



VOLUME 1, ISSUE 3



Director's Note:

*It's almost Spring! And none too soon here in Chicago. We are delighted to have moved into our renovated and rehabbed clinical lab. Our research continues to expand, so our new facility comes at just the right time. In this third issue of What's On Tap?, we discuss a new alcohol policy in Britain and feature a pop culture quiz about advertising that could surprise you. As always, thank you for your continued participation in the Chicago Social Drinking Project!*

*Dr. Andrea King*

Andrea C. King, Ph.D.  
Principal Investigator

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# Chicago Social Drinking Project

## WHAT'S ON TAP?



<http://socialdrinkingproject.uchicago.edu> (773) 834-2295 Follow-Up: 1-866-662-2046

### EXTRA! EXTRA! NEW LAB NEWS!

**□New Space!**

In November of 2005, the Chicago Social Drinking Project (CSDP) moved to a newly renovated lab space! Our new area features an office for Dr. King, work-space for five research assistants, a kitchenette, a bathroom, an eyetracker room and three subject rooms. We also have brand new, state-of-the-art audio-visual equipment.



**□April Lottery!**

The upcoming April lottery will be the CSDP's second. The first lottery was conducted on Oct. 15, 2005, and the winner was Subject #407. To be eligible for this lottery, subjects #442-501 must complete their annual follow up online and phone interview in a timely manner between the months of November 2005 and April 2006. The name of one lucky subject will be drawn on April 15, 2006. The winner will receive a \$100 gift card of his or her choice from Barnes and Noble, Starbucks or Target.

**□New Studies!**

Can't get enough of the CSDP? Our lab will begin recruiting subjects for new studies beginning in Spring 2006. We will be looking for men and women ages 21-35 who are social drinkers, caffeine users and have various smoking or non-smoking backgrounds. If you previously indicated you would be interested in participating in future studies, we may be sending you more information soon.

### BRITAIN'S UNHAPPY HOUR

**London-**

Beer-swilling Britons face a sobering prospect: an unhappy hour. In early 2005, a group representing about half of the country's pubs and bars said it will curb Happy Hour offers and other deals that encourage irresponsible drinking.

Pub owners can continue to host and advertise Happy Hours, as long as they don't spur people to drink too much, too quickly.

For example, certain of-fers that invite customers to drink for free after paying a cover charge, for example, will be out. The move fol-lows governments attempts to curb excessive drinking, which are believed to be involved in much of the crime and violence in Eng-lish cities. Binge drinking, especially on the weekend, is one aspect of social disorder that the British govern-ment is attempting to tackle currently.

Many blame Britain's culture of binge drinking on the 11 p.m. closing time,

which prompts many to guzzle alcohol as fast as possible before close.

Under laws that took effect in November 2005, pubs and bars will be al-lowed to open and close any time they like. The government hopes that the open hours will encourage a more responsible and relaxed attitude to drink-ing, and remove the 11 p.m. flashpoint when in-toxicated patrons surge into the streets.

Excerpted from Seattle Times June 2005.



**Principal Investigator:**

*Andrea C. King, Ph.D.*

**Study Physician:**

*Royce Lee, M.D.*

**Project Coordinators:**

*Roslynn Riley*

*Patrick McNamara*

*Adrienne Dellinger*

**Research Assistants:**

*Ty Brumbach, MA*

*Lauren Kemp*

*Alyssa Epstein*

*Andrea Vos*

*Nicole Pretet*

*Curt VanRiper*



**DOES ADVERTISING WORK?**

The clues below consist of 15 Beer and Cigarette slogans, logos, and spokespeople. Good Luck! (Answers at bottom pg. 2)

- |  |                              |
|--|------------------------------|
| _____ 1. Great Taste, Less Filling             | <b>A.</b> Virginia Slims     |
| _____ 2. Come to where the flavor is           | <b>B.</b> Amstel Light       |
| _____ 3. Head for the mountains                | <b>C.</b> Rolling Rock       |
| _____ 4. I love you, man                       | <b>D.</b> Miller Lite        |
| _____ 5. A silly millimeter longer             | <b>E.</b> Colt .45           |
| _____ 6. Silver Bullet                         | <b>F.</b> Bud Light          |
| _____ 7. 33                                    | <b>G.</b> Keystone Light     |
| _____ 8. Willie the Penguin                    | <b>H.</b> Marlboro           |
| _____ 9. Light beer for a heavy world          | <b>I.</b> Busch              |
| _____ 10. You never forget your first girl     | <b>J.</b> Dos Equis          |
| _____ 11. You've come a long way baby          | <b>K.</b> Salem              |
| _____ 12. Billie Dee Williams                  | <b>L.</b> St. Pauli Girl     |
| _____ 13. XX                                   | <b>M.</b> Chesterfield 101's |
| _____ 14. Least bitter beer in America         | <b>N.</b> Coors Light        |
| _____ 15. You can't take the country out of... | <b>O.</b> Kool               |

**Lost Mug?  
Broken Keychain?  
Dead Pen?**

If you have lost or broken any of the gifts you've received from the CSDP, or did not initially receive them, we'll gladly send you more! Just email us at [socdrink@uchicago.edu](mailto:socdrink@uchicago.edu) with your name and current address and let us know what you need.



**Questions? Suggestions? Contact us!**

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