Do Angry Women Choose Alcohol?

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INTRODUCTION

- Studies have shown that women have been more likely to report using alcohol to relieve problems more than men (Morisette, 1994).
- There have been studies shown that alcohol increases aggression, but it does not go hand in hand with anger, nor does the study show that a person will drink more or less if confronted with anger (Giancola et al., 2009).
- Two studies of negative effect (Noel & Lisman, 1980) college females were given difficult and unsolvable problems.
- In another study (Pelham et al., 1997) male and female participants interacted with children who were labeled “deviant” or “normal”.
- The present study focused more on if anger is a major factor in how much alcohol women consume.
Methods: Participants

- Recruited 30 women (Average age: 22.5)
- Participants filled out a Quantity-Frequency Index to self-report drinking habits during the previous 90 days
  - As well as disclose current/previous alcohol problems
- Multiple Affect Adjective Checklist (MAACL-R)
  - Participants would check off "how they feel right now"
- Feeling Thermometer (with 7-point Likert scale)
Methods: Procedure

- **Recruitment:**
  - Advertisements in local newspapers and flyers placed around campuses and businesses
  - Seven university students assisted as confederates

- **Initial Data Collection:**
  - A participant would enter the lab, along with a confederate, to complete a demographic inventory, QFI, MAACL-R, and the "Feeling Thermometer."
  - Upon entering the lab, it was required that participants have a BAC of zero.
Methods: Procedure

- **Anger Provocation:**
  - Participants were randomly assigned to one of two experimental conditions, Provocation or No Provocation.
  - The experimenter gave each participant an anagram to solve within 8 minutes.
  - Anger was induced by giving the participant an unsolvable puzzle, and having the confederate tease the participant when they could not complete the task.

- **No Provocation:**
  - Participants in this condition were given relatively simple anagrams.
  - Confederates quietly completed their puzzles in the allotted 8 minutes.
  - The loud timer was omitted and there were no deliberate distractions.

In both conditions, after the eight minutes had passed, the experimenter entered the room to collect the anagrams, and Participants and confederates then completed a follow up MAACL-R and "Feeling Thermometer."
Methods: Procedure

- **Drinking Behavior**: Drinking following provocation was assessed within the guise of a separate experiment.
  - Participants were told that Experimenter 2 was studying women's perceptions of the taste of different beverages.
  - Participants were given four chilled beverages (two were labeled "beer" and the others were labeled "ginger-ale").
  - Before leaving the room, Experimenter 2 told the participants they were welcome to "finish any or all of the beverages you would like."
Methods: Procedure

- **Data Collection:**
  - After 20 min, Experimenter 2 returned and collected the taste rating sheets and any remaining beer and ginger ale.
  - Then, the Research Coordinator calculated how much the participant had consumed of each beverage.
  - During this time, participants and confederates completed their Alcohol Expectancy Questionnaires.
Methods: Debriefing

Purpose:

1. assess the effectiveness of the deceptions
2. address and mollify any lingering emotional distress felt by the participants
3. help the participant understand the importance of the research and enlist her as a “research partner” in helping to preserve the integrity of the experiment.

The Research Coordinator then fully explained the anger provocation, the role of the confederate, and the purpose of the project.
## Results: Post Anagrams Task

<table>
<thead>
<tr>
<th></th>
<th>Provocation Condition</th>
<th>Non-Provocation Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAACL-R Hostility Scores</strong></td>
<td>M=3.14 SD=2.88</td>
<td>M=0.36 SD=0.63</td>
</tr>
<tr>
<td><strong>Feeling Thermometer Anger Scores</strong></td>
<td>M=3.07 SD=1.98</td>
<td>M=1.5 SD=.76</td>
</tr>
<tr>
<td><strong>Placebo Beer Consumption</strong></td>
<td>M=170.0 ml SD=81.34 ml</td>
<td>M=120.07 ml SD=78.38</td>
</tr>
<tr>
<td><strong>Ginger Ale Consumption</strong></td>
<td>M=181.79 ml SD=112.36</td>
<td>M=199.5 ml SD=151.71</td>
</tr>
</tbody>
</table>
## Results: Univariate Analysis of Covariance

<table>
<thead>
<tr>
<th>Dependent Variable:</th>
<th>Placebo Beer</th>
<th>Ginger Ale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were the results significant?</td>
<td>Significant, F (1,22)=4.61, p&lt;.05</td>
<td>Not significant, F (1,22)=.050, p&gt;.05</td>
</tr>
<tr>
<td>What do these results show?</td>
<td>That those in the Provocation condition consumed more placebo beer than those in the Non-Provocation condition</td>
<td>That those in Provocation condition did not drink more ginger ale than those in the Non-Provocation condition</td>
</tr>
</tbody>
</table>
Discussion

- Findings from this study showed that provocation women drink more beer than non-provocation women. Both groups drank similar amounts of ginger ale, but only the provocation group drank more alcohol (by a significant margin).

- The anger manipulation of the provocation group showed a significant increase in anger, thus proving that the experiment design is effective.

- However, there is little experimental research on the association between anger and women alcohol consumption, therefore further research should be conducted to validate these results.