ABSTRACT

Psychology majors' images of alcoholism

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A qualitative understanding of psychology majors' images of alcoholism was investigated through the image-association method using "alcoholism" as a stimulus word. University students ($N=193$) responded to a free-description type questionnaire and 906 images were collected and classified using the KJ method, which yielded 30 codes and six image categories. These categories included "Causes of alcoholism," "Influences of alcoholism," "Disease of alcoholism," "Aspects of alcoholism," "Fear of alcoholism," and "Coping with alcoholism." The content of these categories indicated that university students had a strong, traditional image of alcoholism, a low understanding of recent changes in alcohol-related problems, and rarely used keywords for understanding problems such as suicide and denial. It was concluded that future university students should be educated on gaps in knowledge about alcoholism.

Key Words: alcoholism, image association, university students, qualitative research