APPLYING THE ATTRIBUTION-EMOTION MODEL TO ALCOHOL AND DRUG ABUSE: THE EFFECTS OF TARGET GENDER AND VALENCE OF BEHAVIORAL CAUSE

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ABSTRACT

This study extended the attribution-emotion model of responsibility judgments to the stigmas of alcohol and drug dependence. This was achieved by manipulating the valence of behavioral cause of the stigmas and the gender of the stigmatized individual. Participants read a series of vignettes depicting an individual with a health, alcohol or drug problem. They then reported the levels of pity and anger they felt towards the person, as well as the likelihood they would help the individual with a small problem or give the individual a donation. The results indicate that individuals' responses to the measured variables differ significantly within this model, based on stigma, valence and gender. Participants also view alcoholism and heroin dependence as different from other health conditions based on valence of behavioral cause. For some stigmas, personality variables and understanding of drug and alcoholism measures predicted prosocial behavior.

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DEDICATION

I would like to dedicate my thesis to my son, Connor, who arrived in the middle of this journey and was the greatest motivation anyone could hope for. He continues to inspire me everyday and I feel so blessed to be his mother.

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