

**ALCOHOL ABUSE AMONG STUDENTS OF MAKERERE UNIVERSITY: A CASE
STUDY OF SCHOOL OF SOCIAL SCIENCES**

BY

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**A RESEARCH PROPOSAL SUBMITTED TO THE SCHOOL OF SOCIAL SCIENCES
IN PARTIAL FULFILLMENT OF THE AWARD OF A DEGREE IN BACHELORS
DEGREE OF SOCIAL WORK AND SOCIAL ADMINISTRATION**

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DECLARATION

This dissertation report is my original work and has not been presented for a degree in this or any other university.

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APPROVAL

This dissertation report has been submitted for examination with my approval as university supervisor.

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DEDICATION

This dissertation report is dedicated to my father Muwunga Joseph, my mother Naigaga Harriet, my sisters Suzan, Mary, Sylvia, Topista and Emily and my dear brother Denis.

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First and foremost, I would like to thank the Almighty God who continuously blessed me to be successful in all that I do. His love, grace, support and guidance has made this journey successful. I wish to express my sincere appreciation to my supervisor Assoc. Prof Julius Omona for his support, advice and constructive criticism. His valuable and continuous guidance towards this work is highly appreciated. Special thanks to Mastercard Foundation scholars' program at Makerere University for the financial support extended to me that has helped me to accomplish this work.

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LIST OF ABBREVIATIONS

APC	- Alcohol per capita Consumption
UYDL	- Uganda Youth Development Link
WHO	-World Health Organization
NACADA	- National Campaign against Alcohol and Drug Abuse
UBOS	- Uganda Bureau of Statistics
UHRN	- Uganda Harm Reduction Network
NCHE	-National Council for Higher Education
CDC	-Centers for Disease Control and Prevention
UNICEF	-United Nations Children’s Fund
DSM-IV	-Diagnostic Statistical Manual
UAPA	-Uganda Alcohol Policy Alliance

ABSTRACT

The aim of this dissertation was to determine the motivations for alcohol abuse among students of the school of social sciences at Makerere University, Kampala. Qualitative descriptive cross-sectional survey design was used and interview guides were used to collect data. The research sample consisted of fifteen (15) participants. A significant number of socio-demographic, environmental and individual related motivations were determined as strong motivations for alcohol abuse. Age, gender, peer influence, advertisement, stress and pressure are some of the motivations for alcohol abuse. Differences for variables age, gender and cultural background were determined. Results showed that youngest age group had high levels of alcohol abuse and male students abused alcohol more than their female counterparts.

OPERATIONAL TERMS

As words may mean differently in different contexts, the following definitions are given as the words used intended to be understood for the purpose of this study.

Alcohol: Centers for Disease Control and Prevention (CDC) (2010) defines Alcohol (ethanol or ethyl alcohol) as the ingredient found in beer, wine, and spirits that causes drunkenness. The body continues and explains that alcohol is formed when yeast ferments (breaks down without oxygen) the sugars in different foods; for example, wine is made from the sugar in grapes, beer from the sugar in malted barley (a type of grain), cider from the sugar in apples, and vodka from the sugar in potatoes, beets or other plants.

Alcohol abuse: Is defined as a disorder marked by recurrent alcohol abuse in spite of major adverse effects and is reflected in problems with work, law, health, or family life (DSM IV, 1994).

Students: According to UNICEF (2013) defined students as children taught by a teacher.

CHAPTER ONE: INTRODUCTION TO THE STUDY

1.0 Introduction to the study

The main aim of the study is to examine the motivations for alcohol abuse among students of the school of social sciences at Makerere University. This section highlights the background and problem statement information about alcohol abuse among students at higher institutions of learning and particularly universities. The chapter also presents the general objective, specific objectives, hypotheses, significance, scope, conceptualization, and operational definitions of the terms of the study.

1.1 Background

Alcohol is the most commonly used psychoactive substance in the world and is one of the leading causes of death and disability worldwide (Rehm et al, 2009). Alcohol is a class of drugs that acts as a depressant and slows down the central nervous system's activity. It can affect a person's emotions, perceptions, and movements as well as impair judgment, responses, sight, and hearing (Uganda Youth Development Link (UYDL) report,2008).

It is undeniable that around 2 billion people abuse alcohol worldwide, of whom 76.3 million have an alcohol use disorder diagnosis (WHO, 2004). But alcohol is widely used as a socializer after work and is deeply ingrained in many cultures around the world. Worldwide drinking habits are changing right now, with rates of excessive alcohol use in the general population and significant sporadic alcohol abuse among young people (WHO, 2009), notably those between the ages of 15 and 24 (Moreira, Smith, Foxcroft, and Moreira, 2009). Alcohol-related causes account for 320 000 young people's deaths worldwide between the ages of 15 and 29, or 9 percent of all deaths in that age range (WHO, 2011). It was discovered that alcohol abuse is the third leading risk factor for poor health globally and abuse of alcohol was responsible for almost 4 percent of all deaths in the world, according to estimates for 2018 (WHO,2018). Alcoholic beverages are the most common substances in all age groups over 15, and their misuse is classified as harmful to health. In a 2013 ranking of the top 25 leading health risk factors in the world, alcohol was in the 6th place (Zadarko-Domaradzka M, Barabasz Z, Sobolewski M, et al. ,2018).

Alcohol abuse is the most common intoxicant among African university students, according to studies, and it has been attributed to the rapid social, economic, and cultural changes that are occurring in the majority of sub-Saharan African nations. These changes have provided a favorable environment for increased alcohol abuse (John-Lengba, Ezech, Guttella, Kumi.- Kyereme, and Neema, 2004). The most commonly misused substance, according to a study conducted among university students in Ethiopia, was alcohol, but there was little information about the prevalence of substance abuse in the general population (Fekadu, Atalay, and Charlotte, 2007). In South Africa, a study of university students revealed that 75 percent of participants overused alcohol, with young males making up 50 percent of those who drank moderately to heavily (Nkhoma & Maforah, 1994).

In Malawi, there was a 54.1 percent male to 16.5 percent female split in the frequency of alcohol abuse among university students (Zverev et al, 2008). In a 1999 study, Odek-Ogunde and Pande-Leak found that 84 percent of students at a private university in Kenya abused alcohol. According to National Campaign against Alcohol and Drug Abuse (NACADA) (2007), the practice of alcohol abuse has advanced to the point where it has become ingrained in every aspect of the university environment. This practice is passed down through cohorts of alcohol abusers, which strengthens students' expectations that alcohol is a requirement for social success. According to Hagembe and Simiyu (2006), despite the fact that many people have conditions linked to alcohol abuse, Kenyan culture does not view alcohol abuse as a serious issue.

While the majority of Africans (67.8 percent) abstain from drinking alcohol, many who do drink, abuse alcohol. Uganda has one of the highest rates of alcohol abuse in Sub-Saharan Africa, with an estimated 2016 total Alcohol per capita abuse (APC) of 9.5 liters of pure alcohol among people 15 years and older (WHO,2018). Young people in Uganda seem to follow a similar pattern of alcohol abuse to that of the general population and many young people are experiencing the consequences of abusing alcohol, at too early an age (Grant and Dawson, 1997). Kamulegeya, Kitonsa, Okolimong, Kaudha, Maria, and Nakimuli-Mpungu (2020) carried out research on the prevalence and associated factors of alcohol use among 12000 students of Ugandan universities and found that 31 percent abuse alcohol.

There are several motivations associated with alcohol abuse among students including demographic motivations such as age and gender; socioeconomic motivation including income and parents' education level, individual related motivation, and environmental and psychological motivations. Hence the study ought to determine the motivations for alcohol abuse among students of social sciences at Makerere University.

1.2 Problem Statement

The WHO estimated that alcohol abuse led to the death of three million people worldwide in 2016 (WHO, 2018). Additionally, global mortality from alcohol abuse (5.3 percent) was higher than that from tuberculosis (2.3 percent), HIV/AIDS (1.8 percent), diabetes (2.8 percent), and hypertension (1.8 percent) combined (1.6 percent).

A study carried out by Nwana, Ademola, Oluwole, Kolawole, Komuhangi, and Lawoko (2018) on the prevalence and risk factors for substance abuse among university students in Kampala indicated that alcohol is the most abused drug, accounting for 35 percent. According to Uganda Alcohol Policy Alliance (UAPA) (2014), alcohol abuse is becoming a major issue because it affects the most productive age group, which also accounts for a large proportion of the total population, necessitating immediate intervention to address the issue. UHRN (2021) found out that 55 percent of university students in Uganda abuse alcohol. Alcohol abuse among university students results in a range of negative effects that include alcohol poisoning, blackouts, poor academic performance, violence, property damage, rape, assault, unwanted pregnancies, Sexually Transmitted Diseases that include HIV/AIDS, and breaching the rules and laws that spoil their chance of employment in future. Similarly, alcohol abuse within school environments has been reported to increase the chances of school dropouts, absenteeism, and poor academic performance (Kasirye, 2008). Regardless of the threats posed by alcohol abuse, motivations for alcohol abuse among university students in Kenya have not been addressed and established adequately. Inadequate research on motivations for alcohol abuse has been done at Makerere University. Therefore, this study sought to find out the motivations of alcohol abuse among Makerere University students, with a view to coming up with relevant information for university

administrations, government, and other stakeholders to develop interventions and policies to curb the problem of alcohol abuse at university.

1.3 Objectives

1.3.1 Main objective

To determine the motivations for alcohol abuse among students of the school of social sciences at Makerere University, Kampala.

1.3.2 Specific objectives

1. To determine the demographic motivations for alcohol abuse among students of the school of social sciences
2. To examine the environmental-related motivations for alcohol abuse among students of the school of social sciences
3. To ascertain the individual related motivations for alcohol abuse among students of the school of social sciences

1.4 Questions of the study

1. What are the demographic-related motivations for alcohol abuse among students of the school of social sciences at Makerere University?
2. What are the environmental-related motivations for alcohol abuse among students of the school of social sciences?
3. What are the individual-related motivations for alcohol abuse among students of the school of social sciences?

1.5 Justification of the study

Alcohol abuse in the institutions of higher learning in Uganda threatens the achievement of vision 2040 and holistic wellbeing. University student alcohol abuse is associated with a number of detrimental outcomes, including alcohol poisoning, blackouts, poor academic performance, violence, property damage, rape, and assault; unintended pregnancies; sexually transmitted

diseases, such as HIV/AIDS; and breaking the law, which harms their chances of finding future employment. The continued abuse of alcohol endangers people's lives and has negative effects on the economy and overall growth of the nation. The planned study will assist the National Council for Higher Education (NCHE) and university administrations in a better understanding of the current circumstance and in making adjustments to the policy to address the elements that contribute to alcohol abuse in universities. By adding to the body of knowledge already available on alcohol abuse among university students in Uganda, the current study will enhance the general information in this section. As a result, it would serve as a starting point for any additional study on alcohol addiction that is done in institutions of higher learning in the future.

1.6 Significance

The study aimed at examining the motivations for alcohol abuse among students of social sciences at Makerere University. The study led to the fulfillment of social research methods II classwork. The study is aimed at providing information to be used by the National Council for Higher Education (NCHE) and university administrations to adjust the current policies related to alcohol abuse among university students.

1.7 The scope of the study

The study was conducted to understand and examine the motivations for alcohol abuse among students of the school of social sciences at Makerere University.

1.7.1 Geographical scope

The study was conducted at the school of social sciences of Makerere University, Kampala. The school is one of the largest schools at Makerere University with a history, structurally dating back to as an autonomous academic unit. The school currently comprises of three departments namely, Political science and Public Administration, Social Work and Social Administration and Sociology offering undergraduate and master's programs such as Social Work, Arts in Social Sciences, and MA in Public Administration and management respectively.

1.7.2 Time scope

The research study was conducted in 3 phases that to say, data collection, data analysis, and presentation of research findings. These phases were designated time frames that is to say 2 weeks whereby the researcher conducted in-depth interviews with the participants and audios recorded.

The analysis of data collected took 2 weeks and during this time, the recorded audios were transcribed and assessed in order to make sure that the researcher comes up with viable information.

Finally, the researcher concluded by compiling the research findings to relate them to the pre-set objectives of the study and then present the final findings.

1.7.3 Contents scope

To determine the demographic motivations for alcohol abuse among students of the school of social sciences

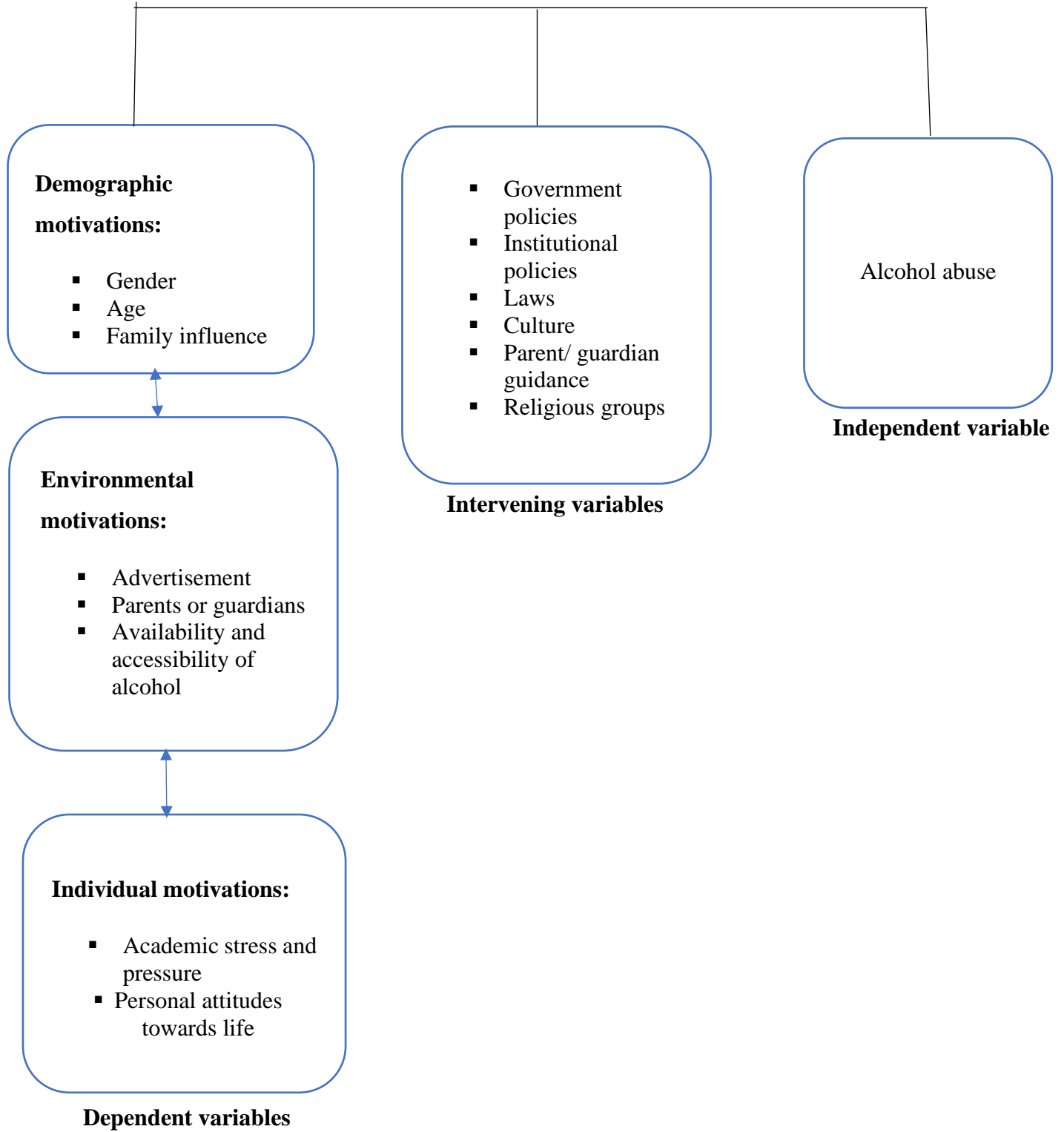
To examine the environmental-related motivations for alcohol abuse among students of the school of social sciences

To ascertain the individual-related motivations for alcohol abuse among students of the school of social sciences.

1.8 Relevance of the study

The study was a form of academic assessment to me and it enabled me to practically apply research knowledge to find out more about the motivations of alcohol abuse by Makerere University students.

1.9 Conceptual framework



CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This section reviewed some of the numerous works done by scholars and researchers which are directly related to this research work. In doing so, this section examined and reviewed the following areas;

The demographic-related motivations for alcohol abuse

The environmental-related motivations for alcohol abuse

The individual-related motivations for alcohol abuse

2.1 Demographic-related motivations

2.1.1 Gender

Men are more likely than women to abuse alcohol globally, and doing so results in more issues (WHO, 2005). One of the few constant gender disparities in social behavior is this gender gap. Alcohol abuse has a long history in communities around the world, and its impacts are crucial for defining, symbolizing, and regulating gender roles (Demers, Room, and Bourgault, 2001). Alcohol abuse as a manifestation of gender roles has come under increased scrutiny since, in some societies, gender disparities in behavior have widened. Due to job prospects, women now fill male responsibilities, which has exacerbated the tendency of alcohol abuse among them (WHO, 2005). Heavy drinking is associated with displays of masculinity and this may encourage male drinkers to deny or minimize problems resulting from their drinking, or to regard drunken behaviour as normal or permissible. On the other hand, customs that forbid women from abusing alcohol have resulted in a reduction or disregard for women's vulnerability. However, social anger and the use of punishment or compulsion to try to halt such behavior have frequently resulted when women's alcohol misuse or dependence becomes obvious (Roizen, 1988).

Male college students have historically abused alcohol at higher rates than female students, but this difference has gradually decreased. In 2015, 59 percent of male college students and 57 percent of female students reported having abused alcohol in the previous month (Center for Behavioral

Health Statistics and Quality, Substance and Mental Health Services Administration,2016). In South Africa, a study of university students revealed that 75 percent of participants abused alcohol, with young males making up 50 percent of those who drank moderately to heavily (Nkhoma and Maforah, 1994). However, other studies have also reported that male students abused alcohol more than female students (Hassan, 2013; Polymerou, 2007; Tsvetkova & Antonova, 2013). In Malawi, there was a 54.1 percent male to 16.5 percent female split in the frequency of alcohol abuse among university students (Zverev, 2008). Kamulegeya, Kitonsa, Okolimong, Kaudha, Maria, and Nakimuli-Mpungu (2020) found out that among the students at Universities in Uganda, alcohol abuse was more in males than females and more in individuals of 21 years.

2.1.2 Age

The average age of the first drink was 16 years or older, with the youngest recorded age being 7 years. According to studies on sample populations from the USA, both sexes often begin abusing alcohol after the high-risk age of 14 years, which is linked to a high risk for alcohol addiction and dependence in later life, according to Dewitt (2000) as mentioned in (Hassan, 2013). According to studies, harmful alcohol abuse in teenagers starts early and is later associated with mental illnesses. The high rate of alcohol abuse and the young age at which it started in such a substantial percentage of the participants have repercussions that point to a high likelihood of acquiring alcohol-related problems as an adult. In Kenya, a study carried out among university students showed that age was significantly associated with alcohol abuse. Further, the study revealed participants older than 22 years had a higher mean score than those below 21 years and it suggested that young people who used more alcohol were more likely to become dependent on it as they age. The study result showed that those below 21 years had 54.9 percent 21-22 years had 57.4 percent and those above 22 years had 60 percent. (Ndegwa, Munene and Olapido,2017).

2.1.3 Year of study

Students' year of study is one of the motivations for alcohol abuse. A study carried out in Kenya indicated that 39.3 percent of the participants who reported abusing alcohol were in their third year of study, followed by 30.7 percent in their second year, 19.3 percent in their fourth year, and 10.7 percent in their first (Ndegwa et al,2017). This supports a study that found first-year students had

the lowest prevalence of alcohol abuse and that students in their third and second years of study had the highest prevalence rates (Chikere & Mayowa, 2011). It should come as no surprise that first-year students had the lowest abuse rate, perhaps as a result of their awareness of the Christian nature of their academic atmosphere and lack of exposure to freedom and alcohol usage. According to Atwoli, Mungla, Ndung'u, Kinoti, and Ogot (2011), substance usage rises as students move through the educational system.

2.2 Environmental-related motivations

2.2.1 Advertisement

Advertising for alcohol has a significant impact on maintaining a culture where drinking is accepted, as well as how youth perceive and view alcohol abuse (Gerbner, 1995). Youth alcohol abuse is significantly influenced by alcohol advertisements (Saffer and Dave, 2006). The expectations of young people who haven't started drinking are impacted by a normative assumption about the teenage drinking habit as well as by seeing parents, peers, and other role models and celebrities who are increasingly depicted using alcohol in various media (Anderson, de Bruijn, Angus, Gordon and Hastings, 2009).

Alcohol advertising plays an important role in sustaining a cultural environment in which drinking is seen as normal and shapes adolescents' perceptions and attitudes towards alcohol use (Gerbner, 1995). Alcohol advertising plays an important role in having to encourage youth to drink (Saffer and Dave, 2006). For those who haven't started to drink, the expectancies of these youths are influenced by a normative assumption about the teenage habit of drinking as well as in observing parents, peers and other role models and celebrities are on the various media to increasingly portray the use (Anderson et al, 2009). According to UYDL (2008), abuse of alcohol also occurs during cultural solidarity weeks and bazaars, which are typically sponsored by breweries, especially Uganda Breweries and Nile Breweries, which advertise by offering discounted beers. To reach new university students, these advertisements are frequently planned for the first semester. Rotatingly, alcohol promotions occur at different universities.

2.2.2 Parents or guardians.

The parents and guardians are the factors why alcohol abuse has emerged among students at universities. In Uganda, a family is extremely an important system in nurturing the growth and development of a child for example parents and guardians serve as role models for children, and motivate young people to abuse alcohol.

A study carried out in Ireland showed that adolescents whose fathers abused alcohol, abused alcohol compared to their counterparts of the same sex and age, whose fathers did not abuse it (Murphy, O’Sullivan, O’Donovan, Hope and Davoren,2016). 52.1 percent of participants reported that their fathers had abused alcohol, and 9.3 percent said that their fathers had abused other substances. The majority (92.3 percent) of individuals who had witnessed their fathers abusing alcohol did so in a damaging manner. This suggests that fathers’ alcohol abuse may play a significant role in their children’s early exposure to dangerous alcohol. Therefore, children who have witnessed them abusing alcohol at home are more likely too to abuse it. (Ndegwa et al,2017). The study further reveals that mothers’ abuse of alcohol could be equally damaging to youths. It was significant that all those who had seen their mothers abuse alcohol (30.7 percent) or other drugs also engaged in abuse of alcohol and other drugs.

2.2.3 Availability and accessibility

This link has also been seen in studies including young people (Swahn, Palmer, and Kasirye, 2013; Tsvetkova & Antonova, 2013). Accessibility to the drug(s) being used revealed a significant association with alcohol abuse among students in Kenyan Universities (Ndegwa et al,2017). In Uganda, a study of the state of alcohol in the country, revealed that the availability of alcohol among college and university students is high on the campuses, in the hostels, and in the neighborhoods (UYDL, 2008). The study points out that major universities including Makerere University, Kyambogo University, Makerere Business School (MUBS), and Mukono University, as well as others, are surrounded by a variety of bars that provide a conducive atmosphere for students to abuse alcohol at their convenience. The study further indicates that on the 13 university campuses, alcohol is widely available, both bottled alcohol and spirits in sachets are sold at canteens that are situated in the residence halls. Alcohol is often sold in hostel canteens as well.

Since alcohol is readily available and accessible at canteens, students begin abusing it as early as 10:00 am.

2.3 Individual-related motivations

2.3.1 Academic stress and pressure.

The pressure to succeed and peer competition may cause university students to relieve their stress by abusing alcohol (Wang, Hu, Zhong, Du, Fiona, Wang and Yu, 2018). The Ministry of Health of Uganda (2001) indicated among the number of causes of alcohol abuse, examination pressure was one of them. Yamagishi (2000) argues that in the case of students usually, examination pressure contributes to a great deal of alcohol.

2.3.2 Personal attitudes towards life.

Htet et al (2020) stated that “students who felt hopeless or sad were more likely to abuse alcohol than their hopeful and happy counterparts”. Hopelessness is a highly relevant condition that could motivate someone to abuse alcohol (Jalilian, Karami, Ahmadpanah, Motlagh, Mahboubi, and Eslami,2014). Similarly, Comeau, Stewart, and Loba (2001) stress that alcohol abuse is closely related to factors such as hopelessness and anxiety sensitivity. People who experience feelings of hopelessness tend to harbor negative expectations about future life events and are more likely to experience depressive disorders or depend on substances like benzodiazepines, opiates, and alcohol (Rounsaville et al,1991).

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This section consisted of the study methods that was used by the researcher to study the motivations for the abuse of alcohol among the students of Makerere University. It presented the study design, research approach, study area, study population, sampling technique that were used, data collection methods and tools, data quality control measures, measurement, data analysis and presentation, ethical considerations, and limitations of the study.

3.1 Study design

The study adopted a descriptive cross-sectional study design which is a study in which a condition and potentially related factors are measured at a specific point in time for a defined population (Setia,2016). The design is important because it involved gathering information from multiple cases at once in order to create a body of information relating to two or more variables that would then be reviewed to find patterns of association (Bryman, 2004). Cross-sectional surveys are also useful in assessing a population's practices, attitudes, knowledge, and beliefs about a particular health-related event. This design therefore was relevant in determining the motivations among the students of Makerere University.

3.2 Research approach

The researcher adopted a qualitative research approach to get insights into students' life, determine the motivations for alcohol abuse, and explore students' lived experiences. Qualitative research methodology involves obtaining and evaluating non-numerical data to comprehend ideas, opinions, and experiences. It is a method for getting a comprehensive understanding of a situation and producing fresh study ideas (Bhandari. P, 2020). This method analyses the significance of the participants' actions and provides a detailed description of their thoughts, feelings, and experiences (Denzin, 1989).

3.3 Study area

The study area was carried out at Makerere University. It is the largest public university in Uganda and is located in the Central part of Uganda, Kampala district, Kawempe division on Makerere hill which is one of the many hills on which Kampala Capital City is built. The main campus is about 5km to the North of the city center covering an area of 300 acres and currently has a student body of about 3,8000 undergraduates. The study was carried out at the School of Social Sciences under the College of Humanities and Social Sciences (CHUSS). School of social sciences has registered scenarios of alcohol abuse among its students and some of them have got similar characteristics exhibited by young people who abuse alcohol like engaging in chaos and copying difficulties.

3.4 Study Population

The primary study population was social science students who abuse alcohol. These included those who reside in halls of residence as well as those in hostel. The study incorporated social science students from first second and third year respectively and these were selected using a snowball technique to draw the sample frame. Due to the large number of students in the school of social science the researcher used theoretical saturation to determine the study population.

3.5 The sample size formulation and selection

3.5.1 Sample size procedure

The researcher employed a snowball sampling technique. Snowball sampling is defined as a non-probability sampling technique in which the samples have traits that are rare to find. This is a sampling technique, in which existing elements provide referrals to recruit samples required for a research study. The researcher identified one student who abuses alcohol and is willing to participate in the research study. After she/he has shared his or her details and motivations for alcohol abuse, the participant provided the researcher with information about the other students who abuse alcohol he/she knows. The researcher collected information from the other students referred to by the first student who abuses alcohol to determine the motivations for alcohol abuse among students.

3.5.2 Sample size

A total of 20 participants were interviewed as part of the research study. These comprised 15 students from different years of study that is to say 1,2and 3 at the school of social sciences and 5 key informants. The sample size was chosen by the point of data saturation, which has been defined as the point at which it is most likely that no new information won't surface. (Ritchie, Lewis, and Ormiston, 2013)

3.5.3 Inclusion Criteria

In order for one to be included in the study, he/she must be identified by a friend or colleague as an alcohol abuser due to the fact that this is a sensitive issue. Another criterion for one to be included in the study is that they must be students of Makerere University and offering social science related discipline in the school of social sciences. All participants were considered for the study after giving in their full consent to participate.

3.5.4 Exclusion Criteria.

Students who have never or don't abuse alcohol, those from any other Universities or higher of learning, those outside the College of Humanities and Social Sciences and School of Social Sciences at Makerere University, and those who have not fully consented to their participation was not be part of the study.

3.6 Data collection methods and tools

3.6.1 In-depth interview.

This was the major data collection method to be used by the researcher. According to Lofland and Lofland (1995), an in-depth interview is often considered as a form of conversation. The researcher carried out face-to-face interviews in order to explore in depth the participant's point of view, experience, feelings, and perspectives about alcohol perspectives.

An interview guide was used by the researcher as the data collection tool. An interview guide is a simple summary of the broad subjects a researcher intends to discuss in the interview and the broad

questions he or she hopes to be asked in relation to each subject. In addition, the researcher used voice recording devices data and the participants were asked for their full consent.

3.6.2 Key Informant interviews

Four (4) key informant interviews were done in this study. The key informants were members of staffs of the halls of residents, students' leaders and hostel custodians. The advantage of using key informant interviews is that they provided an in-depth perspective of the issue of alcohol abuse among social science students. Key informant interviews are considered useful in filling gaps and providing further explanations and information for this study. Every key informant was given an identifier in form of numbers so as to ease understanding of statements that arise in the findings.

3.7 Data analysis and presentation

The recorded audio interviews were transcribed and those recorded in local languages such as Lusoga, Luganda, Acholi, and Iteso were translated to English for easier analysis by the researcher.

Thematic content analysis was used to analyze the transcripts using Braun and Clarke's methodology (Braun and Clarke, 2006) for example how alcohol availability and accessibility motivated students to abuse it. The following phases make up this approach:

To present the core of each theme, it was necessary to become familiar with the data, look for themes, name them, and select verbatim extracts from the data that had been collected. Following the criteria established by Lincoln and Guba on credibility, transferability, dependability, and conformability ensured accuracy (Lincoln and Guba, 1985).

Data collected in the interviews with the respective participant was continuously verified, and verbatim quotes from the transcripts were then extracted and used to explain the core of the themes identified. Using Braun and Clarke's method for lyrical context analysis, the researcher independently found themes in the research data and explain them. The study objectives then included the themes that have been developed and categorized.

3.8 Data control

Due to the similarities in characteristics between humanities and art students who abuse alcohol, interviewing guides were pre-tested with a small number of students from the School of Arts in Arts. This guaranteed that the instruments produce data that is pertinent to the study topic. All interviews had their audio collected, with the participants' permission, and the recordings saved securely on two devices to prevent data loss or corruption. The transcripts were stored on an external hard disk after transcription was complete until they are examined and a report is produced.

In order to maintain the quality of the data, notes collected throughout the interviews and safely stored. These notes were used in the research report's data analysis and presentation

3.9 Ethical considerations

The following are ethical issues that the researcher put into consideration prior to, during and after carrying out research;

Prior to conducting research, the research sought permission from the Department of social science, and the academic supervisor after taking into consideration that it will not cause harm to any parties involved, and positively contribute to society and academia.

Voluntary Participation. Participation was voluntary in my research, and there was no coercion or deception. The researcher was not be in a position to force participants to participate, but there were some situations that could potentially occur and therefore I sought, first of all, I invited them to participate, with a clear understanding that they are under no obligation to do so and that there were no negative consequences for them if they do not assist me in my research.

Informed Consent. I ensured that potential participants fully understand what they are being asked to do and that they are informed if there are any potential negative consequences of such participation. I asked for their consent by talking to and engaging them.

Confidentiality and Anonymity. For confidentiality and anonymity, I made sure that the participant's identity was revealed in any way in the resulting report by keeping the information gathered private and making sure that it served the sole reason for its collection and not for any purpose or study. In case the collected or processed data is required for any other academic and other purposes; consent was sought from the participants before disclosure of any information.

Potential for Harm. There are a number of ways in which participants can be harmed: physical harm, psychological harm, emotional harm, embarrassment (i.e., social harm), and so on. Therefore, I identified any potential for harm and determine how this potential for harm could be overcome.

3.10 Limitations of the study

Limited resources such as money to pay for the production of research tools, such as the interview guides, and to pay participants or participants for the time they took to engage in the study.

There were undoubtedly interviewees who withheld information and/or provided incomplete or inaccurate version of events in any study based on in-depth interviews hence limiting the researcher's objectives.

Accessing interviewees in some cases was difficult and involved much effort potentially time-consuming and turning to be expensive for the researcher.

CHAPTER FOUR: PRESENTATION OF FINDINGS AND DISCUSSION

4.0 Introduction

This chapter presents the findings and their discussion. It highlights the social demographic characteristics of both the primary participants and key informants. This then followed by an overview of key findings using selected quotes as well as referring back to the research objectives, research questions, and literature review. For the purpose of anonymity all the participants were given pseudonyms which are used throughout the study in order to protect their confidentiality and anonymity.

4.1 Socio-Demographic Characteristics of the primary Participants

The study initially had twenty (20) participants out of these fifteen were reached including the key informants. The study included both male and female students who engage in the use and abuse of alcohol at Makerere University as well as staff and custodians of the halls of residence of the university. The some of the participants professed a Christian religious affiliation; they were from relatively poor background, affected by different forms of social problems. All of the participants reached in this study were all abusing alcohol at the time of the study.

The primary study population was comprised of eleven (11) students who abuse alcohol of who six (6) were male and five (5) were female. Allan who was twenty-three (23) years old joined the university in 2019 started abusing alcohol in senior two. Furthermore, Emmanuel who was 21 years old was already abusing alcohol before joining campus. Maria was 20 years old, while Hellena was 21 as well as Patricia and Mariam, Sylvia who are all in the same age brackets of 22 years old. Additionally, Joel, Collins, Douglas, Francis, and Trevor were all 24 years old.

4.2 Demographic motivations for alcohol abuse among students

The study set out to document the demographic motivations of alcohol abuse among social science students of Makerere University. The findings of the study illuminate various demographic related motivations towards alcohol abuse among the students interviewed. According to the findings

family influence, age, culture and gender were some of the motivations for alcohol and substance abuse among students. These are discussed in themes below.

4.2.1 Family influence

Students engage in alcohol abuse because the parents would abuse alcohol in front of their children at a young age as a result the children end up believing that consuming alcohol is ideal and acceptable thus, they also decided to start drinking alcohol with the belief that it is a daily routine of life. This was further captured in the interviews when one of the participants when he mentioned that;

My dad used to take alcohol and go to work every day and it had no effect on him. So seeing him doing that almost every day gave me the belief that alcohol is part of life and it can be taken even when you are going to work. Since then I also started taking alcohol while hiding until when I joined campus that when I stopped hiding from people (Allan 23 years old social science students)

Some other primary participant further indicates that the words and advises of parents who would discourage the abuse alcohol push them to want to discover why alcohol is discouraged thus wanting to drink alcohol at some point. Emmanuel stated;

The other reason is that my parents are Pentecostal (born again) so they used to tell us not take it and even in church they were like don't take it therefore when I grew up, I was like why my parents were saying that we should not take alcohol and then I was like let me take it and see what happens. So, I was inquisitive of seeing what is there, why are they stopping me from taking it.

The key informant further indicates that having parents who abuse alcohol can have a strong influence on students especially those transitioning to university. One student leader stated;

Sometimes our parents' behaviors can have bad influence on our ways of living in later life for instance a student who has a parent that abuse alcohol will likely drink alcohol because of what they have seen and learnt from them and most of these students who abuse alcohol have parent with similar behaviors (key informant interview 2022)

These findings are in line with those of Wang et al. (2022) who stated that some of the behaviors exhibited by families and other relatives can have a strong influence on the way life unfolds for

certain individuals including students joining university as these tend to replicate certain attributes of their parents especially those who are engaged in alcohol abuse.

4.2.2 Culture as a motivation for alcohol abuse

Alcohol abuse among students is also motivated by culture as the participants indicated that being in groups where the culture and traditions required boys/men to engage in drinking in every gathering especially in social gatherings. For instance one of the participants commented;

Yah first of all in our culture (Banyankore culture) for you to gather as a group, you should first take something. Any group of men should first take alcohol and for women groups have to take water. Then have to take something which is sour to show that you are a man. And you know being in campus means you are already a man that is why some of us are safe to drink alcohol (Douglas 24 social science student)

Another participant indicated that not taking alcohol among fellow students will lead to some backlash as others will throw insults and abuses at the individual who is not engaged in drinking/abusing alcohol and other substances. One of the participants commented;

They have to talk bad things about you. Why don't you take alcohol at your age? Why don't you take sour things? Like if you don't take beers or Guinness and you take Smirnoff, they ask you whether you are a woman (Trevor 24 social science student)

Based on the findings above it can be seen that cultural influences have led to students engaging in excessive abuse of alcohol as individuals tend to make reference to culture as a justification for their drinking behaviors. This is further indicated in one of the studies conducted by Bhati et al. (2021) who pointed that demographic factors such as culture has an important role in pushing university students into alcohol abuse.

4.2.3 Gender

Conversely the study indicates that alcohol abuse among males is different than females as male students tend to abuse more alcohol than female students. This is because male students are more exposed to alcohol drinking ventures as opposed to their female counterpart. One of the participants commented;

Okay let me tell you, in our circles of students who abuse alcohol; you will find a few ladies who drink alcohol. Most of us who drink alcohol we are boys just because for us we are used of the sour things. Ladies are soft and prefer taking sweet things like juice and soda but for us we are strong and we are men. Automatically, ladies are different from men so us taking alcohol and them taking wine, juice and soda differentiates us from them (Joel 24 social science student)

Another participant indicates that female students are less likely to abuse alcohol due to fear of public exposure. One of the participants commented;

For us girls' alcohol is not really the best yes I know sometimes girls tend to over drink but the boys actually abuse alcohol more than the girls. Like me if I go to a function the highest amount I can take is two bottles because I don't like getting drunk in public and two bottles are okay I can handle them (Hellena 21 social science student)

Findings from the key informants indicate that alcohol abuse is different in boys and girls as boys tend to abuse alcohol more than girls. One of the students' leaders commented;

Male students and alcohol are inseparable every day you will see students getting drunk especially when they are in their halls and to make it worse some of them even come to class drunk they always have this saying that 'it is my money I have to enjoy it' this is why some of them over drink and waste their lives on alcohol (key informant interview 2022).

This means that there are differences in the rate and manner of alcohol abuse between boys and girls. For instance the participants indicate that boys are more into alcohol use and misuse. On the other hand, girls tend to be moderate in the way they engage in alcohol abuse however there are those who actually engage in excessive drinking as indicated by some of the participants. Some literature however indicates that gender differences play a major role in drug and substance abuse (Boitt et al., 2016). For instance, alcohol abuse is more frequent among the male population as opposed to female although both groups can equally engage in misuse depending on their state of mind.

4.2.4 Age as a motivation of alcohol abuse

The study indicate that age plays a role in alcohol and substances abuse among students as some use their age to justify their abuse and misuse of alcohol. The findings revealed that the older the

student the higher the chances of them getting engaged in alcohol abuse. One of the participants commented;

Even you know very well that alcohol is people of 18 years and above, here at campus we have some rare cases of students who join who are not yet eighteen. And also, still university education is for everyone, we have members of parliament, LC V chairpersons and other mature people here. It is rare to find students who have like 40 or 50 years of age abusing alcohol although here at school of social sciences, they are not easy to see and they come mostly during times of tests and exams (Maria 21 social science student).

This implies that older students are prone to abuse of alcohol as they older they get the more autonomy they developed a sense of independence which give them the feeling that they can do anything that can help them satisfy their needs and pleasure. While the use and abuse of alcohol is highly attributed to age groups as minors in most cases are not allowed to engage in drinking as a result the findings are justified on grounds of the fact that older adults are more prone to abusing alcohol abuse.

4.3 Environmental-related motivations for alcohol abuse among students

Abuse of alcohol is common among students especially university students who believe that their abuse of alcohol is mostly influenced by certain factors some of which are environmental in nature. Factors such as marketing and advertising, media acceptance, social life style among some student these were reported by some of the participants as the main motivations of alcohol and substance abuse among students. Some of these are presented in themes below.

4.3.1 Marketing and Advertising

Under this theme the study indicate that the availability of marketing and advertising companies coming into the university to show case their products to students. According to the participants some of the alcoholic products that are brought to the university are very addictive and students have continued to engage in abusing the alcoholic drinks being marketed in the university. One of the participants stated;

These days alcohol is everywhere, almost everywhere around campus there are bars and places that sell alcohol and everyday new companies are coming on board that manufacture alcohol hence compelling young youth to drinking

alcohol. These companies also come here at campus especially on days like bazzas and fresher's ball when we are welcoming fresher's and give out free alcohol or discounted alcohol hence students learn to drink it on such days
(Patricia 22 year's social science student)

Another participant indicate that marketing alcoholic drinks in within the university means that students can easily indulge in binge drinking as students can easily access the drinks. One of the participants indicated;

I arrived this side of Kampala of recently; they wanted to introduce a new alcohol brand on the market so they wanted people to test the quality. They could come those sides of Grand Global hotel and they assembled five different glasses on the table every weekend and you test on each glass and then they ask you the way the different glasses were testing, note down and then give you fifty thousand after giving your observations and comment. It took like two months period at hotel and other students could go there just to earn
(Douglas 24 social science students)

Based on the findings above it can be seen that marketing and advertising agencies especially alcohol advertising agencies have so much influence on the drinking behaviors of students. In the interviews participants highlighted the free and low cost alcohol provided by these marketing agencies have pushed students to engage in unnecessary drinking as they tend to take advantage of the low cost to buy excessive quantity of alcohol which in most cases leads to abuse and misuse of such drinks among university students especially social science students.

In accordance with previous literatures including Ouattara et al. (2017) who stated that alcohol plays several roles and functions especially for socialization of people including university students. Another study conducted by Boitt et al. (2016) who stated that advertising alcoholic brands especially among university students could have a strong influence on the level of alcohol abuse levels.

4.3.2 Peer Influence

According to the findings individuals especially university students tend to engage in alcohol abuse just to fit in the lifestyles of other students. The study findings revealed social science students engage in use and misuse of alcohol of due to their association with other groups of students some

of which are described by the participants as friends. This is further highlighted by some of the participants in the interview that was conducted.

I was seeing my friends at school abusing it and other substances and they were happy, I also wanted to like them (I was admiring them). So, I picked it up from there. Even when I joined Makerere I got some friends who were like the ones I had in high school they are all into drinking alcohol and I could not resist drinking whenever I am with them (Collins 24 years old social science student)

Findings from the key informants' interview revealed that university are fond of engaging in behaviors including alcohol abuse if their immediate peers are engaging in similar behaviors. One of the university wardens stated;

I think students are guilty of copying behaviors of their friends especially in the university when you see them in groups almost on every occasion just know there is something that is keeping them together and sometimes it is not academics it is alcohol that is keeping them together (key informant interview 2022)

Based on the findings above it can be seen that the presence of peer groups in university among students paves a fertile ground for the cultivation of certain behaviors some of which include the use and misuse of alcohol and other illicit substances to derive pleasure. Some literature including those of Bonnechere et al. (2022) who emphasized that alcohol and substance abuse is very common among students and some of them tend to initiate their peers in such behaviors just justify their action and exact control over fellow students.

4.3.3 Social media acceptance

The study furthermore indicate that the students association with social media could be a strong motivation for the use and misuse of alcohol and other substances as they are influenced by the content that is posted most of which is usually high life that promote abuse of alcohol. For instance one of the participants commented;

Every day at least every television or radio has to play adverts of about five different alcohol companies the same as social media where different alcohol brands are advertised. It is not by surprise that the number of us people of drink alcohol is increasing each other day (Emmanuel 21 social science student)

Another participant indicated that messages sent through social media platforms like WhatsApp and Facebook where they could receive messages about drinking hotspots within campus;

Sometimes you are in class and you see people posting in groups about outings and house parties in different hostels and most times the only thing they serve in such parties is alcohol this makes it easier to get drunk and for us social scientist we have all the time to hit every possible party where alcohol is served (Francis 24 social science student)

This implies that the acceptance of social media among social students has become a strong influence on the drinking behaviors of students. For instance, students would receive messages of the available alcohol hot spots around and within the university thus students tend to follow these messages to engage into abusing of alcohol. In the above discussion it can be seen that some of the decisions made by students especially in relation to alcohol abuse is influenced by social media platform including WhatsApp.

These findings are in line with those of Ndegwa et al. (2017) who pointed that most university students engage in the use and misuse of alcohol due to social media adverts as well as the messages circulated on the different social media platform.

4.3.4 Availability of Alcoholic Stalls

One of the participants indicated that alcoholic stalls make it easier for students to abuse and misuse alcohol. According to the findings there are many places that sell alcohol drinks and that makes it easier for students to buy and to some extent sell alcoholic beverages to other students. For instance Collins stated;

You look around campus you will find many bars especially in areas of Kikumi kikumi and Kikoni. These places are hot spots for selling alcohol because there are many students and these people know that students like taking alcohol that is why most of them engage in the abuse and misuse alcohol (Collins 24 social science student)

The availability of these stalls means that students struggle to not take alcohol as they can easily access these stalls that sell alcohol to even make it worse some of the residential areas of students sell alcohol and this make abusing alcohol a common trait among such groups. Another participant mentioned that selling alcohol around hostels and university campus plays a role on the abuse and abusing of alcohol among social science students. Sylvia stated;

You are also a student and you know that around Makerere there are many people who sell alcoholic drinks and you know that students like drinking mostly these drinks called 'kitoko' it is sold at 500/- that is why it is easier for these guys get drunk because it easier and cheap to get drunk and that is 'bitanu'
(Sylvia 22 year old social science student)

This implies that the availability of stalls that distribute cheap drinks to students is a major motivation for students to engage in the abuse and misuse of alcohol. Some many students have been involved in excessive drinking due to these the presence stall and the worst case scenario is that there is cheap alcohol being sold in these stalls that this provides a fertile ground for the abuse and misuse of alcohol. Some literature including Hill (2010) who maintained that selling alcoholic within and around the premises of learning institutions has proved to be a strong encouragement for students to engage in drinking and abusing alcohol and other substances.

4.4 Individual related motivations for alcohol abuse

The study determined several individual related motivations for alcohol abuse among students at school of social sciences at Makerere University. According to findings, academic stress and pressure, personal attitudes towards life and loss of hope in their lives are some of the factors that motivate students to abuse alcohol. These are discussed in the themes below;

4.4.1 Academic Stress and pressure as a motivation for alcohol abuse

One of the students indicated that there is too much academic stress and pressure which is hard for them to handle and one of the alternatives they resort to in order to relief themselves is abusing alcohol. According to the findings there a number of academic assignments that require students to attend to which put pressure on students since they are required in a specific period of time. For instance, one participant commented;

In general, academic stress is not actually not only at the school of social sciences. University has a lot of stress that make someone feel depressed, that make someone out of place for example you may have coursework, test, final exams, stress from roommate in that you do not actually cooperate. One of the reasons why students abuse alcohol is to forget about stress.

Another participant indicated that there are other sources of stress to them away from academics, he pointed out that relationships also bring stress to them since are mature and some are married. Trevor stated;

You also know very well that we are mature people at campus. Some of us are married off and others have boyfriends and girlfriends, you may find out that your partner is cheating on you and that can really cause stress to you. (Trevor, 24, student at school of social sciences)

These findings are in line with those of Wang et al (2018) who stated that the pressure to succeed and peer competition may cause students to relieve their stress by abusing alcohol and Yamagishi (2000) who argued that in the case of students, examination pressure and stress contributes to a great deal of alcohol abuse.

4.4.2 Personal attitudes towards life

Further, the study determined that some students abuse alcohol because of their personal attitudes towards life. According to the findings, some students think that they cannot live without abusing alcohol, to them alcohol boosts their brain and therefore it should be taken every day. For example, one of the participants commented;

When I try living a day without abusing alcohol, I couldn't manage because I feel like my body is not normal and I feel like I want to sleep because I feel like something is missing in my brain but if I take it, it boosts my brain and I can then sleep. To me alcohol is like a booster because it is something that that keeps my mind awake. (Allan, 23 years, student at school of social sciences).

This finding is line with that of Htet et al (2020) who stated that students who felt hopelessness or sad were more likely to abuse alcohol that their counterparts.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.0 Introduction

The study was guided by three objectives which were to determine the demographic motivations for alcohol abuse among students of school of social sciences, to examine environmental-related motivations for alcohol abuse among students of the school of social sciences as well the individual related motivations for alcohol abuse among students of the school of social sciences. These were guided by the research questions which have been answered. The summary, conclusion and recommendations are presented below

5.1 Summary

In relation to the first objective one which was to determine the demographic motivations for alcohol abuse among students of social sciences. Under this objective, the study revealed that abuse and misuse of alcohol is motivated by different demographic factors including family influence, age, culture as well as gender. The study further revealed that the age of the students plays as a motivating factor for the abuse and misuse of alcohol this is based on the idea that older students tend to be on the abusive end of alcohol and other illicit substance.

These findings are in line with those of Fernandez et al (2019) who highlighted socio demographic factors such as age, culture as well as gender as the possible motivators of alcohol and substance among students. In their findings it was revealed that alcohol abuse is prevalent among male individuals as opposed to females.

The second objective was to examine environmental-related motivations for alcohol abuse among students of the school of social sciences; under this objective it was revealed that peer influence marketing and advertising were one of the factors that motivate students to abuse alcohol. Abuse of alcohol among students has been rampant due to the presence of friends who tend to put other students on pressure to engage in the abuse and misuse of alcohol. The presence of these groups is a strong motivation for students to abuse alcohol. According to the findings some students were

carried away by the availability of new drinks on the markets as different alcoholic brands were reported to provide free drinks to students as a result they indulge into excessive drinking. The study further revealed that the acceptance of social media as well as availability of alcoholic stalls which provides low cost alcohol as well as easy access to alcoholic beverages. With the availability of alcoholic stalls means that students can easily go out to buy alcohol in large quantities something encourages alcohol abuse among students.

These findings correspond with those of Hill, (2010) who pointed that regular advertising and marketing alcoholic drinks within higher institutions of learning is a strong motivation for students to engage in abusing of alcohol as they tend to take advantage of the free and cheap dinks provided by these brands.

Finally, the other objective was to ascertain the individual related motivations for alcohol abuse among students of school of social sciences at Makerere university. Under this objective the findings indicated that abuse of alcohol is motivated by individual factors that include but not limited to academic stress and pressure and personal attitudes towards life.

5.2 Conclusion

In conclusion, the abuse of alcohol among students especially social science student is mainly motivated by the advertising and marketing done as well as peer group influence which tend to encourage other students to go out in search of alcoholic hotspots thus providing a breeding ground for students to abuse alcohol.

5.3 Recommendations

There is need to regulate alcohol selling stalls within the university. Regulating these stalls will minimize the number of visits made by these students as well as minimize on the abuse levels this will in turn reduce the rate at which students abuse alcohol.

Students should be educated against abuse of alcohol this can be done by putting more emphases on the need to focus on academics rather than drinking excessive alcohol. One way to discourage

students from abusing alcohol is to encourage students to form meaningful friendships as opposed to those who influence others into the misuse and abuse of alcohol.

Parents should be sensitized against drinking alcohol in front of their children as this is a bad precedent for the children. Some behaviors are learned by children from the older adults and these tend to influence their ways of living in later adulthood as this is the case with students who started taking alcohol because of seeing the same example from parents.

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APPENDICES

Appendix i: In-depth interview guide

Alcohol abuse among students of Makerere University: a case study of school of social sciences

(In-depth interview guide for social science students who abuse alcohol)

INTRODUCTION

Good day to you. My name is Waira Ronald. I am a 3rd year student at Makerere University pursuing a Bachelors of Social Work and Social Administration Degree. I would like to request you to engage in an interview with reference to my dissertation titled “Alcohol abuse among students of Makerere university: a case study of school of social sciences”. You have been selected to participate in this study because you have indicated that you abuse alcohol or others have identified you as someone that abuses alcohol. Please note that this is an entirely voluntary process and you are free to stop the interview at any moment. I will be using an interview guide that has been approved by my dissertation supervisor at Makerere University.

Please answer the questions as best as you can.

The interview is expected to last 30 minutes. However, feel free to take your time to answer the questions. I am here for as long as you need to answer the questions in this interview. Here is a tape recorder that will record all our conversations. I will transcribe these conversations later on and use them for research purposes. All the information you give in this interview will be used for my research project only. It will not be shared with other parties. All the transcripts and the recording will be destroyed one year after this interview. Details about you and your family will be kept in the strictest confidence. I may use quotes from the interview but your name or any other identifying details will not be given to anyone.

Age:

Gender:

Religion:

Year of study:

To determine the demographic motivations for alcohol abuse among students of the school of social sciences.

1. How old were you when you started drinking alcohol? Probe to understand the exact age and what could possibly trigger alcohol abuse at such age
2. On estimate! What is the amount of money you spend while consuming alcohol?
3. What motivates you to abuse/abuse alcohol? Probe for issues such as family alcohol abuse patterns, gender, age and income, health status.
4. Comment on the gender that abuse/abuse alcohol the most among social science students?
5. Generally! What are the socio demographic factors that push students to abuse alcohol?

OBJECTIVE 2.

To examine the environmental-related motivations for alcohol abuse among students of the school of social science

1. What are some of the factors that influence social science students to abuse alcohol?
2. How has the advertisement of alcohol impact the way you abuse alcohol?
3. Comment on the drinking patterns your peers that could have influence you to abuse alcohol?
4. How does marketing of alcohol affect the way social science students abuse alcohol?

OBJECTIVE 3.

To ascertain the individual related motivations for alcohol abuse among students of the school of social sciences

- 1 Comment on the stressors that push social science students to abuse alcohol?
- 2 How has alcohol abuse affected the academic performance of social science students?
- 3 Do you think failure to transition into university life is the reason for abusing alcohol among social science students?
- 4 In your view what are some of the reasons as to why students abuse alcohol? Probe for stress factors
- 5 Please describe what your life would be if you were not abusing alcohol? Prompt for communal activities, respect and leisure activities
- 6 Why do social science students abuse alcohol? Prompt for stress levels, academic stress and pressure, peer influence, personal attitudes towards life.

Thank you for your time

Appendix ii: Key informant guide

Alcohol abuse among students of Makerere University: a case study of school of social sciences

(To be administered to custodians, wardens and student leaders)

INTRODUCTION

Good day to you. My name is Waira Ronald. I am a 3rd year student at Makerere University pursuing a Bachelors of Social Work and Social Administration Degree. I would like to request you to engage in an interview with reference to my dissertation titled “Alcohol abuse among students of Makerere university: a case study of school of social sciences”. You have been selected purposefully to participate in this study because you have indicated that you have an in-depth understanding of alcohol abuse among social science students. Please note that this is an entirely voluntary process and you are free to stop the interview at any moment. I will be using an interview guide that has been approved by my dissertation supervisor at Makerere University.

Please answer the questions as best as you can.

The interview is expected to last 30 minutes. However, feel free to take your time to answer the questions. I am here for as long as you need to answer the questions in this interview. Here is a tape recorder that will record all our conversations. I will transcribe these conversations later on and use them for research purposes. All the information you give in this interview will be used for my research project only. It will not be shared with other parties. All the transcripts and the recording will be destroyed one year after this interview. Details about you and your family will be kept in the strictest confidence. I may use quotes from the interview but your name or any other identifying details will not be given to anyone.

Questions

- 1 If you are to estimate! How much money do you think social science students spend on alcohol?
- 2 What are the socio demographic motivations that push students to abuse alcohol?

- 3 What are some of the motivations for social science students to abuse alcohol?
- 4 How has the advertisement of alcohol impacted the way you abuse alcohol?
- 5 Comment on the drinking patterns your peers that could have motivated you to abuse alcohol?
- 6 How does marketing of alcohol motivate the way social science students to abuse alcohol?
- 7 Do you think failure to transition into university life is the reason for abusing alcohol among social science students?
- 8 In your view what are some of the motivations as to why students abuse alcohol? Probe for stress factors
- 9 Comment on the stressors that push social science students to abuse alcohol?
- 10 How has alcohol abuse affected the academic performance of social science students?

Thank you for your time