



Reducing Problematic Drinking in College Students: The Role of Expectancy Challenge and Brief Motivational Intervention

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OUTCOME EXPECTANCIES (OE)

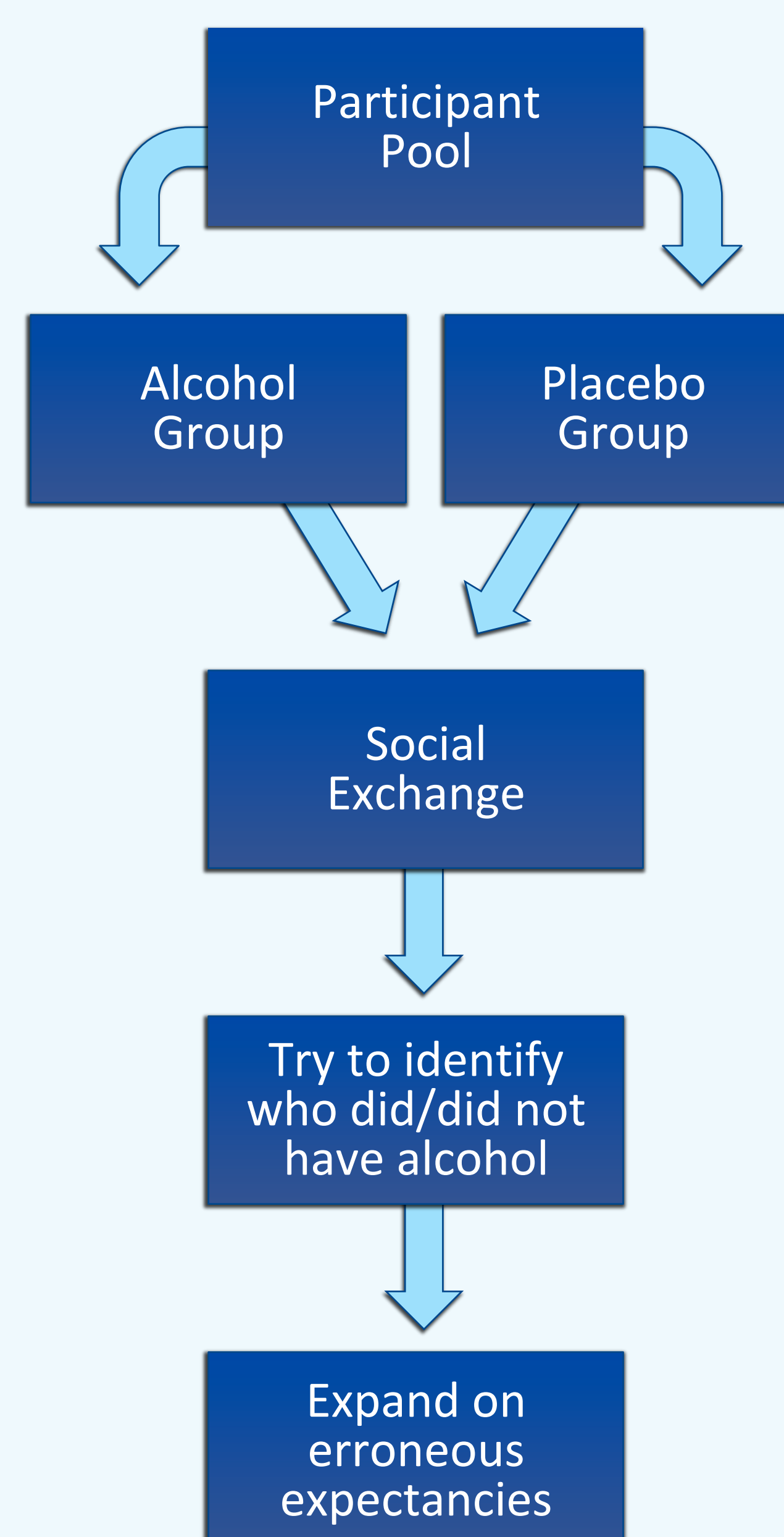
- Structures in long-term memory obtained through one's own experience or through observation of others' experiences¹
- One's belief about the likelihood of a behaviour leading to a particular outcome
- Positive OE's are beliefs that a behaviour will have a desirable effect, whereas negative OE's are beliefs that the behaviour will have a negative effect¹
- As adolescent's age, OE's become reinforced by actual experience, and become more difficult to change

SUBSTANCE USE PREDICTIONS

- Strong predictive factor in substance use and abuse in youth (Expectancy theory)
- Contributors to positive OE's includes exposure to conditioning stimuli, personal and cultural beliefs, and situational and environmental factors¹
- Because OE's play a key role in initiation and maintenance of alcohol use and abuse, challenging such expectancies should reduce problematic drinking²
- Shifting OE's from positive to negative should decrease alcohol consumption

INFORMED INTERVENTIONS

1. Alcohol Expectancy Challenge (EC)^{3,4}



2. Brief Motivational Intervention (BMI)

- Substance education, comparison of personal use to peer norms, information about the substances effects on the person's life, suggestions for reducing associated risks, personalized feedback, and expectancy challenges⁵
- Mode of delivery can be in-person or online, can take place with a single individual or in groups, and administered as a single session or multiple
- Consistent ability to reduce drinking in participants^{6,7}

FUTURE DIRECTIONS

- Necessary to tailor and individualize the content of the interventions - that is, by sex, personality, and drinking levels
- Mechanisms to enhance the maintenance of these interventions is required given their effects have been found to deteriorate within 12 months
- Web-based interventions have consistently shown inferior to in-person methods⁸. However, because they are more cost effective, easily distributable, and provide a means of intervention for those who are not of legal drinking age, further research is required
- Need to further examine these intervention effectiveness with cannabis use

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