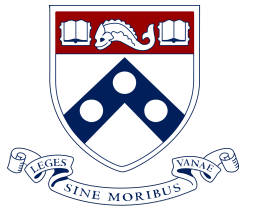




Enhanced craving for alcohol in social contexts predicts centralities in undergraduate social networks

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Background

Drinking is common among college students

(Merrill & Carey, 2016)

Drinking preference depends on social contexts.

(Fairbairn & Sayette, 2014; Nees, Diener, Smolka, & Flor, 2011)

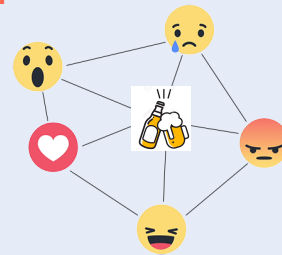
Research Questions

How does social context affect craving for different types of drinks?

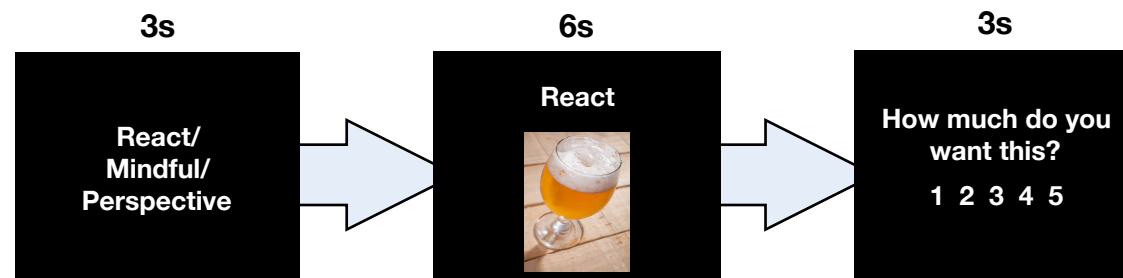
Given drinking behavior often occurs in social groups, how are individuals' preferences for different types of drinks relate to their social network positions?

Participant Info

91 students (35 male, 56 female) from 6 undergraduate student groups completed online survey assessing their social network dynamics.



Task Design



Non-social Context



Social Context

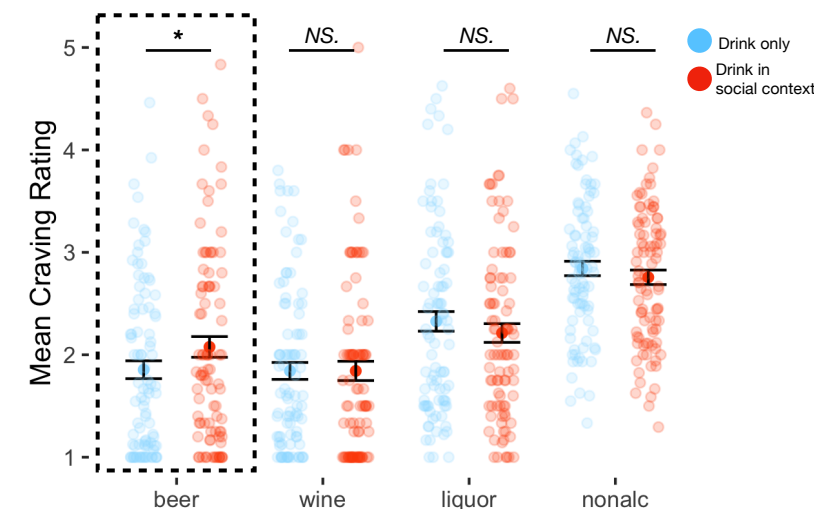


Alcohol

Non-alcohol

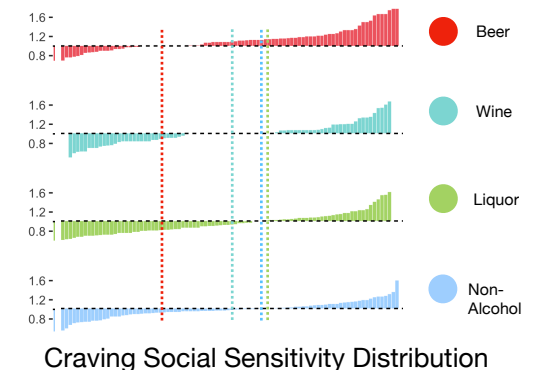
How does social context affect craving for beverages?

Craving = drink_type + social_context + drink_type*social_context + (1|subject)



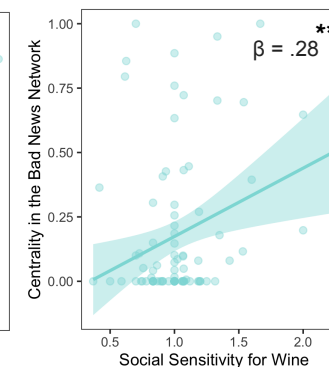
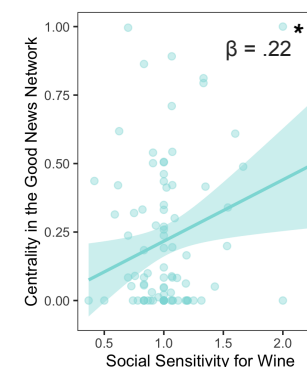
Social context enhances craving for **beer** (but not other types of drinks).

$$SocialSensitivity = \frac{Craving_{social}}{Craving_{nonsocial}}$$



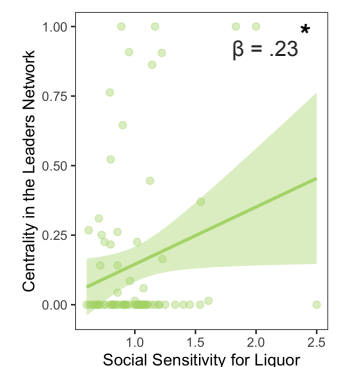
How does sensitivity to social context relate to social network positions?

Social_Network_Centrality = social_sensitivity_beer + social_sensitivity_wine + social_sensitivity_liquor + social_sensitivity_nonalc



People with high social sensitivity for **wine** tend to be nominated as individuals to share good and bad news with.

People with high social sensitivity for **liquor** tend to be nominated as leaders in their group.



Discussion

Social context enhances craving for **beer** (but not other types of alcoholic beverages).

The extent to which craving for alcohol is enhanced in social contexts predicts our participants' social network positions. And enhanced craving for different drinks seems to predict positions in *different types* of networks.

Future work should examine the direction of these relationships—that is, do people learn the social value of alcohol from their experience as central members of their network, or do they become central members *because* of their sensitivity to alcohol in social settings. Moreover, is the relationship between social sensitivity and social network centrality in other domains.

References

C. E. Fairbairn & M. A. Sayette, 2014. *Psychological Bulletin*.

E. López-Caneda & C. Carbia, 2018. *Drug and Alcohol Dependence*.

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F. Nees, C. Diener, M. N. Smolka, & H. Flor, 2011. *Addiction Biology*.