

**Student and Academic Services Research Group**  
**Research Proposal Form**

**Your Name:** Deborah Lewis

**Department:** Gannett Health Services

**Title of Study:** Alcohol and Social Life at Cornell

**Date submitted:** 10/19/11

**1. Purpose and goals of the study**

This project is one component of Cornell's participation in the National College Health Improvement Project (NCHIP), a research collaborative of more than 30 colleges and universities. The overall goal of this NCHIP project is to reduce high-risk alcohol consumption. This particular project explores the role of alcohol in social life at Cornell, and the incidence and consequences of high risk alcohol consumption among Cornell undergraduate students.

**2. Importance of research to the University, SAS, your Department**

Cornell's Campus Improvement Team, that coordinates Cornell's participation in NCHIP, has representation from a wide variety SAS departments (including Dean of Students, Gannett Health Services, Residential Programs, and Office of Fraternity, Sorority, and Independent Living) as well as other campus organizations (for example, Cornell Police and the Office of Institutional Research and Planning).

**3. Outline of research design**

**a) Target population and sampling frame (sample size and method of selecting)**

Random sample of 5000 undergraduates

**b) Data collection method, copies of instrumentation (e.g., survey, interview protocol—please attach) and estimated time required to participate**

Web-based survey to be administered by Survey Research Institute

Draft survey attached

Length of time to complete survey is about 5 minutes

**c) Use of incentives**

\$10.00 gift certificate (location to be determined) to every 10<sup>th</sup> respondent

**d) Data security and protection of confidentiality of personally identifiable information (How will you ensure confidentiality? How/where will you store data?)**

Any identifying information is not attached to the survey data.

**4. Proposed timing of study (start and end dates of data collection, dates of proposed communications with subjects)**

Survey invitations sent via email on 11/6/11

Wave 1 follow up with non-responders on 11/9/11

Wave 2 follow up with no-responders on 11/13/11

**5. Plan for analyzing and distributing results**

Analysis of the data will be conducted in the Fall 2011 semester. Results will be shared with the NCHIP project and the President's Council on Alcohol and Other Drugs.