette smoking (Meyerhoff, Tizabi, Staley, Durazzo, Glass, & Nixon, 2006). Therefore, cigarette smoking may be a necessary target if heavy alcohol use is to change.

There are many health-related groups with varied interests from exercise to nutrition. It may be time for agencies, such as the American Council of Science and

Health and the American College of Preventive Medicine, to join together in a serious effort to solve the alcohol-related problems in this country. Information gives people the power of knowledge but it will take sustained, large scale communication campaigns to affect real behavior change. Individuals, communities and religious institutions will all need to participate (Thomsen & Revke, 2003).

Content Analysis As A Design Study

Content analysis is an effective design study for research purposes, combining both qualitative and quantitative elements to provide information on a subject (Cashwell & Young, 2004). This approach provides an in-depth study of a subject for a specified amount of time. The purpose is to provide a snap shot representation of the bigger picture over a longer period of time (Inch & Merali, 2006).

Varied participants, from older populations (Schlagman, Shultz & Kvavilashvilli, 2006) to younger age groups (Robinson & Anderson, 2006) and a range of topics from distance education (Rourke & Szabo, 2002) to sexually transmitted diseases (Davidson & Wallack, 2004) and eating disorders (Herbazo, TartlefforDumn Gokee-Larose & Thompson, 2004) have been studied through content analysis. Spirituality (Cashwell & Young, 2004), depression (Cannizzaro, Reilly & Snyder, 2004), and menopause (Cousineau, Rancourt & Green, 2006) have recently been examined through content analysis.

The abundance of studies utilizing this methodology establishes the credibility of content analysis and the results enhance the body of knowledge regarding current

health. Additionally, content analysis has been proven capable of providing reliable and valid results for research purposes (Nuendorf, 2002).

CHAPTER III

METHODOLOGY

This research used content analysis to evaluate the coverage of alcohol use/misuse and dependency in one leading magazine for men, one for women and one of more shared interest by both genders.

Procedures

A nine step process of content analysis, created by Nuendorf (2002), was used in this project. The steps include selecting the units of analysis, establishing coding categories, pre-testing the coding form, assessing the reliability of the coding form, making revisions on the coding form, sampling, coding the units of analysis, assessing the actual reliability of the coding and tabulating the categories.

Selecting the Units of Analysis

The units of analysis included words, phrases and paragraphs within articles in the selected lay magazines. Single words primarily included alcohol, alcoholism, dependency and addiction. Phrases and paragraphs were used if they related to a single concept or idea.

Establishing the Coding Categories

Two levels of coding categories were based directly on the research questions and hypotheses. The first level of categories was for each volume or individual issue of the selected lay magazines. The second level was for each article related to alcohol

use/misuse and or dependency. Two one page coding forms using the coding categories were created (see Appendix A for the draft coding forms).

Two categories in the second level were rated by the researcher. Credibility of sources was rated as follows: 0=no source listed; 1=source listed has a credential, such as a certificate related to training in the area of alcohol misuse or dependency, but no professional graduate degree; 2=source listed has a professional undergraduate degree related to alcohol misuse or dependency; 3=source listed has a professional graduate degree related to alcohol misuse or dependency, or 4=source listed has a professional graduate degree and other credential related to training in alcohol misuse and dependency. Depth of coverage was rated as follows: 1=one or two terms regarding alcohol use, abuse, or dependency are listed and defined by one sentence of text, 2=more than two terms are listed and defined by one sentence of text, 3=one or two terms are listed and defined in depth with more than one sentence of text, 4=more than two terms are listed and defined in depth with more than one sentence text, 5= more than two terms are listed and defined in depth and at least one paragraph of other information provided. See Appendix B for the rating systems in table format. Table 1 includes the criteria for determining the credibility of sources and lists the possible alcohol related certifications. Table 2 contains the rating criteria for depth of content.

Pre testing the Coding Form

The coding forms were piloted for ease of use and accuracy. Two issues of Cosmopolitan, Playboy and Readers Digest from end of year 2006 were used. Each

article in the pilot magazines was read and coded using the draft data collection form. The coding form was found to be easy to understand and use.

Pilot Study

A pilot study was conducted with magazines utilized in the study. Two out of 12 issues for each of the three magazines were evaluated with the draft data collection instrument. The purpose was to identify changes needed for an effective data collection process.

December 2006 and January 2007 issues of Playboy, Cosmopolitan and Reader's Digest were analyzed in the pilot study. The pilot results indicated a need for the following changes in the data collection instrument. First, the source rating was expanded to include a category of "source listed, but source's credentials are not." Second, additional clarification was added to the section "words/phrases as units of analysis" to include "words or phrases with same meaning as listed will be marked." Third, dependency and addiction were combined into the same category under "words/phrases as units of analysis". Fourth, the option of alcohol "misuse/overuse" was expanded to alcohol "misuse/overuse/abuse". Fifth, causes of alcohol use and behavior related to alcohol were included on the instrument.

Assessing Reliability

Ten articles that were coded in the pilot study were recoded after two weeks and an intra-rater reliability was computed. Study protocol dictated that if inconsistencies beyond 10% occurred in the reliability coding, changes would be made to the coding form. Thirty-seven of the 39 items coded in the reliability study

were coded in exactly the same way, resulting in a 95% accuracy rate. The coding form was not revised based on the reliability study.

Sampling

Magazines were considered for inclusion in the study if they were published on a monthly basis (no more than 12-14 issues per year); had a general, non-specific content; were ranked in the top 20 consumer magazines by total paid circulation (Pearson Education, 2005); and if the target audience was specified. Weekly publications, newspapers and tabloids were excluded. Three leading magazines that matched all of the inclusion criteria were selected for this study with one targeting women (Cosmopolitan), one targeting men (Playboy), and one targeting both genders (Reader's Digest).

Tabulating the Categories

Descriptive statistics were used to profile the results of the coding and qualitative data were analyzed for emerging themes and concepts. Emergent themes were categorized and described with emergent concepts. A one way ANOVA was used to test the study hypotheses.

CHAPTER IV

FINDINGS

The purpose of this study was to determine the extent of coverage of alcohol use/misuse and dependency in current lay publications. A second purpose was to determine the credibility of the sources of information about alcohol use/misuse and dependency presented in lay publications. Six research questions were written to address the purpose of the study and a content analysis was conducted to answer the research questions.

Three magazines were selected to accomplish the objectives of the content analysis. Playboy, Reader's Digest and Cosmopolitan were chosen because they were identified as the most popular magazines in terms of a combination of subscriptions, circulation and overall readership. Playboy was the top men's lay publication. Cosmopolitan was the leader among women's magazines and Reader's Digest was identified as the top magazine targeting both genders.

Twelve issues from the period of time between the end of year 2005 and the beginning of the year 2007 were selected for each publication. Each article in the 36 issues was read and identified as part of the sample or not depending on whether there was a reference to alcohol. See Appendix C for the reference list of articles that were included in the sample. Each issue was coded using the Magazine Coding Form and

each article in the sample was coded using the Article Coding Form. This chapter will present the results of the study by research question and hypothesis.

Research Question One

How many articles concerning alcohol use/misuse or dependency were published in 12 monthly issues of three selected lay magazines during the period between the end of year 2005 and the beginning of year 2007?

There were a total of 1,540 articles in the twelve issues of the three publications, with 361 referring to alcohol in some way. This represented 23.4% of the total number of articles. In the 12 issues of Playboy, there were 375 articles and 126 (33.6%) that referred to alcohol. In Reader's Digest there were 409 articles in total with 89 (21.7%) referring to alcohol. In Cosmopolitan, there were 756 articles and 146 (19.3%) referred to alcohol.

Research Question Two

Which publication from selected lay magazines published between the end of year 2005 and beginning of year 2007 had the most articles regarding alcohol use/misuse or dependency?

Cosmopolitan had 146 articles that referred to alcohol. This number represented 40.4% of the total number of articles (361) that referred to alcohol in all three publications. However, only 4.8% of the 146 articles in the Cosmopolitan sample that referred to alcohol, discussed alcohol in depth as demonstrated by more than two terms listed and defined in depth by more than one sentence of text.

Reader's Digest had the most articles that discussed alcohol in greater depth (more

than one sentence of text). Eight percent of the articles in Reader's Digest that referred to alcohol discussed the issue with more depth than the other ninety two percent of articles in that publication.

Research Question Three

Which publication from selected lay magazines published between the end of year 2005 and beginning of year 2007 had the fewest articles regarding alcohol use/misuse or dependency?

Reader's Digest had the fewest number of articles that referred to alcohol (89); however, as stated earlier, 8% of the 89 articles discussed the topic in more depth. Only 4.8% of the articles that referred to alcohol in Cosmopolitan and 5% of the articles that referred to alcohol in Playboy did so with depth. As previously mentioned, depth is defined as more than two terms listed and defined in depth with more than one sentence of text.

Research Question Four

Does a pattern exist in the credibility of the sources of information for articles regarding alcohol use/misuse and dependency in selected lay magazines published between the end of year 2005 and beginning of year 2007?

There were 375 total articles in the 12 issues of Playboy. One hundred and twenty six of the articles mentioned something related to alcohol and 75 (59.5%) of those articles had no source listed. Fifty one of the articles listed an author, but did not list any credentials. No sources listed mentioned a relevant professional graduate

degree nor any higher level qualifications. See Table 1 for the source ratings for each issue of Playboy in the sample.

There were 409 total articles in the 12 issues of Reader's Digest. Eighty-nine of the articles mentioned something related to alcohol and 33 (37.1%) of those articles had no source listed. Fifty three (59.9%) articles listed an author, but did not list credentials. Three (3.4%) sources listed had a professional graduate degree related to alcohol misuse or dependency. None of the listed sources listed mentioned a professional graduate degree related to alcohol misuse or dependency. Three sources had a professional graduate degree discernible by a title in their by line. See Table 2 for the source ratings for each issue of Reader's Digest.

Magazine source charts presented in the ensuing information are defined by the following terms: 0 = no source listed; 1 = source listed has a credential, such as a certificated related to training in the area of alcohol misuse or dependency, but no professional degree; 3 = source listed has a professional degree related to alcohol misuse or dependency; or 4 = source has a professional graduate degree and other credential related to training in alcohol misuse or dependency.

Table 1 Playboy Source Chart

| Issue | Source Rating | | | | |
|----------------|---------------|----|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| January 2007 | 5 | 6 | | | |
| December 2006 | 6 | 2 | | | |
| November 2006 | 7 | 4 | | | |
| October 2006 | 4 | 5 | | | |
| September 2006 | 5 | 2 | | | |
| August 2006 | 6 | 6 | | | |
| June 2006 | 7 | 2 | | | |
| May 2006 | 6 | 3 | | | |
| April 2006 | 5 | 4 | | | |
| March 2006 | 7 | 5 | | | |
| February 2006 | 7 | 6 | | | |
| January 2006 | 10 | 6 | | | |
| Total | 75 | 51 | | | |

Table 2 Reader's Digest Source Chart

| Issue | Source Rating | | | | |
|----------------|---------------|----|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| January 2007 | 2 | 5 | 1 | | |
| December 2006 | 2 | 4 | 1 | | |
| November 2006 | 2 | 8 | | | |
| October 2006 | 2 | 3 | | | |
| September 2006 | 4 | 6 | 1 | | |
| August 2006 | 3 | 2 | | | |
| July 2006 | 2 | 2 | | | |
| June 2006 | 6 | 5 | | | |
| May 2006 | 1 | 3 | | | |
| April 2006 | 1 | 4 | | | |
| March 2006 | 2 | 4 | | | |
| February 2006 | 6 | 7 | | | |
| Total | 75 | 51 | 3 | | |

There were 756 total articles in the 12 issues of Cosmopolitan and 146 of the articles mentioned something related to alcohol. Fifty-four (37%) out of the 146 articles had no source listed. Ninety-two (63%) articles listed an author, but did not list any credentials. No sources listed mentioned a professional graduate degree related to alcohol misuse or dependency nor any higher level qualifications. See Table 3 for the source ratings for each issue of Cosmopolitan.

Table 3 Cosmopolitan Source Chart

| Issue | Source Rating | | | | |
|----------------|---------------|----|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| January 2007 | 3 | 6 | | | |
| December 2006 | 4 | 2 | | | |
| November 2006 | 3 | 4 | | | |
| October 2006 | 4 | 5 | | | |
| September 2006 | 7 | 2 | | | |
| August 2006 | 4 | 6 | | | |
| June 2006 | 5 | 2 | | | |
| May 2006 | 12 | 3 | | | |
| April 2006 | 6 | 4 | | | |
| March 2006 | 3 | 5 | | | |
| February 2006 | 1 | 6 | | | |
| January 2006 | 20 | 6 | | | |
| Total | 54 | 51 | | | |

Research Question Five

What is the depth of coverage on alcohol use, abuse and/or dependency covered in articles regarding alcohol in selected lay magazines?

More than 95% of references to alcohol in all three publications were very brief. The 12 issues of Playboy magazine were reviewed for depth of information related to alcohol. Fifty eight percent of the articles contained only one or two terms regarding alcohol use, abuse, or dependency that were defined by one sentence of text

(given a depth rating of 1). Another 37% of the alcohol related information included more than two terms, which were defined by one sentence of text (given a depth rating of 2). Only 5% of the articles had two or more terms defined by more than one sentence of text (given a depth rating of 3 or 4). See Table 4 for the Playboy depth ratings.

Table 4 Playboy Depth Chart

| Issue | Depth Rating | | | | |
|----------------|--------------|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| January 2007 | 5 | 6 | | | |
| December 2006 | 5 | 3 | | | |
| November 2006 | 7 | 3 | 1 | | |
| October 2006 | 4 | 4 | 1 | | |
| September 2006 | 4 | 3 | | | |
| August 2006 | 4 | 7 | | 1 | |
| June 2006 | 6 | 2 | | 1 | |
| May 2006 | 8 | 1 | | | |
| April 2006 | 7 | 1 | 1 | | |
| March 2006 | 7 | 5 | | | |
| February 2006 | 7 | 5 | 1 | | |
| January 2006 | 9 | 7 | | | |
| Total | 73 | 47 | 4 | 2 | |

The 12 issues of Reader's Digest were reviewed for depth of information related to alcohol. Sixty six percent of the articles contained only one or two terms

regarding alcohol use, abuse or dependency as defined by one sentence of text. In 26% of articles, alcohol related information was mentioned with more than two terms listed and defined by one sentence of text. Reader's Digest rated the highest on depth for the publications studied. However, only eight percent of the articles had terms being defined in depth by more than one sentence of text. See Table 5 for depth ratings for Reader's Digest.

Table 5 Reader's Digest Depth Chart

| Issue | Depth Rating | | | | |
|----------------|--------------|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| January 2007 | 3 | 5 | | | |
| December 2006 | 4 | | 2 | 1 | |
| November 2006 | 7 | | 2 | 1 | |
| October 2006 | 2 | 2 | | 1 | |
| September 2006 | 5 | 6 | | | |
| August 2006 | 3 | 2 | | | |
| July 2006 | 3 | 1 | | | |
| June 2006 | 9 | 2 | | | |
| May 2006 | 3 | 1 | | | |
| April 2006 | 4 | 1 | | | |
| March 2006 | 5 | 1 | | | |
| February 2006 | 11 | 2 | | | |
| Total | 75 | 51 | 4 | 3 | |

The twelve issues of Cosmopolitan were reviewed for depth of information in terms of references related to alcohol. Seventy eight percent of the articles contained only one or two terms regarding alcohol use, abuse or dependency as defined by one sentence of text. Another 18% of articles mentioned two terms listed and defined by one sentence of text. Once again, only a small percentage, less than 5%, resulted in terms being defined in depth by more than one sentence of text. See Table 6 Cosmopolitan depth ratings.

Table 6 Cosmopolitan Depth Chart

| Issue | Depth Rating | | | | |
|----------------|--------------|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| January 2007 | 9 | 3 | | | |
| December 2006 | 7 | 1 | | | |
| November 2006 | 13 | 1 | | | |
| October 2006 | 11 | 3 | | | |
| September 2006 | 9 | 3 | | | |
| August 2006 | 9 | | 2 | | |
| June 2006 | 11 | | 1 | | |
| May 2006 | 13 | 1 | 1 | | |
| April 2006 | 6 | 5 | | | |
| March 2006 | 5 | 6 | | | |
| February 2006 | 1 | 1 | 1 | | |
| January 2006 | 20 | 1 | | | |
| Total | 114 | 27 | 5 | | |

Research Question Six

Do patterns exist in the specific information regarding the cause of and consequences for alcohol use, abuse and dependency covered in selected lay magazines between the end of year 2005 and beginning of year 2007?

The articles in the sample were reviewed for specific words and phrases. The categories chosen for the study included the following.

- 1) Alcohol use
- 2) Alcohol misuse/overuse/abuse
- 3) Dependency/Addiction
- 4) Alcoholism
- 5) Diseases or medical conditions related to alcohol use
- 6) Causes of alcohol misuse/abuse/addiction
- 7) Injuries related to alcohol use
- 8) Other consequences of alcohol use
- 9) Behaviors related to alcohol use
- 10) Making healthy behavior change regarding alcohol use

Alcohol use was referred to most frequently; Playboy referred to it 500 times, Reader's Digest referred to it 183 times and Cosmopolitan referred to it 333 times.

Alcohol misuse, overuse and abuse (combined as one category) were used the second most frequently. Playboy mentioned the category 89 times, Reader's Digest 49 times

and Cosmopolitan 87 times. These two categories comprised 87% of the references related to alcohol.

The next largest categories were consequences of alcohol use and behaviors related to alcohol use. Consequences of alcohol use had 58 references while behaviors related to alcohol use had 44 references.

The other categories were mentioned in the following frequencies: 1) Dependency/Addiction and Alcoholism had 21 references each, 2) Diseases or medical conditions related to alcohol use had 17 references, 3) Causes of alcohol misuse/abuse/addiction had 11 references, 4) Injuries related to alcohol use had 13 references; and 5) Making healthy behavior change regarding alcohol use had seven references. See Table 7 for the words and phrases used by each publication.

In addition to words and phrases as units of analysis, a further study of depth was conducted, labeled Contextual Meaning as units of analysis. Only five articles out of the 1540 analyzed were given a rating of four or higher on a scale of one to six with regard to depth. An overview the typical content contained in articles with more depth follows.

Examples from Playboy can be found in an article called “Cul-de-sac” and a regular feature from one of the issues termed “Playboy Advisor”. “Cul-de-sac” was a fictional story designed for entertainment purposes. Its theme involved two couples who were drunks and addicts getting loaded together. Partner swapping was a main purpose of this their efforts. “The Playboy Advisor” had only one issue out of 12 months that contained depth rating of 4. This happened primarily due to a discussion

of hangovers. However, there were also a number of references to types of alcohol and drinking too much. Phrases that were considered factual follow.

- 1) The condition of being a dry drunk was introduced as a person who does not determine the underlying cause of their problem drinking behavior.
- 2) Minimizing and avoiding hangovers is a result that positively reinforces a desired outcome associated with not drinking too much alcohol.
- 3) Anxiety leads many people in the direction of alcohol consumption.

Examples from Reader's Digest can be found in an article called "The Dangerous High" and a regular feature from one of the issues termed "Health IQ". "The Dangerous High" was about teenagers who mix drugs with alcohol. Health problems from addiction to medical consequences were shared as resulting outcomes. "Health IQ" only had one issue with a depth rating of 4. Moderate and healthy alcohol drinking were emphasized by the two doctors who write this column for Reader's Digest. However, it showed more depth by discussing the consequences of complying and not complying with the amount of drinking they recommended. Phrases considered factual follows.

- 1) Light pours of liquor with drinks containing alcohol helps avoid overindulging.
- 2) Drunk driving has injury and legal problems as possible negative consequences.
- 3) Development of alcoholism is one of many possible outcomes of over drinking.

4) Excessive alcohol consumption can lead to many problems.

Examples from Cosmopolitan can be found in articles called “The Buddy System That Can Save Your Life” and “The Partying Habit That Can Put You in Danger.”

The Buddy System That Can Save Your Life” was about heavy drinking while out on the town and how judgment is influenced. This article advocated going out in groups with people responsible for one another to avoid abduction. The focus was on women and the consequences of getting away from the group and talking with strangers. “The Partying Habit That Can Put You in Danger” was an entire article about the perils of overdrinking alcohol. It listed problems such as being out of control, motives of others, being hazed and the consequences of binge drinking. There were a number of healthy phrases in the other articles demonstrating a greater depth of coverage.

Hypothesis One

There is no significant difference in the frequency of articles regarding alcohol use/misuse or dependency between magazines targeting men women or both genders.

A general linear model of the one-way analysis of variance (ANOVA) was used to test hypothesis one. A statistically significant difference in the frequency of articles regarding alcohol use/misuse or dependency was noted between the 12 issues of Playboy, Reader’s Digest and Cosmopolitan $F(2,33)=6.813, p=.003$. The Tukey HSD post hoc test identified that the differences occurred between Reader’s Digest and the other two publications. No significant differences occurred between Playboy and Cosmopolitan.

Table 7 Words and Phrases as Units of Analysis

| Word or Phrase | Playboy | Reader's Digest | Cosmopolitan | Total |
|---|---------|-----------------|--------------|-------|
| Alcohol Use | 500 | 183 | 333 | 1016 |
| Alcohol Misuse/ Overuse/Abuse | 89 | 49 | 87 | 225 |
| Dependency/ Addiction | 8 | 8 | 5 | 21 |
| Alcoholism | 8 | 6 | 7 | 21 |
| Diseases or Medical Conditions Related to Alcohol | 4 | 13 | 0 | 11 |
| Causes of Alcohol Misuse/Abuse/ Addiction | 5 | 6 | 0 | 13 |
| Injuries Related to Alcohol Use | 7 | 5 | 1 | 13 |
| Other Consequences | 30 | 17 | 11 | 58 |
| Behaviors | 28 | 12 | 4 | 44 |
| Making Healthy Behavior Change Regarding Alcohol Use | 1 | 6 | 7 | 14 |

The mean frequency of articles per issue of Playboy was 10.5, for Reader's Digest, 7.4 and Cosmopolitan, 12.2. The standard deviations and 95% confidence intervals for the means were 2.50 (8.91-12.09), 3.11 (5.43-9.39) and 3.83 (9.73-14.60).

Hypothesis Two

There is no significant difference in the credibility of sources listed for articles regarding alcohol use/misuse or dependency between magazines targeting men, women, or both genders.

A general linear model of the ANOVA was used to test hypothesis two. Source scores were created by a three step process: 1) weighting the rating frequencies (multiplying the number of articles that received each source rating by the rating number), 2) summing the weighted frequencies and 3) dividing the sum by the mean number of articles about alcohol in the issue. A statistically significant difference in the credibility of sources for articles related to alcohol use/misuse or dependency was noted between Playboy, Reader's Digest and Cosmopolitan $F(2,33)=3.814, p=.032$. The Tukey HSD post hoc test identified that the significant differences occurred between each of the three publications.

The mean source score for Playboy was 3.69, 1.94 for Reader's Digest and 2.54 for Cosmopolitan, 2.54. The standard deviations and 95% confidence intervals were 1.78 (2.59-4.78), 1.46 (1.01-2.87) and 1.51 (1.07-3.51).

Hypothesis Three

There is no significant difference in the depth of articles regarding alcohol use/misuse or dependency between magazines targeting men, women, or both genders.

A general linear model of the ANOVA was used to test hypothesis three. Depth scores were created by a three step process: 1) weighting the rating frequencies (multiplying the number of articles that received each depth rating by the rating number), 2) summing the weighted frequencies, and 3) dividing the sum by the mean number of articles about alcohol in the issue. A statistically significant difference in the credibility of sources for articles related to alcohol use/misuse or dependency was noted between Playboy, Reader's Digest and Cosmopolitan $F(2,33)=5.026, p=.012$. The Tukey HSD post hoc test identified that the significant differences occurred between each of the three publications.

The hypothesis stating there were differences in frequency of articles referring to alcohol was rejected because an F statistic documented that Reader's Digest had fewer articles referring to alcohol than Playboy and Cosmopolitan. The hypothesis regarding source credibility hypothesis was rejected because of statistically significant differences in the credibility of sources documented through the F statistic. The depth coverage hypothesis was rejected because a statistically significant difference in the depth coverage was found for Reader's Digest when compared to Playboy and Cosmopolitan.

All three hypotheses were rejected; however, the actual differences in frequencies were minimal. As such, the results may not be meaningful. The

importance of the results appears not to be in the differences between magazines but the content of the articles.

CHAPTER V

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter will present the disposition of the hypotheses, discussion of the research questions, conclusions and suggestions for future research. The purpose of the study was to determine the extent of coverage of alcohol use/misuse and dependency in current lay publications. A second purpose was to determine the credibility of the sources of information about alcohol use/misuse and dependency presented in lay publications.

Three popular lay publications, one targeting women, one targeting men and one targeting both genders were selected for the study. These publications were identified as sources where people obtain information directly in some cases, but often indirectly. Each publication falls under the heading of print media, which includes magazines and newspapers (Becerra, 2005).

Six research questions addressed the purposes of the study.

- 1). How many articles concerning alcohol use/misuse or dependency were published in 12 monthly issues of three selected lay magazines during the period between the end of year 2005 and the beginning of year 2007?
- 2). Which publication from selected lay magazines published between the end of year 2005 and the beginning of year 2007 had the most articles regarding alcohol use/misuse or dependency?

- 3). Which publication from selected lay magazines published between the end of year 2005 and beginning of year 2007 had the fewest articles regarding alcohol use/misuse or dependency?
- 4). Does a pattern exist in the credibility of the sources of information for articles regarding alcohol use/misuse and dependency in selected lay magazines published between the end of year 2005 and beginning of year 2007?
- 5). Do patterns exist in the specific information regarding the cause of and consequences for alcohol use, abuse and dependency covered in selected lay magazines published between the end of year 2005 and beginning of year 2007?
- 6). What is the depth of coverage on alcohol use, abuse and/or dependency in articles regarding alcohol in selected lay magazines?

Three hypothesis were also written to address the purpose of the study. These hypothesis were created in conjunction with the research questions and stated as follows:

- 1). There is no significant difference in the frequency of the articles regarding alcohol use/misuse or dependency between magazines targeting men, women or both genders.
- 2). There is no significant difference in the credibility of sources listed for articles regarding alcohol use/misuse or dependency between magazines targeting men, women or both genders.
- 3). There is no significant difference in the depth of coverage of alcohol use/misuse and dependency between magazines, targeting men, women or both genders.

This research used content analysis to evaluate the coverage of alcohol use/misuse and dependency in one leading magazine for men, one for women and one for both genders. The magazines chosen for this purpose were Playboy, Reader's Digest and Cosmopolitan. Content analysis was chosen as the research design based on the following: Content analysis is an effective design study for research purposes, combining both qualitative and quantitative design for research purposes and to provide information on a subject (Cashwell & Young, 2004). This approach provides an in depth study of a subject for a specified amount of time. The purpose is to provide a snap shot representation of a bigger picture over longer period of time (Inch & Merali, 2006).

Conclusions

A total of 1,540 articles were published in twelve monthly issues of the three selected lay magazines (Playboy, Reader's Digest and Cosmopolitan) covering the period between the end of year 2005 and beginning of year 2007. Of those articles, 361 referred to alcohol. This number represented 23.4% of the articles that were read in thirty six issues of the magazines. The publication with the most articles regarding alcohol was Cosmopolitan, the magazine targeting women. This publication had 146 articles concerning alcohol compared to 126 for Playboy and 89 for Reader's Digest during the same time period. Reader's Digest, the publication with the least number of articles mentioning alcohol related information, targeted both men and women. However, a simple frequency may not be the best way to define most or least. Reader's Digest had more articles that covered alcohol and related issues in depth;

(i.e., more than a sentence or two). Regardless of whether the message is negative or positive, the impact is likely to be greater if the topic is covered in more depth.

The lay magazines in this study did not document credibility of sources. Of the 361 articles that contained alcohol-related information, 162 (44.8%) had no source listed. Another 196 (54.2%) supplied a source but no credentials for that individual. Sources with documented expertise in alcohol-related issues were listed for only 3 articles out of 361 that presented information about alcohol (1%). There were a few articles with authors who were doctors, but no other credentials were given.

Only a small amount of the information (5% of articles referring to alcohol) was related to the causes and consequences of alcohol use. Most articles that presented information about alcohol presented positive outcomes and ninety-five percent of articles were rated one or two on a scale of one to six in terms of the depth of coverage on alcohol use, abuse and/or dependency.

Disposition and Discussion of the Hypotheses

Table 8 presents the disposition of the hypotheses. There was a statistically significant difference in the frequency of articles regarding alcohol use/misuse or dependency between selected magazines targeting men, women and both genders. Reader's Digest had significantly fewer articles about alcohol than both Playboy and Cosmopolitan.

There was a statistically significant difference in the credibility of sources listed for articles regarding alcohol use/misuse or dependency among selected lay

magazines targeting men, women and both genders. Significant differences occurred between all three publications.

There is also a statistically significant difference in depth of coverage of alcohol use/misuse and dependency between chosen lay magazines targeting men, women or both genders. Significant differences occurred between all three publications.

Table 8 Hypotheses

| Hypothesis | Disposition |
|--|-------------|
| 1) There is no significant difference in the frequency of articles regarding alcohol use/misuse or dependency between magazines targeting different genders. | Rejected |
| 2) There is no significant difference in the credibility of sources listed for articles regarding alcohol use/misuse or dependency between magazines targeting men, women or both genders. | Rejected |
| 3) There is no significant difference in depth of coverage of alcohol use/misuse and dependency between magazines targeting different genders. | Rejected |

Discussion

The high number of articles that contained information on alcohol in the selected magazines may be the result of a couple of factors. First, it may demonstrate the emphasis on alcohol and drugs in our society. Second, it may reflect that “the United States alcohol beverage industry is increasingly targeting young people through printed material” (Thomsen & Revke, 2004, p.5). Regardless of the reason, “printed information through the media influences people regarding alcohol” (Pinkerton, Austin, & Fujioka, 2001).

It is interesting to note that *Cosmopolitan*, which targets women, had the most references to alcohol. Unfortunately, the information was usually not health or consequence related with the topic generally presented in a positive and often fun light. Because women often suffer more severe medical consequences as a result of alcohol abuse, the prevailing message in the study magazines that it is not only okay but fun to drink regularly is a dangerous one. The message is also dangerous because alcoholism is a progressive disease and progression takes place from moderate drinking to alcohol abuse to alcoholism (Nikelly, 2000).

Most of the articles had minimal depth and lacked credible sources. The lack of depth level revealed that while there was a large amount of information on the subject of alcohol, very little was used to address the topic thoroughly or even as a problem. The messages embedded in the magazine articles seem to be designed to promote a way of thinking that encompasses using a mind altering substance to enhance fun but they do so in a quick, almost subliminal fashion. This hidden

messaging is important to address because many individuals remember, repeat and emulate appealing messages they receive from communicating sources, thereby broadening the effect (Agostinelli & Grube, 2002).

As mentioned in the health communication section of the Literature Review, people are obtaining information on general health from magazines (Becerra, 2005). Which means that people who get information on alcohol from magazines, even without realizing it, will be misinformed. Acting on misinformation can, therefore, result in many of the negative consequences previously discussed.

The highest quality of information was contained in articles specifically designed to address the subject of alcohol and its causes and consequences. These articles were typically about injury or death due to excessive alcohol consumption. They often included motor vehicle accidents, DWI's and other problems associated with overindulgence of alcohol. But, there were only a couple of these very specific articles.

In a few articles, mention, almost encouragement, was made to drinking alcohol to excess. Because alcohol abuse is influenced by a perception of results if someone drinks heavily (Whitney, Hinson & Jameson, 2006), it is important to make certain that people receive correct information about the consequences of using alcohol.

Some articles discussed the positive health outcomes of alcohol such as wine but the negative health consequences were rarely addressed. The "medical consequences resulting from long term alcohol abuse include a greater risk for many

diseases” (Fernandez, 2006) . Other negative outcomes such as injury, death or legal consequences also have minimal reference in the selected magazines, but are certainly in evidence as a reality in society (Chase, Neild, & Batey, 2005). This is especially alarming considering that “approximately 100,000 people die each year from alcohol related complications” (Antai-Otong, 2006, p.33).

This study revealed a startling picture of inaccurate or incomplete information about alcohol being communicated in selected popular lay magazines. However, the findings provide a starting point for health educators. Health educators can begin by reviewing additional magazines and more issues of the publications in this study, and developing relationships with those who produce lay publications is a key. Effective and consistent communication with publishers of lay publications and society can help change what is being presented through written lay publications.

Recommendations

Health educators must take note of the results of this study. Some suggested actions follow. First, health educators could write for lay publications as well as professional journals if this is not already taking place. It could be increased or improved if it is already occurring. There is a great need for articles in lay publications that provide quality health information. Second, health educators could communicate with the people who are responsible for content in lay magazines and create an awareness of the need for both accurate and balanced information regarding alcohol. This could be done by phone or in person such as through attending events held by this industry. Third, efforts can be made within the health education field to

promote awareness of the problem concerning inappropriate and misleading information in popular lay magazines. This could be done by distributing information through mail and email of the magazine content needing improvement. Fourth, health educators could disseminate information in the community, including schools, to provide a contrasting message to that being sent through lay publications. This could be done through community organizations such as Chamber of Commerce, Rotary and various school groups. Fifth, health educators could review the lay magazines and other lay publications at a future date to determine if change has taken place in the content level for the subject of alcohol. Sixth, more magazines in the same publications for a broader time period could be reviewed to determine if a similar result takes place. Other publications, such as those with a health format could be reviewed for their content on alcohol.

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Research, 30(2), 243-252.

Appendix A

Draft Coding Forms

Magazine Coding Form

Date of Review:

Name of Magazine:

Magazine Date:

Total Number of Articles in Volume:

Number of Articles Related to Alcohol Use/Misuse and/or Dependency:

Titles of Articles Related to Alcohol Use/Misuse and/or Dependency:

Date Of Review:

Magazine Date:

Magazine Date:

Article Page Number:

Depth Rating: 1=one or two terms regarding alcohol use, abuse, or dependency are listed and defined by one sentence of text, 2=more than two terms are listed and defined by one sentence of text, 3=one or two terms are listed and defined in depth with more than one sentence of text, 4= more than two terms are listed and defined in depth with more than one sentence of text, 5= more than two terms are listed and defined in depth and one paragraph of other information provided and 6= more than two terms are listed and defined in depth and more than one paragraph of other information provided.

| | |
|-------------|------------------------------|
| Alcohol use | Alcohol misuse/overuse/abuse |
|-------------|------------------------------|

Disease(s) or medical conditions related to alcohol use

Causes of alcohol misuse/abuse/addiction

Injuries related to alcohol use

Other consequences of alcohol use

Behaviors related to alcohol use

Making healthy behavior change regarding alcohol use

Causes of alcohol misuse/abuse/addiction

Disease(s) or medical conditions related to alcohol use

Injuries related to alcohol use

Other consequences of alcohol use

Behaviors related to alcohol use and behavior change

Appendix B

Rating Systems in Table Format

Table 1 Criteria for Determining the Credibility of Sources

| Rating | Criteria for Rating |
|--------|---|
| 0 | No source listed |
| 1 | Source listed has a credential, such as a certificate related to training in the area of alcohol misuse or dependency, but no professional degree |
| 2 | Source listed has a professional undergraduate degree related to alcohol misuse or dependency |
| 3 | Source listed has a professional graduate degree related to alcohol misuse or dependency |
| 4 | Source has a professional graduate degree and other credential related to training in alcohol misuse and dependency |

Table 2 Rating Criteria for Depth of Content

| Rating | Criteria |
|--------|--|
| 1 | One or two terms regarding alcohol use, abuse, or dependency are listed and defined by one sentence of text |
| 2 | More than two terms are listed and defined by one sentence of text |
| 3 | One or two terms are listed and defined in depth with more than one sentence of text |
| 4 | More than two terms are listed and defined in depth with more than one sentence of text |
| 5 | More than two terms are listed and defined in depth and one paragraph of other information provided |
| 6 | More than two terms are listed and defined in depth and more than one paragraph of other information provided. |

Appendix C

Reference List of Coded Articles

Reference List of Coded Articles

- Ablow, K. (2006, June). How To Spot A Really Bad Guy. Cosmopolitan, 180-183.
- Ace Your Vacation With Him. (2006, July). Cosmopolitan, 54.
- Achtung, Baby. (2006, September). Playboy, 78-85.
- A Country-Fried Croonography. (2006, March). Playboy, 70-71.
- A League of His Own. (2006, September). Playboy, 20.
- Alexander, M. (2006, May). Ahead of The Curve. Reader's Digest, 66-76.
- Alexander, M. (2006, August). Utopia USA. Reader's Digest, 154-160.
- Algyrio, A. (2006, March). Forum Reader Response. "Southpark: The Prequel."
Playboy, 44.
- Allergy or Intolerance. (2006, June). Reader's Digest, 142.
- All In A Day's Work. (2006, June). Reader's Digest, 64.
- All In A Day's Work. (2006, May). Reader's Digest, 42-44.
- Allison, J. (2006, July). What It's Like To Date A Hotshot. Cosmopolitan, 168.
- Allison, J. (2007, January). When His Family Hates You. Cosmopolitan, 111-113.
- All Night Long. (2007, March). Cosmopolitan, 56.
- Alter, J. (2006, May). Voice of Courage. Reader's Digest, 60-65.
- A Monthly Gift For Beer and Wine Enthusiasts. (2006, December). Cosmopolitan,
121.
- An American in Kabul. (2006, August). Playboy, 22.

Ask the Girls Next Door. (2006, February). Playboy, 19-22.

Athletes Fighting A New Battle. (2006, September). Reader's Digest, 193-194.

Babe Of The Month. (2006, March). Playboy, 21.

Baime, A. J. (2006, February). Oyster Cult. Playboy, 106-108.

Bardin, B. (2006, December). Katherine Heigl Gives Us Fever. Cosmopolitan, 36-39.

Beaman, W. (2006, September). America's Dumbest Criminals. Reader's Digest, 105-109.

Beauty and The Beach. (2006, February). Playboy, 74-79.

Beauty Book 6. (2006, December). Cosmopolitan, 116-120.

Benjamin, J. (2006, December). Be a Peripheral Hero. Cosmopolitan, 70.

Benjamin, J. (2006, December). Go The Extra Mile For Her. Cosmopolitan, 70.

Benjamin, J. (2006, August). Hilarious "I Work at Cosmo". Cosmopolitan, 184-185.

Benjamin, J. (2006, March). How To Love Your Time Alone. Cosmopolitan, 154-157.

Benjamin, J. (2006, June). What You Do To Bum Her Out. Cosmopolitan, 80.

Bender, M. (2006, March). The Partying Habit That Can Put You In Danger. Cosmopolitan, 146-148.

Black, J. (2006, November). Actually I Feel Pretty Good. Reader's Digest, 20.

Block, L. (2006, June). Proactive Keller. Playboy, 72-74.

Bodnar, S. and Heitman, B. (2006, April). Outrageous Tales and Sex Shockers. Cosmopolitan, 173-178.

- Bodnar, S. (2006, June). Trick of The Month Makes Mondays Easier. Cosmopolitan, 212.
- Bodnar, S. (2007, January). What Your body Is Trying To Tell You, Cosmopolitan, 178-179.
- Bodnar, S. (2006, February). Why Don't You... Linger Over A Meal With Him? Cosmopolitan, 192.
- Booth, S. (2006, August). Confessions of A Massage Therapist. Cosmopolitan, 150-152.
- Booth, S. (2006, August). 4 Ways Guys Reveal Their Love. Cosmopolitan, 124-127.
- Booth, S. (2006, July). 12 Rules You Should Completely Ignore. Cosmopolitan, 150-152.
- Booze The Boss? (2006, December). Cosmopolitan, 57.
- Boyle, T. C. (2006, September). The Unlucky Mother of Aquiles Maldonado. Playboy, 74-76.
- Braude, J. (2006, November). Islam in the Crucible. Playboy, 68-70.
- Bright and Beautiful Cocktails. (2006, July). Cosmopolitan, 202.
- Buhrmester, J. (2006, October). Johnny Knoxville, Playboy, 76-77.
- Buhrmester, J. (2006, January). Kate Beckinsale. Playboy, 132-134.
- Buhrmester, J. (2006, May). Playboy Interview. Ozzie Guillen. Playboy, 45-48.
- Burnett, D. (2007, January). Going Gangbusters. Reader's Digest, 112-117.
- Can You Top This? (2006, November). Reader's Digest, 125-127.
- Cartoon. (2006, November). Playboy, 148.

Centerfolds On Sex "Recipe for Success". (2006, November). Playboy, 125.

Cohen, N. (2006, December). Love, Jerry. Playboy, 86-88.

Colligan, D. (2006, November). Trading Up. Reader's Digest, 108-113.

Connell, N. (2006, October). Ozark Lake, Playboy, 78-80.

Cook, K. (2007, January). The Greatest Show In Sportscenter, Playboy, 56-60.

Cool, L. C. (2006, August). Do-it-Yourself Doctoring. Reader's Digest, 108-113.

Corcoran, M. (2007, April). Eva the Uncut Version. Cosmopolitan, 62-65.

Cosmo Conversation Starters. (2006, April). Cosmopolitan, 256.

Cosmo Conversation Starters. (2006, August). Cosmopolitan, 240.

Cosmo Conversation Starters. (2006, July). Cosmopolitan, 236.

Crain, E. (2006, June) Stop P.M. Pig Outs (Avoid Sugary Cocktails). Cosmopolitan, 178.

Crosley, S. (2006, August). All Roads Lead To Brazil. Playboy, 76-77.

Crowley, M. (2006, November). That's Outrageous. (The Untouchables). Reader's Digest, 22-26.

Customized Cocktails, (2006, August). Cosmopolitan, 43.

Damage Control (2007, March). Cosmopolitan, 56.

Darkow, K. (2007, February) When A Friend Goes Missing, Cosmopolitan, 161.

Davidson, S. (2006, November). Comic Relief. Reader's Digest, 78-86.

Davidson, S. (2006, September). Lucky Drew. Reader's Digest, 64-72.

Dear Playboy. (2007, January). Playboy, 15-16.

Dear Playboy. (2006, January). Playboy, 13-14.

Decadent Cocktails. (2007, February). Cosmopolitan, 216.

Did You Hear (2006, September). Reader's Digest, 74-82.

Dishnell, Bella. (2007, January). Paging the Love Doctor. Cosmopolitan, 54.

Do you have a bad girl side? (2006, March). Cosmopolitan, 162-164.

Dranou, P. (2006, September). The Miracle Vitamin. Reader's Digest, 136-147.

Drink Of The Month "America's Sweetheart". (2006, June). Playboy, 18.

Drink Of The Month "Double Coverage". (2006, September). Playboy, 42.

Drink Of The Month "Fo Swizzle". (2006, August). Playboy, 24.

Drink Of The Month "Midnight Express". (2007, January). Playboy, 21.

Drive-By Hooting. (2006, April). Reader's Digest, 134.

Dubin, Julie W. (2006, June). Young Love, True Love. Cosmopolitan, 184-186.

Dunk It and Down It New Year's Diva. (2006, January). Playboy, 17-20.

DVD of the Month Brokeback Mountain. Playboy, 23-24.

Eat Wisely and Well, (2006, February). Reader's Digest, 75.

Eldon Dedini Remembered. (2006, June). Playboy, 16.

Elliott, L. (2006, February). Charting A New Course. Reader's Digest, 126-131.

Everyday Heroes "The Lawyer". (2007, January). Reader's Digest, 28.

Expert Advice That Pays Off. (2006, August). Reader's Digest, 223.

Fast Fact. (2006, November). Reader's Digest, 191-194.

Ferber, D. (2006, September). The Funny Factor. Reader's Digest, 54-63.

Ferrazzi, F. (2007, January). Got A Dream. Reader's Digest, 107-111.

Fischer, M. A. (2006, February). Thrills That Kill. Reader's Digest, 116-122.

First In War, First In Peace, Last To Leave A Party. (2006, September). Reader's Digest, 119.

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Hot Sheet. (2007, March). Cosmopolitan, 44-45.

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Playboy's Party Jokes, (2006, June). Playboy, 98.

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Playboy's Party Jones. (2006, October). Playboy, 94.

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Potpouri "To Marilyn". (2006, January). Playboy, 179.

Pub Quiz The Olde Frothinglash Hot Seat (2006, August). Playboy, 22.

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Ratma, L. (2006, March). Raise A Glass! Reader's Digest, 198.

Raw Data Significa, Insignifica, Stats and Facts. "Beer Money". (February, 2006).
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 44.

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Cosmopolitan, 126.

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Stone, R. (2007, January). Marriage and Magazine St., Playboy, 108-110.

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Cosmopolitan, 183.