

## DRINKING AT NIU

**MOST**

NIU students (72%) drink 5 or fewer drinks when they “party”

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NIU students did not cause physical harm to self (80%) or others (91%) as a consequence of drinking.

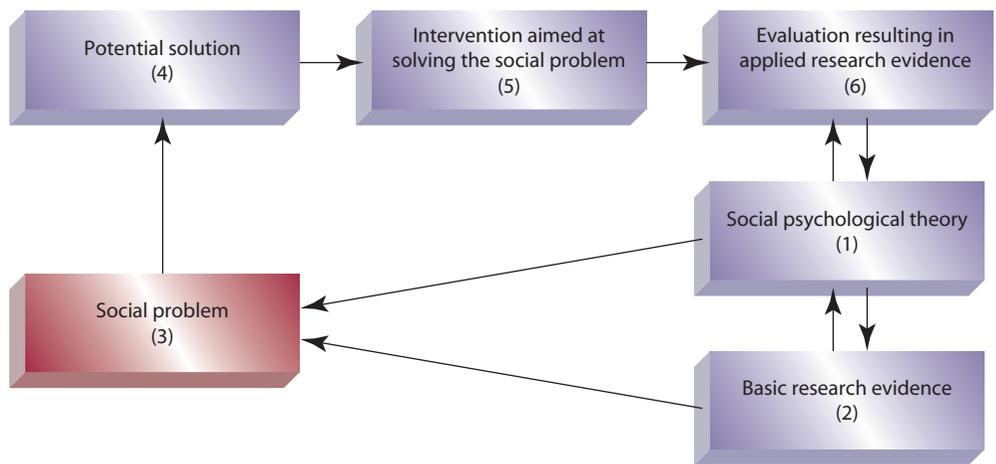
**NEARLY ALL**

NIU students (97%) disapprove of drunkenness which interferes with responsibilities.

\*A DRINK = a bottle of beer,  
a glass of wine,  
a wine cooler,  
a shot of liqueur  
or a mixed drink



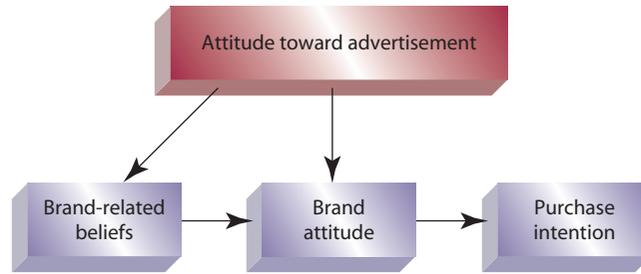
**Figure 15.1** Changing the social norm of drinking ([www.socialnorms.org](http://www.socialnorms.org)).



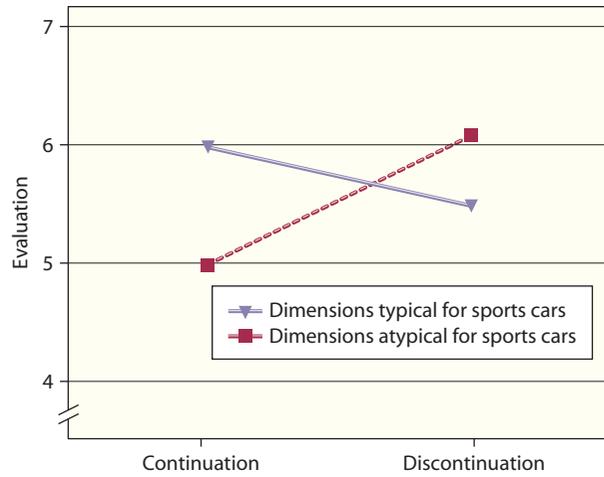
**Figure 15.2** *The relation between theory and practice.*

<b>Learning hierarchy (learn-feel-do)</b>	<b>Dissonance- attribution-hierarchy (do-feel-learn)</b>	<b>Low-involvement- hierarchy (learn-do-feel)</b>
<p>If recipients are involved and alternatives are clearly distinguishable</p> <ol style="list-style-type: none"> <li>1. learning</li> <li>2. attitude change</li> <li>3. behaviour change</li> </ol>	<p>If recipients are involved, but alternatives are not clearly distinguishable</p> <ol style="list-style-type: none"> <li>1. behaviour change</li> <li>2. attitude change</li> <li>3. learning</li> </ol>	<p>If recipients are not involved and alternatives are not clearly distinguishable</p> <ol style="list-style-type: none"> <li>1. learning</li> <li>2. behaviour change</li> <li>3. attitude change</li> </ol>

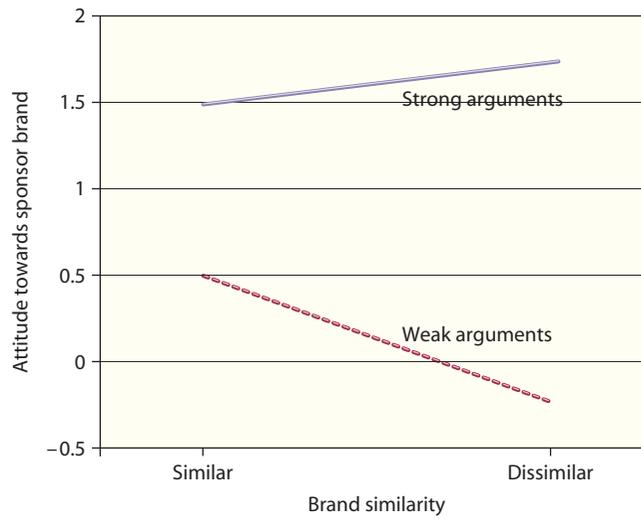
**Figure 15.3** *The three-orders hierarchy model (Ray, 1973, 1982).*



**Figure 15.4** *The dual mediation model (Brown & Stayman, 1992).*



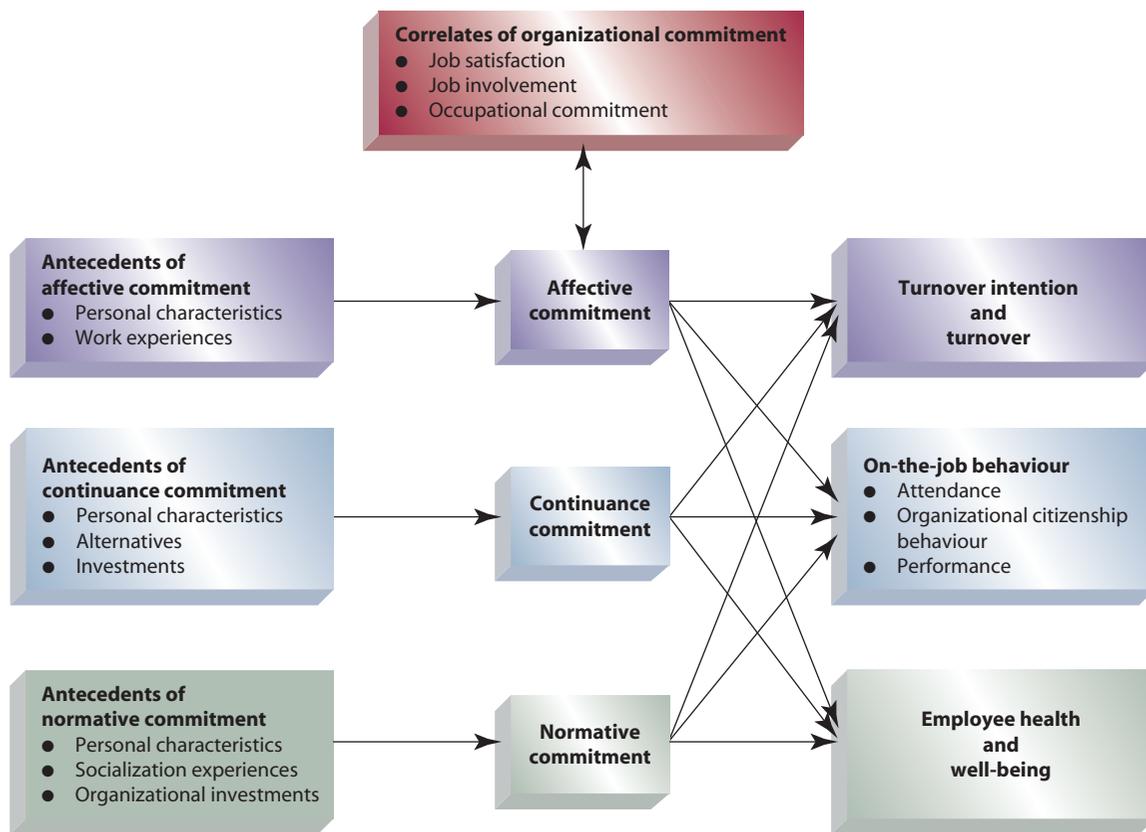
**Figure 15.5** Average evaluation of target car as a function of typical vs. atypical dimensions and continuation vs. discontinuation of product line of a sports car brand (Wänke et al., 1998). Scores reflect a compound measure of five ratings that were all assessed on a scale ranging from 1 (does not apply at all) to 9 (applies very much).



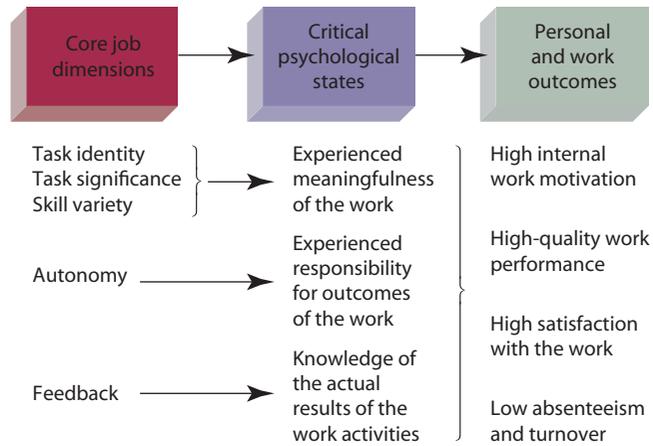
**Figure 15.6** Attitudes as a function of similarity of brands and argument quality (Priester et al., 2004, Experiment 1).



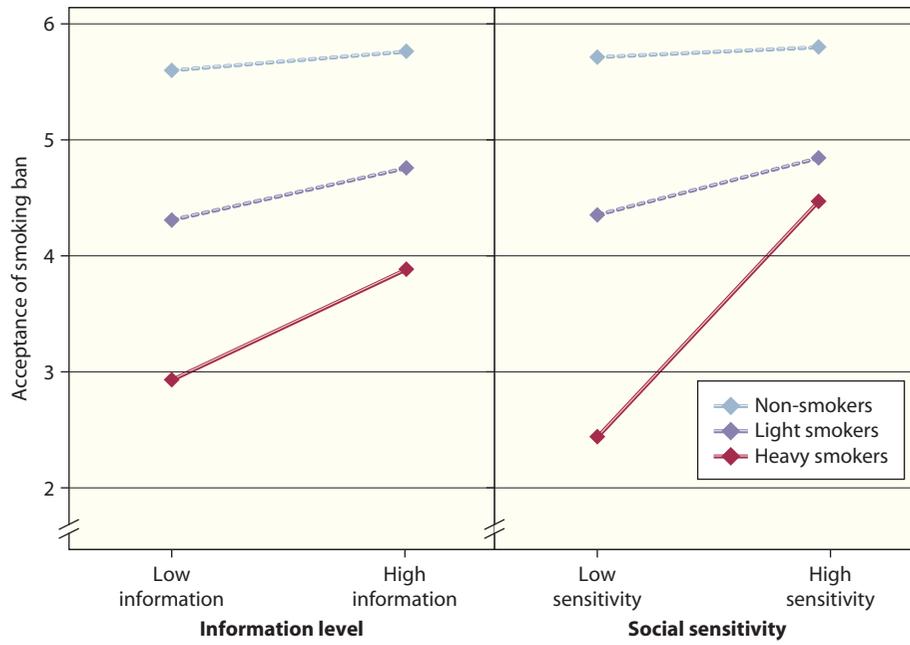
**Figure 15.7** *Determinants of job attitudes and how they relate to work outcomes.*



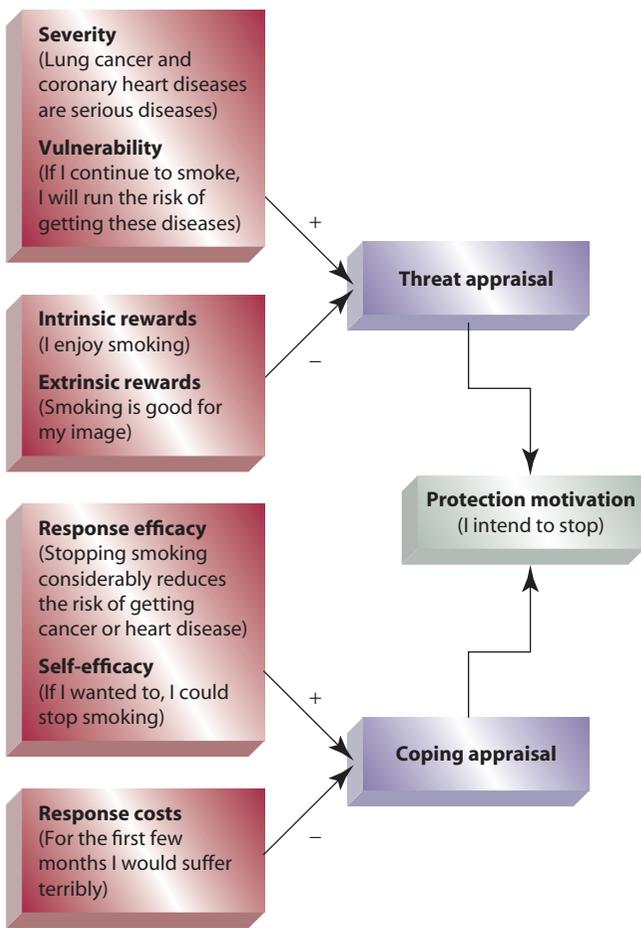
**Figure 15.8** Three-component model of organizational commitment (Meyer et al., 2002).



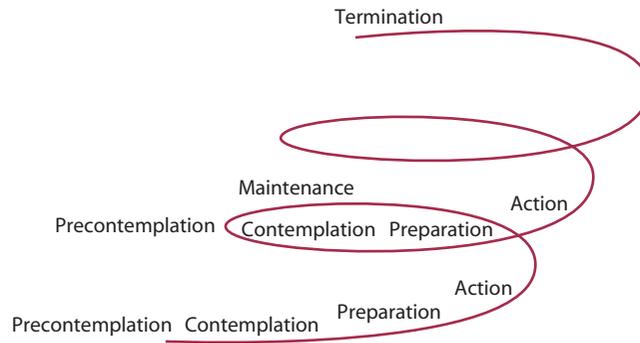
**Figure 15.9** Job characteristics model (JCM) (Hackman & Oldham, 1976).



**Figure 15.10** Improving acceptance of a smoking ban by using fair procedures (Greenberg, 1994).



**Figure 15.11** Protection motivation theory applied to the reduction of smoking (Stroebe, 2001; based on Rogers, 1983).



**Figure 15.12** *Spiral pattern of the stages of change of the transtheoretical model (Prochaska et al., 1992).*