Materials and Procedure (cont.)

- Experimental manipulation:
  - Participants were instructed:
    - To write about positive experiences involving alcohol.
    - To write about negative experiences involving alcohol.

- Plan of Analyses
  - 2 (Valence) X 2 (Difficulty) ANCOVAs
  - Covariates included: Gender, Greek membership, Mood, and Previous Alcohol Use.

Results

- Manipulation check
  - As expected, those in the “easy” conditions rated the writing task as easier compared to those in the “difficult” conditions (p < .01).

- Average quantity of drinks
  - Results of an ANCOVA revealed a significant Valence X Difficulty interaction predicting the average quantity of drinks consumed during the drinking episode during the next 3 months (F (1, 158) = 11.56, p < .001).

- Maximum number of drinks
  - Results revealed a similar pattern of results when abstainers (n = 14) were excluded from the analyses.

Conclusions and Future Directions

- Research on alcohol-related cognitions has primarily examined the accessibility of alcohol-related concepts and their association with alcohol use (e.g., Kline, Wall, Stewart, Wern, & Goldman, 2005; O’Leary, Falls, Brint, & Paty, 2007; Vowels, Bire, & Miller, 1994).

- It is unclear whether the experience of retrieving certain information also influences beliefs about the effects of alcohol.

- Future research needs to examine:
  - How do ease of retrieval effects influence implicit attitudes (e.g., Gawronski & Bodenhausen, 2005)?
  - Reaction time measures (e.g., Are people are faster at responding to alcohol expectancy items in the positivity condition?).

Acknowledgments: Supported by NIAAA grant T32 AA13526.