



SOCI4900A: HONOURS THESIS


**Exploring Cis-Gender
Women Undergraduate
Students' Understanding of
Alcohol Consumption**

Poster Presentation

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Agenda

- **Puzzle**
 - **Research Question**
 - **Significance of Study**
 - **Research Design**
 - **Theoretical Framework**
 - **Limitations and Future Research**
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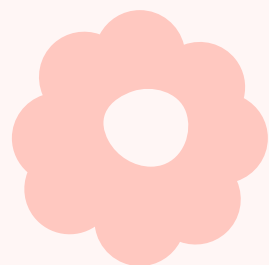
Puzzle



The first part of my puzzle is looking at normative drinking practices and unquestioned alcohol consumption in the context of Canada; different kinds of alcohol such as a glass of wine or a pint of beer are commonly offered at social events and alcohol consumption is understood as part of socializing, unwinding and enjoying one's self



The second part of my puzzle is looking at the gendered experience of consuming alcohol; gender constructions are ascribed to alcoholic beverages such as with 'girly' drinks like cocktails and other fruity drinks and behaviours and practices with gender-specific appropriate drinking and drunkenness



The third piece of the puzzle is looking at the university-specific context, specifically the growing prominence of binge drinking culture among students as part of the college/university experience.



My research question will bring together the normative drinking practices in Canada, the gendered experience of consuming alcohol, and binge drinking culture among students.

My research question asks: “How do cis-gender women undergraduate students understand alcohol consumption and binge drinking culture among students?”. I will use Carleton University as a case study and will include cis-gender women between the ages of 19-25.

Research Question

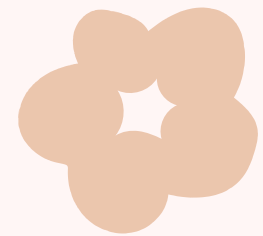


Significance of the Study

- The study addresses the gap in research in the context of Canada
 - There is a focus in other English-speaking countries in the Global North
- The study addresses the lack of research focusing on women's relationship to and understanding of their relationship with alcohol



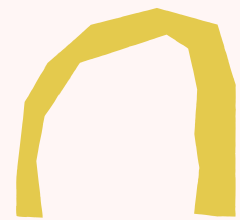
Research Design



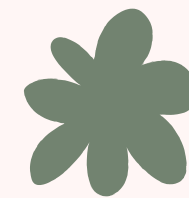
Inclusion Criteria: Cis-gender women undergraduate students aged 19 to 25 at Carleton University



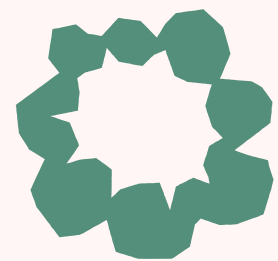
Excludes: Trans-women due to their unique experience and increased violence, people under the age of 19 and above 25 due to minimal purchasing and consumption ages, and women outside of the geographical location of Carleton University



Recruitment: Discord servers, Instagram, Facebook group, Reddit, and Snowball sampling



Data Analysis: Inductive approach, empirical codes and thematic analysis



Data Collection: Semi-structured, in-depth interviews



Ethical Considerations: Feeling obligated to participate due to relationship with researcher and minimal psychological and social risks

Theoretical Framework

JUDITH BUTLER'S GENDER PERFORMATIVITY

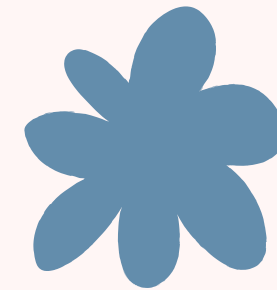
Butler's (1988) explores how gender reality is performative meaning "it is real only to the extent that it is performed" (pp. 527). Gender reality is culturally and historically specific reinforced through a "stylized repetition of acts" (Butler, 1988, pp. 519). Those who fail to perform their gender experience punishments such as marginalization and blame. Gender works as a form of social regulation and control.



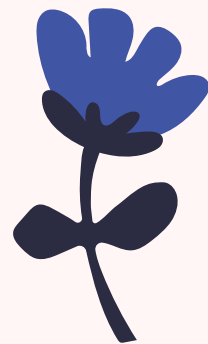
Findings and Arguments



Two major themes: the gendering of alcohol consumption and the social aspect of alcohol consumption



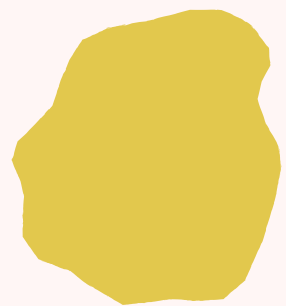
Argument One: Alcohol consumption is a normative practice that is pervasion throughout many aspects of the participants' lives



The gendering of the type of alcohol, the gendering of the amount of alcohol, and the gendering of appropriate drinking spaces with women responsible for their safety



Argument Two: Alcohol consumption is gendered and dictated by traditional constructions of desirable femininities and masculinities



Alcohol as a fundamental tool for social bonding and the creation of friendships in the context of a university setting



Argument Three: Alcohol consumption is a fundamental tool for social bonding and the creation of friendships

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- **Limitation: Very Small Sample Size**
 - **Future Research: Increasing the Sample Size**
 - **Limitation: Inclusion of Only Cis-Gender Women**
 - **Future Research: Study Focusing on Trans-women or a Comparative Analysis of Cis-women and Trans-women**
 - **Future Research: Inclusion of More Types of Women such as Women of Colour, Disabled Women, LGBTQ+ Women, Immigrant Women, etc.**

Limitations & Future Research

