

**PANHELLENIC SORORITY WOMEN'S
REPORTED EXPERIENCES AND
PERCEPTIONS OF HOOKING UP
ON CAMPUS**

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HOOKING UP ON CAMPUS

- Americans' view of how commitment in a relationship develops appears to be changing (Stanley, 2002).
- There are relatively few standards and structures for relationship development compared to past eras (Glenn & Marquardt, 2001).
- There are no longer clear steps, stages, or statuses in dating relationships (Stanley, 2002).

HOOKING UP ON CAMPUS

- While research investigating sexual attitudes and behaviors of college students dates back decades, it was not until about the year 2000 that studies addressing hooking up or a “hook up culture” on college campuses began being published (Stinson, 2010).
- “Hooking up” is not a new term. Because of the fluid nature of its meaning, it is not surprising that there is some confusion and disagreement over the definition of the term (Bogle, 2008).

HOOKING UP'S AMBIGUITY IS VALUED

- College students or young adults prefer the vagueness of the term, asserting that while premarital sex is much more acceptable now than in the past, women are still wary of getting a bad reputation (Glenn & Marquardt, 2001).
- It allows a student to be vague about the nature of the experience while still being able to state it happened.
- In a study by Holman and Sillars (2012) with 274 college student participants at a large public university, they found that while 94% of participating students were familiar with the phrase "hooking up," there was no consensus about what hooking up actually entailed.
 - Over half of the participants described a hook up as involving sex,
 - approximately 9% described it as not including sex and
 - about one-third of the participants said it could be ambiguous as to whether or not hooking up had to involve sex.
 - To a college student, hooking up can mean anything from kissing to sexual intercourse, and/or oral sex, and/or anal sex.

HOLMAN AND SILLARS (2012)

- Despite the ambiguity of the term "hookup," 84% of students in the Holman and Sillars (2012) study reported that they had discussed their hook up with friends in the previous four months.
- Over $\frac{1}{2}$ reported at least one hook up, and a $\frac{1}{3}$ reported at least two hookups during the school year.
- At the same time, students greatly overestimated the pervasiveness of hookups within the general student culture, and further expressed concern that talk and ambiguity about hooking up may make the practice seem more common than it is.
- Thus causing students to engage in potentially risky behavior because they believe everyone is doing it.

WHY IS HOOKING UP RISKY?

- Research asserts that hooking up and alcohol use are commonplace on a college campus, and even more so, the use of alcohol immediately before engaging in a hook up.
- Alcohol interferes with one's ability to consent to sexual activity and makes entrance into sexual situations more likely due to a loss of inhibitions.
- While engaging in sexual activities may be commonplace for college students after the consumption of alcohol, having sex while a partner is incapacitated is a crime.
- Based upon the literature asserting that binge or heavy alcohol consumption is a norm for college students, it seems reasonable to assert that some of the hook up experiences of young women could be defined as sexual assault.
- There is a gap in the literature regarding sorority women, who by research standards consume more alcohol and have more exposure to alcohol than non-affiliated women on their campuses.
- It is this gap in the currently available research that provided an opportunity to explore my professional interest in the topic.



THEORETICAL FRAMEWORK

- Feminist theory
- Sexual Scripting theory
- Social Norms theory
- Health Belief Model

FEMINIST THEORY

- Sex, sexual assault, and hooking up are behaviors that have gender differences.
- Feminist theory places perspective on and forces examination of how women's location in, and experience of, social situations differ from men's.
- The starting point of feminist theory is the vastly diverse experiences and situations women's lives (Code, 2000).

SEXUAL SCRIPTING THEORY

- Social norms dictate scripts for where, when, why, and how a sexually intimate action will occur.
- These scripts then provide a conceptual framework for examining specific patterns of behavior that may be observed or discussed later in the context of social change (Simon & Gagnon, 2003).
- The term script can be used to describe virtually all human behavior in the sense that there is very little that can truly be called spontaneous (Gagnon & Simon, 1973).

SEXUAL SCRIPTING THEORY

- While a common sense view of sex is that it is a spontaneous form of behavior that aligns with social norms, Simon and Gagnon (2003), believe that it takes shape and meaning from its social character.
- Gagnon and Simon (1973) believe that individuals internalize “sexual scripts” in order to interact with the opposite sex. They further assert that without the proper elements of a script that defines the situation, names the actors, and plots the behavior, nothing sexual is likely to happen.
- For example, in the United States, sexual scripts suggest that sexual interaction begins with kissing, then sexual touching, and then ultimately culminates in sexual intercourse (Gagnon & Simon, 1973).

SEXUAL SCRIPTING THEORY

- Sexual scripts are employed at three levels:
 - at the cultural level, scripts operate rather like instructional guides, setting out the requirements for specific roles;
 - at the interpersonal level individuals adapt, shape and improvise cultural scenario scripts into their own context specific ones;
 - and at the intra-psychic level individuals rehearse their own scripts through internal dialogue (Simon & Gagnon, 1986).

SOCIAL NORMS THEORY

- Much research has supported the idea that students act in ways representative of the perceived group norm, not their personal view (Borsari & Carey, 2001).
- A norm is a construct that has widespread usage because it helps describe and explain human behavior (Cialdini & Trost, 1998).
- Social norms are fundamental in understanding human behavior.
- Social norms are an important topic in adolescent reproductive and sexual health because adolescents tend to match their own attitudes and behavior to what they perceive to be the norm among their peers (Bacon & Becker, n.d.) and the perceived norm may not always be the healthiest or safest behavior.

SOCIAL NORMS THEORY

- Quantitative studies on college student populations have confirmed that students tend to overestimate their peers' level of sexual activity and number of partners (Bogle, 2008).
- This finding is consistent with research that looks at college student alcohol consumption as well.
- Since alcohol is commonly paired with hook up behavior, Bogle (2008) suggests that these misperceptions play a significant role in affecting behavior.

FREITAS (2013)

- Hooking up, since most often an activity that takes place in conjunction with the consumption of alcohol, is fast, uncaring, unthinking, and perfunctory.
- Hookup culture promotes bad sex, boring sex, drunken sex you don't remember, sex that you have "just because everyone else is, too," or that "just happens."
- And while hook up sex is supposed to come with no strings attached, it very often creates an enormous amount of stress and drama among participants.

FREITAS (2013)

- Young people learn very quickly that the norm is to be casual about sex and that rather than empowering teens and young adults to make informed decisions about sex, sex-educational methods used today often reinforce the idea that hook up culture is the norm, that everyone is doing it, and that all students can do is protect themselves against its worst excesses.
- Suggests that there is not any real “beginning” to hook up culture, that hook ups have existed throughout human history, however on American campuses, she asserts that colleges have gone from a being a place where hook ups happen to a place where hook up culture dominates student attitudes about all forms of intimacy.
- The hook up has become normative, it is the defining aspect of social life on many campuses and to reject it is to relegate oneself to the sidelines of college experience.

HEALTH BELIEF MODEL

- My study was largely informed by the research conducted by Downing-Matibag and Geisinger (2009) on college students and their rationales for sexual risk taking while hooking up.
- The Health Belief Model can serve as a useful framework for understanding the sexual risk taking of college students during a hook up.
- In Downing-Matibag and Geisinger's (2009) study, the researchers were interested in gaining insight into the risk factors that contribute to the acquisition of a sexually transmitted infection, stating, "although casual sexual intimacy is generally risky, some behaviors are riskier than others; it is hook ups during which condoms or some form of protection against STIs (including HIV/AIDS) are needed but not used that is our focus" (p. 1196).
- My research focus was slightly different in that, I was interested in determining if Panhellenic sorority women recognize risk factors that contribute to the likelihood of experiencing a sexual assault during the context of a hook up.
- In the context of my work, the Health Belief Model will serve as the framework for understanding the students' risk taking during a social situation involving alcohol and the factors that typically lead to a hook up experience.

HEALTH BELIEF MODEL

- The Health Belief Model (HBM) was developed in the early 1950s by social scientists at the U.S. Public Health Service in order to understand the failure of people to adopt disease prevention strategies or screening tests for the early detection of disease (Boston University School of Public Health, 2013).
- The Health Belief Model has two components as its foundation:
 - The desire to avoid illness, or, conversely get well if already ill.
 - The belief that a specific health action will prevent or cure illness.

6 CONSTRUCTS OF HBM (BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH, 2013):

- **Perceived susceptibility**
 - a person's subjective perception of the risk of acquiring an illness or disease.
- **Perceived severity**
 - a person's feelings about the seriousness of contracting an illness or disease (or leaving the illness or disease untreated).
- **Perceived benefits**
 - a person's perception of the effectiveness of various actions available to reduce the threat of illness or disease (or to cure illness or disease). The course of action a person takes in preventing (or curing) illness or disease relies on consideration and evaluation of both perceived susceptibility and perceived benefit, such that the person would accept the recommended health action if it was perceived as beneficial.
- **Perceived barriers**
 - a person's feelings about the obstacles to performing a recommended health action. There is wide variation in a person's feelings concerning barriers, or impediments, which lead to a cost/benefit analysis. The person weighs the effectiveness of the actions against the perceptions that it may be expensive, dangerous (e.g., side effects), unpleasant (e.g., painful), time-consuming, or inconvenient.
- **Cue to action**
 - The stimulus needed to trigger the decision-making process to accept a recommended health action. These cues can be internal (e.g., chest pains, wheezing, etc.) or external (e.g., advice from others, illness of family member, newspaper article, etc.).
- **Self-efficacy**
 - the level of a person's confidence in his or her ability to successfully perform a behavior. This construct was added to the model most recently in mid-1980. Self-efficacy is a construct in many behavioral theories as it directly relates to whether a person performs the desired behavior.

HOOKING UP/SEXUAL RISK IN THE LITERATURE

Date	Authors	Brief Summary of Outcome/Research
1991	Copenhaver & Grauerholz	At least 50% of college students' sexual assaults are associated with alcohol use.
1993	Karlof	Sorority women are significantly more likely than non-sorority women to subscribe to traditional gender role attitudes about male dominance and female submissiveness.
1994	Harrington & Leitenberg	Date rape victims who reported being at least "somewhat drunk" at the time of the assault believed that their assailants were also under the influence of alcohol.
1998	Abbey & Ross	47% of sexual assaults by college men involved alcohol consumption, and in 81% of the alcohol related sexual assaults both the victim and the perpetrator had consumed alcohol.

HOOKING UP IN THE LITERATURE

2000	Fisher, Cullen, & Turner	College campuses host large concentrations of young women who are at greater risk for rape and other forms of sexual assault than women in the general population or in a comparable age group.
2000	Paul, McManus, & Hayes	44% percent of respondents that had experienced at least one hookup that did not include sexual intercourse or had at least one hookup that did include sexual intercourse had these experiences at Greek parties or events.
2001	Glenn & Marquardt	Ambiguity of the phrase “hooking up” is part of the reason for its popularity. Many young women felt hurt after a hook up and confused about the future interactions or relations with the men with whom they hooked up.
2002	Paul & Hayes	Hooking up provides a break from the traditional gender role restrictions associated with traditional dating.

HOOKING UP IN THE LITERATURE

2007	England, Shafer, & Fogarty	Hooking up is commonplace among college students and has become a normative sexual experience on college campuses.
2007	Flack, Daubman, Caron, Asadorian, D'Aureli, Gigliotti, Stine	Students with a history of hooking up were more likely to report incidents of unwanted intercourse. Unwanted sex, while a violation of campus conduct codes nationwide is rarely reported because of the interpersonal consequences of such a report.
2008	Bogle	Students tend to overestimate their peers' level of sexual activity and number of partners. Misperceptions play a significant role when alcohol is involved.
2008	Garcia & Reiber	Define hook ups.
2008	Kimmel	Guys hook up to prove something to other guys; hooking up presents a lose-lose situation for women.

HOOKING UP IN THE LITERATURE

2008	Scott-Sheldon, Carey, & Carey	Greek organizations are more sexually permissive and women that have been more sexually active in their lifetime may then choose to be in this more permissive environment.
2009	Borsari, Hustad, & Capone	Greek system is associated with heavy alcohol use which often has tragic results.
2009	Downing-Matibag & Geisinger	50% of the participants were concerned about contracting an STI during a hook up that involved sexual intercourse, and the majority of student participants were not concerned about contracting an STI during a hook up involving oral sex.
2009	Littleton, Tabernik, Canales, & Backstrom	Alcohol-facilitated hooking up was described in 50.5% of the scripts described by participants.
2009	Vander Ven & Beck	Respondents possessed a myriad of ways in which they could legitimate or excuse alcohol-facilitated coupling events; thus, they may write off their drunken actions as unrepresentative of the self, which allows them to persist in questionable behaviors without being held accountable for them.

HOOKING UP IN THE LITERATURE

2009	Voss	Women try to adopt a male point of view when entering into a hook up situation which often doesn't provide much return.
2010	Bradshaw, Kahn, & Saville	Women more than men would prefer traditional dating whereas men more than women would prefer to hook up.
2010	Fielder & Carey	Found an association between alcohol use and hooking up as well as a lack of condom use during oral sex with 0% stating they used protection.
2010	Heldman & Wade	While both men and women drink prior to hooking up, women consume a median of four drinks prior to hooking up, while men report a median of six drinks.

HOOKING UP IN THE LITERATURE

2010	Owen, Rhoades, Stanley, & Fincham	Hooking up was not viewed positively, especially by women.
2010	Stinson	Hooking up often stems from a night out at parties or bars and involves alcohol.
2011	Owen, Fincham, & Moore	Students who engaged in penetrative hook ups over the past 12 months were approximately 600% more likely to repeat this behavior over the course of the semester as compared to students that didn't hook up in the last year.
2011	Townsend & Wasserman	Men tended to report more permissive sexual attitudes when compared with women, yet for both sexes, the number of partners one had was positively associated with increasingly permissive attitudes.

HOOKING UP IN THE LITERATURE

2011	Vander Ven	There lies a vibrancy and camaraderie that emanates from student parties that makes drinking a relaxing, relatively carefree enterprise.
2012	Holman & Sillars	There was no consensus about what hooking up actually entailed among participants.
2012	Lewis, Granato, Blayney, Lostutter, & Kilmer	Most students hooked up with someone whom they knew well, such as a friend or an ex-partner.
2014	Berntson, Hoffman, & Luff	Students come to college equipped with sexual scripts that have been, and continue to be, shaped by gender, race, ethnicity, social class, and religion.
2014	Kuperberg & Padgett	When students move out of their parents' homes and onto college campuses, a script that includes sexual exploration and the formation of sometimes transgressive intimate relationships begins.

METHOD

- This research aimed to gain an understanding of hooking up behaviors of Panhellenic sorority women at North University (NU)*.
- My interest was in how they perceive these behaviors among their peer group, how they make decisions concerning these behaviors, and their perception of any benefits and risks.

*a pseudonym

METHOD

- A quantitative survey method was chosen in order to answer the following research questions as well as prove or disprove the following hypothesis. The research questions are:
 - What are North University Panhellenic sorority women's reported hooking-up and related drinking behaviors?
 - What are North University Panhellenic sorority women's reported perceptions of typical behavior in relation to hooking-up on campus?
 - What are the perceived risks and benefits of engaging in hook-up behavior?
 - How, if at all, do women who perceive risks, act on them?
- Additionally, the following hypotheses were tested in an effort to prove or disprove the following:
 - Hypothesis 1: Panhellenic sorority women who high risk or binge drink are more likely than their peers who do not drink to hook up.
 - Hypothesis 2: Women who hook up and binge drink are less likely to perceive hooking up as risky or dangerous.
 - Hypothesis 3: Women who have hooked up in the most recent school year are likely to overestimate the number of times that their sorority peers hook up.
 - Hypothesis 4: The likelihood that women hook up during the current school year can be predicted by their school year of sorority initiation, their perceptions of hooking up, and their use of alcohol.

NORTH UNIVERSITY/POPULATION FOR STUDY

- A private highly selective university located in the Northeastern United States with an undergraduate population of approximately 5000.
- Women that were members of a Panhellenic sorority on North University campus were included.
- These women were at least 18 years of age and full-time undergraduate students.
- There are seven Panhellenic organizations on campus.
- There are approximately 50-100 women per chapter.

THE SURVEY

- The instrument utilized for this study was a survey questionnaire designed specifically for this study using Survey Monkey.
- The survey had 23 closed and 9 open ended questions for a total of 32 survey questions.
- All closed ended questions required a response from the participant; however, the open ended questions were optional.

THE SURVEY

- Once the participant pool was identified, an email was sent to each of the women on my behalf by the Director of Fraternity and Sorority Affairs at North University.
- Included with the email was the necessary consent information required by the Research Subjects Review Board as well as the link to enter the survey.
- By choosing to participate in the survey, each woman was confirming that they met the inclusion criteria.
- The survey was emailed twice to the 682 Panhellenic sorority women that were active members of their chapters on NU's campus.
- The first email with a link to participate was sent to the potential respondents on April 22, 2015. A reminder email with the link to participate was emailed to potential participants on April 27, 2015. The survey closed on May 1, 2015.

RESULTS

- 682 women were emailed the survey.
- 330 (48.4%) chose to participate.
- 185 (56%) completed the survey in its entirety; providing answers to all of the optional open ended questions as well as providing responses to each required survey question.
- 269 (81.5%) of the participants completed the survey, providing responses to all required questions as well as providing answers to a varied number of optional open-ended questions.
- A missing values analysis was conducted and the range of missing data varied from 5.2% at question five, a required question that asked participants to select along a four point Likert scale the degree to which they agree or disagree with the statements, “Hooking up is fun;” “Hooking up is dangerous;” and “Hooking up is risky,” to 18.5% by the end of the survey.

DEMOGRAPHICS

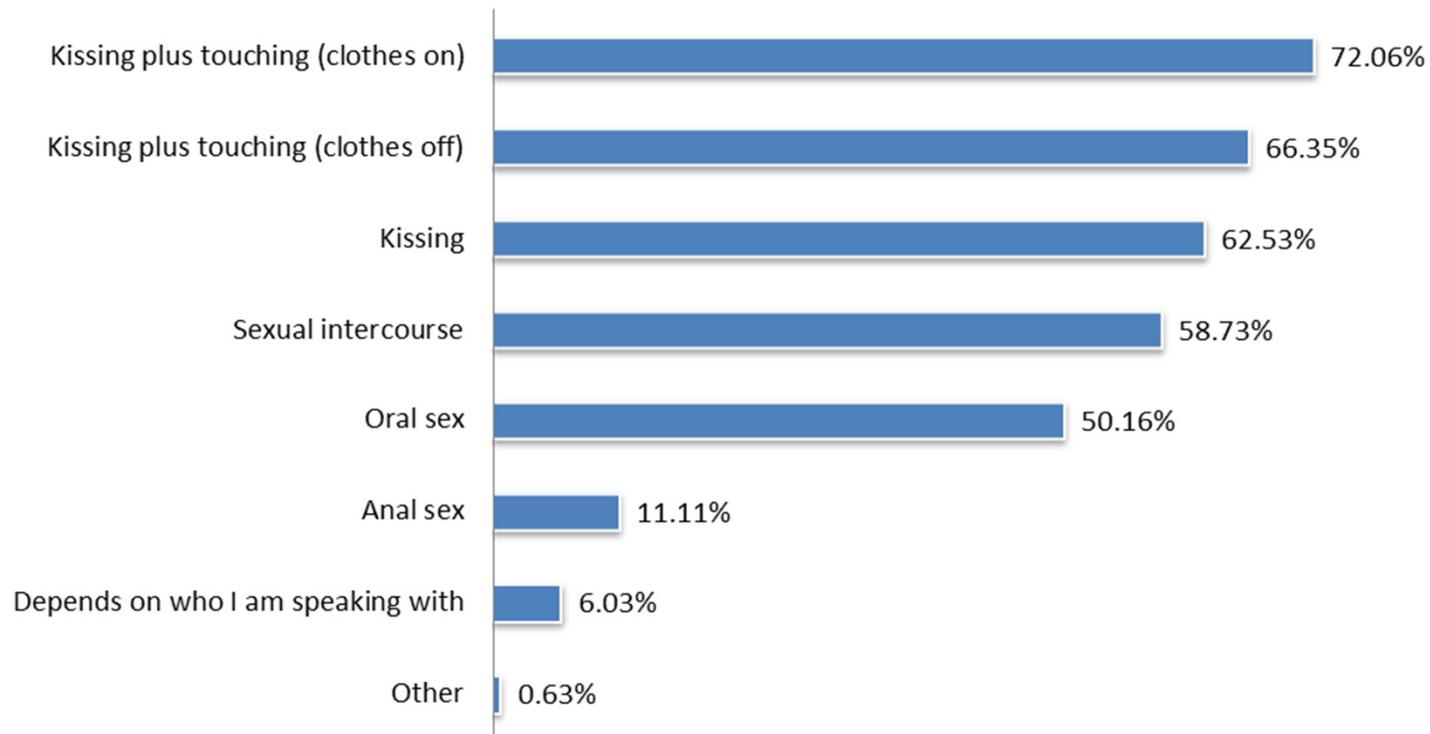
Table 1

Descriptive Statistics (N = 330)

<u>Variables</u>	<u>Frequency</u>
Age	19.87
18	15.8%
19	25.8%
20	25.5%
21	22.1%
22	10.6%
Class Year	
Freshman	27.6%
Sophomore	26.7%
Junior	23.6%
Senior	22.1%
School Year of Initiation	
2011-2012	15.8%
2012-2013	24.8%
2013-2014	27.0%
2014-2015	32.4%

HOOKING UP IS...

“If a friend told me that they had “hooked up with someone last night,” I would assume that they were referring to the following activity/activities.” (n=315)



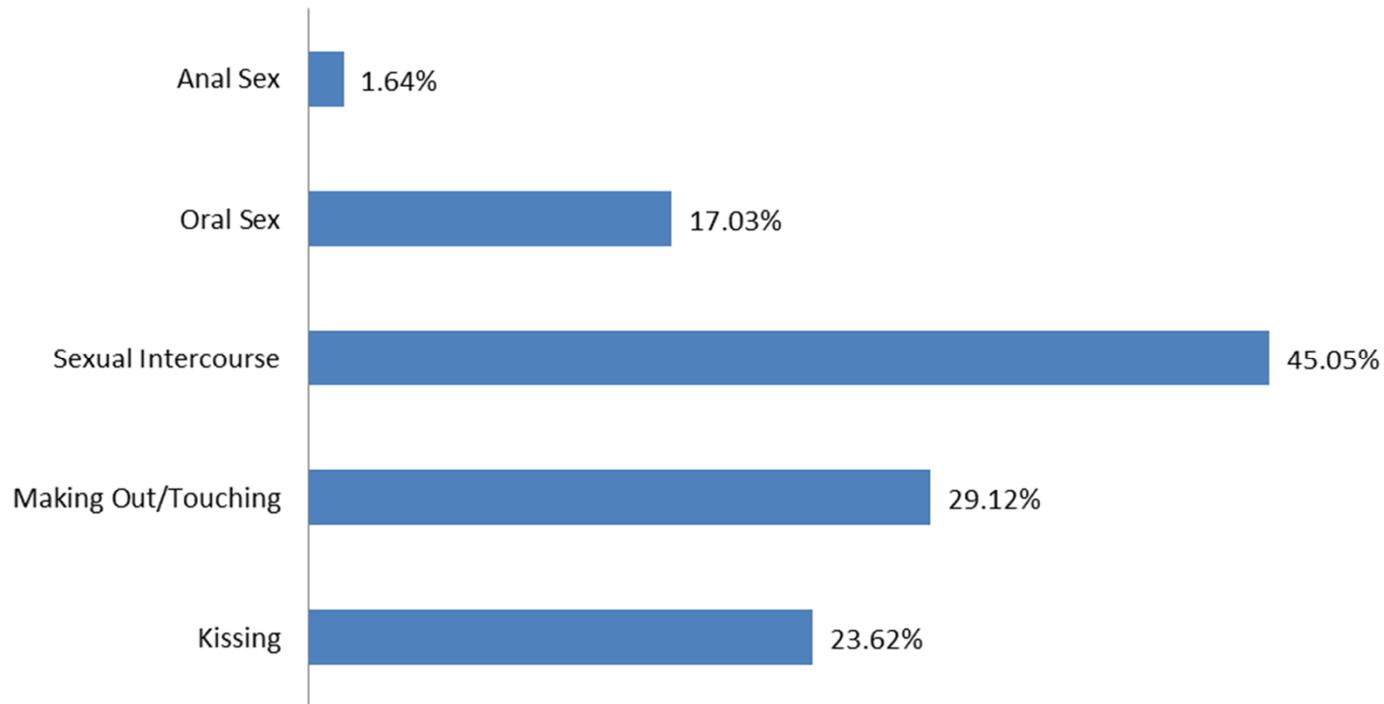
REPORTED HOOKING UP BEHAVIORS

- 12.4% (39) women indicated that they had never hooked up.
- 31 women wrote about their reasons for not hooking up...
 - “If I have sexual intercourse with someone I want to be emotionally involved with them, because while I believe pre-marital sex is okay, I think you should love the person you’re having sex with.”
 - “I want a commitment from a person before I engage in sexual interactions with them. I value my body and I want to engage in those interactions on my own terms.”
 - “I have kissed with people at parties, but it makes me uncomfortable to think of doing anything further. Especially, in the case of someone I’ve just met. Like, I think of sex (any kind) and even touching and being naked and everything as something so intimate and special, you’re in such a vulnerable position. I don’t know why you would want to put yourself like that with someone you don’t even really know.”
 - “We hear a lot on this campus about sexual assault and the risks physically and emotionally of hooking up with someone randomly and I don’t like that kind of mentality. If I hook up with someone, it is because I care about them and I don’t want it to be a one-time thing.”
 - “I am in a committed relationship with one person. Hooking up is generally just a source of gossip and a cause for others to look down upon the individual in question.”
 - “I wouldn’t trust some guy I just met enough to hook up with him. For all I know the guy can have STDs and other issues that can affect me in a negative way.”

REPORTED HOOKING UP BEHAVIORS

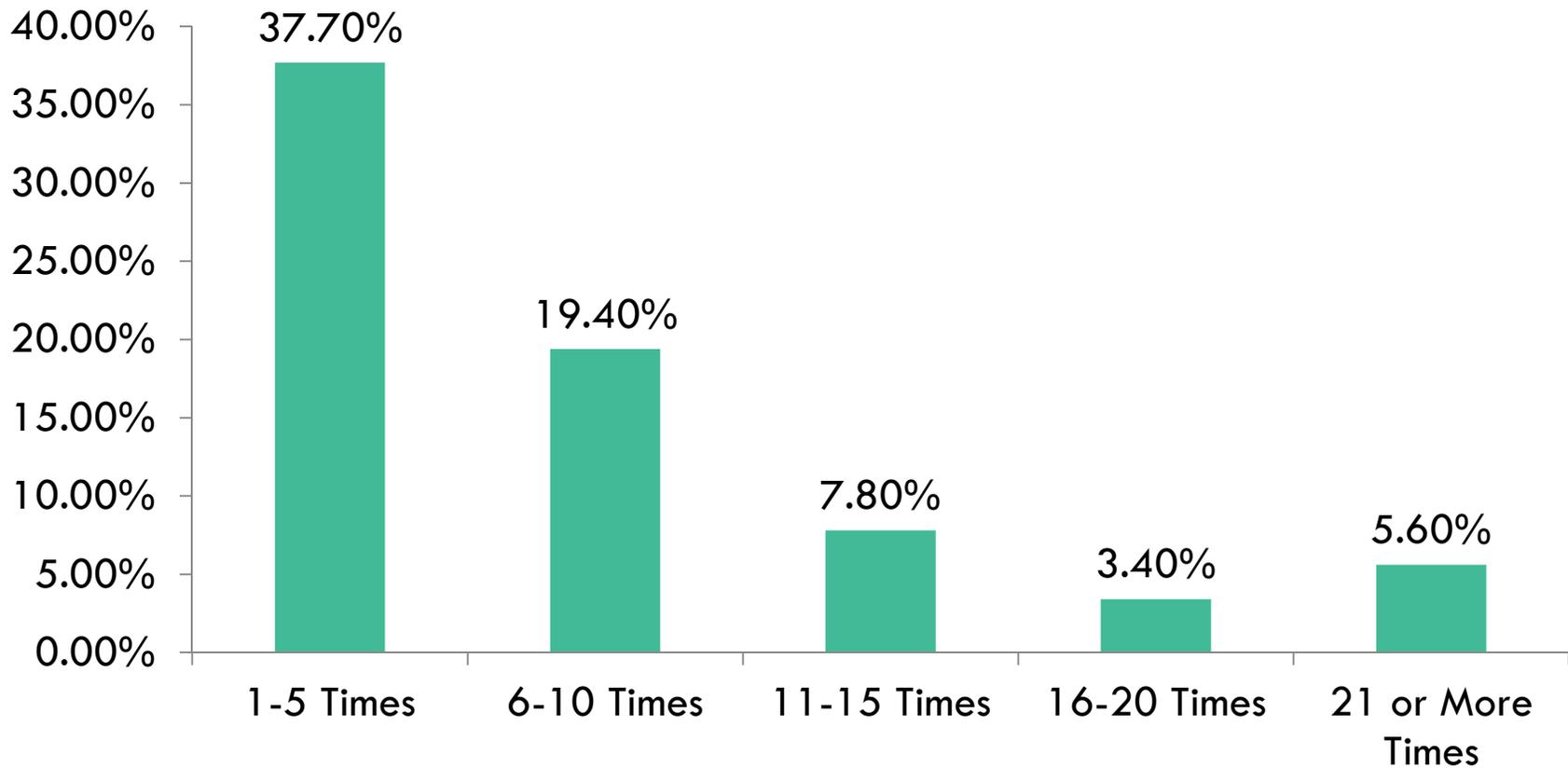
- 276 (87.62%) of the respondents indicated that they have hooked up.
- 182 elaborated on their most recent hook up experience by providing an open-ended response.

REPORTED SEXUAL ACTIVITIES AT MOST RECENT HOOK UP (N=182)



HOW MANY TIMES HAVE YOU HOOKED UP THIS SCHOOL YEAR (2014-2015)?

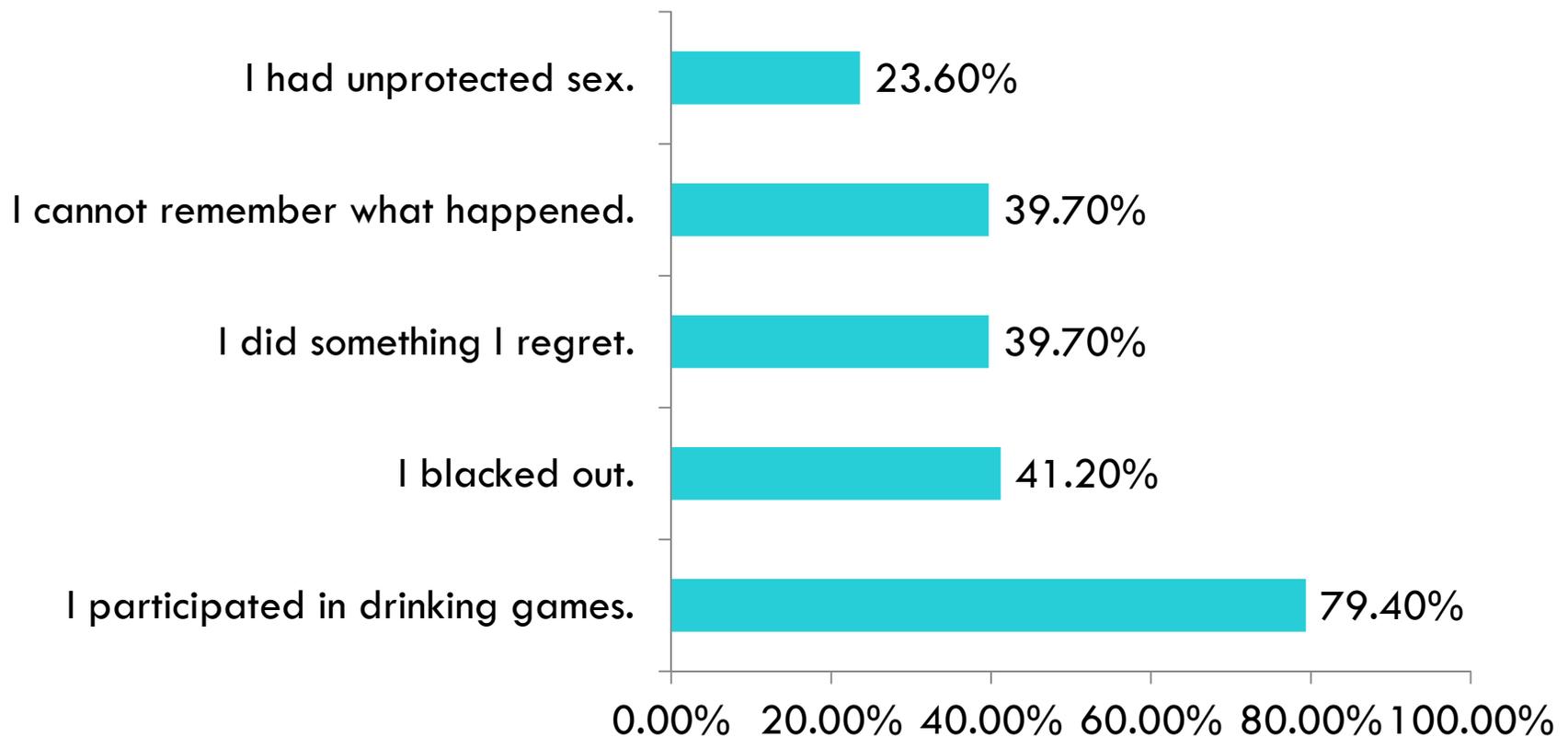
Percentage of Women (n=269)



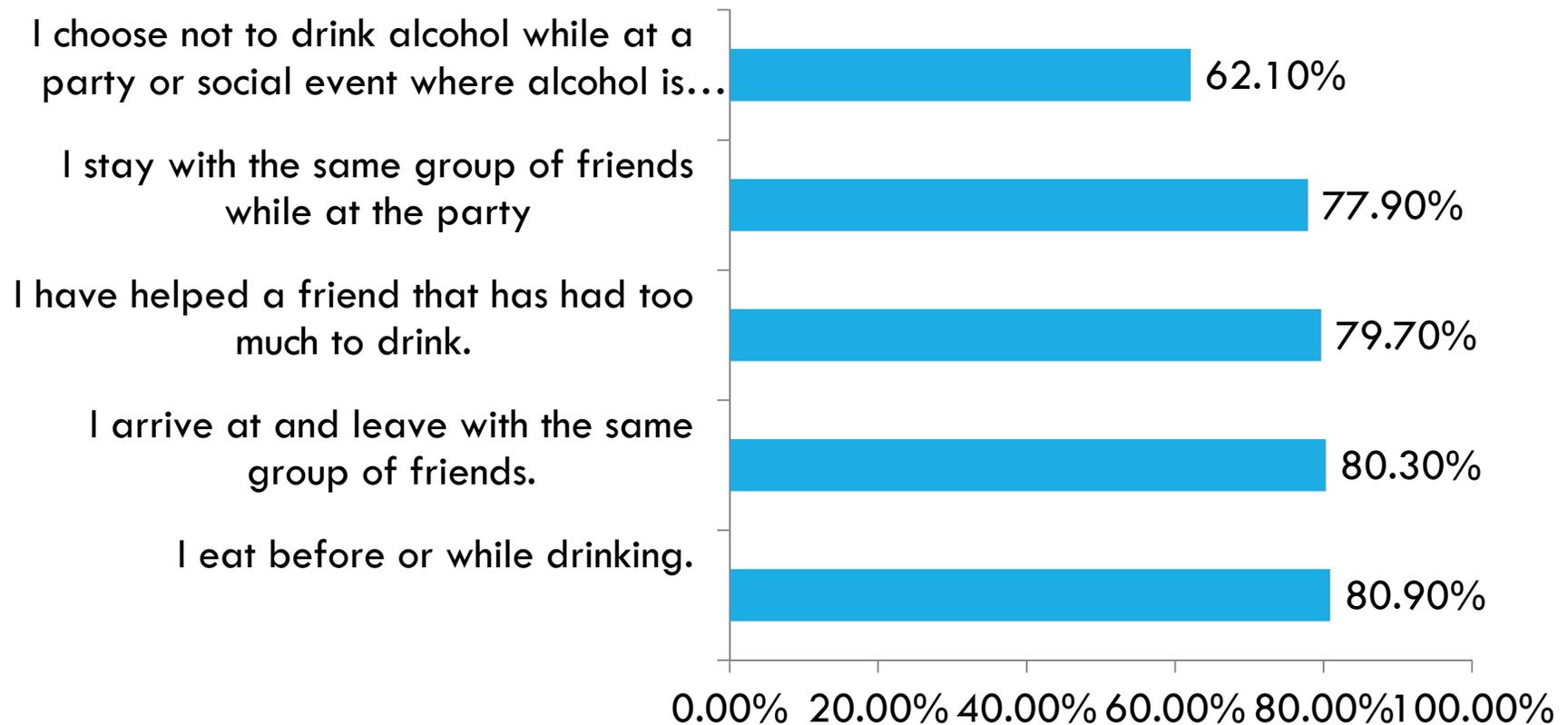
REPORTED ALCOHOL CONSUMPTION

- N=284
- 4.6% indicated that they do not drink.
- 45.4% of those that drink, typically consume 5 or more standard drinks.
- Women were asked about their negative experiences when drinking and harm reduction strategies.
- Women experienced a mean number of 2.63 negative experiences during the school year.

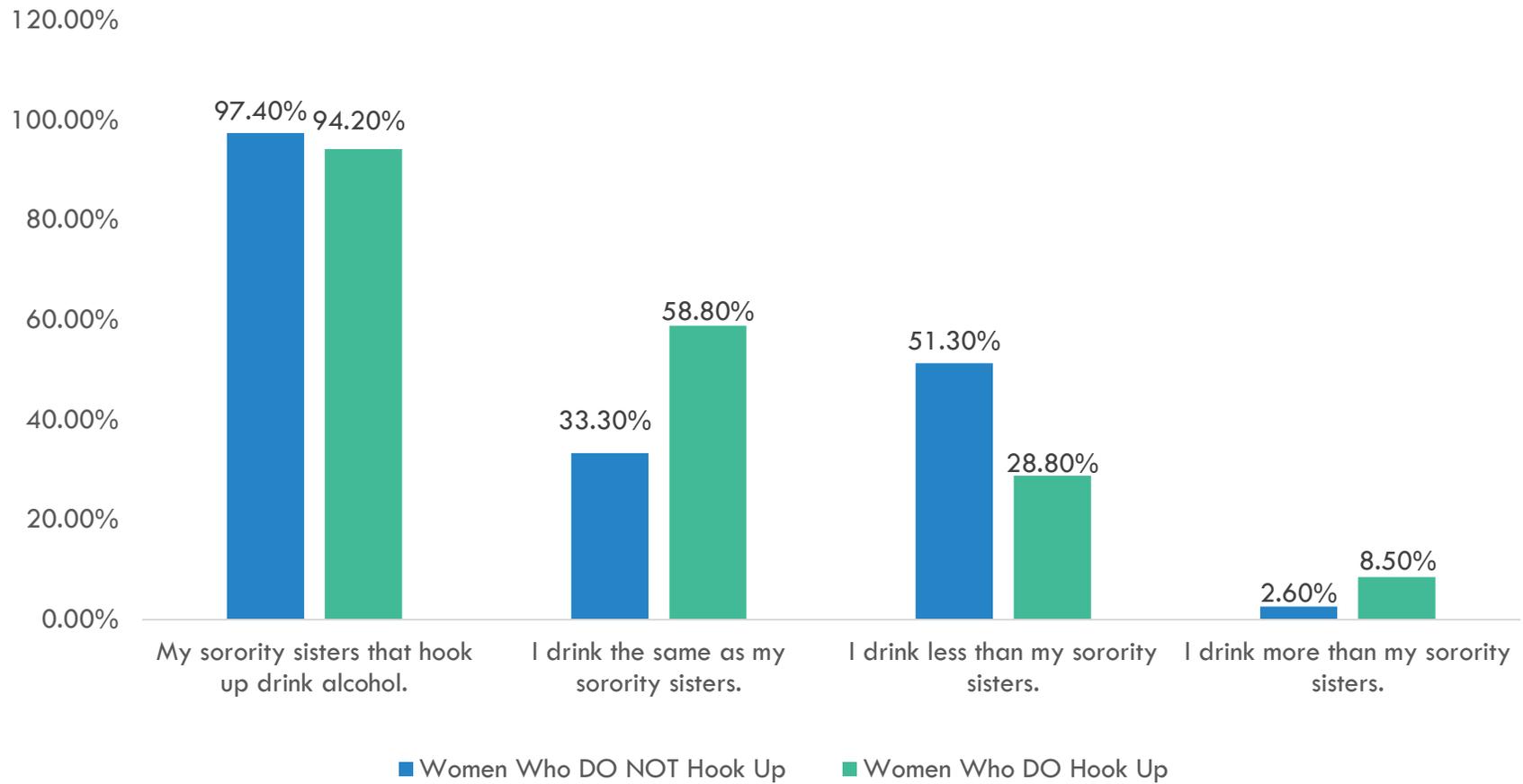
NEGATIVE EXPERIENCES WHILE DRINKING DURING THIS SCHOOL YEAR



HARM REDUCTION STRATEGIES



PERCEIVED ALCOHOL USE



PERCEIVED ALCOHOL USE

- 73.5% of those that hook up typically consume alcohol before a hook up.
- 76.5% indicated that the person they hook up with has consumed alcohol.

PERCEPTIONS OF HOOKING UP – SORORITY WOMEN

- Participants (n=269) believe that the average sorority woman on the NU campus is likely to hook up.
- Only 1.1% of respondents indicated “0 times.”
- The majority of participants, 36.1% felt that the average sorority woman hooked up between 1-5 times.
- 33.5% of respondents felt that the average sorority woman has hooked up between 6-10 times.
- 18.6% responded 11-15 times, 6.5% responded 16-20 times, and 4.1% responded that the average sorority woman on campus has hooked up 21 or more times during the current school year.
- The mean number of times that women perceive their sorority sister peers hooking up was 9.5 times during the 2014-2015 school year, nearly double what was actually reported by the women participating in the survey.

PERCEPTIONS OF HOOKING UP – AVERAGE NU STUDENT

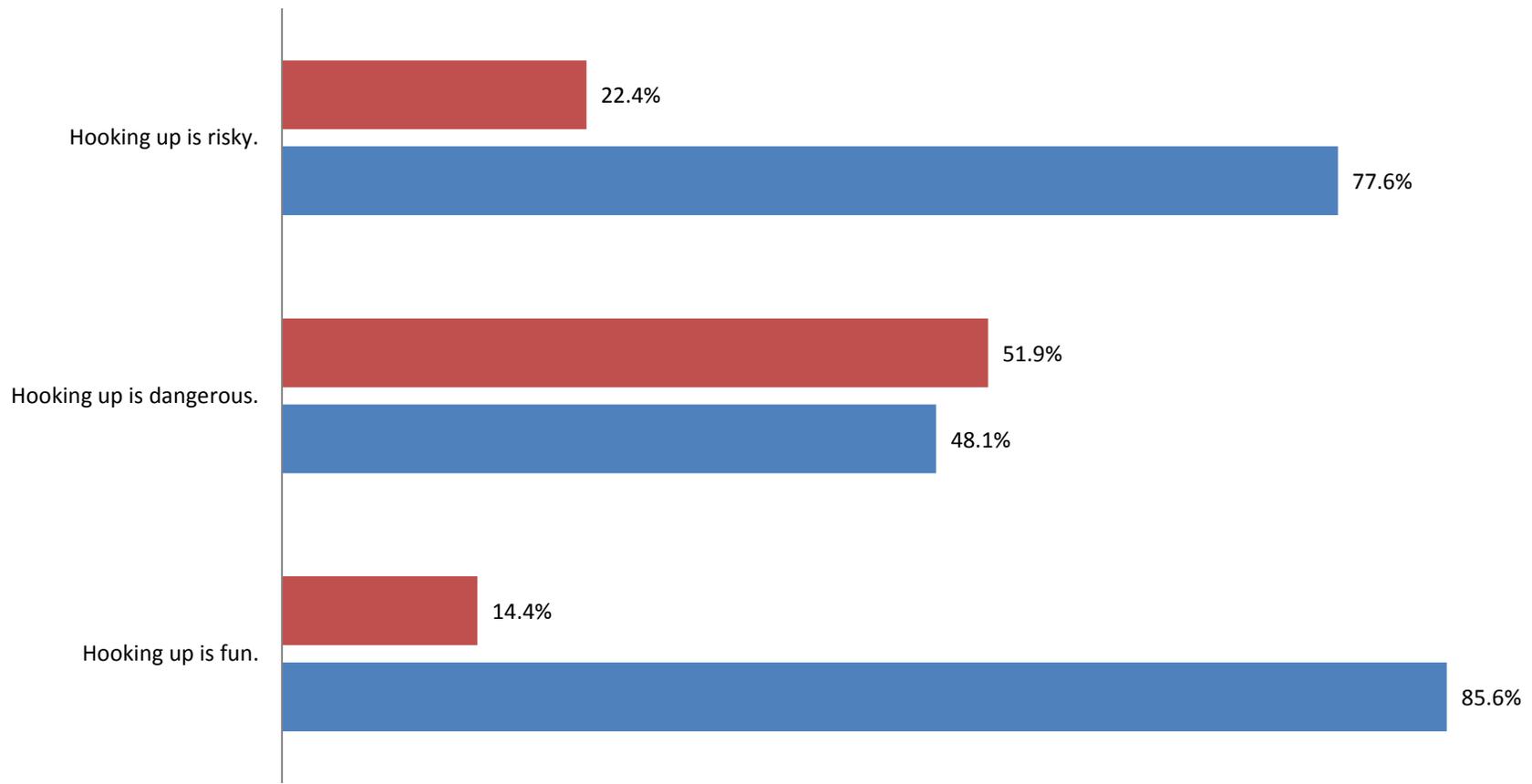
- When asked about the average NU student, respondents were slightly more likely to think that the average NU student had not hooked up, indicating that 2.3% hooked up “0 times.”
- The majority, 52.5%, of respondents indicated that the average NU student hooked up 1-5 times.
- 29.7% indicated 6-10 times.
- 9.9% indicated 11-15 times.
- 4.9% indicated 16-20 times, and only 0.8% indicated 21 or more times.
- The mean number of times that respondents perceived the average NU student hooked up was 7 times during the 2014-2015 school year.

PERCEPTIONS OF SORORITY MEMBERSHIP

- The majority of participants, 51.3% (n=269), believe that their membership facilitates hooking up.
- 48.7% disagree or strongly disagree that membership in their sorority facilitates hooking up.
- Of the 269 participants that answered, 104 women chose to elaborate on their feelings about whether or not their membership in a sorority facilitates hooking up.
- The most significant theme was related to participants feeling that being in a sorority provides more opportunity to be social or attend parties and meet more people.
- One participant states: “Being in a sorority provides me with a lot of opportunities to meet people in casual social settings. Being in a sorority facilitates hooking up because you have more exposure to more people.”

PERCEPTIONS OF RISK, DANGER, AND FUN WHILE HOOKING UP (N=315)

■ Disagree & Strongly Disagree ■ Strongly Agree & Agree



PARTICIPANT THOUGHTS ABOUT RISK, DANGER, AND FUN

- “Obviously there are risks of STDs and assault, but NU is a small community, so even a random hookup has mutual friends with you and is probably trustworthy. Also, you should always be safe when having sex. Hooking up has been fun and empowering at its best, and disappointing and drunk at its worst.”
- “...it’s nice to be desired by someone and to have a physical connection...it’s definitely a health factor (STIs, mono, etc.)... It’s hard to tell if both people are on the same page about what is expected. I’ve witnessed a lot of people get hurt or hurt someone else because one person wanted a relationship and the other didn’t but that wasn’t clear when they hooked up.”

PARTICIPANT'S THOUGHTS ABOUT RISK, DANGER, AND RISK

“I have been in a relationship for 3 years, prior to my boyfriend now I was with my ex-boyfriend for 3 years, I’m more of a long term, bring me home to your mom first, type of girl. I just don’t think hooking up is fun. I chose to disagree with the statement about hooking up being dangerous because my friends and I do not hook up with people that often. However, we were talking with someone outside of our friend group the other day about how many people she had hooked up with because we thought it would be a fun game to make a web of the people we had all hooked up with. She told us a story about how one time she thought she had herpes. It was terrifying for her because the amount of people who would have also contracted herpes just from hooking up with her was outrageously large. So, in that sense, I do believe it’s risky. You just never know who the other person has hooked up with.”

CAMPUS CLIMATE THAT SUPPORTS HOOKING UP

- Of the women responding, 61.8% (n=275) agreed or strongly agreed that Greek life supports or encourages hooking up
- “I think hooking up is part of college and the age group in general, not Greek life. Hooking up isn't viewed as a bad thing (I don't think there is anything wrong with it, especially if people are careful about health risks). Some people don't think they have time for a relationship or aren't willing to put in the time because of other obligations with class, etc (sic) but they still want a physical connection. Some people think that they need to be physically available to be desirable as a partner. Also, I think drinking encourages hooking up because it lowers social barriers.”
- “Housing and alcohol. Fraternities have houses. Fraternities have house parties that have alcohol. People hook up with people when they're drunk. People go to fraternity parties. People hook up when they are drunk at fraternity parties. If sororities had houses and were the ones able to distribute alcohol, the climate would be different.”
- “Mixers are literal ways where men try to court women.... They pay for our drinks, invite us into their homes, and expect sex. Dancing in the basement is literally a place people go to find people to have sex with. HOWEVER, I do not see that the fraternities are the only groups that do this. Sports teams do the same thing, and general open parties are the same.”

CAMPUS CLIMATE THAT DOES NOT SUPPORT HOOKING UP

- *Student activism and social pressure.* Many students make mention of a campus that does not necessarily support hooking up.
- *Size of Greek community and campus.* Participants cited the small size of the campus as a reason that the campus climate did not support hooking up. One participant noted, “There is a lot of talking, and it is a close knit community, so people find out about any hooks ups that happen.”
- *Academics.* Participants also noted that the academic environment is a contrast to hook up culture noting the “library,” “school activities or school related networking things,” and “mid-term schedules” as factors that support not hooking up. One participant states “We’re all pretty nerdy here.”

BENEFITS TO HOOKING UP (N=148)

- Overwhelmingly, the respondents indicated that pleasure and fun were the benefits to women who hook up.
- Additional key themes related to empowerment, sexual skill building, confidence, relationship potential, and “no strings” interactions developed as well.
- Several participants see hooking up as a means to potentially enter into a relationship, one participant stated:
 - “It allows you to be sexually free of your choices, meet new people, possibly start a good relationship afterwards because hook up culture definitely leads to dating often.”

MORE BENEFITS TO HOOKING UP

- Several participants see hooking up as a segue to a relationship, one woman stated:
 - “A lot of my friends who hooked up with someone begin a friendship or relationship with them shortly after, this might not be an advantage but it's the only potential advantage I can think of that comes from hooking up with someone.”
- Lastly, one participant believed that hooking up allows for much needed physical contact with someone else and offers the opportunity to test out their ability to kiss before deciding if one would want to enter into a relationship with this person. She stated:
 - “Finally being able to have some physical contact and comfort from someone. Being so busy all the time doesn't leave much room or time for you to devote what energy you have to trying to find someone that you could maybe date or have a long term relationship with - plus it can be a nice test to see if maybe in the future you would want to be in a relationship with them if they're a good kisser and what not!”

BENEFITS

- Some of the respondents felt that hooking up is a way to separate oneself from the emotional components of a relationship, one participant stated:
 - “women can “[s]atisfy physical needs without the emotional drain of relationships.”
- Another stated that women who hook up, “they are generally more empowered in their sexuality.”
- Many of the respondents noted that hooking up is fun, and that there are benefits to engaging in a hook up with someone else, one participant stated, “Benefits are fun and stress relieving time. Meeting someone and hooking up with them for the first time is a special and fun experience.”
- Yet another participant stated, “It is fun, you learn social skills, you learn what you like and do not like.”

BENEFITS

- Others saw hooking up as a way to increase your social network, earn a date for the formal or to experience excitement:
 - “You meet more people, plant seeds to go to formal, relieves academic stress, it’s an adventure/it’s exciting, you can maybe try new things/learn new things sexually by seeing how different people do things, etc.”
- This expanded social network was also about exploring one’s own needs and, according to one participant, it may not be limited to just benefiting women:
 - “Exploring one’s own sexuality, learning preferences, learning to communicate wants/needs/limits, potential sexual release, growth of a relationship, new sexual experiences. (I think these expand to all genders, not just women 😊.)”

BENEFITS

- “If a woman wants to have sex and doesn't want all the strings that are attached with a proper relationship then a hook up works. It provides a release for a woman to have a one night stand.”
- “Freedom to accommodate sexual needs (women have these too, believe it or not), lack of the time-consuming emotional responsibilities involved in monogamous relationships, the work hard/play hard dynamic of getting to relax and let loose after a week of stressful academics.”
- “They learn about themselves and what they want instead of only learning about their sexual desires through wanting to please another person, which is easy to get wrapped up in relationships.”

DISADVANTAGES/RISKS TO HOOKING UP (N=153)

- Women stated that rape or sexual assault, pregnancy, and the acquisition of a sexually transmitted disease or infection were the most significant disadvantages to hooking up.
- In addition, women noted that emotional consequences including social stigma, regret, embarrassment, and getting feelings hurt were disadvantages to hooking up.
- “Because of social stigmas around women and sex, women who hook up may face being labeled as a ‘slut’ or at times may even be called “crazy” if she is in control and forward about her sexuality. Additionally, the hookup culture itself can sometimes give men more power than women, and as a result can at times lead to more sexual assaults, especially if men view the women as ‘easy.’”
- “Many people in general regardless of gender may feel disappointed or sad in the days after if they wanted to see the person more often, and the other felt differently. There is also the risk of getting sexually assaulted. Even if the couple have mutual friends you can never tell how someone will act when they are alone with you in a vulnerable setting. Another risk is if the other person has an STD and does not inform the partner ahead of time, or maybe they don't know that they have an STD.”

MINIMIZING RISK (N=142)

- The two most significant themes were the importance of using some sort of protection against pregnancy or sexually transmitted diseases and infections and attention to the amount of alcohol consumed.
- Women were well versed in the importance of using condoms or birth control to prevent unintended pregnancies and sexually transmitted diseases.
- Several participants stated their opinions related to prevention and how to prevent such occurrences:
 - “Wear a condom, don’t be dumb.”;
 - “Use condoms and birth control, don’t hook up with people who have had many partners.”;
 - “Use protection, have clear expectations with the night and clear communication.”;
 - “Use a condom, don’t sleep with douches.”;
 - “Don’t hook up with people that you know get around.”;
 - “If a sister knows she is going to hook up she should carry a condom with her to mixers.”;
 - “Use protection such as condoms, birth control. Hooking up with people you have known for longer (know more about their history and risk). Or have a conversation about history.”;
 - “Get tested, know people before you hook up with them, being strategic about who I hook up with (e.g. don’t hook up with 5 people from the same organization).”

MINIMIZING RISK

“I would promote drinking less alcohol I think the problem lies in the AMOUNT of drugs and alcohol that they consume. When someone is blacked out, cannot control themselves, or anything related that is when hooking up becomes risky and dangerous because you are now with a stranger at your most vulnerable state. Yet, I believe that the issue cannot stem from using policy to lessen the amount of alcohol available at parties because people are going to find ways to get alcohol no matter where they find it. People are going to make the same choices no matter where they consume alcohol at the party or drink way too much at one time by pre-gaming really hard. So I think that the way to minimize risks is through education. It could be beneficial to make a mandatory health class for freshmen to learn and see pictures of why not to get blackout drunk.”

MINIMIZING RISK

- Another theme present was the importance of knowing who one is hooking up with.
- Many of the respondents indicated that hooking up with strangers or random people you meet would be unsafe.
- Many of the respondents made reference to the importance of moderating alcohol use or communicating with a partner about what you want to or not want to do. This safety theme was present in the comments about alcohol use as well as other dimensions of hooking up.

HYPOTHESIS #1

- Panhellenic sorority women who binge drink are more likely than their peers who do not binge drink to hook up.
 - A chi-square test was conducted to determine whether women who binge drink are more likely to hook up.
 - The chi-square test indicated that women who reported binge drinking were significantly more likely to report hooking up within the school year, (52.5% among those who reported binge drinking versus 27.1% among those who didn't), $X^2 (2, n=268) = 14.728, p \leq .05$.
 - Therefore, the first hypothesis, that women who binge drink are also more likely to hook up, was supported.
 - Additional chi-square tests were conducted to evaluate if women who engage in binge drinking are less likely to perceive hooking up as risky or dangerous. It was determined that there was not a statistically significant difference in perceiving hooking up as risky, $X^2 (1, n=281) = .000, p \geq .05$ between women that reported high risk drinking and women who did not, nor was there a significant difference in perceiving hooking up to be dangerous, $X^2 (1, n=282) = 2.670, p \geq .05$.

HYPOTHESIS #2

- Women who hooked up during the current school year are less likely to perceive hooking up as risky or dangerous.
 - Chi-square tests were conducted to determine whether there were significant differences in perceptions of risk and danger of hooking up between women who reported hooking up during the current school year and those who did not.
 - The chi-square test indicated that women who hooked up during the current school year were significantly less likely to agree or strongly agree that hooking up is dangerous (42.6% among those who hooked up vs. 60.9% among those who didn't), $X^2(1, n=266) = 6.812, p \leq .05$.
 - However, women who hooked up during the current school year were no more likely to perceive hooking up as being risky (75.4% among those who hooked up vs. 81.4% among those who didn't), $X^2(1, n=266) = 1.062, p > .05$.
- The first part of the second hypothesis that women who hooked up during the current school year were less likely to perceive hooking up as dangerous, was supported.
- However, the latter part of the hypothesis, that those who hooked up during the current school year were less likely to perceive hooking up as risky was not supported.

HYPOTHESIS #3

- Women who have hooked up during the most recent school year are likely to overestimate the number of times that their sorority peers hook up.
 - A t-test was conducted to determine if the third hypothesis was supported.
 - Participants estimated that their sorority sisters hooked up significantly more ($M= 9.5$; $SD=5.6$) than was actually reported by the women participating in the survey ($M=5.5$; $SD= 6.2$), $t(192) = 11.213$, $p < .001$, supporting the third hypothesis that sorority women do overestimate the number of times that their peers hook up on campus.

HYPOTHESIS #4

- The likelihood that women hook up during the current school year can be predicted by their class year, their perceptions of hooking up, and their use of alcohol.
 - A standard binary logistic regression was used to predict the likelihood that these women hooked up during the current school year.
 - The predictor variables in the study were: class year; perceptions of hooking up as being fun, risky, and dangerous; participants' estimates of the number of times their sorority sister peers hooked up in the current school year; and whether the women reported binge drinking behavior.
 - Results of the logistic regression analysis indicated that the model provided a statistically significant prediction of hooking up, $\chi^2(8, N=258) = 94.911, p < .001$. The Nagelkerke pseudo R^2 indicated that the model accounted for approximately 45% of the total variance in hooking up.

HYPOTHESIS #4

- Controlling for other variables in the model:
 - being a freshman
 - binge drinking
 - perceiving hooking up to be fun,
 - and overestimating the amount of hooking up in which your sorority sisters are engaged were statistically significant predictors of hooking up.
- Freshman were 3.0 times more likely than seniors to hook up during the current school year.
- Women who binge drink were 3.3 times more likely to hook up than women who do not report binge drinking.
- If women reported that hooking up was fun, they are 7.6 times more likely to hook up than women who did not indicate that hooking up was fun.
- For every 5 times a woman estimates that her sorority sisters hook up in a year, she is 2.9 times more likely to hook up.

NOW WHAT?

- Research about hooking up, casual sexual relationships and sexual behavior of college students seems to support the idea that traditional sexual scripts that are deeply gendered are no longer reflecting the culture of the population.
- This can be noted as I found female participants remarking on their sexual experience, speaking of the increases in confidence, sexual pleasure experienced, and satisfaction gained in sexual situations that traditional sexual scripts would not have dictated for women.
- The women participating in this study provided information about the hooking up behaviors they engage in, the drinking that they do, as well as what they believed their sorority sister peers do. Not surprisingly, women tended to believe that women were hooking up more often and drinking more than was reported. These perceptions have a significant effect on the decisions that these same women make when in situations with alcohol or when choosing to hook up.

Health Belief Model - revisited

<u>Construct</u>	<u>Health Belief Model</u>	<u>Health Belief Model – Adapted for this study</u>
Perceived Susceptibility	A person's subjective perception of the risk of acquiring an illness or disease.	Participant's perception of the risk of experiencing a sexual assault or rape during a hook-up, the risk of emotional consequences, having an unintended pregnancy, or acquiring a sexually transmitted infection.
Perceived Severity	A person's feelings on the seriousness of contracting an illness or disease, or leaving the illness or disease untreated.	Participant's feelings on the seriousness of potential risks of hooking up or consuming alcohol, or participating as usual.

<p>Perceived Benefits</p>	<p>A person's perception of the effectiveness of various actions available to reduce the threat of illness or disease or to cure illness or disease.</p> <p>The course of action a person takes in preventing or curing illness or disease relies on consideration and evaluation of both perceived susceptibility and perceived benefit, such that the person would accept the recommended health action if it was perceived as beneficial.</p>	<p>Participant's perception of the effectiveness of various actions available to reduce the threat of sexual assault, unintended pregnancy or acquisition of a sexually transmitted infection.</p> <p>Participants would need to weigh the social ramifications of choosing not to hook up, consuming less alcohol so as to have greater control over their actions. Additionally, participants would have to consider if any of these changes would be beneficial.</p>
<p>Perceived Barriers</p>	<p>A person's feelings on the obstacles to performing a recommended health action. There is wide variation in a person's feelings of barriers, or impediments, which lead to a cost/benefit analysis. The person weighs the effectiveness of the actions against the perceptions that it may be expensive, dangerous (e.g., side effects), unpleasant (e.g., painful), time-consuming, or inconvenient.</p>	<p>Participants in this study would be identifying the barriers to changing their actions while likely still participating in actions that would encourage hooking up. The cost/benefit analysis would be similar to other health related behavior change and would include weighing the expense, in this case, most likely social, the danger of activity, and the inconvenience of changing social patterns or going against the norm.</p>
<p>Cue to Action</p>	<p>The stimulus needed to trigger the decision-making process to accept a recommended health action. These cues can be internal (e.g., chest pains, wheezing, etc.) or external (e.g., advice from others, illness of family member, newspaper article, etc.).</p>	<p>The stimulus needed to trigger the decision-making process to accept considering a change would most likely include actual experiences or knowledge of other's experiences, or internalized emotional consequences related to past or current experiences.</p>
<p>Self-Efficacy</p>	<p>The level of a person's confidence in his or her ability to successfully perform a behavior. Self-efficacy relates to whether a person performs the desired behavior.</p>	<p>Participant's confidence in this study would be explored through open-ended questions to assess the ability to make change or prevent undesired outcomes.</p>

APPLICATION

- The work accomplished in this study has opened the opportunity for further research about the hooking up behaviors of college students and alcohol consumption of college age women with specific attention to the sorority community.
- At the time that this study was proposed, there was little research available about sorority women and their perceptions of hooking up and actual behaviors.
- Additionally, with recent changes to legislation both at the state and federal level, institutions are being asked to take a closer look at the behaviors of students in an effort to prevent sexual assaults on campus.
- Students in turn are asked to do their part to prevent sexual violence as well. And while not all hook up encounters will result in sexual violence, nearly all hook up encounters acknowledged in this survey involved the use of alcohol by one or both parties.
- Additionally, the use of the adapted Health Belief Model may provide guidance to others in the field looking for insight on this social phenomenon. While not a comprehensive theory of behavior, it provides a framework for those in the field working to help college students stay healthy and prevent injury and illness from the choices they make.

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