

# Smokeless Tobacco Use Among Undergraduate Male College Students: Motivation for Use

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## POSTER PRESENTATION

**ABSTRACT:** Young males continue to use smokeless tobacco (ST) even with knowledge of the harmful health consequences indicating a need to identify sources that motivate initiation of use of this substance. This study investigated the motivation for ST use of undergraduate members of male-dominated organizations on college campuses. In particular, whether motivation for participating in a male-dominated organization, perception of peer use of ST, and conformity to masculine norms are related to ST use. College-aged males in the United States were recruited through Facebook and email to complete an online survey that evaluated demographics, participation and motivation to participate in male-dominated organizations, tobacco and other substance use behaviors, perception of peer substance use and conformity to masculine norms. Questions were adapted from the National College Health Assessment (NCHA-ACHA, 2013) and the Conformity to Masculine Norms Inventory-46 (CMNI-46) (Parent, 2009). Overall, ST users had higher scores on the CMNI-46 and perceived greater ST use within their male-dominated organization compared to nonusers. Additionally, ST users displayed greater perception of ST use within their group compared to general use at their school, while nonusers lacked this difference. The majority of both ST users and nonusers provided extrinsic reasons for participating in their male-dominated organization. These findings suggest that conforming to masculine norms and a skewed perception of ST use within their respective groups may contribute to ST use within male-dominated college organizations. Follow-up studies are important to reveal further insights to inform targeted prevention programs.

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