The effect of alcohol primes on drinking and driving decisions

Maria E. Niculete  
*University of Missouri*

Denis M. McCarthy  
*University of Missouri*

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Results indicated a significant interaction between alcohol primes and drinking and driving attitudes on willingness to drive ($F = 14.42, p < .001$).

In the neutral condition, greater perceived danger from drinking and driving was associated with reduced willingness to drive.

In contrast, following alcohol primes, perceived dangerousness was uncorrelated with drinking and driving decisions.

For the full sample, there was no effect of danger or safety primes on drinking and driving decisions.

Supplementary analyses were conducted for participants who reported some willingness to drink and drive.

- For this subsample, there was a significant interaction between danger primes and drinking and driving attitudes on willingness to drive ($F = 11.54, p < .001$).
- In the danger prime condition, perceived dangerousness was less predictive of drinking and driving decisions than in the neutral condition.

Results of this study suggest that subtle alcohol primes can influence judgments about drinking and driving.

These results have possible implications for drinking and driving research, as they suggest the potential for contextual effects on drinking and driving decision-making.

Longitudinal studies are required to understand the reciprocal influence of perceptions about drinking and driving and engagement in the behavior.

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