

THE PENNSYLVANIA STATE UNIVERSITY
SCHREYER HONORS COLLEGE

DEPARTMENT OF JOURNALISM

DRUNKOREXIA AND EATING UP THE MEDIA

JAMIE LEE STOVER
Spring 2011

A thesis
submitted in partial fulfillment
of the requirements
for a baccalaureate degree
in Journalism
with honors in Journalism

Reviewed and approved* by the following:

John Sanchez
Associate Professor of Communications
Thesis Supervisor

Robert Richards
Distinguished Professor of Communications
Honors Adviser

* Signatures are on file in the Schreyer Honors College.

ABSTRACT:

Binge drinking, body image, and nutritional behaviors are often topics of discussion associated with college-age women. While the harms and risks associated with each of these are often discussed, cause and prevention is also given a significant amount of attention. However, little discussion has been made in regards to the combination of the behaviors associated with alcoholism and nutritional behaviors. This paper uses rhetorical and discourse analysis and develops a working definition of the new phenomenon in college-aged women being termed “drunkorexia.” Investigation of various media publications finds considerable agreement as to what exactly drunkorexia is, but variation in its prevalence among young women. In addition, this paper finds that little academic and medical research has been conducted on drunkorexia, while such investigations on eating disorders and alcoholism are extensive.

TABLE OF CONTENTS

Introduction.....	1
Methods.....	7
Results.....	10
Discussion.....	22
References.....	25

INTRODUCTION:

Underage and binge drinking are ongoing topics of discussion among those concerned about college-age students. For years, experts, parents, and educators have warned of the many dangers and risks of alcohol consumption especially for young adults (National Research Council Institute of Medicine, 2004). “Binge drinking is the consumption of five or more alcoholic drinks in a row on at least one occasion. Although binge drinking can be dangerous at any age, it is a special problem among teens and young adults. In a national survey, about a third of high school seniors and 42% of college students reported at least one occasion of binge drinking within the previous two weeks”(Lancaster County Drug & Alcohol Commission, 2009).

Experts warn of multiple dangers that can stem from alcohol consumption—especially with binge drinking-- when alcohol is being consumed quickly and in large quantities (National Research Council Institute of Medicine, 2004).

Alcohol poisoning is of the biggest concerns of college-aged students that drink (Perkins, 2002). When an individual consumes too much alcohol, usually related to their blood alcohol content (BAC), they are at risk of extreme physical harm that can even result in death (National Institute on Alcohol Abuse and Alcoholism, 2007). The government, educational institutions and health professionals continue to make students aware of the signs of alcohol poisoning, how to prevent, and what to do if a friend or peer displays the symptoms.

In addition, excessive alcohol intake causes inhibitions to go down and the problems that stem from this are extensive (National Research Council Institute of

Medicine, 2004). Driving under the influence (DUI) increases the probability of automobile accidents, especially in young adults. Underage and young adults, while only a small portion of licensed drivers in the United States specifically, make up a fairly significant proportion of the accidents involving intoxication. In addition, automobile accidents involving intoxicated drivers make up a large proportion of the overall causes of death in young adults (National Highway Safety Traffic Administration, 2008). Besides death, there are other severe consequences attributed to driving under the influence. It can lead to severe injury and life-altering criminal charges. (National Research Council Institute of Medicine, 2004).

Negative effects associated with alcohol use go beyond alcohol poisoning and automobile fatalities.

Lost inhibitions also have been linked to instances of sexual assault and physical assault. In addition, unintentional injuries are often linked to loss in motor skills and rational thought. These consequences include death or injury due to falls, fires or drowning. Aside from injuries and fatalities binge drinking has been blamed for instances of pregnancy and sexually transmitted diseases in addition to sexual assaults and even rape (Lancaster County Drug and Alcohol Commission, 2010).

Medical experts also warn that excessive drinking done as a young adult can cause health problems later in life, such as liver damage, cardiovascular disease, stroke, high blood pressure, sexual dysfunction, and neurological damage (Centers for Disease Control and Prevention, 2010).

Lastly, these college habits can lead to alcohol addiction—alcoholism, down the road—a problem that can affect an individual’s daily lifestyle, career, and health. But alcoholism doesn’t just affect the individual. Alcoholism can affect an entire family (United States Department of Health and Human Services, 2007).

The consequences and the high numbers of binge drinking sparks communication and is reason for solutions to be explored and implemented. Universities and colleges across the nation continue looking for various ways to deter such behaviors and to keep their students safe and out of trouble.

Alcohol awareness programs for incoming freshman, dry dorms, and late night alternatives are some initiatives that universities such as The Pennsylvania State University have adapted. In addition to universities, governments and towns come together to help prevent the consequences associated with alcohol with things like higher taxes on alcoholic beverages, higher prices of alcohol, limits on the amount of alcohol a person can consume, limits on the number of alcohol retailers in a given area, and stricter law enforcement. In State College, Pennsylvania, home of the Pennsylvania State University, bar patrons are unable to purchase or consume shots on their twenty-first birthday (Nichols, 2010). All of these have been proven to be successful solutions for limiting underage and binge drinking (Centers for Disease Control and Prevention, 2010).

However, even with all of these efforts the presence of binge and underage drinking is still a problem worth investigating at American Universities (National Institute on Alcohol Abuse and Alcoholism, 2007). As there are numerous efforts to deter these patterns of alcohol consumption, there are more advertisements that may influence these behaviors. (Jones, Sandra & Gregory, 2007). Party-school rankings from sources

like the Princeton Review and Playboy made excessive partying a competition between college students. Students attending universities named in the top ten have earned themselves bragging rights that they often boast about on Facebook through their statuses and profile interests. Some students at Penn State University even attribute their partying ranks to Playboy. "We cannot rank Penn State University against other schools in the party category because we feel it is unfair to rank professionals against amateurs" (Bickel, 2009).

While advertisements put out by alcoholic beverage companies have also made drinking and partying appealing to young adults they are not the only ones being held accountable. Some even point the finger at the entertainment industry, including magazine articles, movies, song lyrics, and music videos targeted at young adults.

The entertainment industry faces much criticism over the years for promoting unhealthy activities, such as binge drinking, in this age group. But underage and binge drinking aren't the only behaviors that the media often faces scrutiny for. Another ongoing concern is the influence and pressures for young women, in particular, to maintain a thin physique. (Silverstein, Perdue & Kelly, 1986).

A new trend among college students has experts even more concerned—binge drinking and eating disorders combined is known as dunkorexia. The term is a blend of drinking and anorexia, and has been described as “shorthand for a disturbing blend of behaviors: self-imposed starvation or bingeing and purging, combined with alcohol abuse” (Kershaw, 2008). Clinical Psychologist Carrie Wilkins argues that the reason for this behavior is to reduce calorie intake (Rodriguez, 2008), but Jennings reports that it is more than just trying to stay thin—it is a partying tactic. Some college students are

deliberately keeping their stomachs empty, so they can feel the affects of alcohol quicker, and therefore also spend less money at the bars and liquor stores (Jennings, 2010).

Drunkorexia is becoming a hot topic and one that needs to be seriously looked at and talked about. Research has been conducted on binge drinking and eating disorders among college students separately but relatively few researchers have combined both trends in their research (Spicer, 2008). This disorder deserves attention and further communication. The consequences of each behavior alone have received tremendous attention. But the combination of them both cause even more alarming problems, and deserve equal, if not more, attention (Creemens, Burke & Vail-Smith, 2010).

According to an annual student survey of college at students at Penn State University, student drinking typically occurs on the weekends and students tend to consume drinks quicker on the weekends than on the weekdays (Penn State Pulse Student Drinking Survey, 2010). For students partaking in drunkorexia, the trend would be to consume less food calories on drinking days (weekends) than on weekdays to replace nutritional calories with alcoholic calories.

The media has long been subject to criticism for influencing dangerous and destructive behaviors among teens and young adults. Fingers were pointed at video game creators when teens engaged in violent conflict (Grossman, & DeGaetano, 1999). Rap artists have been held accountable for drug references (Rose, 1994) and parents accuse supermodels and big-time celebrities of influencing and putting pressures on their children to be thin.

This also applies to drunkorexia. Popular magazines among college women regularly advertise ways to stay thin and still be a part of the party scene. A recent article

in Cosmopolitan magazine promoted wine drinking for health benefits “Happy Hour Does your Body Good” (Azodi, 2011). Included with the article was an image of a wine glass with a waist measuring tape wrapped around it. The combination of images and words in this article gives insight on to what the priorities of the magazine’s readership are: alcohol drinking and thinness. The readership represents young and college-aged women. Over 60 percent of the magazine’s readership is made up of 14-24 year olds (ACP Magazines Limited, 2005). Articles similar to this are found throughout Cosmopolitan magazines. In fact, it seems that nearly every issue has some advice on how to consume “low-cal” alcoholic beverages.

The interaction among teens and the media is almost endless. Whether or not the media teaches or inspires the behaviors associated with drunkorexia is worth looking into.

METHOD:

The methodology used was a rhetorical analysis of the media and an examination of drunkorexia in college-aged women. A rhetorical analysis includes communication via written text and written word in addition to what is expressed on the radio, in television, and online (Berger, 1933). One of the pioneers in this methodology is Aristotle with his work on rhetoric. Aristotle's work inspired others to continue to argue how important not only communication is in all textual formats, but also the interpretation of these communication forms. Lager (et')'s rhetorical analysis on public discourse on anorexia looked to provide additional commentary on what influences such behavior. (Lager, E. & McGee, B., 2003). Similarly, Siris used rhetorical analysis in describing the norms established in MTV dramalities (2007). In addition the methodology included dimensions of discourse analysis, which looks at the sociocultural and political dimensions in which text and talk occur (Lupton, 1992). Discourse analysis not only looks at what is said and expressed in text and in conversation, but also at how belief systems are created and recreated. Information expressed both in print and in everyday conversation among groups of college-aged women gives insight not only on patterns of the behavior but possible sources of cause as well. It's important to not only look at what is expressed individually, but also how these individual ideas and thoughts develop into belief systems. Guise (etl) used discourse analysis to understand what influences binge drinking in undergraduates in Scotland (2007).

To better understand drunkorexia and furthermore what may be influencing such behavior, it is vital that discussion of the disorder is analyzed. Therefore

definition becomes important. That is, what is drunkorexia, as understood by what is published in the media? In the field of rhetoric, definition is a device that can be lexical, stipulative, or operational. To get a general understanding of the term drunkorexia, various media outlets were analyzed to get the meaning. This would be an example of both operational and lexical. Lexical definitions “refer to the way words are conventionally used,” where as operational definitions “offer a list of operations to perform that will lead to an understanding of what is being defined” (Berger, 1933). Both apply to understanding drunkorexia because it relies on associated behaviors (operational) and attempts to put the behavior into words (lexical).

To find these sorts of definitions various media sources were looked at. The discourse analysis came into play as well, because the generalizations and information expressed in the media represented the belief systems of the college-aged women it talked about. This included newspapers, online forums, television reports, and news segments. Various search engine searches were conducted to find any sorts of publication containing the word drunkorexia. It was crucial that this word be in the text in order for a definition to be made for it.

Another rhetorical device is metonymy, which uses “association to generate meaning” (Berger, 1933). Qualitative researchers for behaviors associated with drunkorexia have looked into understanding the associations that may be influencing college-age women to build their ideas of what ideal body shape and size are. This includes media targeted at young adults. Interpretations of the results of past research on media influence on young adults gives insight on cause of

drunkorexic behaviors. Furthermore, understanding cause then allows individuals to develop plans of prevention and treatment.

Since drunkorexia is a relatively new term, publications and discussion devoted to drunkorexia were limited. However, alcoholism and eating disorders have long been a topic of concern with college-aged-women. Drunkorexia encompasses both of these disorders. Therefore, publications focused on alcoholism and eating disorders were relevant. In addition, publications focused on these disorders individually also provided insight and grounds for interpretation.

RESULTS:

In 2001, finding a single article with the term “drunkorexia” would have been nearly impossible. Even “Google” would have little to offer. In fact, a Google News search conducted on February 12, 2011 that searched only for information in the years 2000 to 2005, not a single article with the term “drunkorexia” was found. However, a search conducted on February 12, 2011 brought up an extensive list of articles from various sources, most of which were published in just the last three years. Drunkorexia is slowly making its way into conversation but still very little is known about all that this term encompasses including the many associated dangers.

Investigating and sorting through what is currently published on drunkorexia aids in developing an accurate and accepted understanding of what drunkorexia is and what sorts of behaviors are associated with it. While there are currently no academic journals specific to drunkorexia, there are several discussions that look at eating disorders in conjunction with alcoholism. Despite little academic discussion on the subject matter, there is quite a bit of talk about drunkorexia in various media forms including television, the internet, and newspapers.

After reviewing many articles from collegiate, small market, network, and even international media sources there is a significant amount of repetition and similarity in word choice and tone. A news source aimed at college-aged women describes the behavior

Drunkorexia can be described as a hybrid between anorexia, bulimia, and alcoholism, although the symptoms are not exactly like any one of the diseases. Anorexics typically don't eat anything all day, and bulimics

typically binge and purge, says Wandler. Drunkorexics typically only binge at nights, and while in some cases they have no problem eating copious amounts of food while drunk, often times, they only binge drink (Mucciarone, 2010).

The New York times describes drunkorexia almost identically

Among those who are described as drunkorexics are college-age binge drinkers, typically women, who starve all day to offset the calories in the alcohol they consume. The term is also associated with serious eating disorders, particularly bulimia, which often involve behavior like bingeing on food — and alcohol — and then purging (Kershaw, 2008).

Melissa Conrad Stoppler is a medical doctor who writes for Medicine Net. She defines drunkorexia, which she notes is not a medical term

The term drunkorexia has been coined to describe the condition of binge drinking combined with the typical self-imposed starvation seen with anorexia nervosa. It has also been used to refer to individuals who use purging (as seen with bulimia nervosa) or who have other eating disorders and try to reduce caloric intake to offset the calories consumed in alcohol. The typical individual described as a drunkorexic is a college-aged woman who is a binge drinker, starving all day in order to get drunk at night (Stoppler, 2008).

Drunkorexia has made its way even to student-run newspapers. College students themselves describe the term similarly to larger markets “Drunkorexia refers to the combination of alcohol abuse and anorexia or bulimia—a medical condition that

researchers and therapists say is becoming increasingly prevalent, especially among females college students” (Zhu, 2009).

Although drunkorexia is more commonly talked about in the United States, the recent buzzword is catching on even outside the nation. Despite geographical separation, understanding and description of the behavior is consistent in tone and word choice.

“Women are increasingly skipping meals in order to spend their daily calories on drink in a phenomenon known as ‘drunkorexia...Experts say the habit, widespread in America, is becoming more common in Britain” (Smith, 2008). The disorder is described the same as it has been in the United States—a combination of binge drinking and disordered eating problems.

All across the media spectrum, from college reporters to medical doctors, the term drunkorexia is understood almost identically, in addition to be reported similarly. The tone of the articles are extremely similar, and readers from each of the publications will walk away with similar understandings not only due to agreement in word choice throughout the various sources, but also based on the presentation of the behavior. Medical professionals and testimonials of college-aged women who either knew drunkorexics or were drunkorexics themselves are found in nearly every article that described drunkorexia. This consistency suggests accuracy, as there is little debate as to what drunkorexia is when it comes to how it’s described in the media.

An understanding of the prevalence of drunkorexia and the associated behaviors can be determined by examining what is reported in magazines and newspapers in addition to surveyed and experimental research in the medical professional field. Different sources report different results and calculate the prevalence in different ways.

Conason first calculates the proportion of women first diagnosed with an eating disorder who later showed signs of substance abuse.

Between 20% and 40% of women suffering with bulimia also report a history of problems with alcohol and/or drugs. For example, in one 37.5% of bulimic individuals reported a history of 'excess' alcohol use and 26.8% a history of alcohol abuse or dependence. In another, 39% of a clinical sample and 26% of a non-clinical sample of bulimic patients reported substance abuse or dependence.In a study among adolescents, approximately 1:3 girls with bulimia nervosa smoked tobacco, used marijuana, and were drinking alcohol at least weekly (Conason, Klumek & Sher, 2006).

Conason finds a substantial correlation between eating disorders and substance abuse. While his findings don't calculate how prevalent drunkorexia or its behaviors are among women, it shows that the behaviors associated with substance abuse and the behaviors associated with eating disorders do affect women simultaneously in fairly high numbers of those diagnosed with an eating disorder.

Grilo's work in the subject may seem identical in nature, but careful analysis of the methodology proves otherwise. Grilo calculates the relationship between substance abuse and eating disorders in a different manner. Instead of first indentifying eating disorder patients, Grilo first looks at women diagnosed as alcoholics. Then, Grilo finds how frequent signs of eating disorders are among alcoholics. "Women with alcohol dependence had significantly higher levels of the behavioral and attitudinal features of eating disorders and were more likely to meet the criteria for BN (Bulemia Nervosa) and

EDNOS than women without alcohol dependence” (Grilo, Sinha & O’Malley, 2002).

While Grilo finds that alcoholics were at a higher risk of demonstrating behaviors and attitudes of eating disorders than women without alcohol dependence, Schuckit reports differently. Schuckit’s methodology is similar, as finding alcoholics and then testing for eating disorder-like behaviors is the first step in process. But Schuckit finds that while there are alcoholics who demonstrate symptoms of eating disorders, the prevalence of eating disorders is no higher in people who are alcoholics than people who aren’t (Schuckit, Tipp, Anthenelli & Bucholz, 1992).

In both processes, first identifying alcoholics and then testing for eating disorder behaviors, and testing for eating disorder patients and then testing for substance abuse, it is concluded that there is a correlation among the two variables.

Using student surveys, Cremeens team finds that “14% of the students reported restricting calories prior to drinking, with 6% doing it to avoid weight gain and 10% to enhance the alcohol effect; no difference were found by gender” (Cremeens, 2010). This demonstrates there is in fact a fairly significant amount of college students partaking in behaviors of drunkorexia, although there seems to be some variability in why students purposely do this.

A student survey distributed to students at the Pennsylvania State University in 2010 found that 68.9 percent of students say they intentionally eat food or a meal before drinking (Penn State Pulse Student Drinking Survey, 2010). According to this report, nearly 70 percent of the students are partaking in behaviors opposite of drunkorexia—rather than skipping a meal to drink, these students are making sure they eat prior to a night of drinking alcohol.

A publication by NBC affiliate WTVN in Tucson, Arizona reports that it is possible that nearly 30 percent of college women have tried drunkorexia (12 News & KSDK, 2008). A student-run paper from the University of Tennessee Martin finds “that 30 percent of women ages 18-24 skip meals in order to drink more, while an estimated up to 10 percent of college women suffer from some other form of an eating disorder” (Emery, 2010). Both news sources reported identical prevalence of the disorder, demonstrating some consistency on the matter.

While most of the coverage concerning substance abuse and eating disorders in conjunction with one another is created in the United States, research is also being conducted abroad that also finds women with eating disorders are at a high risk of becoming alcoholic. Alcoholic women are more likely than alcoholic men to display signs of eating disorder symptoms. (Higuchi, Suzuki, Parrish& Kono, 1993).

After reviewing what’s already been published it appears that there is agreement among all sources as to what drunkorexia actually is and how it can be described. The debate starts when researchers and news teams start to put a number on it—how frequent is this type of behavior? In addition, different teams have different ways of going about finding out this information. This could be reason for the inconsistencies.

The media may or may not be influential on college-aged women when it comes to drunkorexia. There are many behaviors that can be detrimental to college age women, and what they consume online and in magazines may have some correlation. When it comes to drunkorexia, pressure to be thin while still a part of the party could very well be motivation to adapt the behaviors of drunkorexia. It is necessary to understand what, if any, ideas or images the media is putting into young women’s heads about ideal.

College students consume media in all aspects of their life—through their cell phones, laptops, Ipods, televisions, and magazine reading. Experiments have even been done to show the discomfort this age group feels when all access to technology and the media has been taken for them—even for just a day. This fascination and need to always be connected serves as an open door for marketers to reach their target audience. This includes alcohol manufactures and clothing establishments to name a few.

This leaves plenty of opportunities for companies to target this age group for their products, but just because they try doesn't mean they are successful.

The media has been a source of blame for years especially when it comes to young women and body image or weight control. Organizations urge companies to change the appearance of their models, arguing that the mega thin models used in these advertisements and publications put pressures on young women to make their bodies the same. There is debate as to how much blame can really be put on the media.

Images and behaviors in magazines and on television are often said to be the source of what young women think is the ideal body frame and what is the best or easiest way to attain that weigh. In other words, women strive to be super thin and engage in eating-disorder-like behaviors because they learn it from the media (Stice, Maxfield & Wells, 2003). A survey that was distributed to women at Arizona State University was analyzed and the findings “points to a strong relationship between media exposure and eating disorder symptomatology” (Smolak, & Levine, 1996). Correlational studies seem to demonstrate a reliable association between exposure to idealized body images and eating disorder symptoms (Botta, 1999). It seems that exposure to images of thin women can be linked to dangerous dieting.

Bissell compares how sports-related media content and prime-time and entertainment affect female body image and behavior and concludes that there are negative affects stemming from the media. “What we know from our findings is that college women who indicated they were frequently exposed to “thin-ideal” media content on television or in magazines were also the women who were more likely to be dissatisfied with the way they looked and may even have taken dangerous steps to modify their body shape” (Bissell, & Zhou, 2004). In addition, Bissell finds that media related to sports seems to have lower instances of negative body image in its consumers, but that this depends on the sport being discussed and pictured.

But full blame isn't the only conclusion that has been made by research teams investigating these questions. Posvac finds that while it does appear that the images in the media affect how women feel about their body image and what's ideal, there are other factors that contribute to how much these images in the media affect individuals. Previous thoughts on an individual's body image in addition to certain personality characteristics affect how vulnerable an individual is to the images in the media (Posavac, Posavac, & Posavac, 1998).

Brittany Green, a student at Penn State University had similar thoughts “It's about the girl, if their self confidence is low...then they're going to feel the pressure to look like the girls that are on the magazines that are Photoshopped, even though they know they are Photoshopped”(B. Green, personal communication, 2009). Green argues that although there are images in the media that expose college girls to unattainable body types, there are characteristics of the individual women themselves that contribute to whether or not they accept and act on these images.

Stice concludes that while the images in the media are partly to blame for causing body dissatisfaction on young girls, these dissatisfactions aren't necessarily leading to harmful or dangerous behaviors (Stice, Maxfield & Wells, 2003). In other words, these may cause low self-esteem in young women but there is little indication that this self-consciousness is being acted upon in behaviors such as those associated with eating disorders.

A similar study by Groesz concludes that women under the age of 19 are the most susceptible to these images. In addition, this team says that there are more instances of low body image after being shown images of super thin models than overweight or normal size models (Groesz, Levine & Murnen, 2001). While some research and some parents fully blame the media for the negative behaviors and attitudes of young adults, especially when it comes to body image, not everyone is as pessimistic about the media. Experiment shows in some instances that there are many other factors that contribute.

Most of these methodologies look at short-term affects on body image and behavior. But a long term project by Stice that monitored young female behavior long-term, where the experimental group was exposed to re-occurring images of thin models in a monthly magazine, reports different results. Stice concurs with the others described above, that there are numerous factors that influence behavior, mindset, and vulnerability to the media. In addition, while there may be short-term affects, as found by older studies, there is little indication that they become long term (Stice, Spangler & Agras, 2001). Stice finds that over time young girls lose these negative images.

There is an association with the media and body image, especially on young women. However, individual characteristics (such as personality) are significant factors that affect how influential the media is on college-aged women.

Overall, it does appear that the media is at least a partial source for some of the symptoms associated with drunkorexia. It has been reported that images in the media shapes what young women believe to be the ideal body-shape and size. While it is debated how much blame the media truly deserves, it seems there is at least some attribution.

But eating disorder related symptoms is only half of what relates to drunkorexia. Binge drinking and excessive partying also makes up all that defines the new trend. Just like pressures to be thin is often seen as stemming from the media, so are the pressures to be the life of the party and a binge drinker. “Widespread concern exists about the potential effects the media portrayals of drinking, alcohol product placements, and alcohol advertising may have on alcohol consumption and problems among young people” (National Research Council Institute of Medicine, 2004). While businesses are held accountable for their marketing and advertising tactics, the entertainment industry is held accountable as well for how it portrays young adults and their interaction with alcohol. Even movies and prime-time television are sources. In fact, it has been reported “71 percent of all programming depicted alcohol uses and 77 percent contained some reference to alcohol” (Christenson, Henriksen, & Roberts, 2000). The high prevalence of references to alcohol even outside of business promotions causes some individuals to place just as much blame on the entertainment industry for alcohol use and abuse in young adults.

As with eating disorders and body image, there are differing viewpoints on who and what is ultimately to blame. Some blame the media fully, while others recognize that there are varying factors that all in unison influence or deter such behavior.

Connolly finds that the affects of beer advertisements affect young men and women differently. While those males who drink more beer recall more advertisements for beer than males who don't drink as much beer—the results are the opposites for females. Women who recall more beer advertisements drink less beer (Connolly, Casswell, Zhang, & Silva, 1994). It appears that campaigns that promote beer drinking affect males and females differently. It should also be noted here though that beer commercials typically are targeted at males, as males tend to be beer drinkers more than females.

Atkin et al finds that advertisements from the alcohol industry influence the frequency and amount of alcohol consumption (Atkin, Neuendorff & Mcdermott, 1983). In addition to alcohol consumption, Gentile finds that advertisements affect more than just how much young adults consume. “The media and advertisements are significant predictors, and perhaps the most significant predictor of adolescents’ knowledge and preference for beer brands, drinking behaviors, brand loyalty, and intentions to drink” (Gentile, Walsh, Bloomgren, Atti & Norman, 2001). Even advertisements and media consumed as teenagers can predict and shape young adult drinking behavior according to this research.

There seems to be argument and proof for both arguments—both for and against the idea that media interaction with young adults affects behavior when it comes to drinking. Most researchers do find some correlation between what type of media young

adults consume throughout their life with their drinking habits. However, further research would need to be done to have more definite answers as to exactly how influential the media is on young adults in terms of alcohol use and abuse (Grube & Waiters, 2005).

Researchers agree young adults are constantly interacting with the media, whether it be their cell phones, their computers, or their televisions. They also agree that the media is at least partially influential on the beliefs and behaviors of young adults when it comes to eating habits, body image, and alcohol use.

Discussion:

Although a fairly new trend, and definitely a new word, it appears that for those familiar with the term “drunkorexia” the understanding of all that it entails is fairly consistent. By examining news publications from all market sizes and news affiliations, even internationally, it was determined the definition of the term is accepted by all news media.

Even though there is little if any discrepancy about what drunkorexia is, there’s mixed ideas of how prevalent this sort of behavior is among young adults and young women in particular. Because of the newness of the term, and because of the wide-range of reports of its relevance it appears that more focused research needs to be conducted. It’s vital that there is more information known about how many young adults this is affecting, so that we can understand how much effort needs to be put into prevention. If this behavior is widespread it’s much more crucial we focus on prevention plans and treatment than if it’s a behavior common to only a small population. The health risks associated with this sort of behavior have been reported as dangerous. Because the dangers are serious, it is necessary to determine how many individuals we need to treat and protect.

But the frequency of this sort of behavior isn’t the only place where debate and discrepancies are found. Researchers have varying ideas of what and who’s to blame. Some blame individual characteristics while others point the finger at various sources of the media. Still others blame both.

Because there are different ideas of what causes or leads to drunkorexia, there are differing ideas of how it should be prevented. For those who blame the individual, it would be logical to recommend counseling and intervention.

Those who attribute the behaviors to peer-pressure and low-self esteem would be likely to encourage parents and peers to seek out professional help for these individuals. If it is pressure from friends and low-self confidence that is influencing this behavior then we need to find ways to boost self-esteem in young women and help them fight peer pressure. Group meetings and one-on-one counseling would be two likely forms for this type of solution.

But not everyone points the blame solely on the individuals. Others blame the media and because they have a different idea of the source, they promote different solution plans. Even among those who agree that the primary source of the problem is the media disagree on how to change it.

There are arguments that we need more public service announcements warning of the dangers of alcoholism and unhealthy eating. In addition to providing young adults with the consequences associated with both of these, those that say there aren't enough advertisements promoting healthy lifestyles say there needs to be media that showing alternative forms of recreation and healthy eating. In another words, we can't just warn we have to convince. Research has found that the effectiveness of such actions is debatable. "Some evidence supports the effectiveness of these strategies, although the findings are mixed and typically qualified by message, source, and audience factors" (Agostinelli & Grube, 2002).

In addition to public service announcements, others have recommend more prominent and descriptive warning labels on alcoholic beverages. The effectiveness of this tactic is also questionable (Agostinelli & Grube, 2002).

Outside the spectrum of the media, those favoring more positive-influence advertisements are likely to recommend education in the classroom to teach students not only about the dangers and the consequences, but also ways to help themselves and their peers with alcohol and nutrition (Lederman). For years educators have looked to create and improve curriculum focused at informing youth and young adults about the dangers of alcohol and proper nutrition. Some argue that the combination of nutrition and alcohol abuse need to be discussed in classrooms at lower levels of education so the behaviors of drunkorexia don't make their way to the collegiate level.

While eating disorders and substance use and abuse have long been discussion when it comes to prevention, treatment and education for today's youth—there is relatively little known and reported about the combination of the two. Because of this, it's concluded that there is simply not enough information out there yet to know how big of a problem this truly is and how we should go about reacting to it.

REFERENCES

- 12 News & KSDK. (2008, Nov 17). Drunkorexia: New Trend Among College Women.
<http://www.azcentral.com/12news/specialreports/articles/2008/11/17/20081117drunkorexia11172008-CR.html>
- ACP Magazines Limited. (2005). Cosmopolitan-Readership Profile. <
<http://download.mediakitmanager.com/ACP/Womens%20Lifestyle/MediaKit-Cosmopolitan.pdf>>.
- Agostinelli, G & Grube, J. (2002). Alcohol counter-Advertising and the Media. *National Institute on Alcohol Abuse and Alcoholism*.
- Atkin, C., Neuendorff, K., & Mcdermott, S. (1983) The role of Alcohol Advertising in Excessive and Hazardous Drinking. *Journal of Drug Education*. 13(4). 313-325.
- Berger, Arthur. (1933). Media and communication research methods: An introduction to qualitative and quantitative approaches. Thousand Oaks, CA: *Sage Publications*.
- Bickel, Chris. (2009, April 30). Students Surprised by PSU ranking on Playboy Party-School List. *The Daily Collegian*. (2010, Feb 9).
http://www.collegian.psu.edu/archive/2009/04/30/students_surprised_by_psu_rank.aspx
- Bissell, K. & Zhou, P. (2004). Must-See TV or ESPN: Entertainment and Sports Media Exposure and Body-Image Distortion in College Women. *Journal of Communication*. 54 (1). 5-21.
- Botta, R.A. (1999). Television Images and Adolescent Girls' Body Image disturbance. *Journal of Communication*. 49. 22-4.
- Brown, J. Steele, J. & Walsh-Childers, K. (2008). Sexual teens, sexual media: Investigating media's influence on adolescent sexuality. Mahwah, NJ: *Lawrence Erlbaum Associates*.
- Centers for Disease Control and Prevention. (2010). *Fact Sheets Binge Drinking*. < <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>>
- Christenson, P., Henriksen L., & Roberts, D. (2000). Substance Use in Popular Prime-Time Television. *Office of National Drug Policy Control*.
- Conason, A.H., Klumek, A., & Sher L., (2006.) Recognizing Alcohol and Drug Abuse in Patients with Eating Disorders. *Quartely Journal of Medicine*. 5.

335-339.

- Connolly, G., Casswell, S., Zhang, J., & Silva, P. (1994). Alcohol in the mass media and drinking by adolescents: a longitudinal. *Addiction*. 89(10). 1255-1263.
- Creemens, J., Burke, S., & Vail-Smith, K. (2010). Restriction of Calories Prior to Alcohol Consumption Among College Freshman. *AAHPERD National Convention and Exposition*.
<http://aahperd.confex.com/aahperd/2010/finalprogram/paper_14754.htm>
- Emery, Regina. (2010, March 10). Drunkorexia: Evolution of the Modern Eating Disorder. *The Pacer*.
<http://media.www.utmpacer.com/media/storage/paper1175/news/2010/03/10/ArtsEntertainment/drunkorexia.Evolution.Of.The.Modern.Eating.Disorder-3887390.shtml>
- Gentile, D., Walsh, D., Bloomgren B., Atti, J., & Norman, J. (2001). Frogs Sell Beer: The Effects of Beer Advertisements on Adolescent Drinking Knowledge, Attitudes, and Behavior. *Biennial Conference of the Society for in Child Development*.
- Grilo, C., Sinha, R., O'Malley, S., (2002). Eating Disorders and Alcohol Disorders. *National Institute on Alcohol Abuse and Alcoholism*.
<<http://pubs.niaaa.nih.gov/publications/arh26-2/151-160.htm>>
- Groesz, L., Levine, M., & Murnen, S. (2002). The effect of experimental presentation of thin media images on body satisfaction: A meta-analytic review. *International Journal of Eating Disorders*. 31. (1). 1-16
- Grossman, D., & DeGaetano G., (1999) Stop Teaching Our Kids to Kill. New York: *Random House Inc*.
- Grube, J. & Waiters, E. (2005). Alcohol in the media: content and effects on drinking beliefs and behaviors among youth. *Adolescents Medical Clinic*. 16(2) 327-43.
- Guise, J. & Gill, J. (2007). 'Binge Drinking? It's good, it's harmless fun': a discourse analysis of accounts of female undergraduate drinking in Scotland. *Health Education Research*. 22(6). 895-506.
- Higuchi, S., Suzuki, K., Parrish, K., & Kono, H., (1993). Alcoholics With Eating Disorders: Prevalence and Clinical Course. A Study from Japan. *British Journal of Psychiatry*. 162. 403-406.
- Jennings, Ashley. (2010, Oct 21). Drunkorexia: Alcohol Mixes with Eating Disorders. *ABC News Health*.
<http://abcnews.go.com/Health/drunkorexia-alcohol-mixes-eating->

[disorders/story?id=11936398](#)

Jones, Sandra C., and P. Gregory. (2007). What Does Alcohol Advertising Tell Young People about Drinking? *Research Online - University of Wollongong*. Web. 14 Mar. 2011. <<http://ro.uow.edu.au/hbspapers/54/>>.

Kershaw, 2008. (2008, March 2). Starving Themselves, Cocktail in Hand. *The New York Times*.
<<http://www.nytimes.com/2008/03/02/fashion/02drunk.html>>

Lager, E. & McGee, B. (2003). Hiding the Anorectic: A Rhetorical Analysis of Popular Discourse concerning Anorexia. *Women's Studies in Communication*. 26.

Lancaster County Drug & Alcohol Commission. (2009). FACT SHEET: The Dangers of Binge Drinking.

Lederman, Linda C. Changing the Culture of College Drinking: The Student Voices Project. *Student Voices Project, Arizona State University*.

Lupton, Deborah. (1992). Discourse Analysis: a new methodology for understanding the ideologies of health and illness. *Australian Journal of Public Health*. 16(2). 145-150.

Mina, Azodi. (2011). Is wine the New Diet Drink? *Cosmopolitan Online*.
<<http://www.cosmopolitan.com/advice/health/drink-wine-for-weight-loss>>.

Mucciarone, Nancy. (2010, Aug 3). The Eating Disorder on the Rise: Drunkorexia. *Her Campus*. <<http://www.hercampus.com/health/eating-disorder-rise-drunkorexia>>

National Highway Traffic Safety Administration. (2008). Teen Drivers-Youth Access to Alcohol.
<http://www.nhtsa.gov/Driving+Safety/Driver+Education/Teen+Drivers/Teen+Drivers+-+Youth+Access+To+Alcohol#yaa>

National Institute on Alcohol Abuse and Alcoholism. (2007). *Facts About Alcohol Poisoning*.
<http://www.collegedrinkingprevention.gov/otheralcoholinformation/facts/aboutalcoholpoisoning.aspx>

National Research Council Institute of Medicine. (2004). Reducing Underage Drinking: A Collective Responsibility. Washington, Dc: *National Academic Press*.

Nichols, Laura. (2010, March 23). Phyrst Bans Shots. *The Daily Collegian* (2011, March 14)

- <http://www.collegian.psu.edu/archive/2010/03/23/phyrst_bans_shots_1.a_spx>
- Penn State Pulse Student Drinking Survey. (2010).
<<http://studentaffairs.psu.edu/assessment/analysisreports.shtml>>.
- Perkins, H. Wesley. (2002). Surveying the Damage: A Review of Research on Consequences of Alcohol Misuse in College Populations. *Journal of Studies on Alcohol and Drugs*. 14. 91-100.
- Posavac, H., Posavac, S., & Posavac, H. (1998) Exposure to Media Images of Female Attractiveness and concern with Body Weight Among Young Women. *Sex Roles*. 38(3-4). 187-201.
- Rodrigues, Maggie. (2008, Jan 23). Drunkorexia: Health Danger for Women. *CBS News Entertainment*.
<<http://www.cbsnews.com/stories/2008/01/23/entertainment/main3744289.shtml>>
- Rose, Tricia. Black Noise. (1994). Middleton, Ct: *Wesleyan University Press*.
- Schuckit, M., Tipp, J. , Anthenelli, R. & Bucholz. K. (1996). Anorexia Nervosa and Bulimia Nervosa in Alcohol Dependent Men and Women and their Relatives. *The American Journal of Psychiatry*, 153, 75-.
- Silverstein, B., Perdue, L., & Kelly, E. (1986). The Role of The Mass Media in Promoting A Thin Standard of Bodily Attractiveness for Women. *Sex Roles*. 14. 519-532.
<<http://www.springerlink.com/content/rn84077187531j83/>>
- Siris, Helin. (2007). Teenage Mutants: A Rhetorical Analysis of the Norms Established in MTV's Dramalities, My Super Sweet 16, Laguna Beach, and The Hills. Boston College Department of Communication.
- Smith, Rebecca. (2008, March 18). Drunkorexia Slimmers Skip Meals for Alcohol. *The Telegraph*.
<<http://www.telegraph.co.uk/news/uknews/1582071/Drunkorexia-slimmers-skip-meals-for-alcohol.html>>
- Smolak, L. & Levine, M. (1996). The developmental psychopathology of eating disorders: Implications for Research, Prevention, and Treatment. Mahway, N.J: *Lawrence Erlbaum Associates*.
- Spicer, Kate. (2008, March 23). Drunkorexia—Too Much Booze and Too Little Food—is Affecting More and More Women. *The Sunday Times*.
<http://www.timesonline.co.uk/tol/life_and_style/health/features/article3570712.ece>.

- Stice, E., Maxfield J. & Wells, T., (2003). Adverse effects of social pressure to be thin on young women: An experimental investigation of the effects of “fat talk.” *International Journal of Eating Disorders*. Volume 34(1). 108-117
- Stice, E., Spangler, D., & Agras, W. (2001). Exposure to Media-Portrayed Thin-Ideal Images Adversely Affects Vulnerable Girls: A Longitudinal Experiment. *Journal of Social and Clinical Psychology*. Volume 20(3). 270-288.
- Stoppler, Melissa Conrad. (2008, March 21). Drunkorexia, Manorexia, Diabulimia: New Eating Disorders? *Medicine Net*.
<<http://www.medicinenet.com/script/main/art.asp?articlekey=88014>>.
- United States Department of Health and Human Services. (2007). Surgeon General’s Call To Action To Prevent and Reduce Underage Drinking.
- Zhu, Peter F. (2009, Sept 11). The Skinny on Drunkorexia. *The Harvard Crimson*. <<http://www.thecrimson.com/article/2009/9/11/the-skinny-on-drunkorexia/>>.

Jamie Lee Stover Vita

Experience:

Centre County Report

Executive Producer

- Coordinate all aspects of a live newscast including content, production and graphics
- Responsible for branding and promotion,
- Oversee rundowns for a live newscast, webcast and Spanish edition
- Update social media and online content
- Communicate with all members of the newsroom for fluidity. Resolve technical and team issues

State College, PA
December 2010-Current

Centre County Report

Anchor, Reporter, Producer

- Enterprise, investigate and follow-up on stories
- Create on-air packages
- Edit and time scripts for accuracy and flow
- Shoot and edit video for on-air content in addition to ordering graphics
- Maintain a friendly relationship with news team and contacts

Awards:

- PAPBA 2010 Regularly Scheduled Newscast Medium Market T.V. Stations 3rd Place
- SPJ Regional Award 2010 Best All Around Newscast 4-Year College/University 2nd Place

State College, PA
August 2010-January 2011

WFMZ-TV Channel 69 News

News Intern

- Shoot and edit on-air content for English and Espanol for the Allentown and Berks sister station
- Write and edit scripts for news anchors
- Create and edit a rundown
- Conduct on-camera and phone interviews including the mayor
- Responsible for checking in with local police, fire company, and coroner's office for updates

Allentown, PA
May 2010-August 2011

The Pennsylvania State University

Lab Technician

- Assist students in troubleshooting video and audio editing software
- Solve server and technical issues
- Organize and setup appointment times
- Substitute for technical positions in a television control room

State College, PA
September 2009-Current

PSN-TV "The U"

On-Air Host

- Generate ideas for discussion and serve as talent for a talk show mirroring "The View"

State College, PA
January 2010-May 2010

KYW 1060/CBS 3

NewsStudies Reporter

- Develop story ideas and create an on-air wrap
 - Communicate with staff in various departments
- #### **Awards:**
- KYW/CBS 3 Philadelphia Outstanding Achievement Award

Philadelphia, PA
Feb. 2008- May 2008

ComMedia

Reporter

- Live Coverage and interviews for a 46-Hour Dance Marathon that aired online

State College, PA
Feb. 2009-Feb. 2010

ComRadio

Anchor, Reporter

- Develop content. Write and format scripts
- Prepare and produce packages. Anchor 20 minute newscast

University Park, PA
August 2008- January 2010

Technical Skills:

ENPS, Final Cut Pro, Q-Series, Quantel, ProTools, Linear Editing

Education:

The Pennsylvania State University

B.A. Broadcast Journalism, College of Communications
Minor Sociology, College of Liberal Arts
Schreyer Honors College

Thesis: Drunkorexia and Eating up the Media

Awards: Society of Professional Journalists 2010 Irwin Schier Award for Journalistic Potential

University Park, PA
August 2008-May 2011
GPA 3.84