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# How threats to masculinity affect social drinking in men

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## **How threats to masculinity affect social drinking in men**

An Honors Thesis submitted in partial fulfillment of the  
requirement for Honors Studies in Psychology

By:

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## Abstract

This study examined the effects of how interactions of social anxiety and conformity to Western masculine norms affected men's drinking behavior after receiving feedback that threatened their perceptions of their own masculinity. Social anxiety has previously been shown to be associated with problem drinking and drinking has been found to be perceived as masculine in Western cultures. Thirty-three male students received randomized false feedback to questions they answered that were relevant to masculinity. The feedback either told them they are not very masculine or that they are masculine. Their drinking behavior on a taste-test task involving beers was subsequently observed. Two independent samples t-tests were performed to examine the effects of feedback condition on drinking behavior and level of social anxiety on drinking behavior. Hierarchical linear regressions were also performed to test the interactions amongst the independent variables on drinking behavior. It was found that feedback did affect amount of beer consumed. Social anxiety was not found to affect drinking behaviors independent of interactions with other variables, but three-way interactions of social anxiety, feedback condition, and conformity to certain norms were found, with the socially anxious whom have had their masculinity threatened drinking less if they conform strongly to certain norms. This seems to suggest that socially anxious men who feel that their masculinity is threatened use knowledge that they conform to certain masculine norms to disregard the threat to an extent.

### **Introduction**

Research has found that there is a strong association between social anxiety and alcohol related problems (Schry, White, 2013). People with social anxiety disorder (SAD) feel persistent fear of negative evaluation in social situations (American Psychiatric Association, 2013). Individuals with SAD believe they will act inappropriately in social situations and/or that others will notice physiological symptoms of their anxiety, and, as a result, often attempt to avoid social situations that cause distress (Morris, Stewart, Ham, 2005). While the lifetime prevalence of SAD is approximately 11% for men and 15% for women (Morris et al., 2005), socially anxious individuals are at least twice as likely to have an alcohol use disorder (AUD) than the general population (Kushner, Abrams, Borchardt, 2000). Because of this relationship, it is important to consider this relation and other variables through which social anxiety may affect alcohol use behaviors. Drinking motives, the reasons people choose to consume alcohol are classified into four categories: enhancement of positive mood, social reward, conformity (avoiding social censure) and coping with negative affect (Schry, White, 2013). This current model of drinking motives seems incomplete in that it lacks information about specific reasons people with social anxiety might drink more than people without social anxiety. Previous studies suggest that drinking to cope increases one's risk of developing alcohol dependence (Carrigan, Ham, Thomas, Randall, 2008), but it is unclear how this or other drinking motives may interact with SAD and other variables to exacerbate drinking patterns. It is worthwhile to explore what kinds of drinking motives may motivate socially anxious people to drink.

According to social identity theory, people are motivated to see their social groups as being positively distinct from other social groups (Tajfel & Turner, 1986). This theory and subsequent research also suggests that highly identified group members strive to protect the positive identity of the group as a whole, while those who are low in identification with the group strive to protect their individual identities (Schmitt & Branscombe, 2000). To protect the positive identity of the group, highly identified group members judge other in-group members by certain standards of the in-group. According to self-categorization theory, high-identifiers will judge themselves by the same standards that they judge other in-group members, specifically, by how prototypical of the in-group their behaviors or qualities seem to be. It follows that when prototypicality of the self is threatened, highly identified group members will likely be motivated to support and reinforce the group's identity (Schmitt & Branscombe, 2000). Wicklund and Braun (1987) found that a threat to an individual's sense of accomplishment in a self-relevant category (i.e., being a good, accomplished member of a group) increases conformity to in-group standards. Further, since highly-identified group members' self-esteem seems to be tied to perceiving their groups as positively distinct, a threat to the in-group (even when the threat comes from a highly-identified group member's perception of himself as low in prototypicality of the group) should be a threat to the self-esteem of the high-identifier. In domains related to a person's self-worth, people have self-validation goals they pursue to raise feelings of self-esteem (Crocker & Knight, 2005). Thus, if someone who is highly identified with a masculine identity feels that their perception of their own masculinity is being threatened, they may try to act in an increasingly prototypical way in an effort to validate their masculinity.

A masculine identity in the U.S. has been described by researchers as striving to win at all costs (winning), attaining sexual prowess (being a playboy), controlling one's emotions (emotional control), engaging in risk-taking behaviors (risk-taking), behavioral inclination toward physical aggression (violence), asserting influence over situations (dominance), having a proclivity toward independence (self-reliance), regarding work as the main priority in life (primacy of work), controlling women (power over women), having an aversion to being perceived by others as being gay (heterosexual presentation), and holding the desire to be important in society (pursuit of status) (Mahalik et al., 2003). Socially anxious males, by virtue of their social anxiety, should have a harder time conforming to at least four of these norms. For example, a socially anxious man may have a more difficult time performing behaviors related to the playboy domain than a more outgoing male, or have difficulties asserting influence over situations (dominance). Walters and Hope (1998) found that socially anxious individuals were less likely than non-anxious individuals to exhibit dominant behaviors. A socially anxious male may also be less comfortable taking risks, choosing to remain closed to social interaction instead of risking negative evaluation by others and the associated distress. Further, Trower and Gilbert (1989) proposed that individuals with social anxiety disorder view social relationships as being competitive whereas individuals low in social anxiety view social relationships as being more cooperative. Although socially anxious individuals may view relationships as competitive, these individuals may feel incapable of winning that competition. Due to their deficiencies in these norms, socially anxious males would view these norms as particularly salient.



Lemle and Mishkind's (1989) review of research concerning masculinity and alcohol documented that social drinking is viewed as a "cultural symbol of manliness" (p. 213) in the United States. It seems that many people view the ability to drink large amounts of alcohol without exhibiting extreme intoxication as being manly. One study found that 68% of male college students equated the ability to physically consume and tolerate large amounts of alcohol without getting sick as a positive masculine quality (Peralta, 2007). Drinking is also often seen as competitive by men, who frequently participate in drinking games and try to outdo each other with their "war-stories" (Peralta, 2007). As a result of alcohol consumption being viewed as masculine, drinking large amounts of alcohol provides a way for people who value being seen as masculine or manly to support their group identity and raise their self-esteem by validating their own masculinity.

Socially anxious people who value masculine group membership and feel that their masculinity is threatened during social interaction may be more highly motivated to use drinking over other seemingly masculine activities to validate their masculinity. The effects of alcohol can make individuals more willing to take risks (risk-taking), more outgoing with women ("playboy"), and, since drinking is often seen as competitive, may encourage socially anxious individuals to perceive themselves as able to win (winning) these social competitions. In addition, alcohol can increase the rate at which people engage in aggressive and assertive behavior (dominant) (Bushman, 1997). Further, research suggests that certain elements of the masculine identity are associated with increased risky drinking. Specifically, increased value placed on being a "playboy," increased risk-taking, and focus on winning have been identified as risk factors for

drinking to intoxication, while being a “playboy”, increased risk-taking, and self-reliance increase the risk of alcohol-related problems (Iwamoto et al., 2011). Three of the four traits that may be most salient to highly-identified socially anxious males are risk factors for harmful drinking behavior. This relationship may help explain the high-comorbidity of social anxiety disorder and alcohol use disorders.

### **CURRENT STUDY**

In this IRB-approved study we examined the interaction of these variables in a laboratory based setting. Due to alcohol consumption being viewed as masculine, (H<sub>1</sub>) men who have had their perception of their masculinity threatened will show increased alcohol use behaviors than those who do not feel that they have had their masculinity threatened. Since people with high social anxiety tend to fear negative evaluations more so than people with low social anxiety and may feel deficient in some masculine traits due to their anxiety, (H<sub>2</sub>) socially anxious men will show increased alcohol use behaviors as compared to non-socially anxious men. Since socially anxious people fear negative evaluation to such a large degree, a threat to their masculinity while in a social situation will likely increase their desire to assert their masculinity to a greater extent than a similar threat would increase the desire of someone low in social anxiety to assert their masculinity. Therefore, (H<sub>3</sub>) a threat to the masculinity of a socially anxious man in a social situation will increase his alcohol use behavior to a larger extent than it would for a man low in social anxiety. A man who conforms to the masculine norms of winning, dominance, risk-taking, and “playboy” to a larger degree likely derives a perception of himself as being masculine from his conformation to these norms to a greater extent than someone who conforms to these norms to a lesser degree. If a man who relies on

conformation to these norms to feel masculine is socially anxious and, because of his social anxiety, feels deficient in these norms when in a social situation he will likely drink to feel more able to conform to these norms. Therefore, (H<sub>4</sub>) a socially anxious male who conforms to these traits to a greater extent will display greater alcohol use behavior than a socially anxious male who conforms to these traits to a lesser extent. The same should hold true for socially anxious men who have had their masculinity threatened in a social situation; (H<sub>5</sub>) a socially anxious male who conforms to these masculine norms to a large extent that has had his masculinity threatened should display greater alcohol use behavior than one who hasn't had his masculinity threatened.

## **Method**

### **Participants**

Participants were 33 male students ( $M_{age} = 22.6$  years, age range: 21-29 years). Males who identified as white non-hispanic comprised 75.8% of the participants. These students were recruited with flyers, advertisements on the student-run radio station, and the Arkansas Newswire from general psychology classes and the larger student population. All participants expressing interest in the study were required to complete a pre-screener to make sure that they met health and behavioral requirements for participation. . To be eligible, respondents had to be male students that were at least 21 years of age. They could not be trying to abstain from alcohol, could not have any medical conditions for which alcohol consumption may be dangerous, could not take medication or drink alcohol for 24 hours prior to participating in the study, and could not have ever had an allergic reaction or other unusual reaction after consuming alcoholic beverages or beer. If the respondents met these criteria and were willing to participate, an

appointment for participation was scheduled. The experiment typically lasted between a little less than 1.5 hours and participants were either compensated \$20.00, or, if they were enrolled in a general psychology class, they had the choice of instead being compensated 1.5 SONA credits to help satisfy their class' credit requirements.

### **Measures**

Participants were given questionnaires, administered through Qualtrics that included assessment of demographic information, severity of social anxiety, and conformity to masculine role norms.

**Demographic variables.** Gender, age, ethnic affiliation, marital status, class standing, sexual orientation, and current living arrangements were all assessed.

**Conformity to Masculine Norms.** The extent to which a participant's behavior and views conform to masculine norms was assessed using the 55-item Conformity to Masculine Norms Inventory – 55 (Owen, 2011). In this measure, we hypothesized that four of the 11 subscales of masculine norms of this measure would be related to alcohol use for men with social anxiety: winning (It is important for me to win), dominance (I should be in charge), higher risk-taking (I enjoy taking risks), and being a “playboy” (I would feel good if I had many sexual partners). Each subscale is assessed using five items answered using a four-point Likert-type scale ranging from 0 (Strongly Disagree) to 3 (Strongly Agree). Higher scores in a subscale suggest higher conformity to the masculine norm of that subscale.

**Social Anxiety.** The Social Interaction Anxiety Scale (SIAS: Mattick & Clarke, 1998) was used to assess severity of social anxiety. The 20 items of this self-report scale are rated on a five-point Likert-type scale ranging from 0 (not at all characteristic of me)

to 4 (extremely characteristic of me). A total score of 60 is possible.

**Dependent Variables.** Alcohol Use behavior was assessed by measuring the amount of beer the participant consumed and the number of sips of alcohol taken by participant.

*Amount of Beer Consumed.* The volume of the beer was measured, including any refills requested, before and after the participant completed the task in milliliters. The amount of beer left at the end of participation subtracted from the sum of the volume of all beer served reflects the amount of beer consumed.

*Number of sips.* During the taste test portion of the study, the bartender discreetly recorded the number of sips of beer the participant took. One sip was defined as every time a participant put the cup to his mouth and ingested any beer.

### **Procedure**

Before beginning the study, an interview was conducted to make sure the participant met eligibility criteria. Participants were required to provide a picture ID proving that he is over 21 years of age, and take a breathalyzer, using an Intoximeter Alco-Sensor FST, to make sure his current blood alcohol concentration (BAC) was zero. After this interview, the participant was provided study instructions and signed an informed consent document. A false description of the study was given suggesting that the study was examining how personality traits and sensory perceptions are related. Participants then completed the online packet of questionnaires. After completing this packet, participants were provided false feedback in written form about the personality tests they had completed in the questionnaire. The feedback suggested that the participant's scores were either prototypically masculine or prototypically feminine relative to other University of

Arkansas students. The participants were then lead to a bar lab area, and introduced to the bartender. The experimenter informed the participant that after some participants complained about not getting the results of their personality tests, results are now provided to the students as a courtesy. The false feedback results the participants were given was then discussed verbally with them. After a short discussion of personality results, the experimenter exited the bar and the bartender gave instructions for the taste test task. The bartender then served the participant the three beers about which the taste test questionnaire inquired: a Bud Light, a nonalcoholic O'doul's Amber, and a 50/50 mixture of the Bud Light and the O'doul's Amber. These beers were used to prevent a high peak BAC. If the participant requested a refill, the experimenter would bring it to the participant. Participants were denied more than one refill of any singular beer. The bartender discreetly counted and recorded the number of sips the participant took while in the barlab area. After being notified that the participant had finished the task, the experimenter would wait 3 minutes to reenter the bar and retrieve the participant up until twenty minutes after the participant began the taste testing task. After the experimenter retrieved the participant and took him to a waiting area, the bartender totaled the number of sips of beer the participant took, recorded whether the participant requested any refills, if the participant continued drinking after indicating that he had completed the task, what the participant may have said about his own drinking prowess, any other behavioral observations the bartender judged as possibly relevant to the study, and measured the amount of beer left by the participant. Meanwhile, the participant took another BAC test with a breathalyzer. If the participant's BAC was below .04, they were debriefed and allowed to leave. If BAC was at or above .04, the participant was asked to remain in the

laboratory and their BAC was tested every ten minutes until it fell below .04 for two readings in a row, at which point debriefing was conducted. All participants were fully debriefed when BAC was below .04.

### **Results**

An independent-samples t-test was run to compare the participants in the control and the threat conditions on amount of beer drank and number of sips of beer taken during the taste test task. Sixteen participants were in the control condition while 17 were in the threat condition. The results of that test are presented in Table 1. Although no differences in number of sips were found, there was a significant difference in the mL of beer consumed by the threat condition ( $M = 737.47$ ,  $SD = 418.37$ ) and the control condition ( $M = 448.13$ ,  $SD = 263.43$ );  $t(31) = -2.36$ ,  $p < .05$ . A second t-test was performed to test whether there were differences in alcohol use behaviors between socially anxious men and men without social anxiety. A median split was performed on the participants' scores on the SIAS so that the participants could be grouped into groups of low and high social anxiety. The low social anxiety group ended up consisting of 17 participants while the high social anxiety group ended up with 16 participants. The results of that t-test are presented in Table 2. No differences between the low social anxiety group and the high social anxiety group in amount drank or number of sips taken were found.

To examine the effects that interactions among conformity to masculine norms, social anxiety, and threat to one's masculinity would have on the dependent variables, 3-step hierarchical linear regressions were used. Table 3 shows how interactions between the variables may have affected the amount of beer consumed. Similarly, Table 4

illustrates how these interactions may have affected the number of sips of beer taken.

Some of the results in Table 3 and Table 4 are illustrated in Figures 1-8.

### **Discussion**

A t-test showed that men who had their masculinity threatened on average consumed more beer than men who were not threatened. A tendency for this to happen was also shown in all of the hierarchical linear regression tests that included amount of beer consumed as the dependent variable. The t-test did not show this to be true for number of sips of alcohol and the regressions in which number of sips was the dependent variable did not seem to suggest that threats to masculinity have an effect on number of sips taken. The effect threat to masculinity appears to have on amount of alcohol consumed and the lack of an effect it has on number of sips may indicate that those who have their masculinity threatened take bigger sips than those who don't.

The other t-test did not indicate any differences in the amount of alcohol consumed by socially anxious males compared to non-socially anxious males. Similarly, the regressions did not seem to suggest much of an effect of social anxiety on drinking behavior independent of interaction with other variables. Two interactions social anxiety had that did affect drinking were with conformity to the masculine norms of risk-taking (see Figure 1) and winning (see Figure 2). Contrary to what was hypothesized, males that reported high conformity to these traits drank less the more socially anxious they were and, in the case of winning, took less sips. Higher social anxiety in these cases was only associated with more beer consumption or more sips taken when the participant reported low conformity to the norms of winning and risk-taking.



Social anxiety was also involved in a few significant three way interactions.

Conformity to the masculine norm of winning, condition, and social anxiety all interacted to affect the number of sips of beer participants took. In the non-threat control condition, high social anxiety and high conformity to the masculine trait interacted in a way that we predicted to increase number of sips taken (see Figure 3), but in the threat condition the interactions had an opposite affect with more socially anxious participants that reported high conformity to the norm taking less sips than low anxious participants who reported high conformity (see Figure 4). Also, in the threat condition, men that were low in conformity drank more if they were socially anxious than if they weren't socially anxious. The same patterns are observed for the interactions of social anxiety and conformity to the norm of risk-taking on number of sips in both conditions (see Figures 5 and 6). No interaction is observed between conformity to risk-taking and social anxiety that affects amount of beer consumed in the control condition (see Figure 7), but when participants have had their masculinity threatened, the same pattern emerges for mL consumed as did in the threat condition for number of sips (see Figure 8).

Based on the results, it seems that, unlike what was predicted, men who conform to norms of winning and risk-taking aren't more likely to participate in riskier drinking behavior when their masculinity is threatened. Instead, the data suggests that they may be using their knowledge that they conform to these norms to alleviate feeling as if they are not masculine. This knowledge that they do conform to masculine traits may prevent them from feeling as if their masculine identity is being threatened. This possibility is plausible as all of these norms imply a sort of confidence. People who view themselves as dominant, or capable of winning in something, or are not afraid to take risks, or who see

themselves as a “playboy” are likely more confident than people who don’t see themselves this way. This would be consistent with the idea that they can use this knowledge to shield themselves from threats to their masculinity. They may not feel as strong of an urge to assert their masculinity by drinking when threatened because they already know that they frequently assert their masculinity by conforming to these norms.

### **Limitations**

Small sample sizes were a limitation of this study, especially since it examined 3-way interactions. Another limitation is that the findings cannot be easily generalized to those who identify as female. Inclusion of a measure of how important gender roles may have been beneficial in examining how threatening someone’s masculinity affects them. The lack of prior research examining how masculine norms relate to social anxiety was also a limitation. Finally, the experimenter always being a woman and the bartender always being a male may have affected the behaviors we observed.

### **Conclusion**

Though the way in which conformity to these four masculine norms interacted with social anxiety to affect drinking behavior wasn’t expected, it is important to see that such interactions do occur. Further research into the interactions of variables such as these could potential lead to the development of new ways to manage people’s anxieties. It could also advance our understanding of drinking motives and how they interact and potentially overpower each other depending on the situation. Similar research to this should include other masculine norms, as that might clear up whether conformity to many different masculine norms would cause similar interactions or if there is something particular about these norms, such as the suggestion that conformity to these norms

implies confidence. These findings could have implications for treating people, especially socially anxious people, that have an alcohol use disorder.

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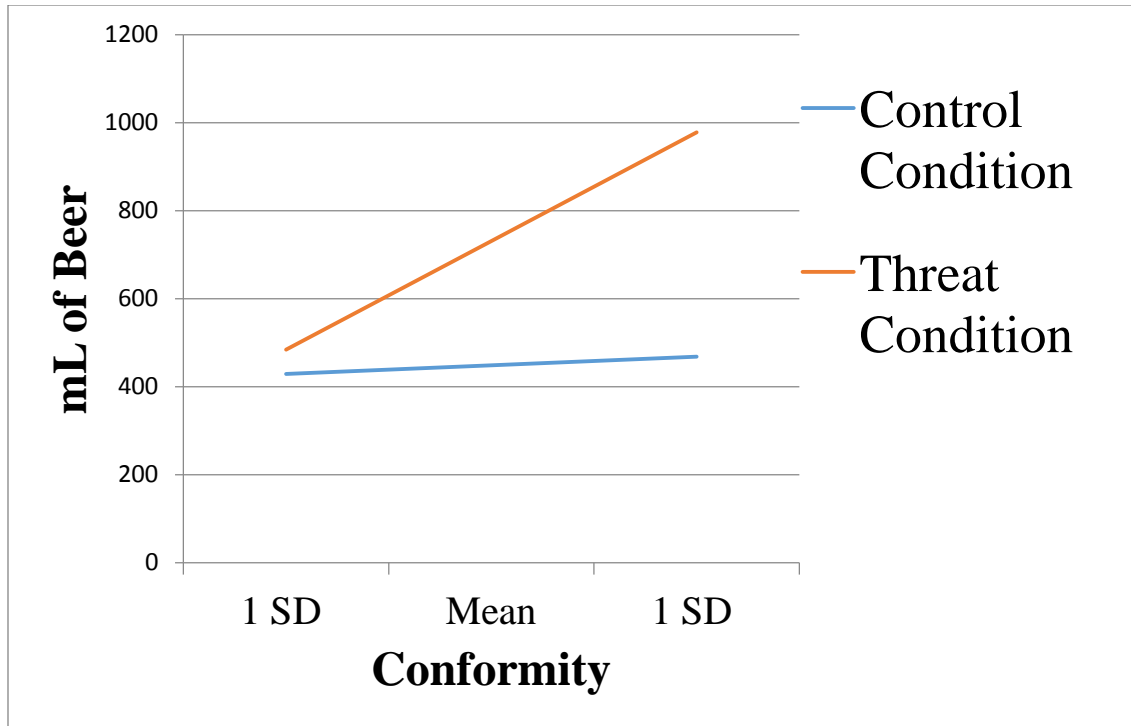


Figure 1: Interaction of condition and conformity to the “playboy” norm on beer consumed.

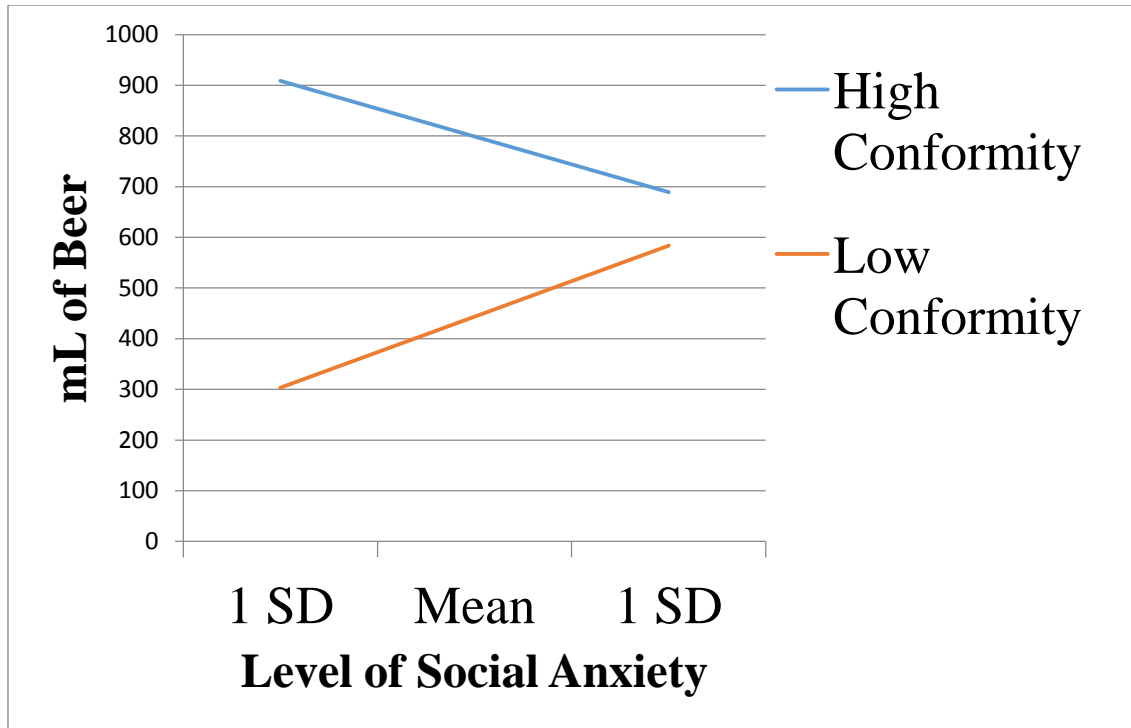


Figure 2: Interaction of Social Anxiety and Conformity to Winning Norm on Beer Consumed.



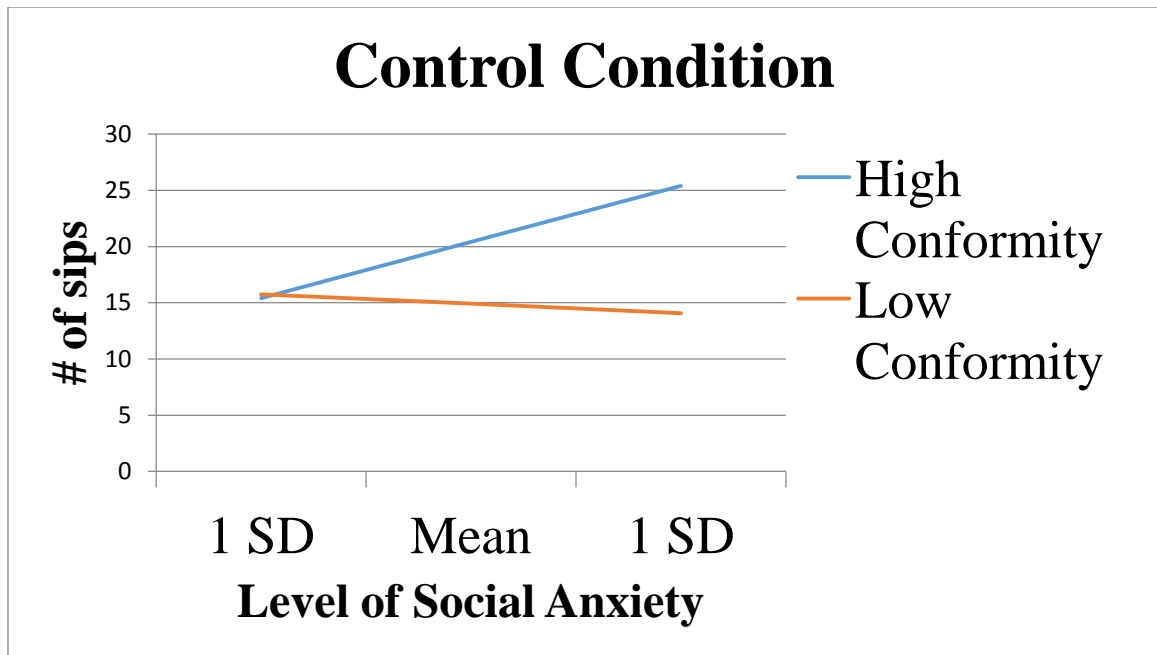


Figure 3: Interaction of social anxiety and conformity to winning on number of sips taken in control condition.

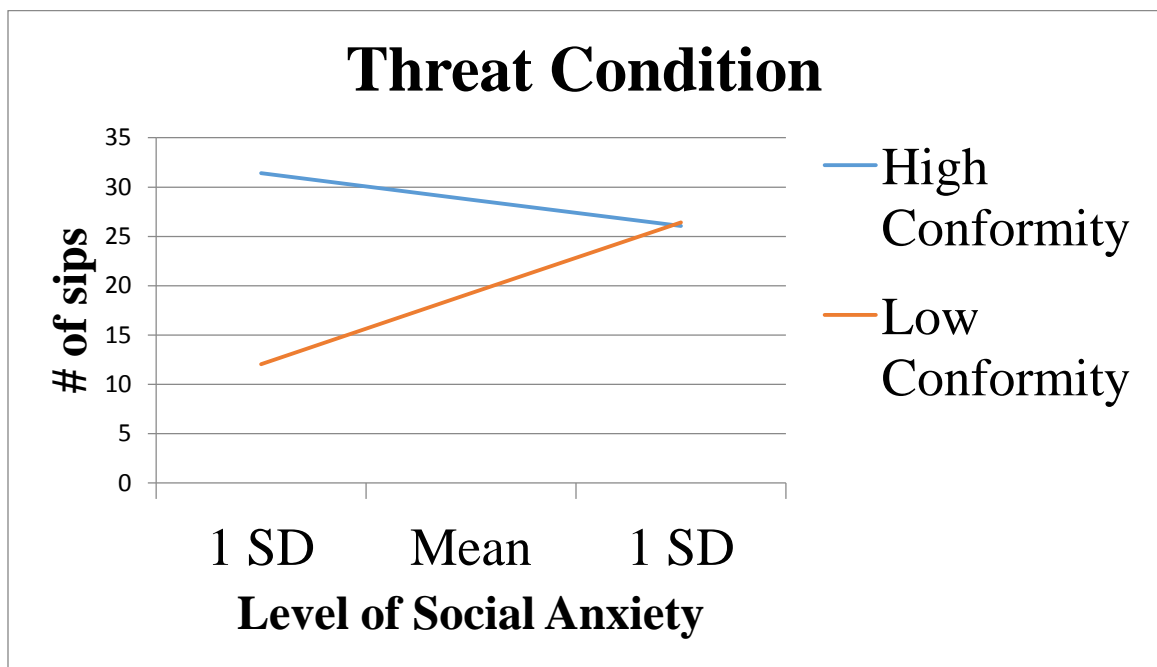


Figure 4: Interaction of social anxiety and conformity to winning on number of sips taken in threat condition.

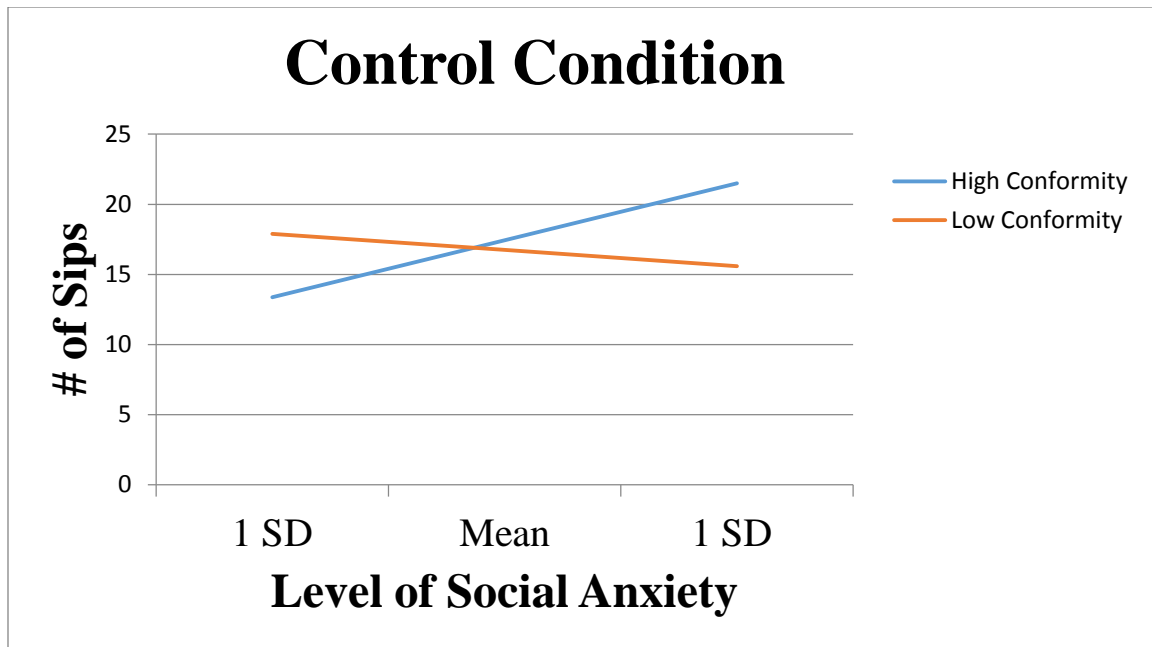


Figure 5: Interaction of social anxiety and conformity to risk-taking norm on number of sips taken in control condition.

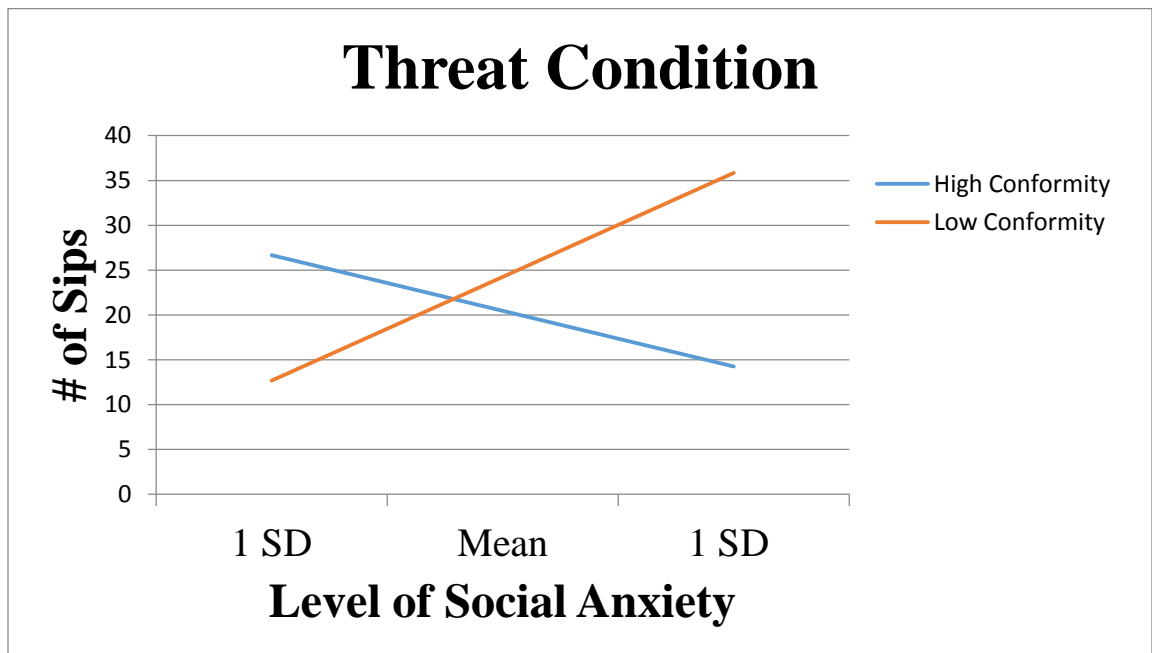


Figure 6: Interaction of social anxiety and conformity to risk-taking norm on number of sips taken in threat condition.

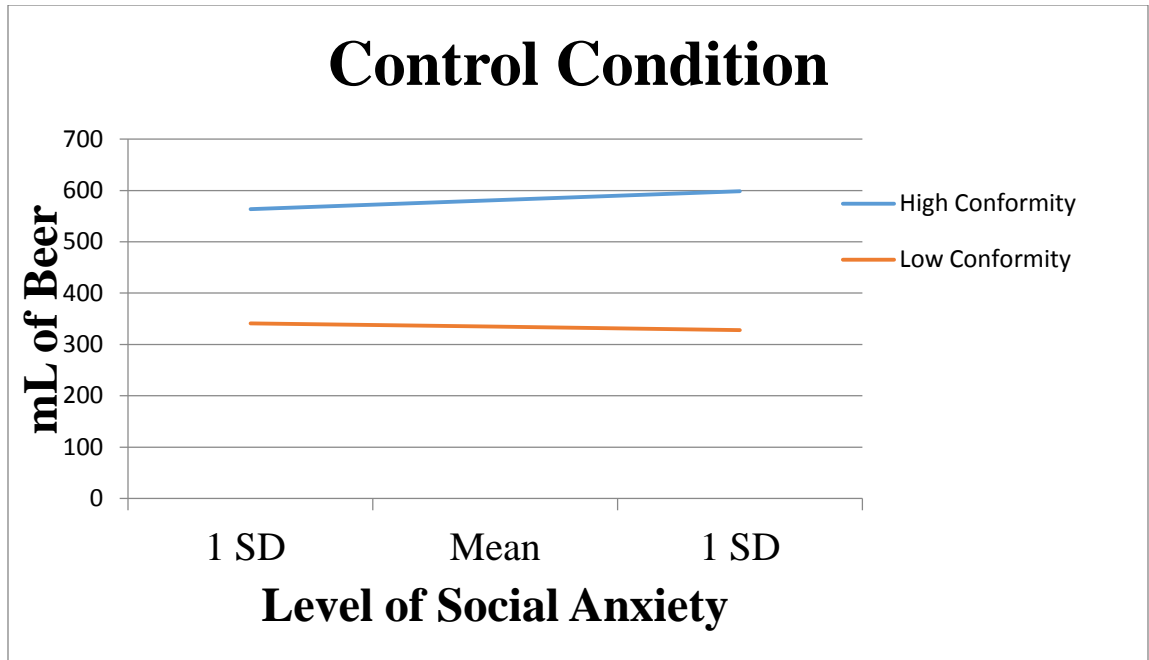


Figure 7: Interaction of social anxiety and conformity to risk-taking norm on beer consumed in control condition.

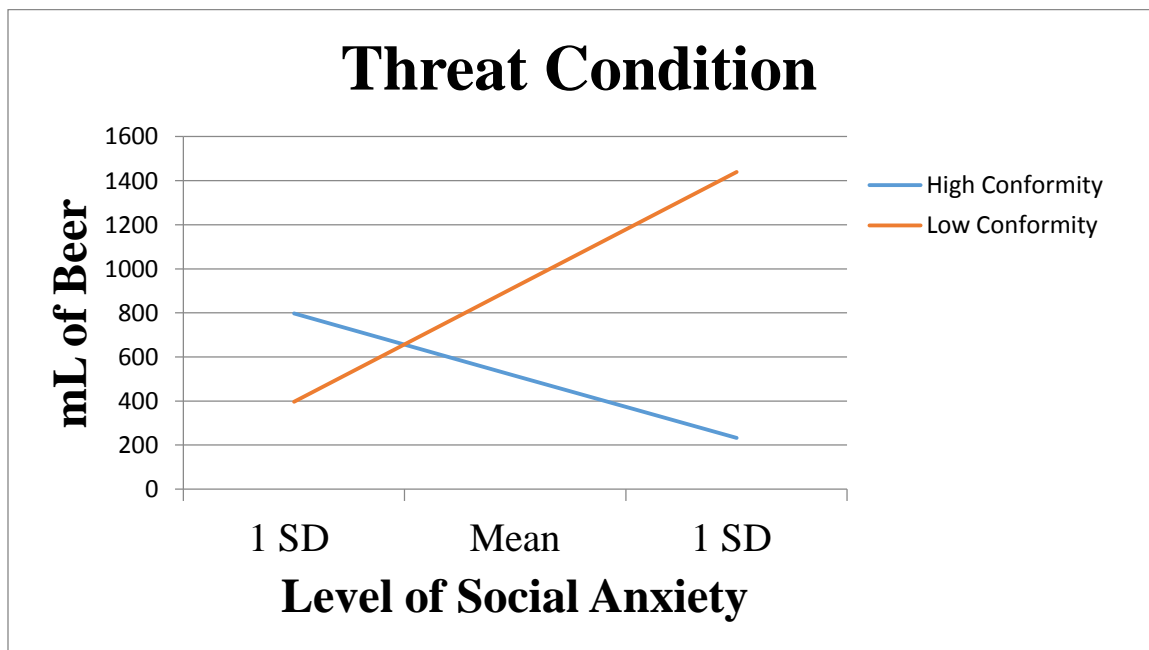


Figure 8: Interaction of social anxiety and conformity to risk-taking norm on beer consumed in threat condition.

**Table 1***Drinking Means and SD's of Conditions*

	Control	Threat
<b>mL Drank</b>	448.13 (263.43)	737.47 (418.37)
<b># of Sips</b>	16.94 (7.93)	23.00 (10.16)

Note: For mL drank  $t(31) = -2.36, p < .05$ .

For sips  $t(31) = -1.90, p > .05$ .

**Table 2***Drinking Means and SD's of Anxiety Groups*

	Low Social Anxiety	High Social Anxiety
<b>mL Drank</b>	563.00 (342.95)	633.50 (417.03)
<b># of Sips</b>	18.71 (10.31)	21.50 (8.69)

Note: For mL drank  $t(31) = -.53, p > .05$ .

For sips  $t(31) = -.84, p > .05$ .

Table 3

## HOW THREATS TO MASCULINITY AFFECTS SOCIAL DRINKING

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*Regression Results for Independent Variables Interactions on Beer Consumed*

<b>CMNI Win</b>		$R^2 = .22$	$\Delta R^2$	$F(3, 29) = 2.66$	B	Standard Error	$\beta$	t	$p = .07$
<b>Step 1</b>									
<b>Condition</b>					261.92	123.92	.35	2.11	.04*
<b>SIAS</b>					-2.16	4.66	-.08	-.47	.65
<b>CMNI Win</b>					38.40	25.19	.26	1.50	.14
<b>CMNI Win</b>		$R^2 = .46$	$\Delta R^2 = .24$	$F(6, 26) = 3.64$	B	Standard Error	$\beta$	t	$p = .02^*$
<b>Step 2</b>									
<b>Condition</b>					296.32	110.26	.40	2.69	.01*
<b>SIAS</b>					-4.32	6.74	-.16	-.64	.53
<b>CMNI Win</b>					81.81	37.05	.55	2.21	.04*
<b>Condition*SIAS</b>					9.83	9.46	.28	1.04	.31
<b>CMNI Win*SIAS</b>					-4.44	1.39	-.58	-3.20	.004**
<b>CMNI Win*Condition</b>					-32.92	46.81	-.18	-.70	.49
<b>CMNI Win</b>		$R^2 = .48$	$\Delta R^2 = .03$	$F(7, 25) = 3.34$	B	Standard Error	$\beta$	t	$p = .27$
<b>Step 3</b>									
<b>Condition</b>					300.33	109.72	.41	2.74	.01*
<b>SIAS</b>					-.79	7.40	-.03	-.11	.92
<b>CMNI Win</b>					73.47	37.58	.50	1.96	.06
<b>Condition*SIAS</b>					7.78	9.58	.22	.81	.43
<b>CMNI Win*SIAS</b>					-1.35	3.06	-.18	-.44	.66
<b>CMNI Win*Condition</b>					-19.98	47.93	-.11	-.42	.68
<b>CMNI Win*SIAS*Condition</b>					-3.88	3.43	-.46	-1.13	.27
<b>CMNI Risk-Taking</b>		$R^2 = .17$	$\Delta R^2$	$F(3, 29) = 1.96$	B	Standard Error	$\beta$	t	$p = .14$
<b>Step 1</b>									
<b>Condition</b>					284.27	126.45	.38	2.25	.03*
<b>SIAS</b>					-.71	4.71	-.03	-.15	.88
<b>CMNI RT</b>					20.04	27.58	.12	.73	.47
<b>CMNI Risk-Taking</b>		$R^2 = .33$	$\Delta R^2 = .16$	$F(6, 26) = 2.13$	B	Standard Error	$\beta$	t	$p = .13$
<b>Step 2</b>									
<b>Condition</b>					275.09	120.00	.37	2.29	.03*
<b>SIAS</b>					-4.09	7.49	-.15	-.55	.59
<b>CMNI RT</b>					59.86	43.14	.37	1.39	.18

<b>Condition*SIAS</b>				7.05	9.94	.20	.71	.48
<b>CMNI RT*SIAS</b>				-5.46	2.38	-.44	-2.30	.03*
<b>CMNI RT*Condition</b>				-96.85	57.41	-.47	-1.69	1.04
<b>CMNI Risk-Taking Step 3</b>	$R^2 = .53$	$\Delta R^2 = .20$	$F(7, 25) = 3.95$	B	Standard Error	$\beta$	t	$p = .004^{**}$
<b>Condition</b>				258.71	103.12	.35	2.51	.02*
<b>SIAS</b>				.40	6.58	.01	.06	.95
<b>CMNI RT</b>				53.17	37.10	.33	1.43	.16
<b>Condition*SIAS</b>				8.41	8.54	.24	.98	.34
<b>CMNI RT*SIAS</b>				.39	2.73	.03	.14	.89
<b>CMNI RT*Condition</b>				-	51.1	-.69	-2.74	.01*
<b>CMNI RT*SIAS*Condition</b>				140.09				
<b>CMNI Playboy Step 1</b>	$R^2 = .27$	$\Delta R^2$	$F(3, 29) = 3.53$	B	Standard Error	$\beta$	t	$p = .03^*$
<b>Condition</b>				288.57	118.34	.39	2.40	.02*
<b>SIAS</b>				-2.59	4.50	-.09	-.58	.57
<b>CMNI PB</b>				35.82	16.85	.34	2.13	.04*
<b>CMNI Playboy Step 2</b>	$R^2 = .36$	$\Delta R^2 = .09$	$F(6, 26) = 2.43$	B	Standard Error	$\beta$	t	$p = .32$
<b>Condition</b>				276.34	118.84	.37	2.33	.03*
<b>SIAS</b>				-.07	7.60	.00	-.01	.99
<b>CMNI PB</b>				2.78	24.54	.03	.11	.91
<b>Condition*SIAS</b>				-1.49	9.39	-.04	-.16	.88
<b>CMNI PB*SIAS</b>				-.74	1.66	-.08	-.44	.66
<b>CMNI PB*Condition</b>				63.67	33.81	.41	1.88	.07
<b>CMNI Playboy Step 3</b>	$R^2 = .38$	$\Delta R^2 = .02$	$F(7, 25) = 2.20$	B	Standard Error	$\beta$	t	$p = .35$
<b>Condition</b>				251.48	121.86	.34	2.06	.05
<b>SIAS</b>				.83	7.67	.03	.11	.92

<b>CMNI PB</b>				-3.21	25.37	-.03	-.13	.90
<b>Condition*SIAS</b>				-4.54	9.94	-.13	-.46	.65
<b>CMNI PB*SIAS</b>				-2.12	2.21	-.23	-.96	.35
<b>CMNI PB*Condition</b>				76.12	36.30	.49	2.10	.05*
<b>CMNI PB*SIAS*Condition</b>				3.21	3.36	.24	.95	.35
<b>CMNI Dominance</b>	$R^2 = .48$	$\Delta R^2$	$F(3, 29) = 8.77$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>t</b>	<b>.00**</b>
<b>Step 1</b>								
<b>Condition</b>				291.18	100.12	.39	2.91	.01*
<b>SIAS</b>				1.01	3.77	.04	.27	.79
<b>CMNI Dom</b>				105.39	25.00	.57	4.22	.000**
<b>CMNI Dominance</b>	$R^2 = .71$	$R^2 = .03$	$F(6, 26) = 4.37$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>t</b>	<b><math>p = .71</math></b>
<b>Step 2</b>								
<b>Condition</b>				290.65	103.17	.39	2.82	.01**
<b>SIAS</b>				2.57	6.38	.09	.4	.69
<b>CMNI Dom</b>				80.12	36.52	.44	2.19	.03*
<b>Cond*SIAS</b>				-2.7	8.03	-.08	-.34	.74
<b>CMNI Dom*SIAS</b>				.00	2.36	.00	.00	1.00
<b>CMNI Dom*Condition</b>				55.55	54.47	.21	1.02	.38
<b>CMNI Dominance</b>	$R^2 = .54$	$\Delta R^2 = .03$	$F(7, 25) = 4.12$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>t</b>	<b><math>p = .19</math></b>
<b>Step 3</b>								
<b>Condition</b>				310.84	102.67	.42	3.03	.01**
<b>SIAS</b>				3.29	6.31	.12	.52	.61
<b>CMNI Dom</b>				92.97	37.20	.50	2.50	.02*
<b>Condition*SIAS</b>				-3.58	7.94	-.10	-.45	.66
<b>CMNI Dom*SIAS</b>				-3.35	3.40	-.21	-.99	.33
<b>CMNI Dom*Condition</b>				53.15	53.65	.20	.99	.33
<b>CMNI Dom*SIAS*Condition</b>				6.28	4.65	.28	1.35	.19

Note: \* $p < .05$ , \*\* $p < .01$ . CMNI is Conformity to Masculine Norms Inventory-55. Dom is Dominance. PB is “playboy”. RT is risk-taking.



Table 4

*Regression Results for Independent Variables Interactions on Sips Taken*

<b>CMNI Win Step 1</b>		$R^2 = .18$	$\Delta R^2$	$F(3, 29) = 2.11$	B	Standard Error	$\beta$	t	$p = .12$
<b>Condition</b>					5.27	3.21	0.28	1.64	.11
<b>SIAS</b>					-.04	.12	-0.063	-0.37	.72
<b>CMNI Win</b>					1.06	.65	0.28	1.62	.12
<b>CMNI Win Step 2</b>		$R^2 = .35$	$\Delta R^2 = .17$	$F(6, 26) = 2.30$	B	Standard Error	$\beta$	t	$p = .10$
<b>Condition</b>					6.09	3.05	.33	2.00	.06
<b>SIAS</b>					-.05	.19	-.08	-.29	.77
<b>CMNI Win</b>					1.57	1.02	.42	1.54	.14
<b>Condition*SIAS</b>					.13	.26	.15	.51	.62
<b>CMNI Win*SIAS</b>					-.10	.04	-.50	-2.52	.02*
<b>CMNI Win*Condition</b>					.03	1.29	.01	.02	.98
<b>CMNI Win Step 3</b>		$R^2 = .49$	$\Delta R^2 = .14$	$F(7, 25) = 3.49$	B	Standard Error	$\beta$	T	$p = .01^*$
<b>Condition</b>					6.32	2.75	.34	2.3	.03*
<b>SIAS</b>					.15	.19	.22	.83	.42
<b>CMNI Win</b>					1.08	.94	.29	1.15	.26
<b>Condition*SIAS</b>					.01	.24	.01	.05	.96
<b>CMNI Win*SIAS</b>					.09	.08	.44	1.11	.28
<b>CMNI Win*Condition</b>					.79	1.20	.17	.66	.52
<b>CMNI Win*SIAS*Condition</b>					-.23	.09	-1.06	-2.66	.01*
<b>CMNI Risk-Taking Step 1</b>		$R^2 = .14$	$\Delta R^2$	$F(3, 29) = 1.60$	B	Standard Error	$\beta$	t	$p = .21$
<b>Condition</b>					5.80	3.25	.31	1.79	.09
<b>SIAS</b>					.00	.12	.00	-.02	.98
<b>CMNI RT</b>					.80	.71	.19	1.12	.27
<b>CMNI Risk-Taking Step 2</b>		$R^2 = .20$	$\Delta R^2 = .06$	$F(6, 26) = 1.08$	B	Standard Error	$\beta$	t	$p = .60$
<b>Condition</b>					5.72	3.32	.31	1.73	.10
<b>SIAS</b>					-.02	.21	-.03	-.08	.93

<b>CMNI RT</b>				.33	1.19	.08	.28	.78
<b>Condition*SIAS</b>				.05	.28	.06	.19	.85
<b>CMNI RT*SIAS</b>				-.08	.07	-.26	-1.21	.24
<b>CMNI RT*Condition</b>				.23	1.59	.05	.15	.88
<b>CMNI Risk-Taking Step 3</b>	$R^2 = .44$	$\Delta R^2 = .24$	$F(7, 25) = 2.75$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>T</b>	$p = .003^{**}$
<b>Condition</b>				5.27	2.84	.28	1.85	.08
<b>SIAS</b>				.11	.18	.15	.59	.56
<b>CMNI RT</b>				.15	1.02	.04	.15	.89
<b>Condition*SIAS</b>				.09	.24	.10	.38	.70
<b>CMNI RT*SIAS</b>				.08	.08	.27	1.10	.28
<b>CMNI RT*Condition</b>				-.97	1.41	-.19	-.69	.50
<b>CMNI RT*SIAS*Condition</b>				-.37	.11	-.88	-3.23	.003^{**}
<b>CMNI Playboy Step 1</b>	$R^2 = .11$	$\Delta R^2$	$F(3, 29) = 1.17$	<b>B</b>	<b>Standard Error</b>	<b>B</b>	<b>T</b>	$p = .34$
<b>Condition</b>				6.07	3.30	.32	1.84	.08
<b>SIAS</b>				-.02	.13	-.02	-.12	.91
<b>CMNI PB</b>				.15	.47	.06	.32	.75
<b>CMNI Playboy Step 2</b>	$R^2 = .17$	$\Delta R^2 = .06$	$F(6, 26) = .89$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>t</b>	$p = .60$
<b>Condition</b>				5.26	3.42	.28	1.54	.14
<b>SIAS</b>				.06	.22	.08	.26	.80
<b>CMNI PB</b>				-.02	.71	-.01	-.02	.98
<b>Condition*SIAS</b>				-.02	.27	-.02	-.08	.94
<b>CMNI PB*SIAS</b>				-.06	.05	-.27	-1.32	.20
<b>CMNI PB*Condition</b>				-.22	.97	-.06	-.23	.82
<b>CMNI Playboy Step 3</b>	$R^2 = .18$	$\Delta R^2 = .01$	$F(7, 25) = .77$	<b>B</b>	<b>Standard Error</b>	<b><math>\beta</math></b>	<b>T</b>	$p = .62$
<b>Condition</b>				4.90	3.56	.26	1.37	.18

<b>SIAS</b>				.07	.22	.10	.32	.75
<b>CMNI PB</b>				-.11	.74	-.04	-.15	.88
<b>Condition*SIAS</b>				-.07	.29	-.08	-.24	.81
<b>CMNI PB*SIAS</b>				-.09	.06	-.36	-1.32	.20
<b>CMNI PB*Condition</b>				-.03	1.06	-.01	-.03	.98
<b>CMNI PB*SIAS*Condition</b>				.05	.10	.15	.51	.62
<b>CMNI Dominance</b>	$R^2 = .24$	$\Delta R^2$	$F(3, 29) = 3.07$	<b>B</b>	Standard Error	$\beta$	<b>t</b>	$P = .04^*$
<b>Step 1</b>								
<b>Condition</b>				6.08	3.05	.32	2.00	.06
<b>SIAS</b>				.02	.12	.03	.20	.85
<b>CMNI Dom</b>				1.73	.76	.37	2.28	.03*
<b>CMNI Dominance</b>	$R^2 = .26$	$R^2 = .02$	$F(6, 26) = 1.49$	<b>B</b>	Standard Error	$\beta$	<b>T</b>	$p = .92$
<b>Step 2</b>								
<b>Condition</b>				6.09	3.19	.33	1.91	.07
<b>SIAS</b>				.09	.20	.13	.47	.65
<b>CMNI Dom</b>				1.50	1.13	.32	1.33	.20
<b>Cond*SIAS</b>				-.11	.25	-.12	-.44	.66
<b>CMNI Dom*SIAS</b>				-.02	.07	-.05	-.26	.79
<b>CMNI Dom*Condition</b>				.57	1.68	.08	.34	.74
<b>CMNI Dominance</b>	$R^2 = .27$	$\Delta R^2 = .01$	$F(7, 25) = 1.31$	<b>B</b>	Standard Error	<b>B</b>	<b>t</b>	$p = .51$
<b>Step 3</b>								
<b>Condition</b>				5.77	3.26	.31	1.77	.09
<b>SIAS</b>				.08	.20	.12	.40	.69
<b>CMNI Dom</b>				1.29	1.18	.28	1.10	.28
<b>Condition*SIAS</b>				-.10	.25	-.11	-.38	.71
<b>CMNI Dom*SIAS</b>				.03	.11	.08	.32	.76
<b>CMNI Dom*Condition</b>				.61	1.70	.09	.36	.72
<b>CMNI Dom*SIAS*Condition</b>				-.10	.15	-.18	-.68	.51

Note: \* $p < .05$ , \*\* $p < .01$ . CMNI is Conformity to Masculine Norms Inventory-55. Dom is Dominance. PB is “playboy”. RT is risk-taking.