

# **Drinking to have fun and to get drunk: Motives as predictors of weekend drinking over and above usual drinking habits**

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## **Abstract**

Most evidence on the motives-alcohol use link has come from cross-sectional research using retrospective assessments. It remains also to be demonstrated whether motives predict drinking in particular circumstances. In the present study, drinking motives assessed 2 weeks prior to a diary study were used to predict the number of drinks on weekend days as reported via short message service (SMS). Multilevel regression models were estimated based on 391 reports from 55 participants (mean age 22.7). The results revealed that enhancement motives but not gender, age, or social, coping, or conformity motives predicted weekend drinking over and above usual consumption. Consumption and motives together explained more than three-quarters of the inter-individual variance in weekend drinking. To conclude, this study points to a heavy episodic weekend drinking culture of young people who drink large quantities on Friday and Saturday nights apparently because they are seeking fun and excitement. Preventive measures should aim to counteract young people's drinking at peak times and in high-risk situations.

Web link

[http://www.drugandalcoholdependence.com/article/S0376-8716\(10\)00099-2/abstract](http://www.drugandalcoholdependence.com/article/S0376-8716(10)00099-2/abstract)  
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