

Abstract

This study aimed to test the hypothesis that a higher familiarity with alcohol-related literary work was associated with more positive attitude towards drinking, more frequent drinking and heavier drinking on average. A survey research was conducted. A total of 126 responses were collected. Of the respondents, 51.6% were male. Respondents ranged from all age groups, with the majority (50.8%) in the age range of 21-30. Confounding variables, including (1) familiarity with literary work unrelated to alcohol, (2) familiarity with alcohol-related cultural knowledge, (3) personality, (4) parental drinking frequency, (5) sex, (6) age, and (7) education level were controlled. Results from regression indicated that a higher score on a test on alcohol-related Chinese literature was associated with (1) more positive attitude towards alcohol ($\beta = .345, p = .017$), (2) higher drinking frequency in general ($\beta = .261, p = .040$), (3) higher solitary drinking frequency ($\beta = .298, p = .032$), (4) higher binge drinking frequency ($\beta = .489, p = .0004$), and (5) higher volume of alcohol consumption on average ($\beta = .428, p = .002$). No significant relationship was found between familiarity with alcohol-related literature and attitude towards solitary drinking.