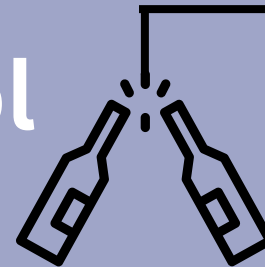




LMU Students and Alcohol

Research Proposal by: Chloe Savage

School of Business, Lincoln Memorial University, Harrogate, TN 37752



Abstract

Students' preferences on alcohol consumption addresses how permitting 21+ to consume alcohol on campus could reduce crime, provide revenue from alcohol sales, and give Lincoln Memorial advantage on competing universities.

Introduction

The college experience is a crucial time in a young adult's life, shaping their future academic and professional opportunities. One aspect that plays a significant role in this experience is the presence or absence of alcohol on college campuses. As an undergraduate research proposal, this study aims to explore the impact of a campus's wet or dry status on students' college preferences and experiences. By examining this important factor, I hope to provide valuable insights to students and educators alike to inform their decision-making process when deciding on a college and interacting over the collegiate career.

Methods

- Survey methods will be the process in place for this proposal research.
- This process will gather qualitative information from a defined group.
- An online survey is created and will be administered. Interviews will also be conducted in person and virtually

Results

Objectives: This research will describe an evident like or dislike to the proposal of alcohol consumption on campus from the student body.

Unit of Analysis: The "who" being analyzed are the students of LMU

Thesis statement: The presence or absence of alcohol on college campuses has a significant impact on students' college preferences and experiences, indicating that a campus's wet or dry status is an important factor to consider when choosing a college.

Hypothesis: It does effect the decision making process for students to pick the university or college that he or she chooses to attend.

Null: It does not effect their decision making process for students to pick the university or college that he or she chooses to attend.

Discussion

When choosing a college, does it make a difference for the student's preference if the campus is wet or dry?

Constructs:

There is a huge stigma among college students in regards to drinking. Both ends of the spectrum are represented, as many feel strongly about withstanding from consuming alcohol and passionately about partaking in social drinking.

Social constructs will be present due to stigmas associated with "the college experience" and this will be considered neutralized since all enrolled students are attending and experience this stigma.

Acknowledgements

LMU

School of Business
LINCOLN MEMORIAL UNIVERSITY

Dr. Wanda Morgan, LMU
School of Business