

STEREOTYPING IN ADDICTION: AN APPLICATION
OF THE FISHBEIN-AJZEN THEORY TO
HEROIN USING BEHAVIOUR.

Dissertation

Submitted in Partial Fulfilment of the Requirements
for the Degree of DOCTOR OF PHILOSOPHY in
Psychology of Strathclyde University.

VOL II

by

FRANCES FINNIGAN M.A. (Glasgow)

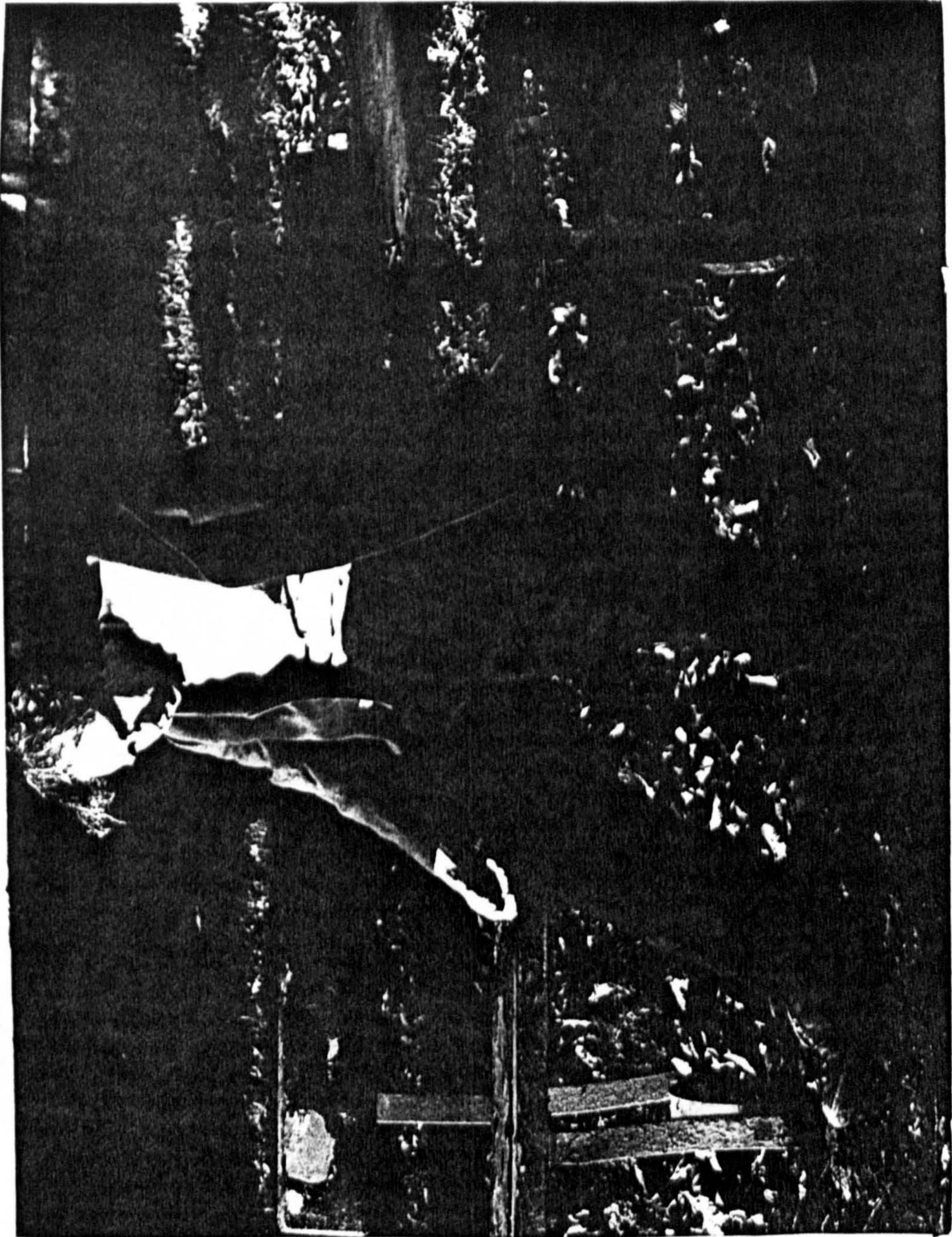
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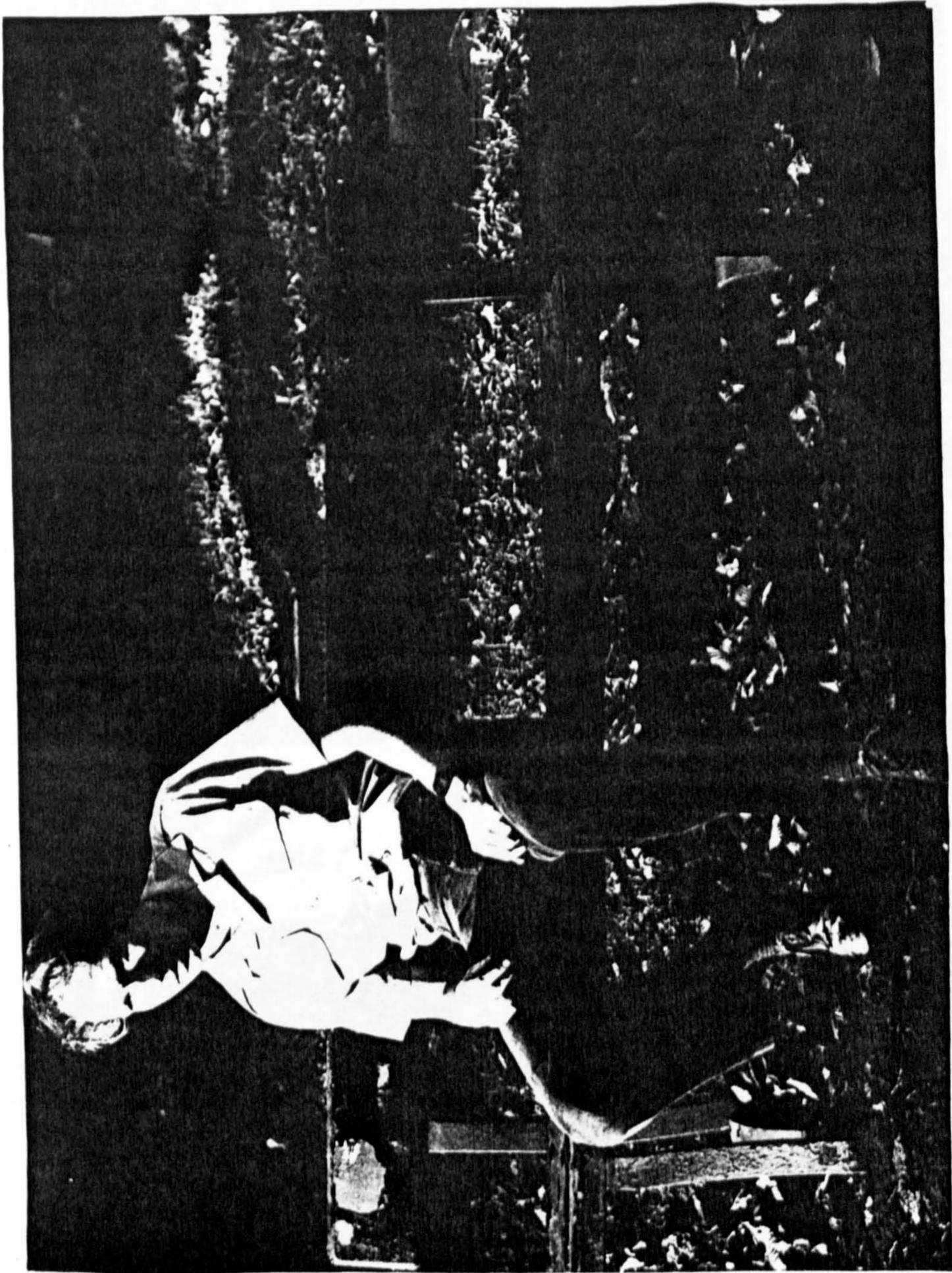
APPENDIX 1:
PHOTOGRAPHS USED IN EXPERIMENT 1





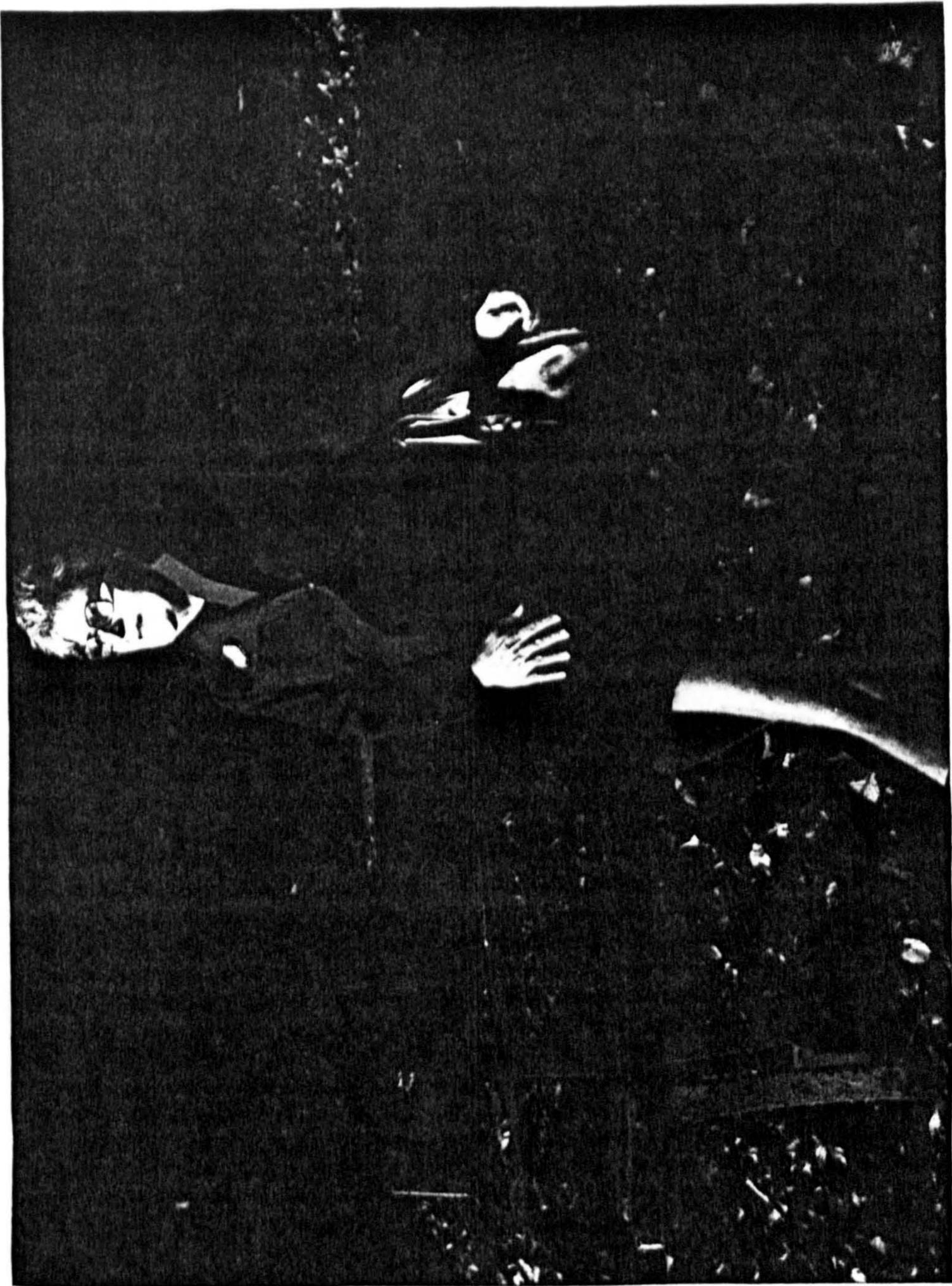


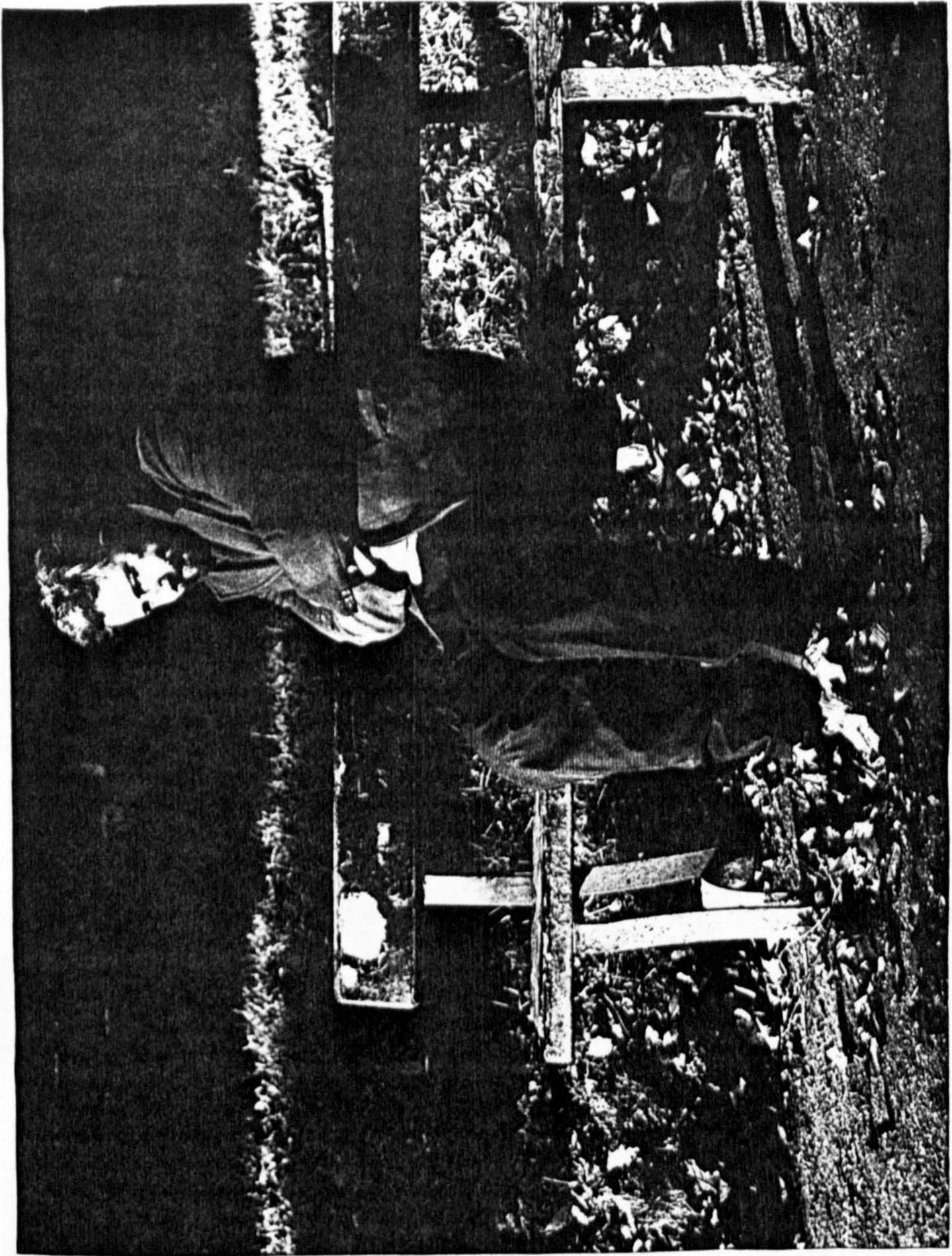


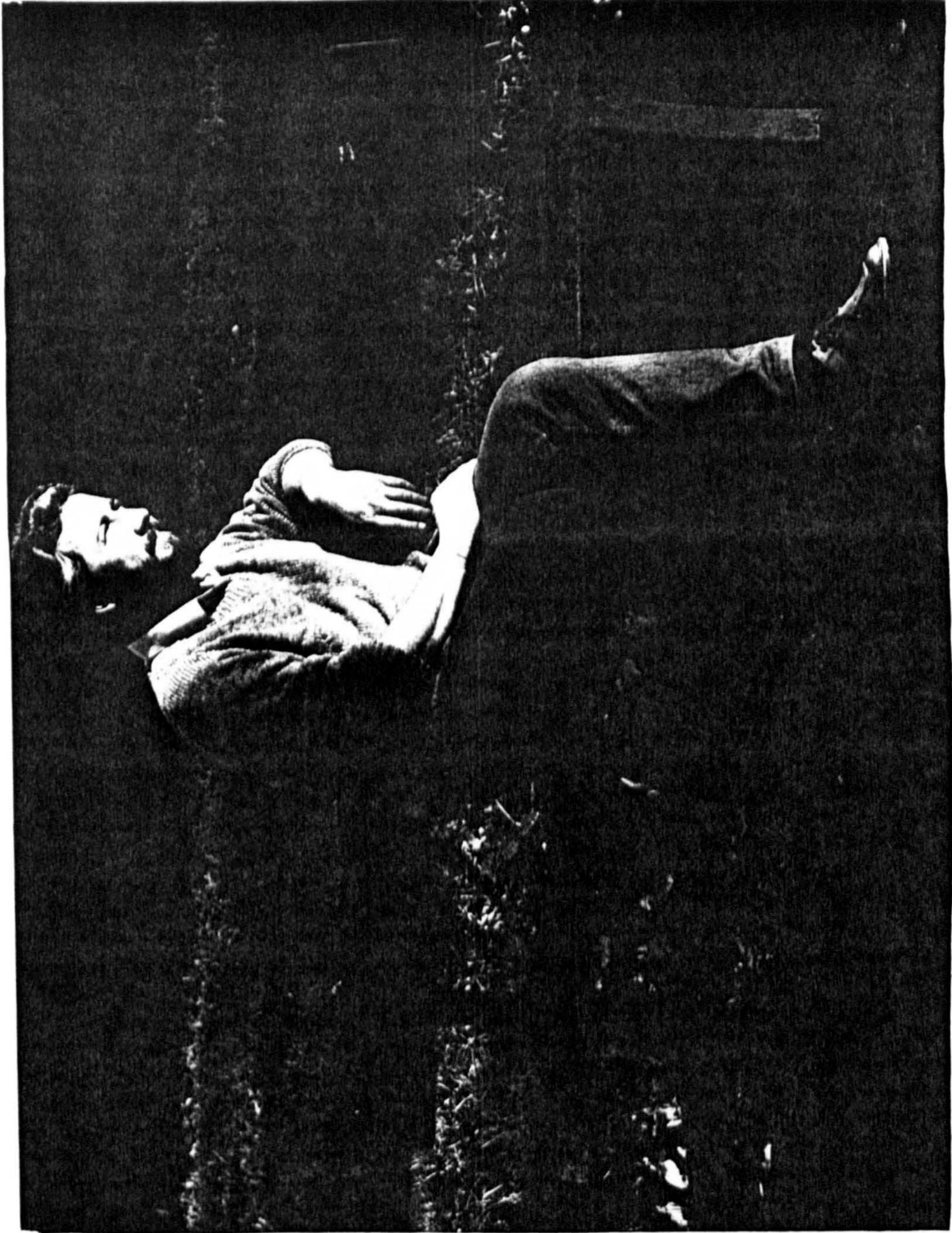




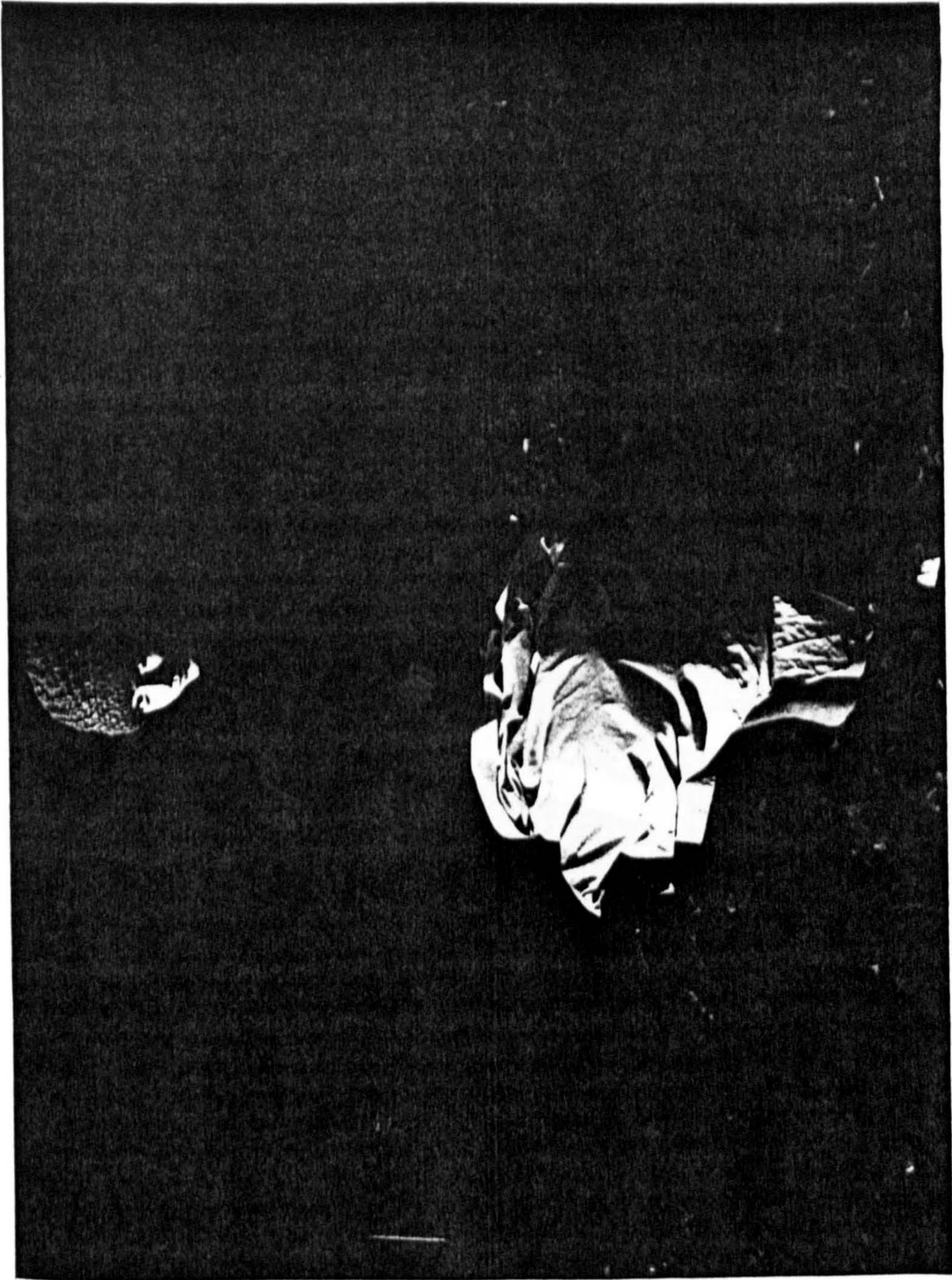


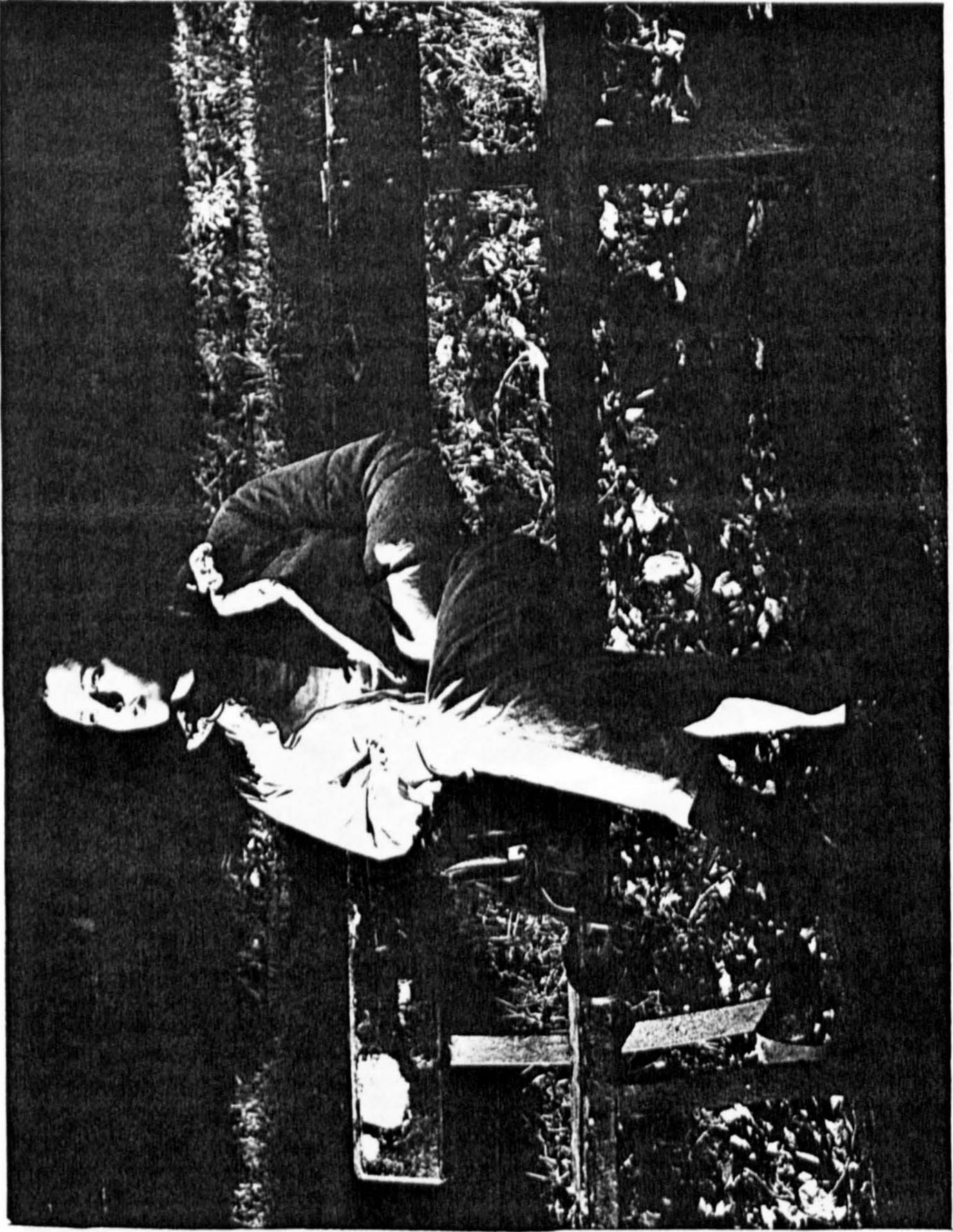




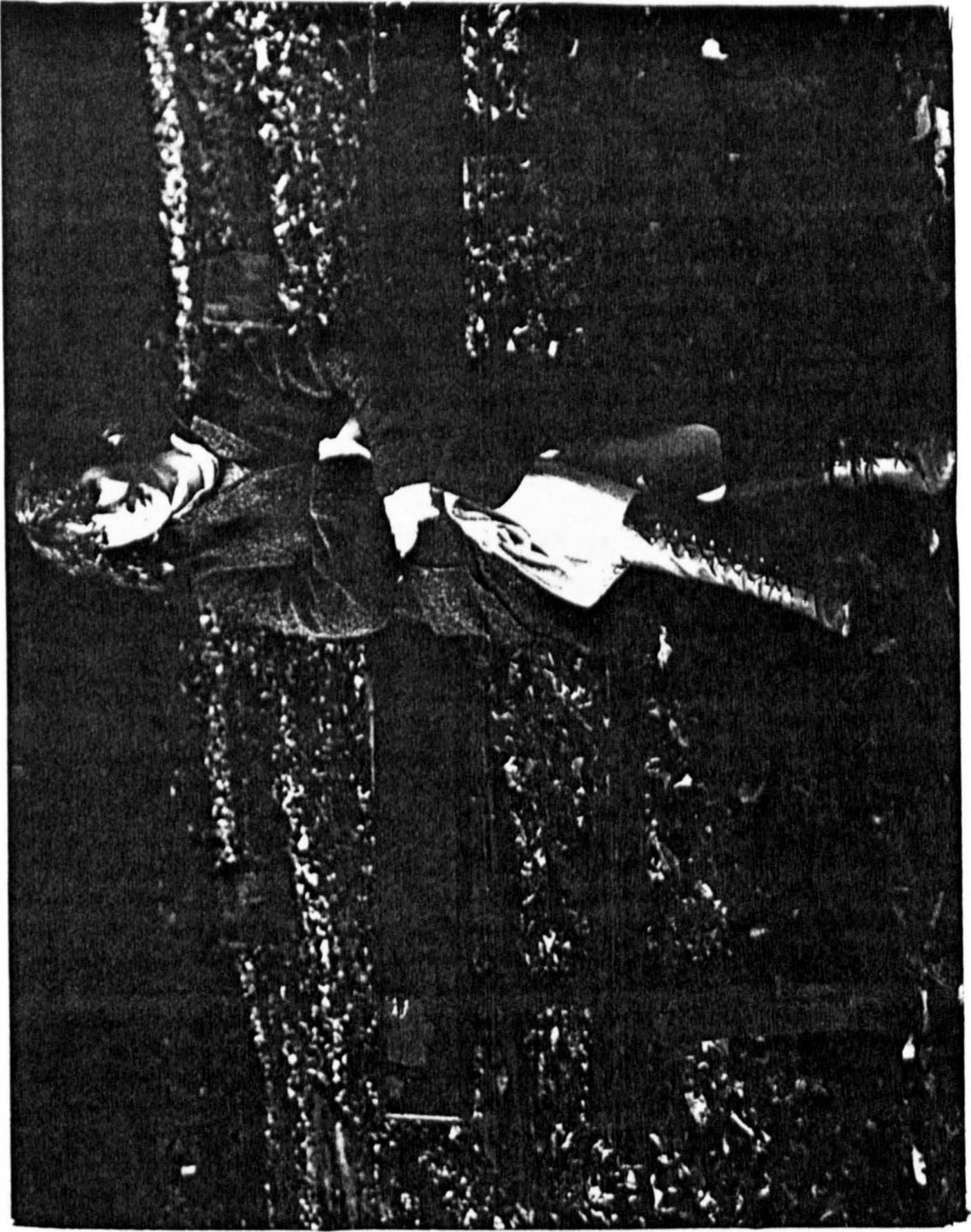


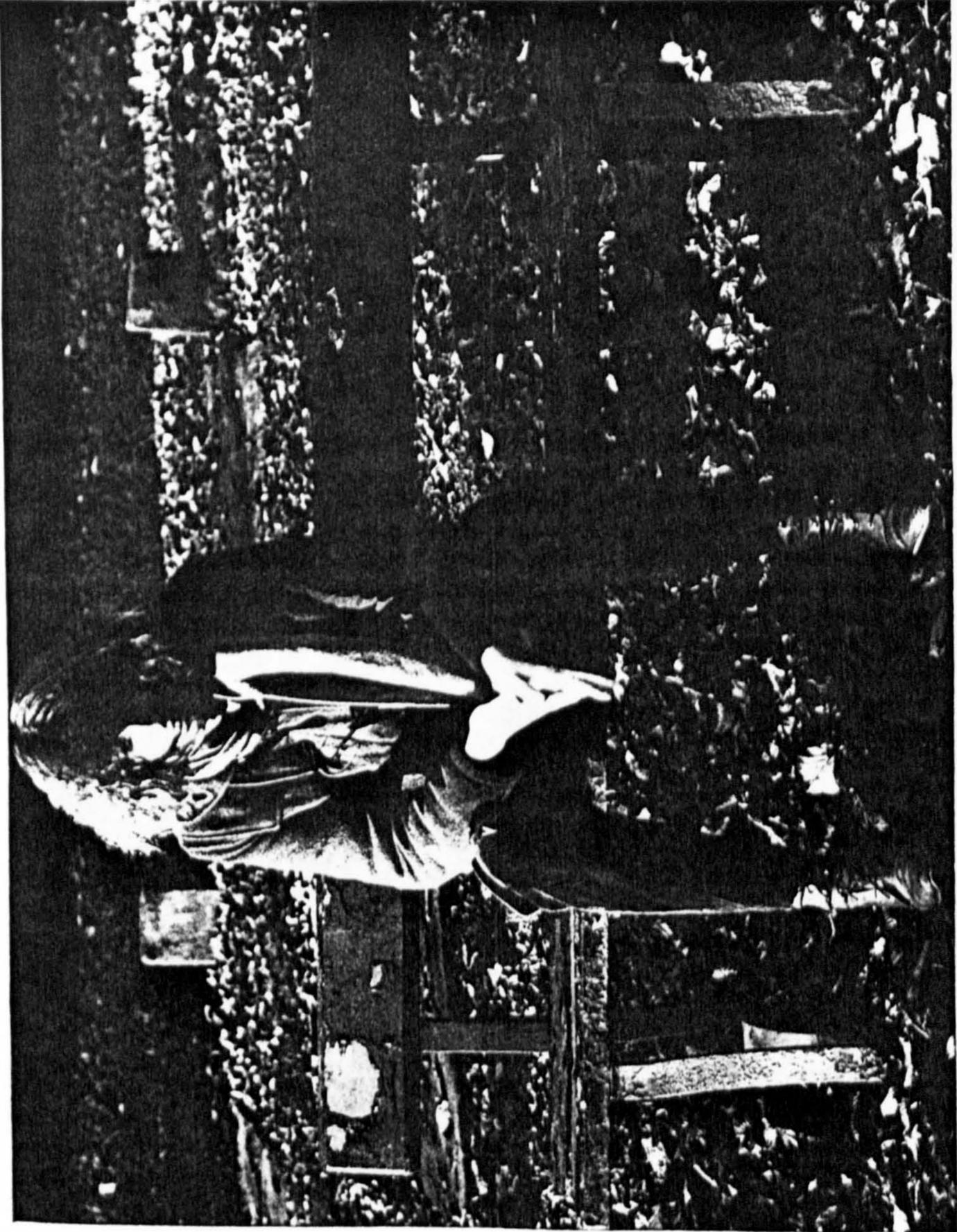


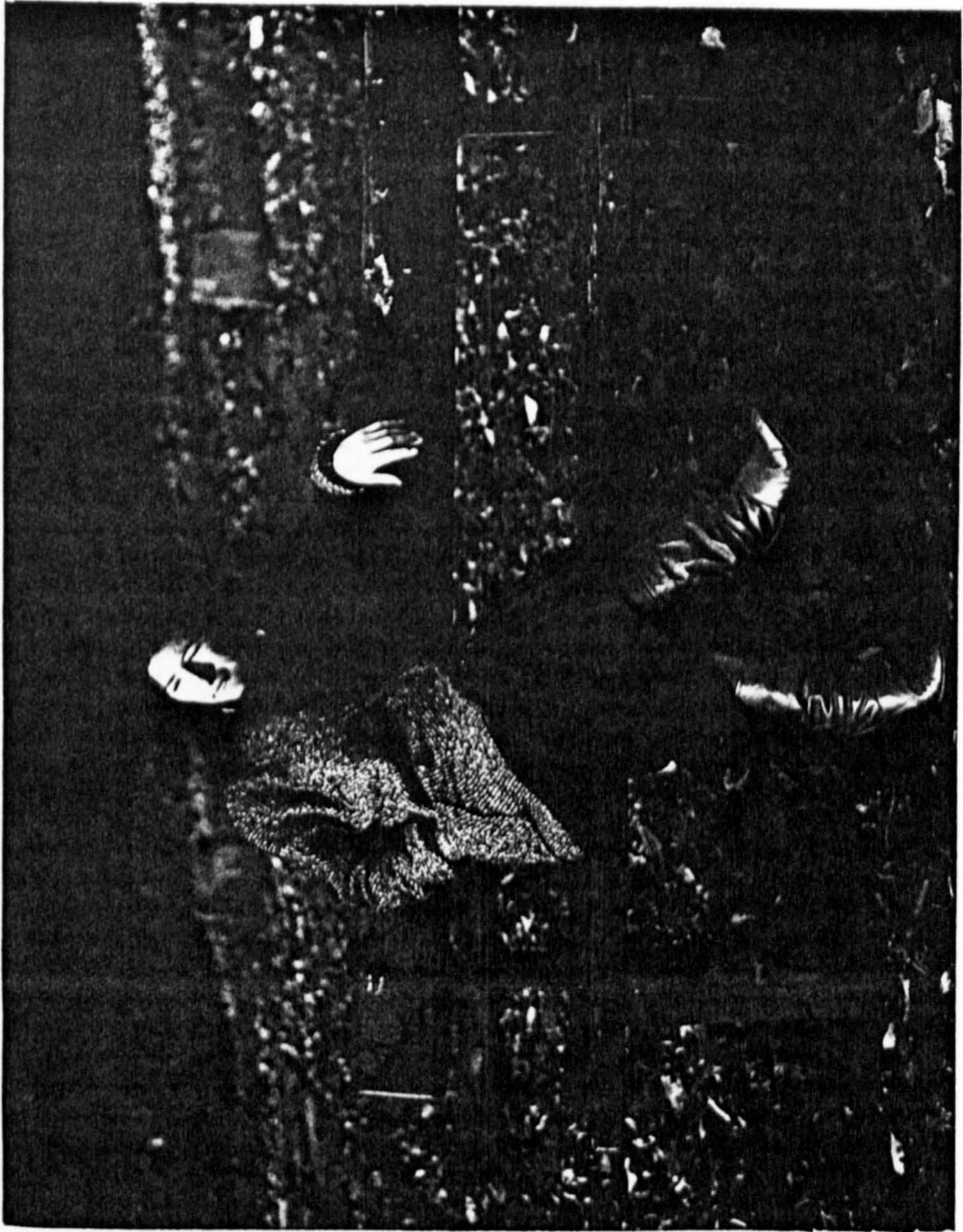


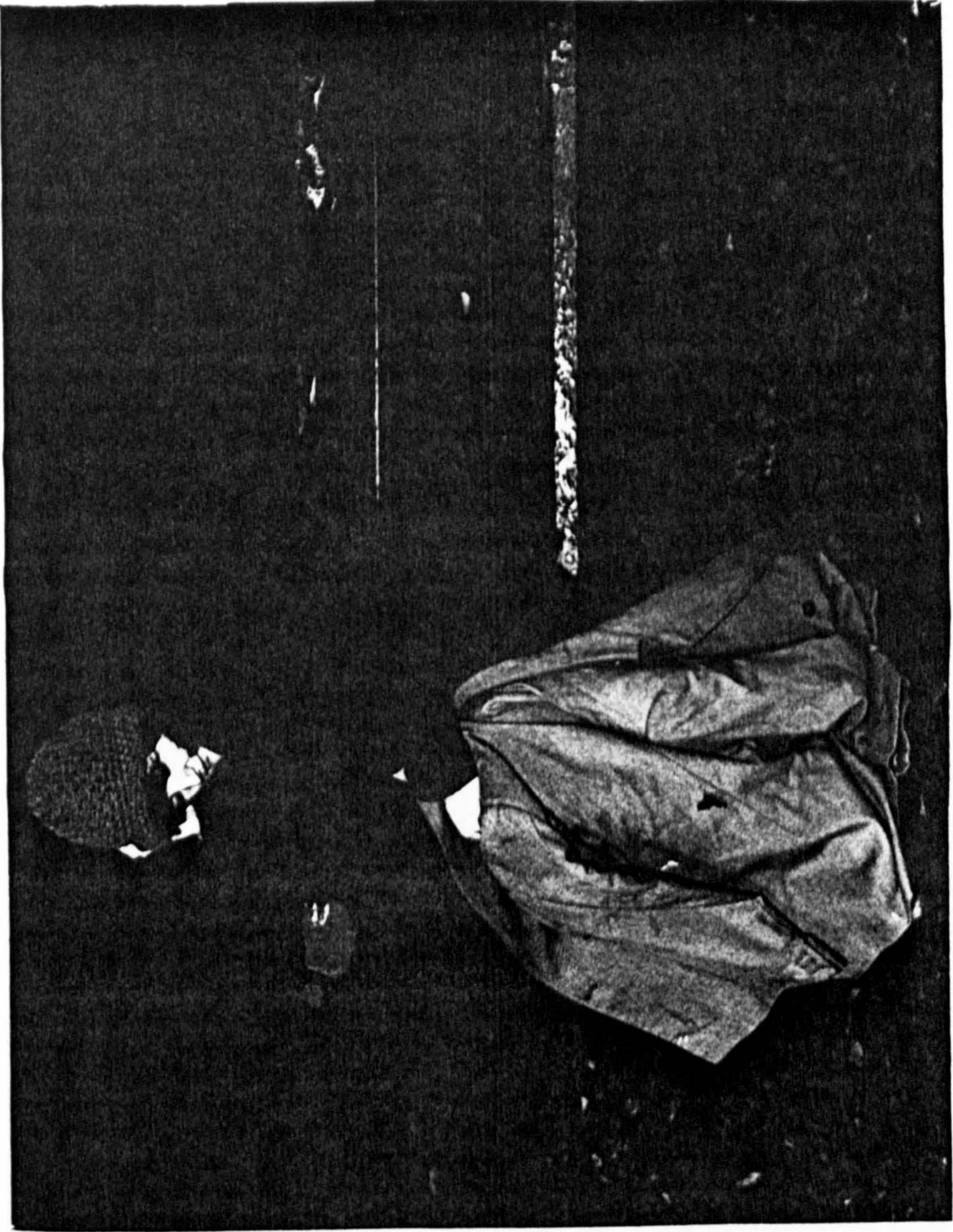


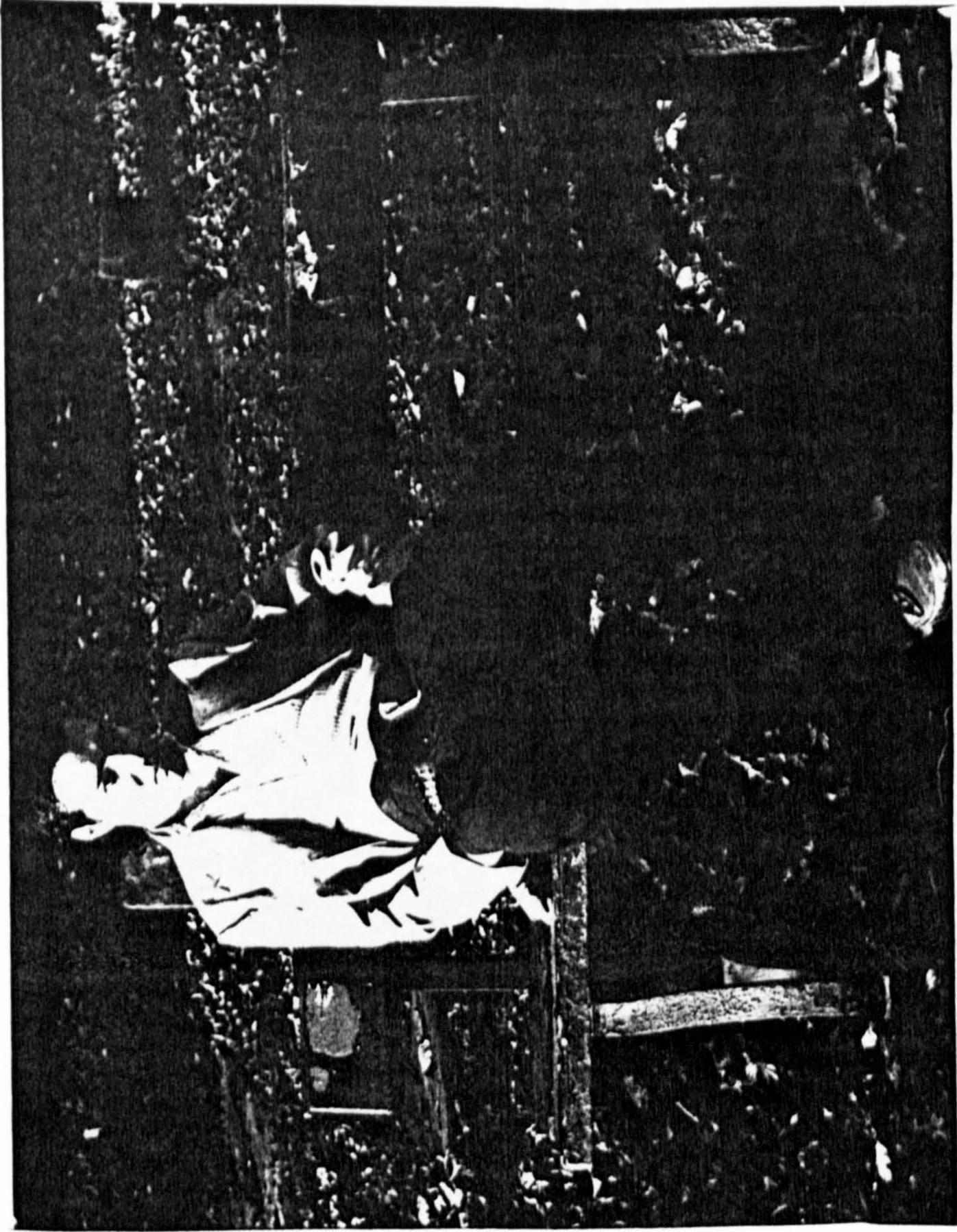


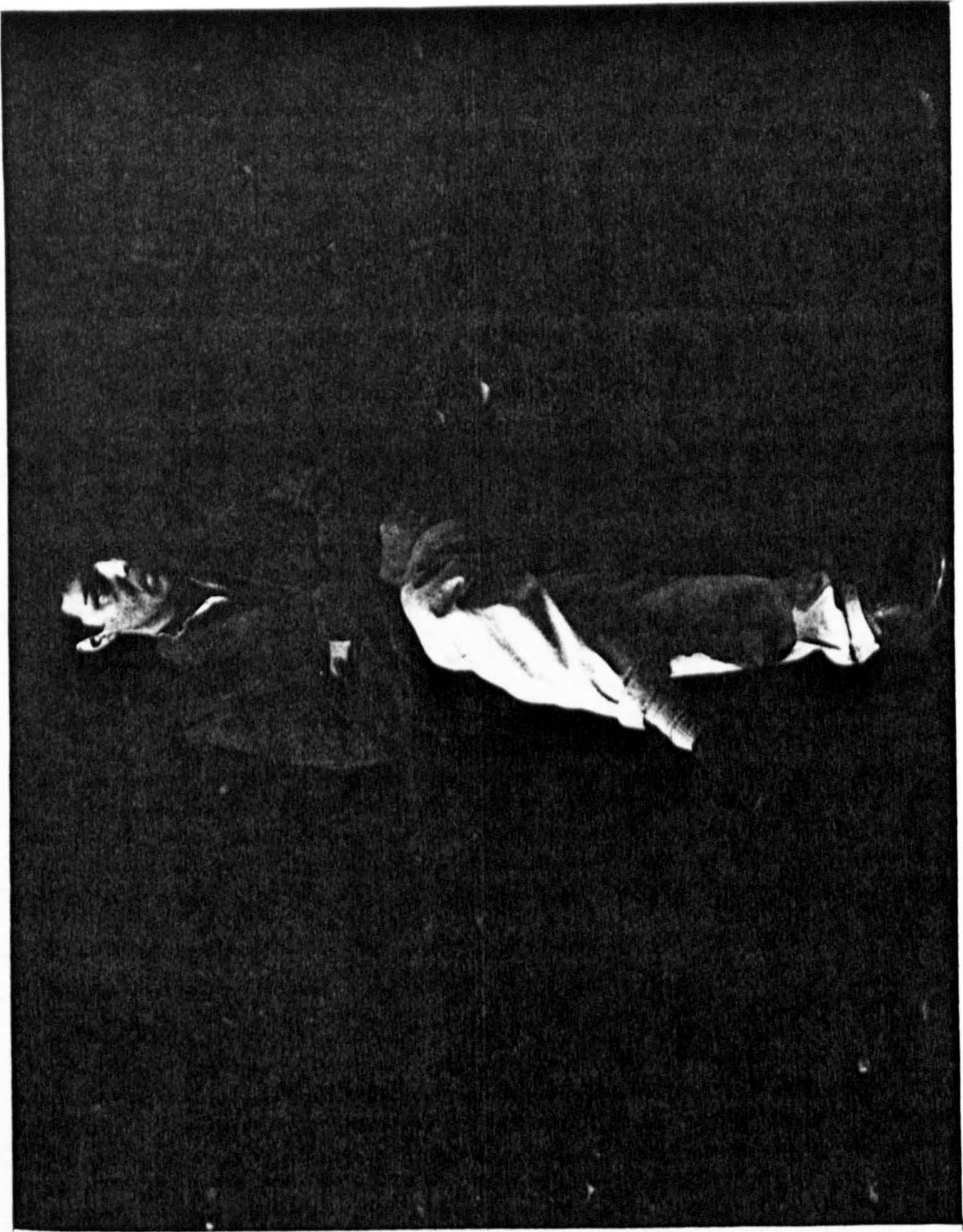


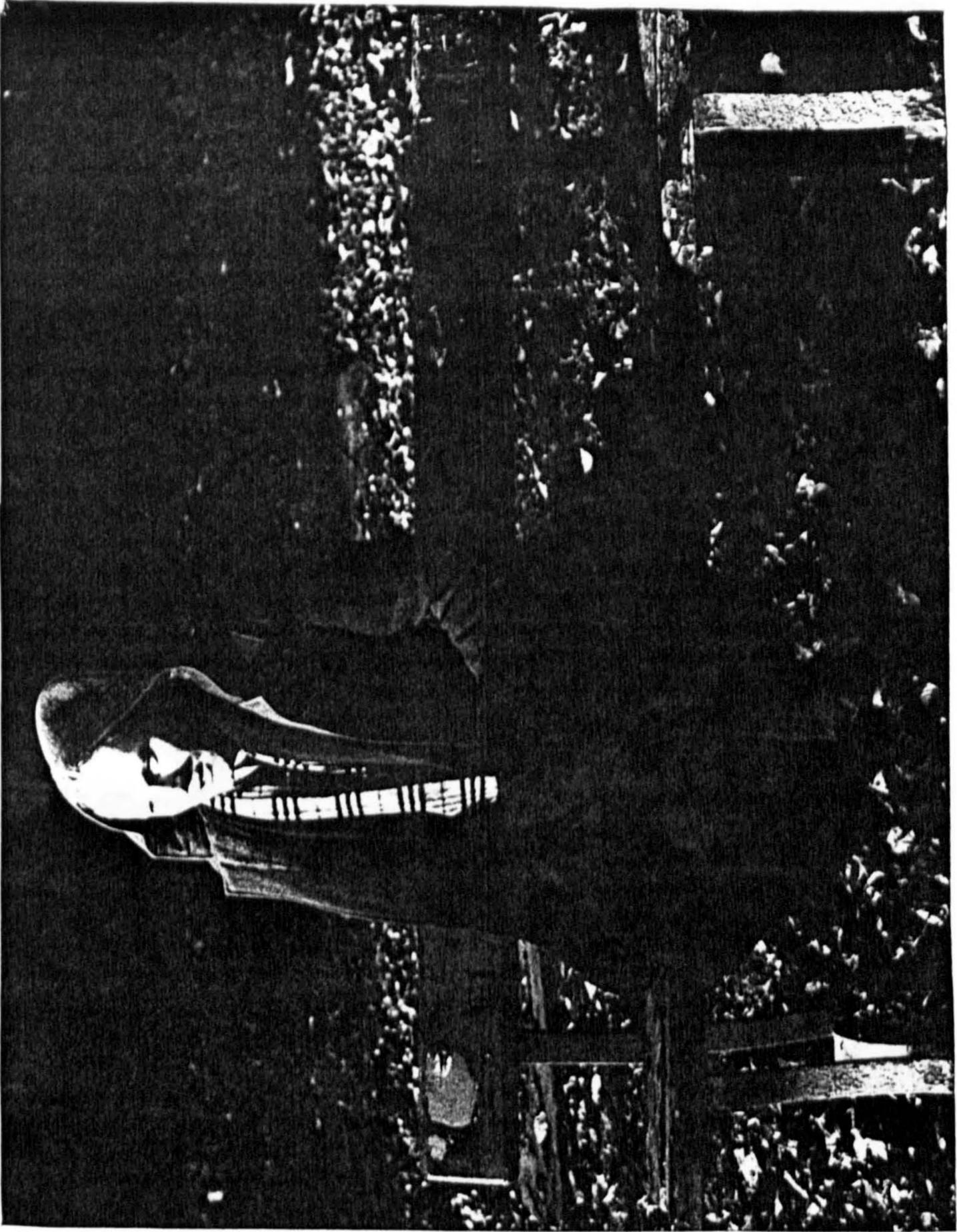


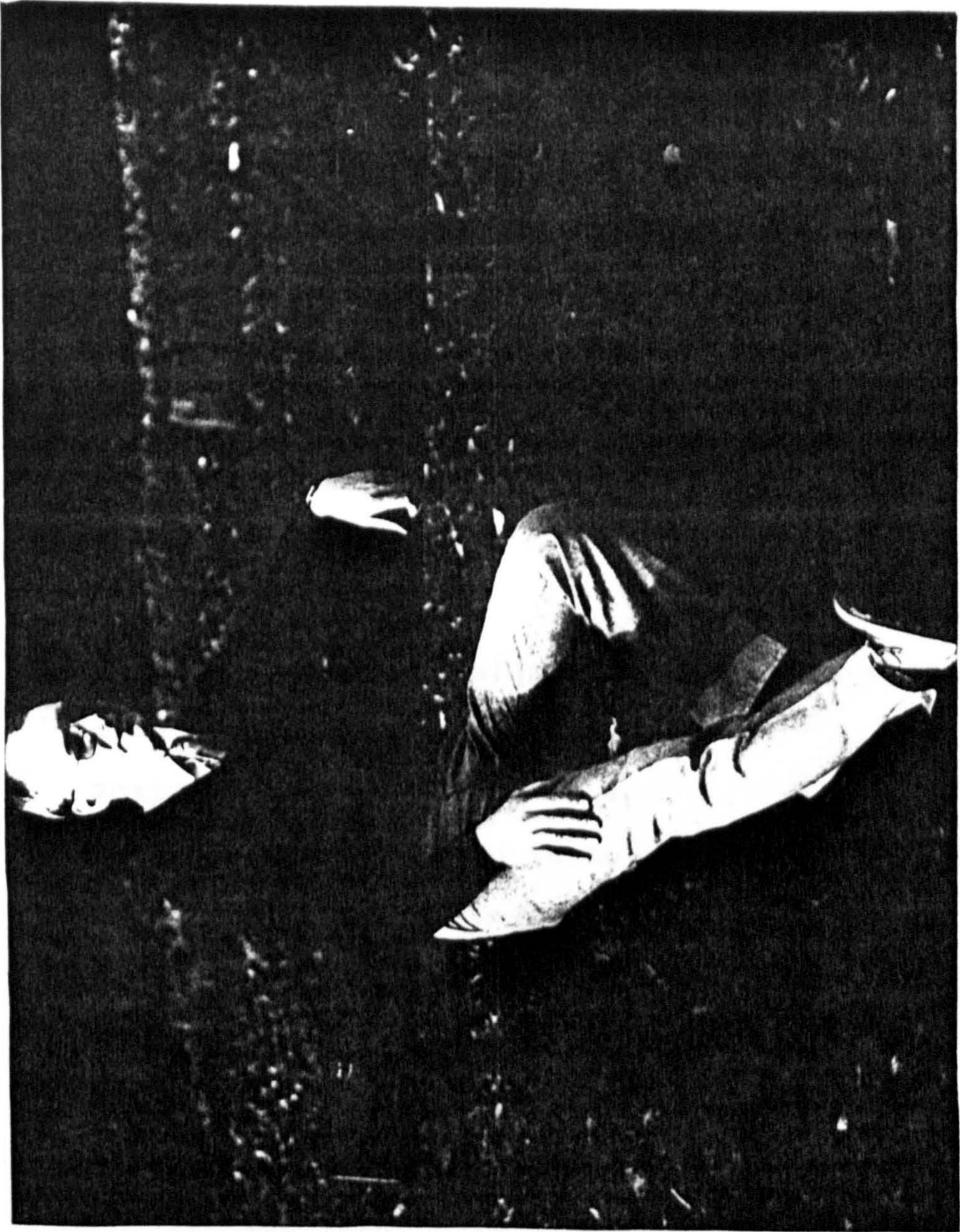












APPENDIX 2

Sex:.....

Occupation:.....

Age:.....

IMPRESSIONS OF DIFFERENT INDIVIDUALS

This is an investigation into how different types of individuals are viewed by the general public.

In order to assess your impressions of these different individuals we would like you to rate separately, each individual presented, against a series of descriptive scales.

For example, consider the individual presented in terms of the scale shown below:

anxious: 1 2 3 4 5 6 7 :calm

What is required of you is to circle on the scale the number which corresponds most closely to your idea of the individual. If you think that the individual is always anxious you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

If you think that the individual is always calm your circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

You may feel, however, that the individual is quite often anxious but not always. In this case you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

You may feel, however, that the individual is quite often calm but not always. In this case you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

If you feel that the individual only slightly tends to be anxious, then you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

Or you may feel that the individual only slightly tends to be calm, then you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

If you consider the individual to be neutral on the scale or that the scale is completely irrelevant then you circle the middle number as follows:

anxious: 1 2 3 4 5 6 7 :calm

1. Remember to mark every scale for each individual presented.

2. Never circle more than one number on a single scale.

3. Do not spend a lot of time pondering over each scale.

There are no 'right' or 'wrong' answers. All that is required of you is to indicate your general impression of the particular type of individual you are rating.

If you are quite certain that you understand these instructions, then turn to the next page and rate the type of individual presented at the top of the page in terms of the scales underneath. There are eight types of individuals presented and there are eight sets of scales, one set per individual.

A PERSON WITH ANTI-SOCIAL TENDENCIES : i.e. A PSYCHOPATH

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

A PERSON WITH A DRINK PROBLEM : i.e. AN ALCOHOLIC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy :	1	2	3	4	5	6	7	Neat Appearance
Evasive :	1	2	3	4	5	6	7	Frank
Down to Earth :	1	2	3	4	5	6	7	Imaginative
Curable :	1	2	3	4	5	6	7	Incurable
Dangerous :	1	2	3	4	5	6	7	Harmless
Timid :	1	2	3	4	5	6	7	Self Assertive
Law-abiding :	1	2	3	4	5	6	7	Criminal
Takes time to decide :	1	2	3	4	5	6	7	Impetuous
Conventional :	1	2	3	4	5	6	7	Unconventional
Placid :	1	2	3	4	5	6	7	Aggressive
Intelligent :	1	2	3	4	5	6	7	Stupid
Menacing :	1	2	3	4	5	6	7	Friendly
Cautious :	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others :	1	2	3	4	5	6	7	Strong Influence on Others
Chaste :	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful :	1	2	3	4	5	6	7	Mild
Depressed :	1	2	3	4	5	6	7	Elated
Self-Confident :	1	2	3	4	5	6	7	Shy
Unselfish :	1	2	3	4	5	6	7	Selfish
Uncultured :	1	2	3	4	5	6	7	Cultured
Sexually Potent :	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting :	1	2	3	4	5	6	7	Follows Fashion
Submissive :	1	2	3	4	5	6	7	Dominating

A PERSON WHO SUFFERS CONVULSIONS AS A RESULT OF ELECTRICAL
DISTURBANCE IN THE BRAIN : i.e. AN EPILEPTIC

SCALE:

	Always	Quite Often	Only Slightly	Neutral	Only Slightly	Quite Often	Always	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

A PERSON WHO SMOKES 20 CIGARETTES AND OVER PER DAY

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

A PERSON SUFFERING FROM LOSS OF MEMORY : i.e. AN AMNESIAC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

A PERSON WHO HAS A FEAR OF OPEN SPACES : i.e. AN AGORAPHOBIC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

1941-1942
1943-1944
1945-1946
1947-1948

IMPRESSIONS OF DIFFERENT INDIVIDUALS

This is an investigation into the different types of individuals who are viewed by the general public.

In order to express your impressions of these

THANK YOU FOR PARTICIPATING IN THIS INVESTIGATION.

different individuals, you will be asked to circle the number on the scale below which corresponds most closely to your impression of the individual. If you think that the individual is always anxious, you circle the number as follows:

For example, consider the individual in the photograph presented on page 10 of the scale shown below.

anxious: 1 2 3 4 5 6 7 8 9 10

What is required of you is to circle on the scale the number which corresponds most closely to your impression of the individual. If you think that the individual is always anxious, you circle the number as follows:

anxious: 1 2 3 4 5 6 7 8 9 10

OR

If you think that the individual is always calm, you circle the number as follows:

anxious: 1 2 3 4 5 6 7 8 9 10

APPENDIX 2 CONTINUED

Sex:.....

Occupation:.....

Age:.....

IMPRESSIONS OF DIFFERENT INDIVIDUALS

This is an investigation into how different types of individuals are viewed by the general public.

In order to assess your impressions of these different individuals we would like you to rate separately, each individual in the set of photographs presented, against a series of descriptive scales.

For example, consider the individual in the photograph presented in terms of the scale shown below:

anxious: 1 2 3 4 5 6 7 :calm

What is required of you is to circle on the scale the number which corresponds most closely to your idea of the individual. If you think that the individual is always anxious you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

If you think that the individual is always calm your circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

You may feel, however, that the individual is quite often anxious but not always. In this case you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

You may feel that the individual is quite often calm but not always. In this case you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

If you feel that the individual only slightly tends to be anxious, then you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

OR

Or you may feel that the individual only slightly tends to be calm, then you circle the number as follows:

anxious: 1 2 3 4 5 6 7 :calm

If you consider the individual to be neutral on the scale or that the scale is completely irrelevant then you circle the middle number as follows:

anxious: 1 2 3 4 5 6 7 :calm

1. Remember to mark every scale for each individual presented.

THIS PERSON HAS ANTI-SOCIAL TENDENCIES : i.e. IS A PSYCHOPATH

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
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Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Plecid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON HAS A DRINK PROBLEM : i.e. IS AN ALCOHOLIC

SCALE:

	Always	Quite Often	Only Slightly	Neutral	Only Slightly	Quite Often	Always	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
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Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON SUFFERS CONVULSIONS AS A RESULT OF ELECTRICAL
DISTURBANCE IN THE BRAIN : i.e. IS AN EPILEPTIC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
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Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
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Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON EXPERIENCES EXTREME SADNESS IN REACTION TO A
SPECIFIC EVENT : i.e. IS A PERSON WHO IS DEPRESSED

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON SMOKES 20 CIGARETTES (SOMETIMES MORE) PER DAY

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON IS ADDICTED TO HEROIN : i.e. IS A HEROIN ADDICT

SCALE:

	Always	Quite Often	Only Slightly	Neutral	Only Slightly	Quite Often	Always	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON SUFFERS FROM LOSS OF MEMORY : i.e. IS AN AMNESIAC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THIS PERSON HAS A FEAR OF OPEN SPACES: i.e. IS AN AGORAPHOBIC

SCALE:

	<u>Always</u>	<u>Quite Often</u>	<u>Only Slightly</u>	<u>Neutral</u>	<u>Only Slightly</u>	<u>Quite Often</u>	<u>Always</u>	
Scruffy	1	2	3	4	5	6	7	Neat Appearance
Evasive	1	2	3	4	5	6	7	Frank
Down to Earth	1	2	3	4	5	6	7	Imaginative
Curable	1	2	3	4	5	6	7	Incurable
Dangerous	1	2	3	4	5	6	7	Harmless
Timid	1	2	3	4	5	6	7	Self Assertive
Law-abiding	1	2	3	4	5	6	7	Criminal
Takes time to decide	1	2	3	4	5	6	7	Impetuous
Conventional	1	2	3	4	5	6	7	Unconventional
Placid	1	2	3	4	5	6	7	Aggressive
Intelligent	1	2	3	4	5	6	7	Stupid
Menacing	1	2	3	4	5	6	7	Friendly
Cautious	1	2	3	4	5	6	7	Adventurous
Weak Influence on Others	1	2	3	4	5	6	7	Strong Influence on Others
Chaste	1	2	3	4	5	6	7	Sexually Promiscuous
Forceful	1	2	3	4	5	6	7	Mild
Depressed	1	2	3	4	5	6	7	Elated
Self-Confident	1	2	3	4	5	6	7	Shy
Unselfish	1	2	3	4	5	6	7	Selfish
Uncultured	1	2	3	4	5	6	7	Cultured
Sexually Potent	1	2	3	4	5	6	7	Sexually Impotent
Trend-setting	1	2	3	4	5	6	7	Follows Fashion
Submissive	1	2	3	4	5	6	7	Dominating

THANK YOU FOR PARTICIPATING IN THIS INVESTIGATION. PART_2

Following exactly the same procedure, we would now like you to note how you perceive_yourself against the same series of descriptive scales that you have just rated the *eight* different types of individual.

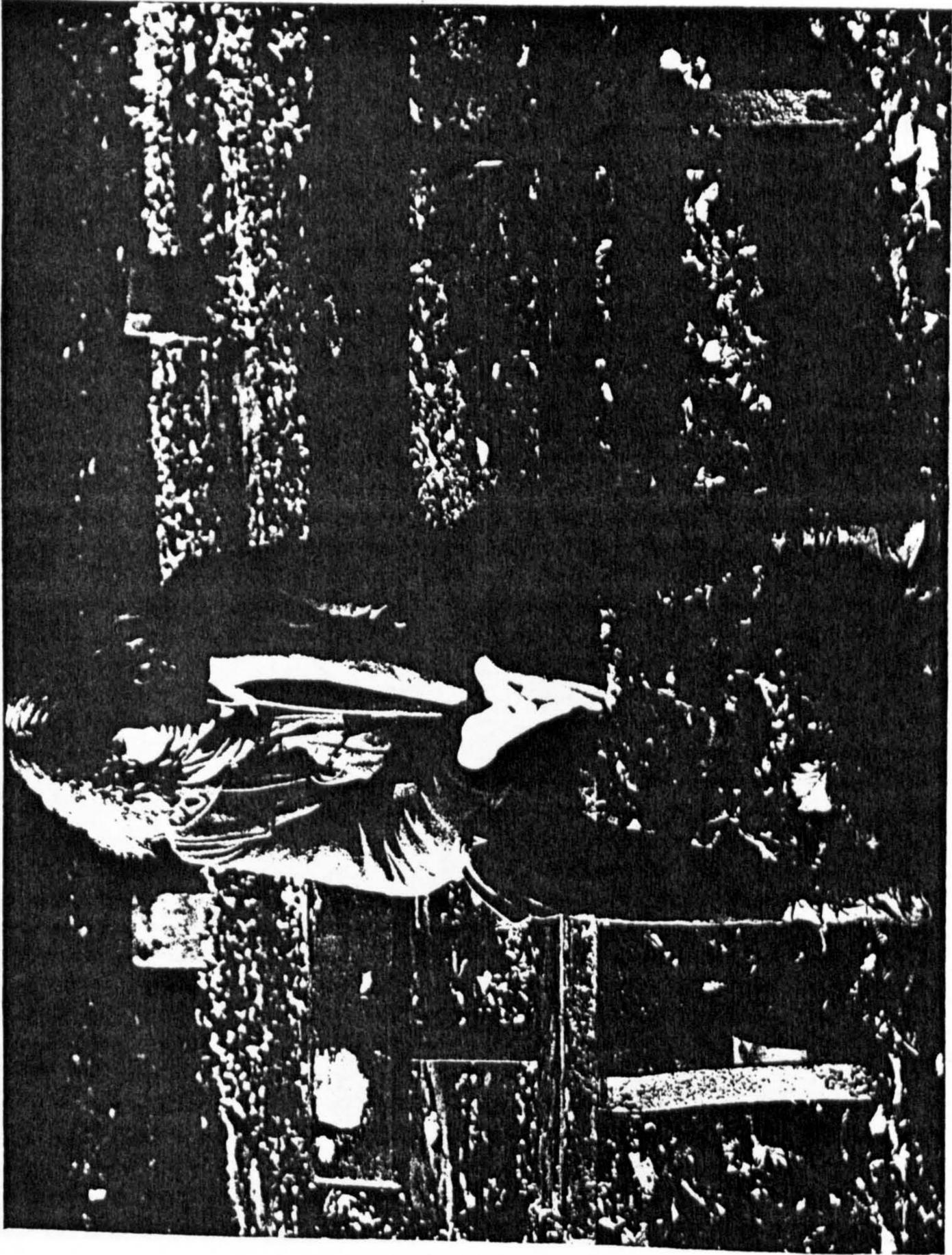
These data were not analysed.

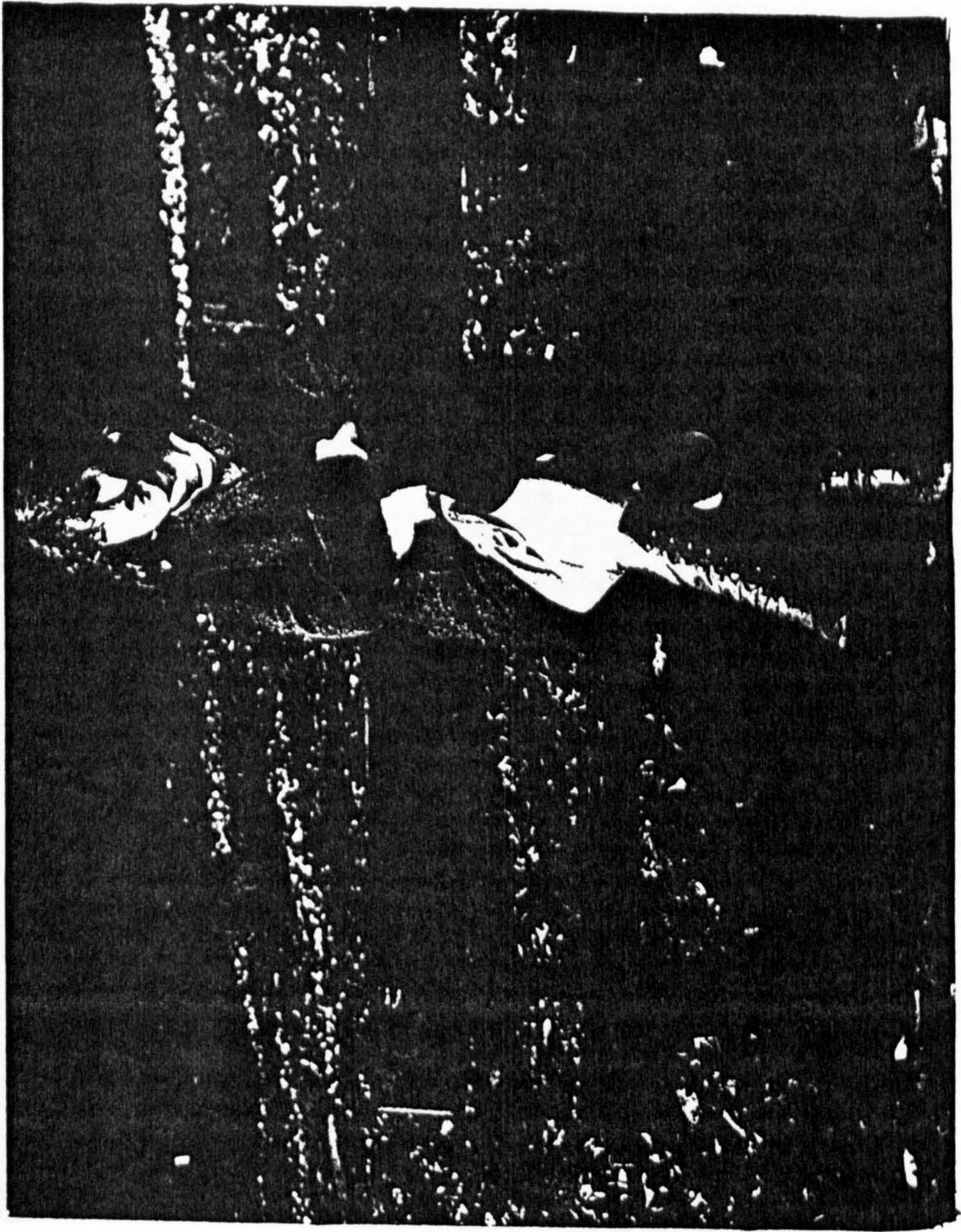
FIGURE 2
POTENTIALS IN EXPERIMENT 111 (P. 11)

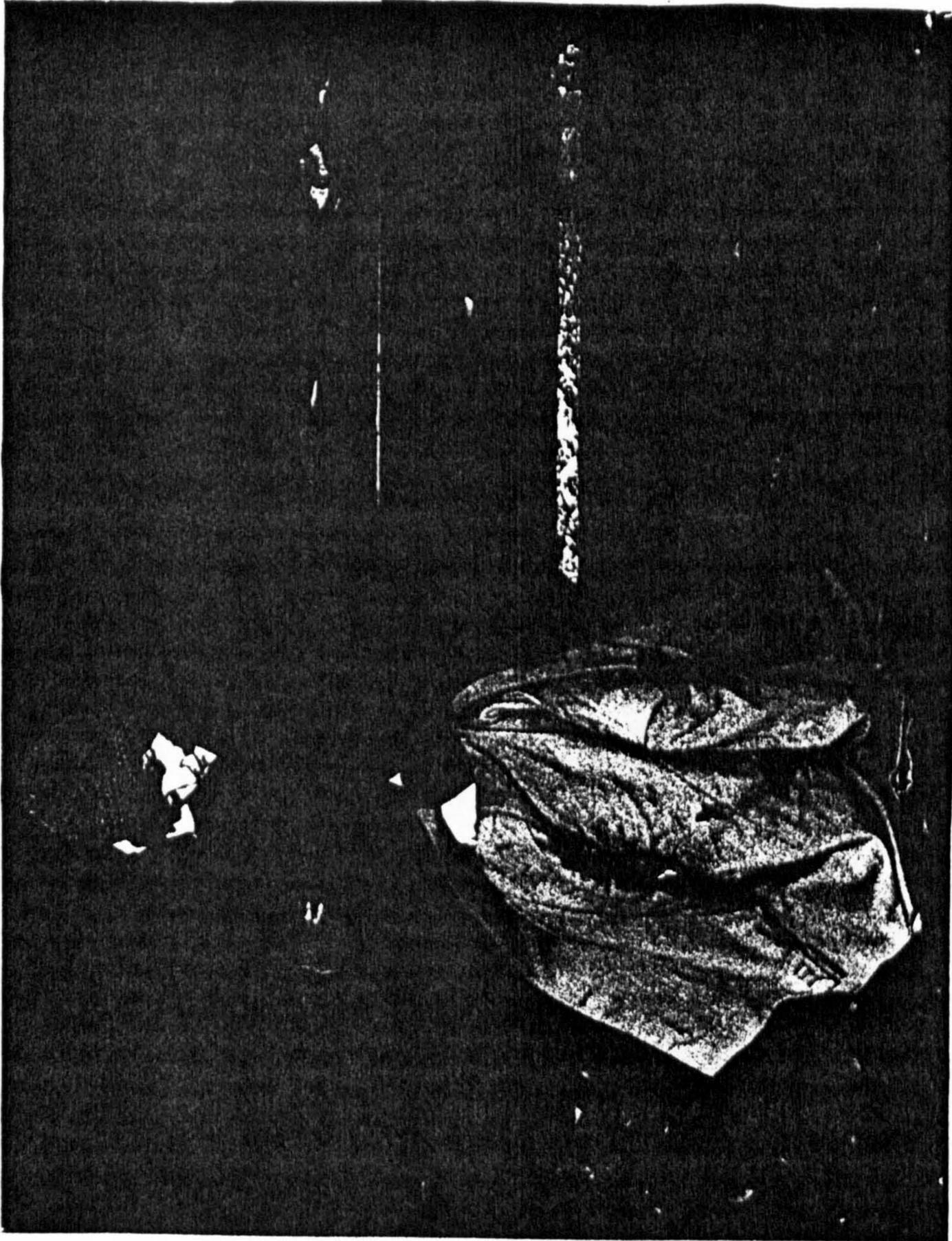
THANK YOU FOR PARTICIPATING IN THIS INVESTIGATION.

APPENDIX 3:

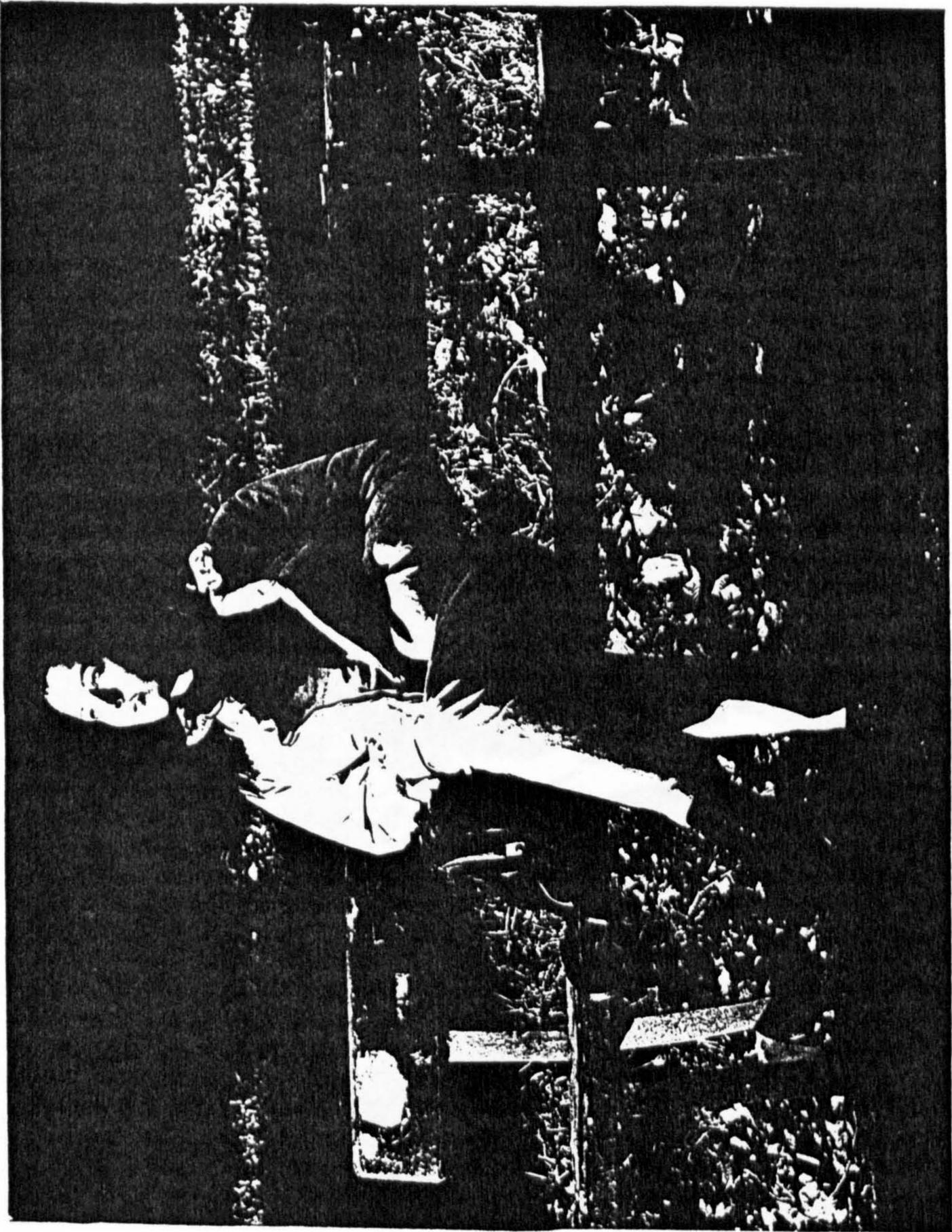
PHOTOGRAPHS USED IN EXPERIMENT 11: PART 111



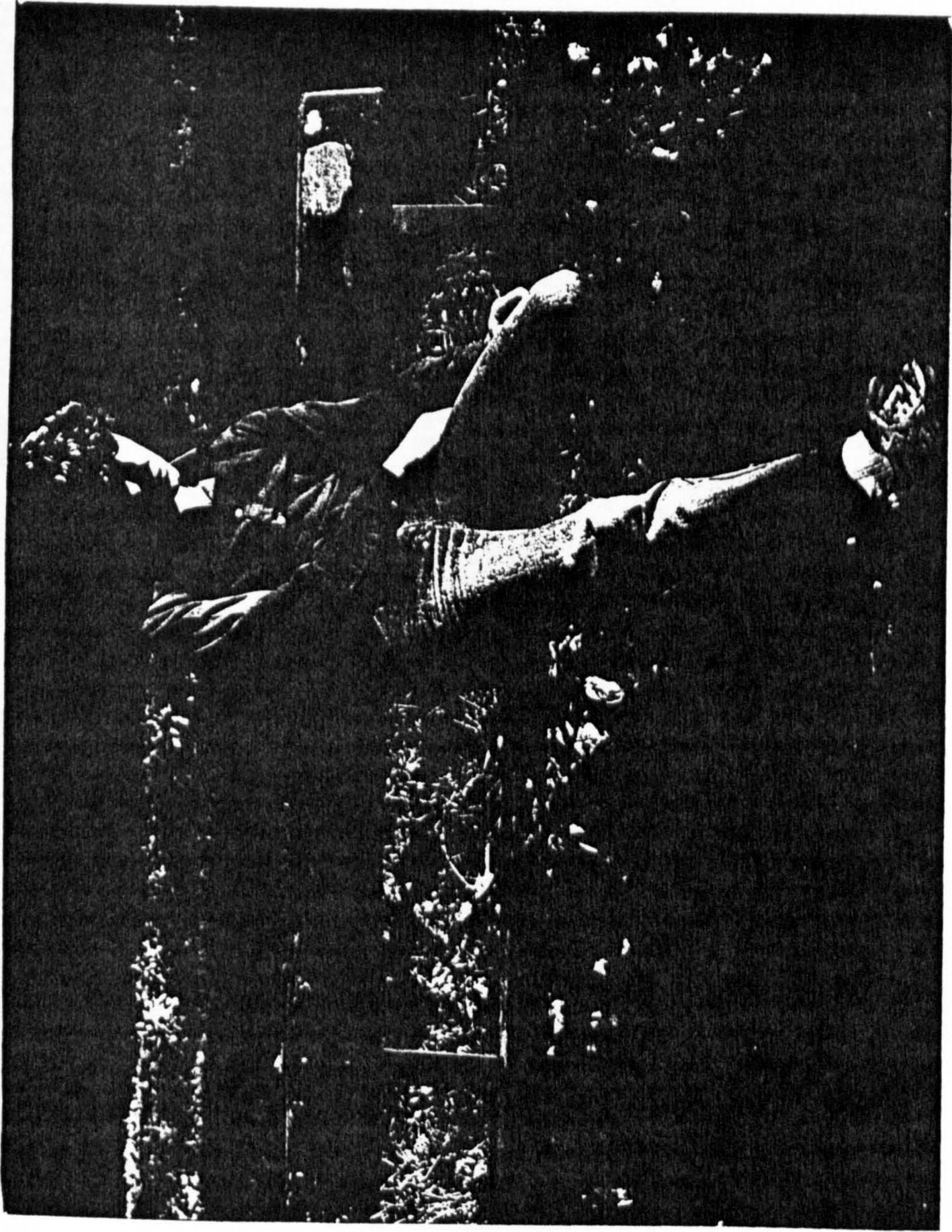


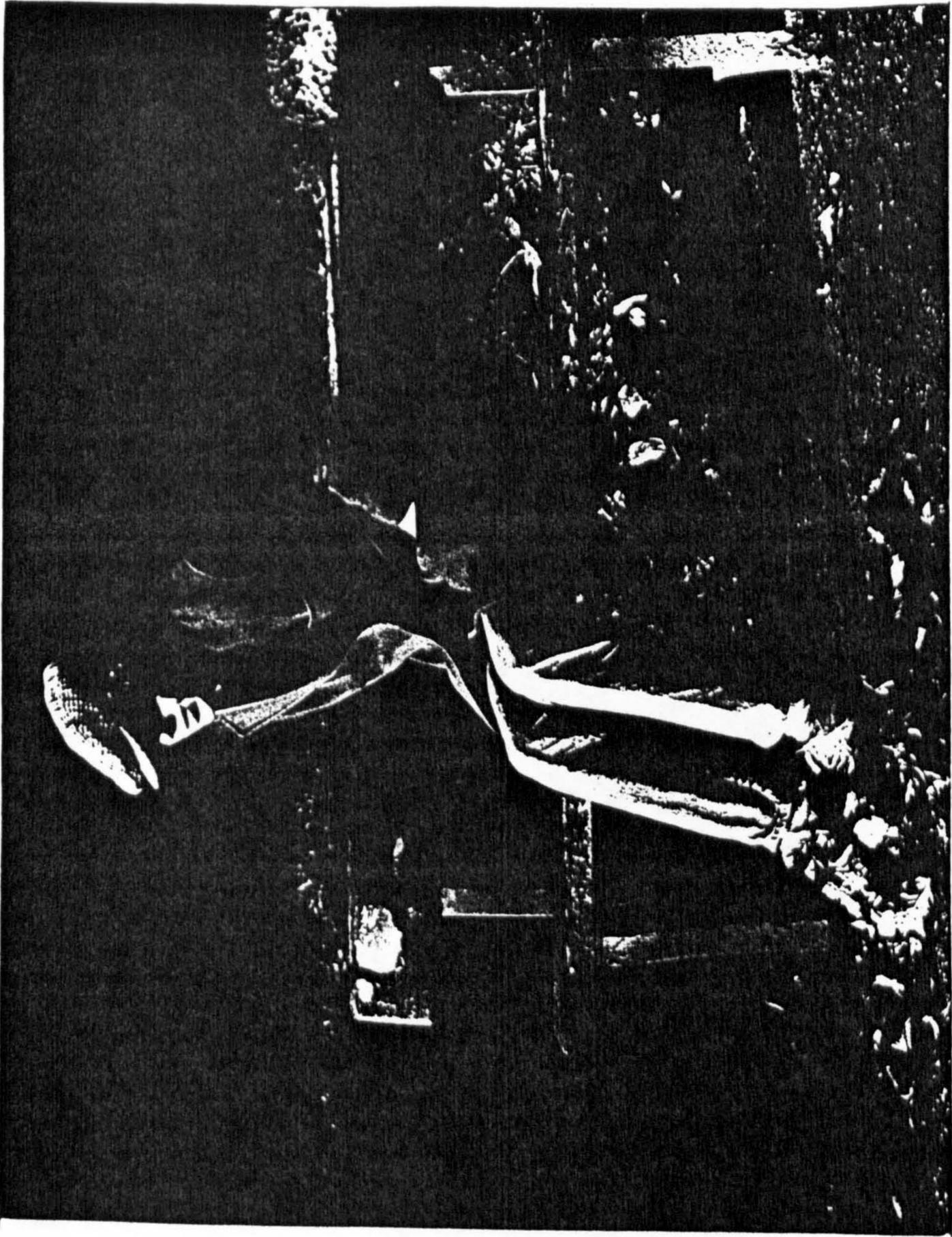


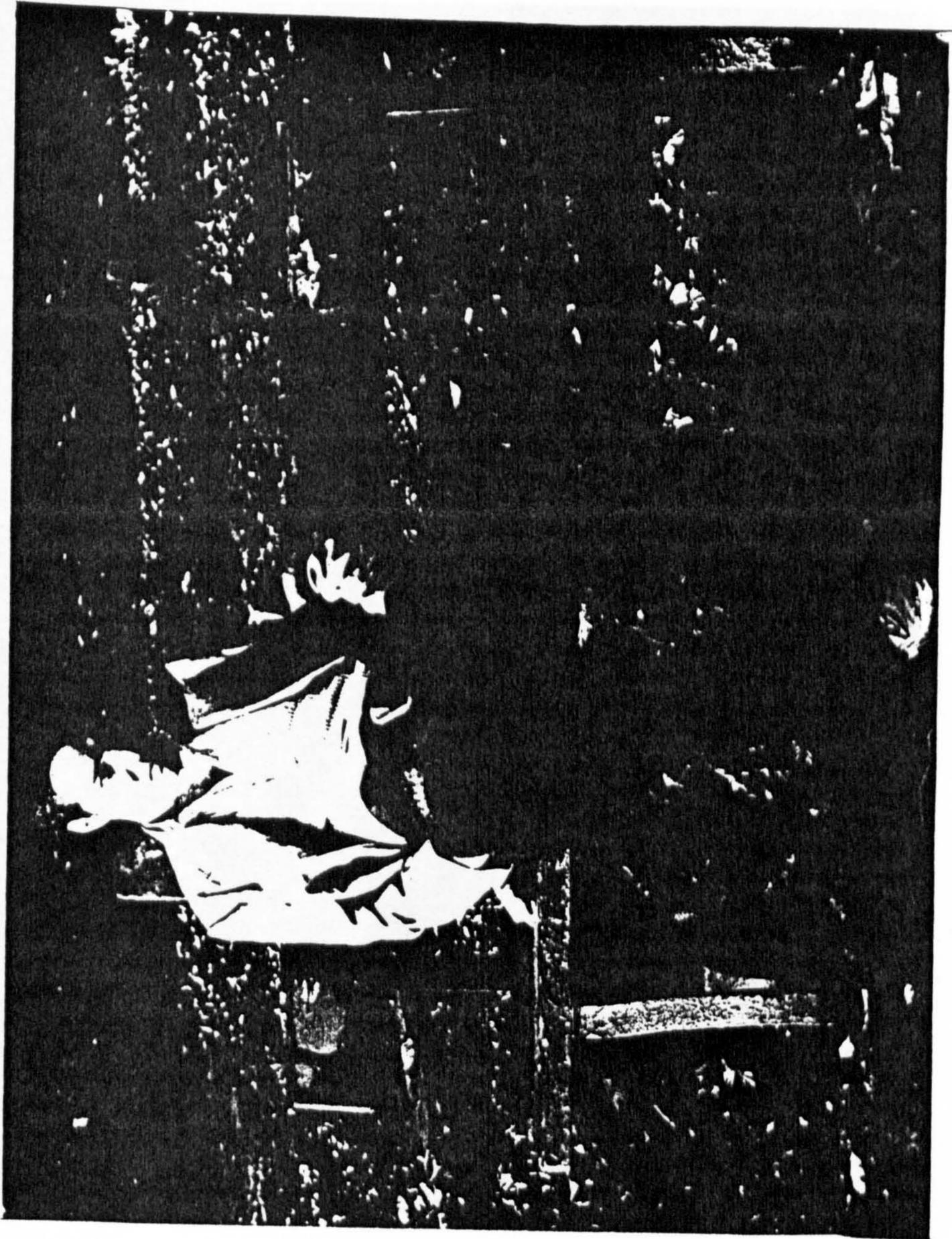


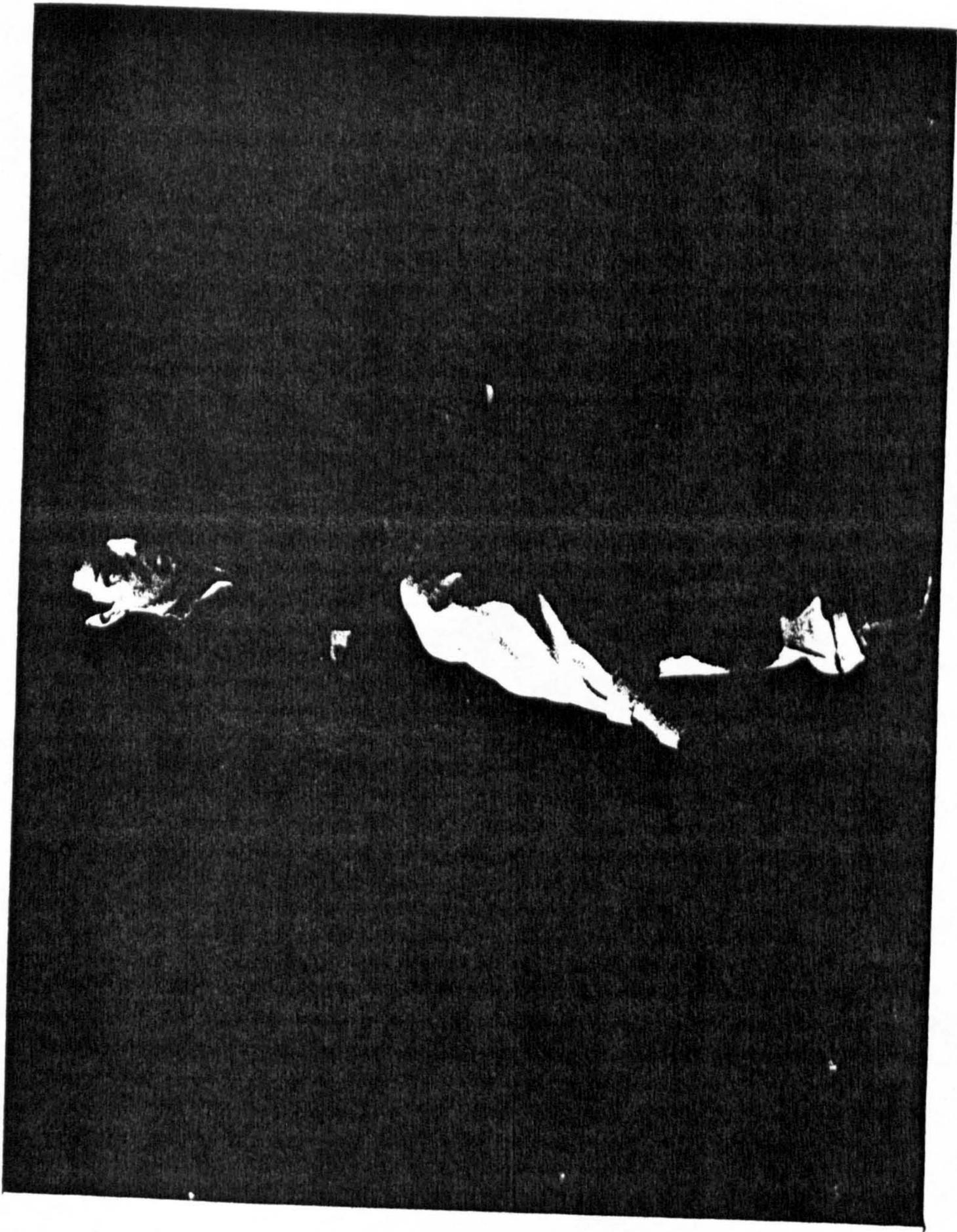


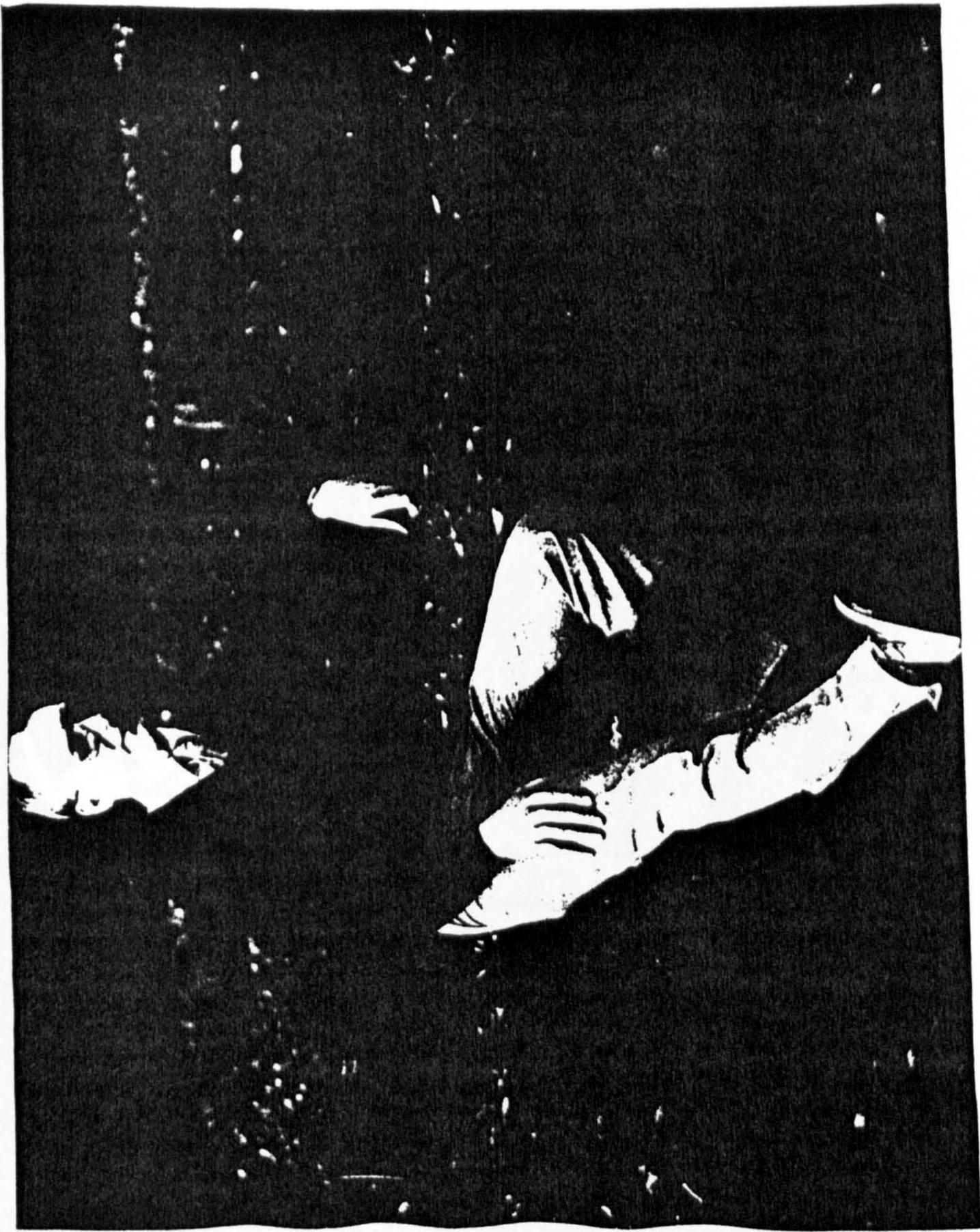


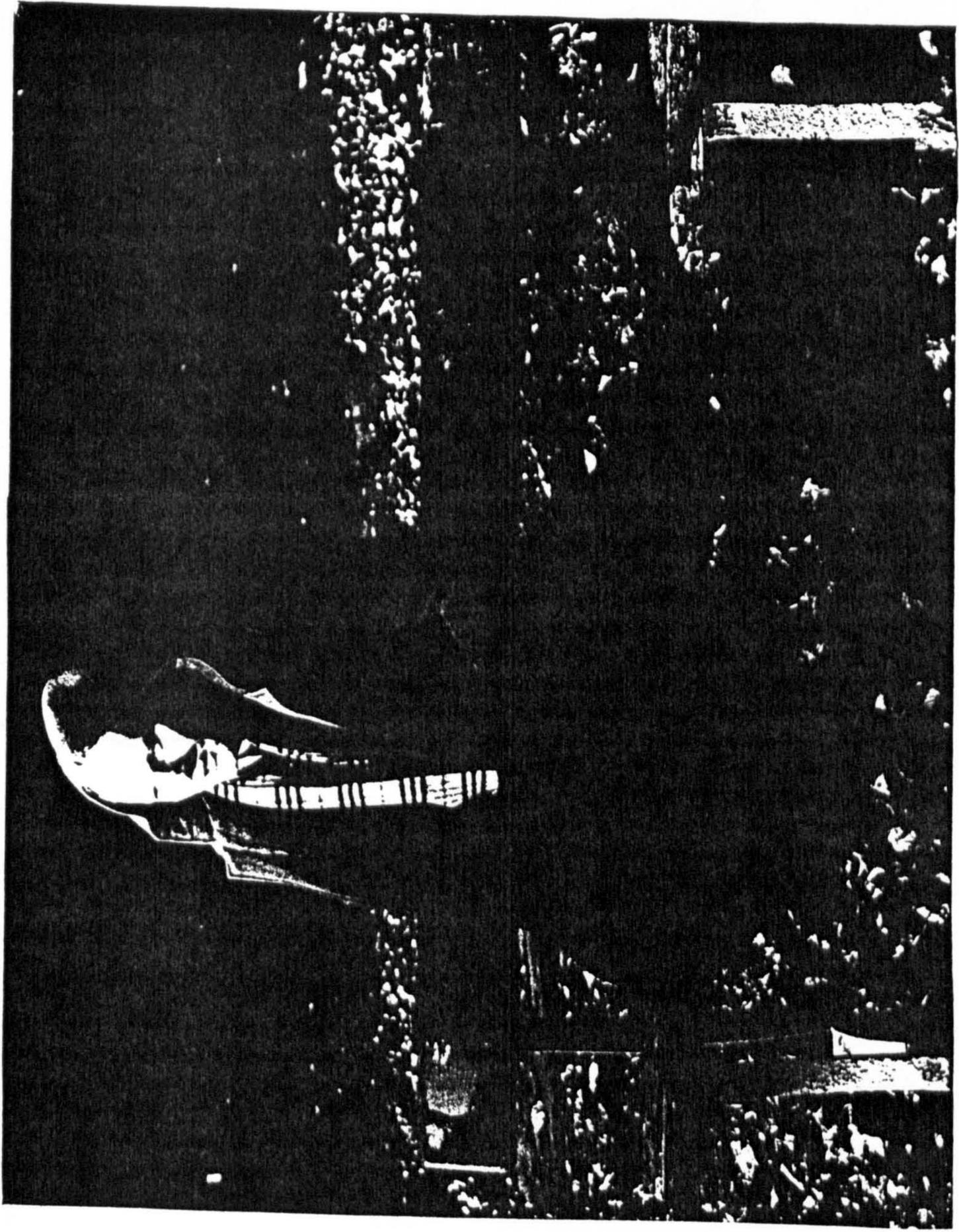












APPENDIX 4

SEX:.....

AGE:.....

OCCUPATION.....

IF UNEMPLOYED PLEASE STATE LAST OCCUPATION:

.....

IF RETIRED PLEASE STATE LAST OCCUPATION:

.....

This is an investigation into how people form impressions of others from a description of an incident.

On the following page there is a short script describing an incident which happened between two people in a pub. What we would like you to do is to carefully read through the script and then answer the series of questions which follow it.

All the information obtained from this study will be completely confidential and will be used for scientific purposes only. Please note that your name is not required on the questionnaire.

On January 3rd 1985, James Pental, on a visit to a pub which he had never visited before, bumped into an old friend. The two men sat talking about old times. After about an hour the conversation developed into a heated argument which resulted in James injuring his friend.

The police were called and during the course of their investigations it was established that James was 25 years old, married to a shop assistant called Veronica and had two children - Jason aged 3 years and Marie aged 5 years. He lived with his family in the outskirts of Glasgow. He was a trained electrician but had been out of work for the past two years. It was also established that James was a regular user of heroin (i.e. he used the drug every day) and had been for the past six years. His friend had never used drugs at any time in his life.

Below is a series of descriptive scales against which we would like you to rate James.

What you have to do is to decide which adjective of each set corresponds most closely to your idea of the type of person James is and circle a number 1 means slightly; 2 means moderately; 3 means very; and 4 means don't know.

For example, if you decide that James is uncultured rather than cultured then you circle a number on the uncultured side of the scale. If you decide that he is slightly uncultured then you circle number 1 on the uncultured side of the scale. If you decide that he is moderately uncultured then you circle number 2 on the uncultured side of the scale. If you decide that he is very uncultured then you circle number 3 on the uncultured side of the scale. If you don't know whether he is uncultured or cultured then you circle number 4 on the scale.

1. Remember to mark every scale.
2. Never circle more than one number on a single scale.
3. Do not spend a lot of time pondering over each scale.

There are no right or wrong answers. All that is required of you is to indicate your impression of

James.

APPENDIX 5

ALL INFORMATION GIVEN IN THIS QUESTIONNAIRE WILL
REMAIN COMPLETELY CONFIDENTIAL.

Age: _____

Sex: _____

Occupation: _____

This is an investigation into heroin users' attitudes towards using heroin. On the following pages there are a series of statements relating to attitudes towards using heroin. What we would like you to do is to indicate on the scales provided how much you feel about each statement.

My use of heroin is:

Good

Bad

1 2 3 4 5 6 7

Foolish

Wise

1 2 3 4 5 6 7

Pleasant

Unpleasant

1 2 3 4 5 6 7

Dishonest

Honest

1 2 3 4 5 6 7

Strong

Weak

1 2 3 4 5 6 7

Cruel

Harmless

1 2 3 4 5 6 7

Clean

Dirty

1 2 3 4 5 6 7

Dishonest

Honest

1 2 3 4 5 6 7

Immoral

Moral

1 2 3 4 5 6 7

My partner thinks that

I should

I should not

1 2 3 4 5 6 7

give up using heroin.

My parents think that

I should

I should not

1 2 3 4 5 6 7

give up using heroin.

My close friends think that

I should

I should not

1 2 3 4 5 6 7

give up using heroin.

People in general think that

I should

I should not

1 2 3 4 5 6 7

give up using heroin.

I intend to stop using heroin in the next three months:

likely

unlikely

extremely quite slightly neither slightly quite extremely

I intend to cut down on my heroin use in the next three months:

likely

unlikely

extremely quite slightly neither slightly quite extremely

I intend to increase my heroin use in the next three months

likely

unlikely

extremely quite slightly neither slightly quite extremely

Thank-you for taking part in this investigation.

APPENDIX 6

ALL INFORMATION GIVEN IN THIS QUESTIONNAIRE WILL REMAIN COMPLETELY CONFIDENTIAL.

NAME OR CODE NUMBER:.....

AGE:.....

SEX:.....

OCCUPATION.....

APPROXIMATE AMOUNT OF HEROIN USED PER DAY:.....

This is an investigation into heroin users' attitudes towards their heroin use. On the following pages there is a series of questions relating to attitudes towards heroin. What we would like you to do is to indicate on the scales provided how much each question relates to you. You will see from the nature of the questions that there are no right or wrong answers; what we are interested in is how you feel about each question.

It is essential that the questions be answered by only one person so please do not discuss the statements or your answers with your family or friends until you have answered all the questions.

For example, consider the statement:

Heroin will cause me harm

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

If you feel that it is extremely likely that heroin will cause you harm, then you place your mark as follows:

Heroin will cause me harm

Likely Unlikely
X
extremely quite slightly neither slightly quite extremely

If you feel that it is quite unlikely that your heroin use will cause you harm, then you place your mark as follows:

Heroin use will cause me harm

Likely Unlikely
X
extremely quite slightly neither slightly quite extremely

If you feel that heroin will cause you harm but only slightly, then you would place your mark as follows:

Heroin will cause me harm

Likely Unlikely
X
extremely quite slightly neither slightly quite extremely

If you feel that the statement does not apply to you, then you place your mark as follows:

Heroin will cause me harm

Likely Unlikely
X
extremely quite slightly neither slightly quite extremely

If you are quite sure that you understand the instructions, answer the questions on the following pages.

HOW LIKELY OR UNLIKELY ARE THE FOLLOWING STATEMENTS
FOR YOU?

1) My heroin use will cause severe damage to my liver:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

2) Serious tooth decay will result from my heroin use:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

3) Painful abscesses will result from my heroin use:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

4) My heroin use will lead to serious eye damage:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

5) My heroin use will cause my premature death:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

6) The chance of me contracting AIDS is considerably
high as a result of my heroin use:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

7) My heroin use will cause me to lose weight:

extremely quite slightly neither slightly quite extremely

14) Having serious eye damage as a result of my
heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

15) My premature death as a result of my heroin use
is:

Good

Bad

extremely quite slightly neither slightly quite extremely

16) My contracting AIDS as a result of my heroin use
is:

Good

Bad

extremely quite slightly neither slightly quite extremely

17) My loss of weight as a result of my heroin use
is:

Good

Bad

extremely quite slightly neither slightly quite extremely

18) My loss of a limb through my use of heroin is:

Good

Bad

extremely quite slightly neither slightly quite extremely

19) Having ugly scars as a result of my heroin use
is:

Good

Bad

extremely quite slightly neither slightly quite extremely

20) Having hepatitis as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

HOW LIKELY OR UNLIKELY ARE THE FOLLOWING SITUATIONS
FOR YOU?

21) My heroin use causes me to lose interest in the
opposite sex.

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

22) My heroin use causes me to have bad relationships
with my family.

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

23) My heroin use causes me to have financial
problems.

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

24) My heroin use causes me to become involved in
crime.

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

25) My heroin use causes me to split up with my
partner.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

26) My heroin use causes me to be unemployed.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

27) My heroin use causes me to become involved with
the police.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

28) My heroin use affects my social life in a bad way.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

29) My heroin use causes me to lose my friends.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

30) My heroin use prevents me from moving away from my
present environment.

Likely Unlikely
extremely quite slightly neither slightly quite extremely

HOW GOOD OR BAD ARE THE FOLLOWING SITUATIONS FOR YOU?

31) My loss of interest in the opposite sex as a
result of my heroin use is:

Good Bad
extremely quite slightly neither slightly quite extremely

32) My bad relationship with my family as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

33) My financial problems caused by my heroin use are:

Good

Bad

extremely quite slightly neither slightly quite extremely

34) My involvement in crime as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

35) My split up with my partner as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

36) Being unemployed as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

37) My involvement with the police as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

38) The fact that my social life is affected in a bad

way as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

39) Losing my friends as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

40) Being unable to move away from my present
environment as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

HOW LIKELY OR UNLIKELY ARE THE FOLLOWING SITUATIONS FOR
YOU?

41) My heroin use enables me to relate better to
people:

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

42) My heroin use makes me feel less anxious:

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

43) My heroin use helps me to enjoy social occasions
more:

Likely

Unlikely

extremely quite slightly neither slightly quite extremely

44) My heroin use makes me feel more confident:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

45) My heroin use relieves the boredom in my life:

Likely Unlikely
extremely quite slightly neither slightly quite extremely

HOW GOOD OR BAD ARE THE FOLLOWING SITUATIONS FOR YOU?

46) Being able to relate better to others as a result
of my heroin use is:

Good Bad
extremely quite slightly neither slightly quite extremely

47) Being less anxious as a result of my heroin use is:

Good Bad
extremely quite slightly neither slightly quite extremely

48) Being able to enjoy social occasions more as a
result of my heroin use is:

Good Bad
extremely quite slightly neither slightly quite extremely

49) Having more confidence as a result of my heroin
use is:

Good Bad
extremely quite slightly neither slightly quite extremely

50) Being less bored as a result of my heroin use is:

Good

Bad

extremely quite slightly neither slightly quite extremely

51) In general, people who are important to you think
that you:

Should

Should Not

give up or cut down using heroin in the near future

1 2 3 4 5 6 7

52) My partner thinks that I:

Should

Should Not

give up or cut down using heroin in the near future

1 2 3 4 5 6 7

53) My parent(s) think that I:

Should

Should Not

give up or cut down using heroin in the near future

1 2 3 4 5 6 7

54) My doctor thinks that I:

Should

Should Not

give up or cut down using heroin in the near future

1 2 3 4 5 6 7

55) My close friends think that I:

Should

Should Not

give up or cut down using heroin in the near future

1 2 3 4 5 6 7

56) How important is it for you to do what other

people want you to do?

Important

Unimportant

1

2

3

4

5

6

7

very moderately slightly neither slightly moderately very

57) How important is it for you to do what your partner wants you to do?

Important

Unimportant

1

2

3

4

5

6

7

very moderately slightly neither slightly moderately very

58) How important is it for you to do what your parent(s) think you should you should do?

Important

Unimportant

1

2

3

4

5

6

7

very moderately slightly neither slightly moderately very

59) How important is it for you to do what your doctor thinks you should do?

Important

Unimportant

1

2

3

4

5

6

7

very moderately slightly neither slightly moderately very

60) How important is it for you to do what your close friends think you should?

Important

Unimportant

1

2

3

4

5

6

7

very moderately slightly neither slightly moderately very

61) I intend to decrease my heroin use in the next
three months.

Likely				Unlikely		
1	2	3	4	5	6	7
extremely	quite	slightly	don't know	slightly	quite	extremely

62) I intend to stop using heroin in the next three
months.

Likely				Unlikely		
1	2	3	4	5	6	7
extremely	quite	slightly	don't know	slightly	quite	extremely

63) I intent to increase my heroin use in the next
three months.

Likely				Unlikely		
1	2	3	4	5	6	7
extremely	quite	slightly	don't know	slightly	quite	extremely

APPENDIX 7

Total Attitude Scores: Sum of Products

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	6027.8	1	6027.8	.39	ns
subj within groups	303179.8	20	15158.9		
<u>within sub</u>					
time	3264.5	1	3264.5	.76	ns
time x appeal	9280.0	1	9280.0	2.17	ns
time x s within groups	85524.9	20	4276.24		
(N=22)					

APPENDIX B

Social Attitude Scores: Sum of Products

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	3351.2	1	3351.2	1.2	ns
subj within groups	54633.2	20	2731.6		
<u>within sub</u>					
time	2658.2	1	2658.2	.88	ns
time x appeal	1353.0	1	1353.0	.45	ns
time x s within groups	59887.63	20	2994.38		
(N=22)					

APPENDIX 9

Advantage Attitude Score: Sum of Products

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	420.36	1	420.36	.29	ns
subj within groups	28280.18	20	1414.0		
<u>within sub</u>					
time	.36	1	.36	.00	ns
time x appeal	1353.0	1	1353.0	.45	ns
time x s within groups	899.81	20	44.99		
(N=22)					

APPENDIX 10

Subjective Norm Measures: Sum of Products

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	1681.4	1	1681.4	.63	ns
subj within groups	53291.7	20	2664.5		
<u>within sub</u>					
time	769.45	1	769.4	1.32	ns
time x appeal	26.27	1	26.27	.04	ns
time x s within groups	11636.2	20	581.8		
(N=22)					

APPENDIX 11

Total Evaluation Component Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	102.02	1	102.02	.19	ns
subj within groups	10632.90	20	531.64		
<u>within sub</u>					
time	42.02	1	42.02	.38	ns
time x appeal	141.84	1	141.84	1.30	ns
time x s within groups	2181.63	20	109.08		
(N=22)					

APPENDIX 12

Subjective Norm Belief Component Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	20.45	1	20.45	.97	ns
subj within groups	420.18	20	21.00		
<u>within sub</u>					
time	.09	1	.09	.01	ns
time x appeal	11.00	1	11.00	2.36	ns
time x s within groups	92.90	20	4.64		
(N=22)					

APPENDIX 13

Health Items' Evaluation Component Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	50.20	1	50.20	.56	ns
subj within groups	1790.72	20	89.53		
<u>within sub</u>					
time	10.02	1	10.02	.45	ns
time x appeal	1.84	1	1.84	.08	ns
time x s within groups	439.63	20	21.98		
(N=22)					

(Appendix 13 continued)

Social Items' Evaluation Component Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	56.81	1	56.81	.79	ns
subj within groups	1427.81	20	71.39		
<u>within sub</u>					
time	87.36	1	87.36	1.27	ns
time x appeal	81.81	1	81.81	1.19	ns
time x s within groups	1371.81	20	68.59		
(N=22)					

(Appendix 13 continued)

Advantage Items' Evaluation Component Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	21.84	1	21.84	.15	ns
subj within groups	2836.90	20	141.84		
<u>within sub</u>					
time	.20	1	.20	.02	ns
time x appeal	12.02	1	12.02	1.50	ns
time x s within groups	159.27	20	7.96		
(N=22)					

(Appendix 13 continued)

Subjective Norm Items' Motivation to Comply Component

Scores

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	13.09	1	13.09	.22	ns
subj within groups	1176.54	20	58.82		
<u>within sub</u>					
time	13.09	1	13.09	.85	ns
time x appeal	12.02	1	12.02	1.50	ns
time x s within groups	304.54	20	15.22		
(N=22)					

APPENDIX 14

Intention Scores: Decrease Heroin Use in the Next 3 Months

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	4.45	1	4.45	.58	ns
subj within groups	151.72	20	7.58		
<u>within sub</u>					
time	.00	1	.00	.00	ns
time x appeal	.09	1	.09	.46	ns
time x s within groups	3.90	20	.19		
(N=22)					

Appendix 14 (continued) :

Intention Scores: Increase Heroin Use in the Next 3 Months

Source	ss	df	ms	f	p
<u>between sub</u>					
appeal	2.75	1	2.75	.93	ns
subj within groups	58.90	20	2.94		
<u>within sub</u>					
time	.02	1	.02	.13	ns
time x appeal	.20	1	.20	1.25	ns
time x s within groups	3.27	20	.16		
(N=22)					

APPENDIX 15

ALL THE INFORMATION GIVEN IN THIS QUESTIONNAIRE WILL REMAIN COMPLETELY CONFIDENTIAL AND WILL BE USED FOR SCIENTIFIC PURPOSES ONLY.

NAME: _____

OCCUPATION: _____

IF UNEMPLOYED PLEASE STATE LAST OCCUPATION: _____

IF YOU HAVE NEVER WORKED PLEASE STATE FATHER'S OCCUPATION:

MARITAL STATUS: _____

NUMBER OF CHILDREN: _____

Sex: _____

Age: _____

HOW LONG IS IT SINCE YOU STOPPED USING DRUGS? _____

WHAT DRUG DID YOU USE? _____

APPROXIMATELY HOW MUCH DID YOU USE PER DAY? _____

MANY EVENTS HAVE BEEN SUGGESTED AS BEING IMPORTANT IN HELPING DRUG USERS CHANGE THEIR DRUG TAKING BEHAVIOUR. THIS STUDY IS INTERESTED IN FINDING OUT HOW EFFECTIVE THESE DIFFERENT TYPES OF EVENTS WERE IN CHANGING YOUR DRUG TAKING BEHAVIOUR.

ON THE FOLLOWING PAGES THERE IS A LIST OF EVENTS. BELOW EACH EVENT THERE IS A RATING SCALE ON WHICH WE WOULD LIKE YOU TO INDICATE HOW EFFECTIVE YOU BELIEVE IT WAS IN HELPING YOU MAKE THE DECISION TO STOP.

IF THERE IS ANYTHING WHICH YOU ARE UNSURE OF PLEASE DO NOT

HESITATE TO ASK THE INTERVIEWER.

1. It is said that drugs will eventually kill the user. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little effect							A lot of effect
1	2	3	4	5	6	7	

2. Many say that drugs limit a person's everyday life. How much do you think this had an effect on your decision to stop using drugs?

Very little effect							A lot of effect
1	2	3	4	5	6	7	

3. Many drug users say that their drug habit is very expensive to maintain. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little effect							A lot of effect
1	2	3	4	5	6	7	

4. A lot of drug users say that they eventually lose their true friends as a result of drugs. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little effect							A lot of effect
1	2	3	4	5	6	7	

5. Many drug users fear that they are potential victims for the fatal disease AIDS. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

6. Many drug users say that their drug use results in them becoming very thin. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

7. In certain cases, a drug user may lose a limb through their drug use. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

8. Many drug users say that their relationship with their partner ends as a result of their drug use. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

9: Some drug users say that their drug use is the cause of them losing all of their teeth. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

10. Many drug users fear contracting the hepatitis virus. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

11. Many drug users say that their drug use can result in them developing very ugly scars on their body. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

12. Some drug users fear losing or damaging their eyesight as a result of their drug use. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little effect						A lot of effect
1	2	3	4	5	6	7

13. Many drug users say that their drug use results in them developing painful blood clots and damages their arteries and veins. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little effect						A lot of effect
1	2	3	4	5	6	7

14. Many drug users say that their drug use causes serious liver damage. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little effect						A lot of effect
1	2	3	4	5	6	7

15. Many drug users claim that their drug use is the reason for them being unemployed. How much of an effect, so you think, this had on your decisions to stop taking drugs.

Very little effect						A lot of effect
1	2	3	4	5	6	7

16. Many drug users become involved with the police and face possible prison sentences. How much of an effect, do you think, this had on your decision to stop taking drugs.

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

17. Many drug users say that their drug use causes sexual difficulties. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

18. Many drug users say that, in order to maintain a drugs habit, it is necessary to steal, reset, prostitute, deal etc. How much of an effect, do you think this had on your decision to stop taking drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

19. Many drug users say that their drug use has an adverse effect on their social life. How much of an effect, do you think, this had on your decision to stop taking drugs?

Very little
effect

A lot of
effect

1 2 3 4 5 6 7

20. Many drug users say that their drug use is the cause of much of the heartbreak to their partner, children, and parents. How much of an effect, do you think, this had on your decision to stop using drugs?

Very little
effect

A lot of
effect

1

2

3

4

5

6

7

APPENDIX 16:

EXAMPLES OF PAMPHLETS

ARE YOU FINDING

DRUGS



A PROBLEM





THE MARRIAGE CREED

So now little man, you've grown tired of grass,
LSD, goofballs and Hash

So someone pretends to be your true friend
and says *"I'll introduce you to Miss Heroin"*

Well honey before you start messing with me
Just let me tell you how it will be
For I will seduce you and make you my slave
I've sent much stronger than you to their grave.

You think you could never be a disgrace
And end up addicted to poppy seed waste
So you will inhale me one afternoon
But you'll take me in your arms very soon.

You'll mug and you'll steal for my neurotic charms
And you'll only be content when I'm in your arms
The day you realise the Monster you've grown
And you'll solemnly promise to leave me alone.

If you think you've got the mystical knack
Then sweetie, just try getting me off your back
The vomit, the cramp, the gut tied in a knot
The jangling nerves screaming for just one more shot.

The hot chills, the cold sweats, the withdrawal pains
Can only be saved by my little white grains
There's no other way and no need to look
For deep down inside you - you know you are Hooked.

You'll desperately turn to the Pusher and then
You welcome me back in your arms again
You'll give up your Morals, your Conscience, your Heart
And you'll be mine **TILL DEATH DO US PART.**



DRUGS



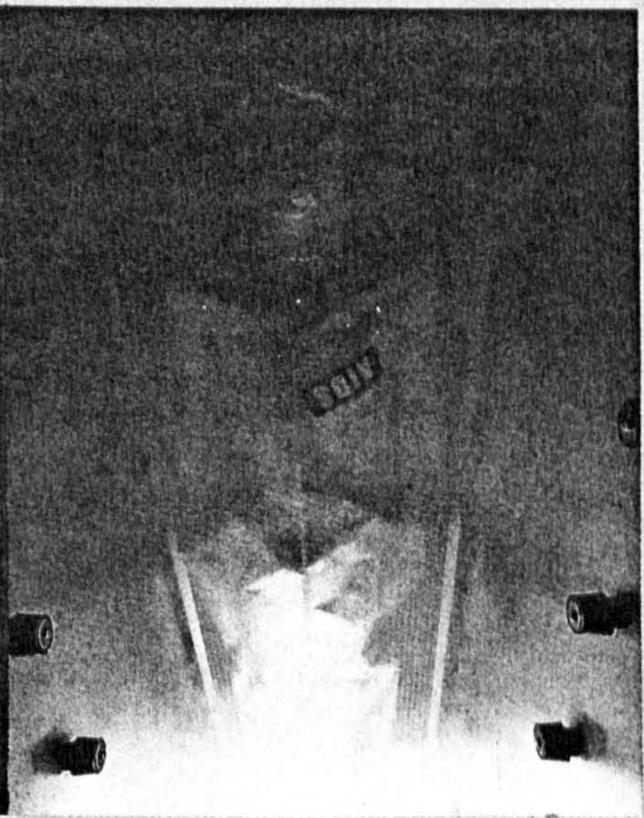
WHAT YOU CAN DO AS A PARENT.

For further advice, phone 0800 507 123, free of charge.

DON'T INJECT AIDS

And just one fix is all it takes,
your bloodstream.
Sharing is the easiest way to put the virus straight into
But the AIDS virus can live on dirty needles and works
other people's
If they don't have needles of their own, they share
people still do it.
Nobody who smokes it thinks they'll ever inject, yet
But to anyone who injects, death is a lot closer.
(Even though smoking it still does a lot of damage)
way away.
To anyone who smokes smack, death can seem a long

**Just one fix can get you
totally wasted.**



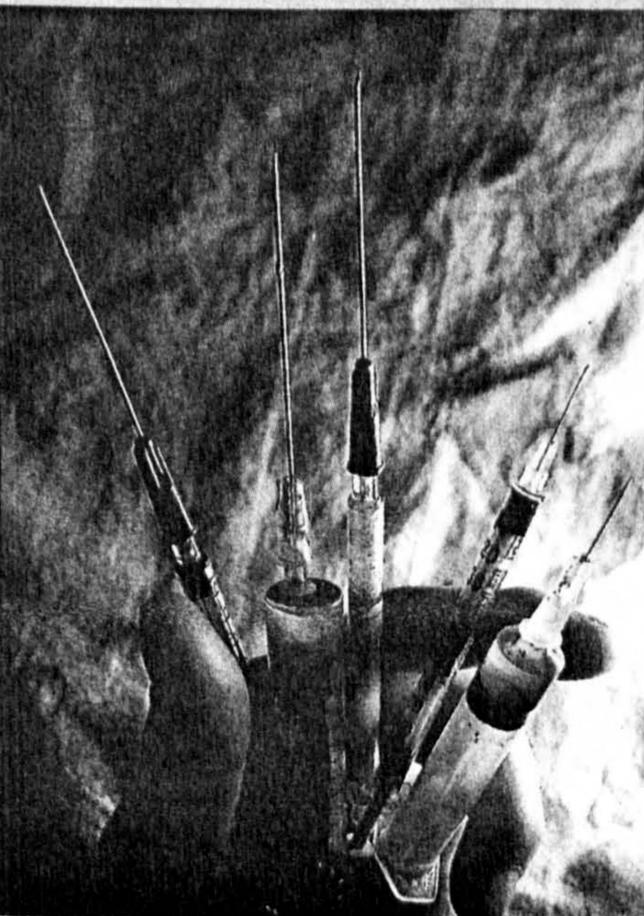
For further advice, phone 0800 507 123, free of charge.

DON'T INJECT AIDS

Do on. Take your pick.
How do you know where else they've been?
You can't even tell by looking at their smock. Besides,
they're injected.
You can't tell by looking at a needle or syringe if
and just one fix can put it straight into your mind.
The AIDS virus can live on dirty needles and works
So you're about to borrow someone else's needle.
But you've never actually planned to inject.
done yourself quite a bit of damage.
You've already smoked heroin quite a bit (and probably
This is your first fix.

**Only one of these
needles is free from AIDS.**

Take your pick.



For further advice, phone 0800 507 123, free of charge.

DON'T INJECT AIDS

The AIDS virus isn't you for good.
And sharing with just one of them, just once, can put
drug injectors carries the virus.
In some parts of the country as many as one in two
you can't tell just by looking at someone.
Because hoping and praying is about all you can do
not sharing with an AIDS carrier.
So, anyone who shares should hope and pray they're
The AIDS virus can live on dirty needles and works
first fix.
So they end up borrowing a needle and syringe for their
don't plan for it.
You come of them with one needle, and most of them
mind anyway.)
(It's injecting it doesn't mess up your body and you
of injecting.
Most people who smoke smack feel sick at the idea

**If you get into injecting,
what's going to get into you?**



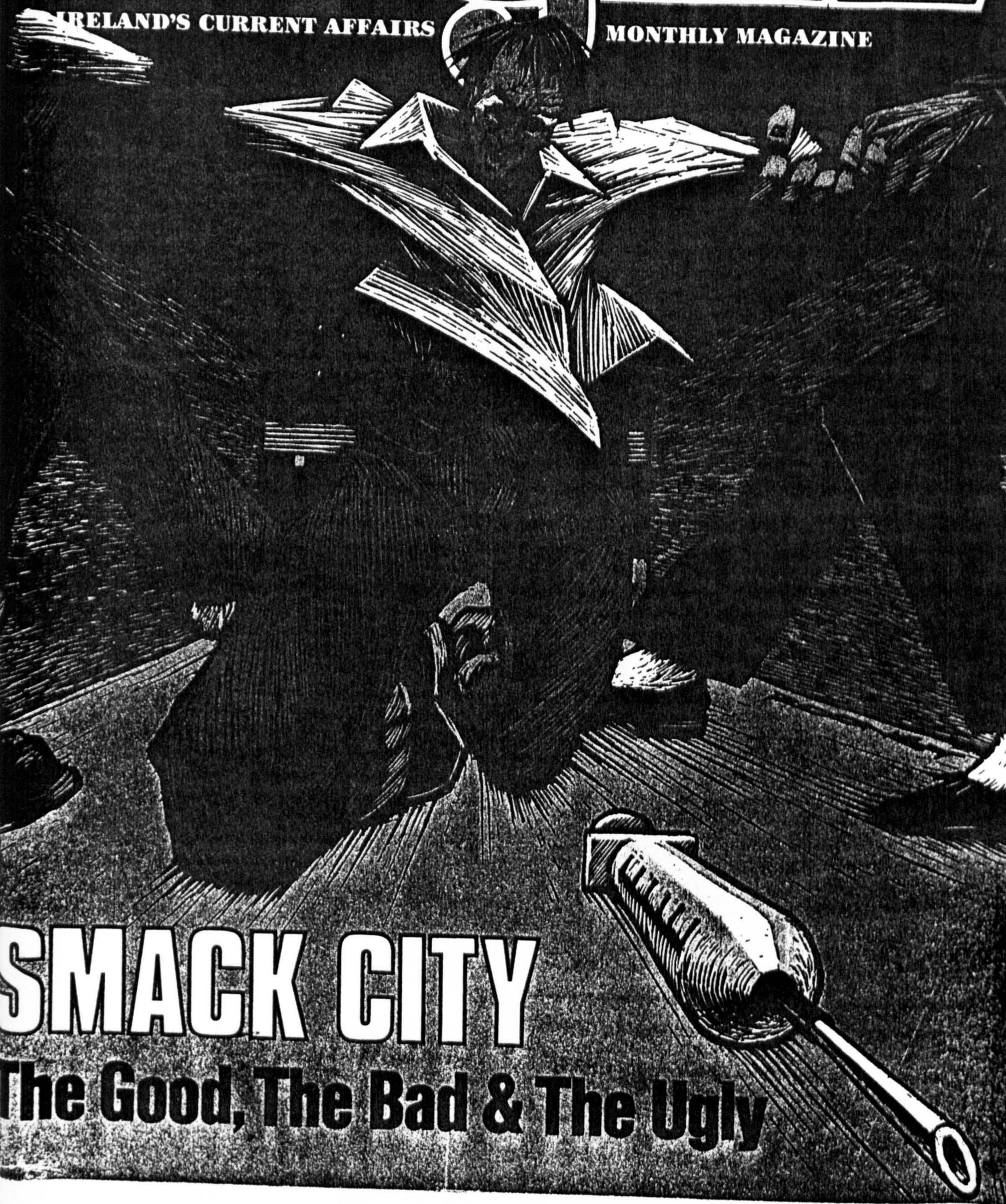
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AUGUST 1988

MAGGILL

IRELAND'S CURRENT AFFAIRS

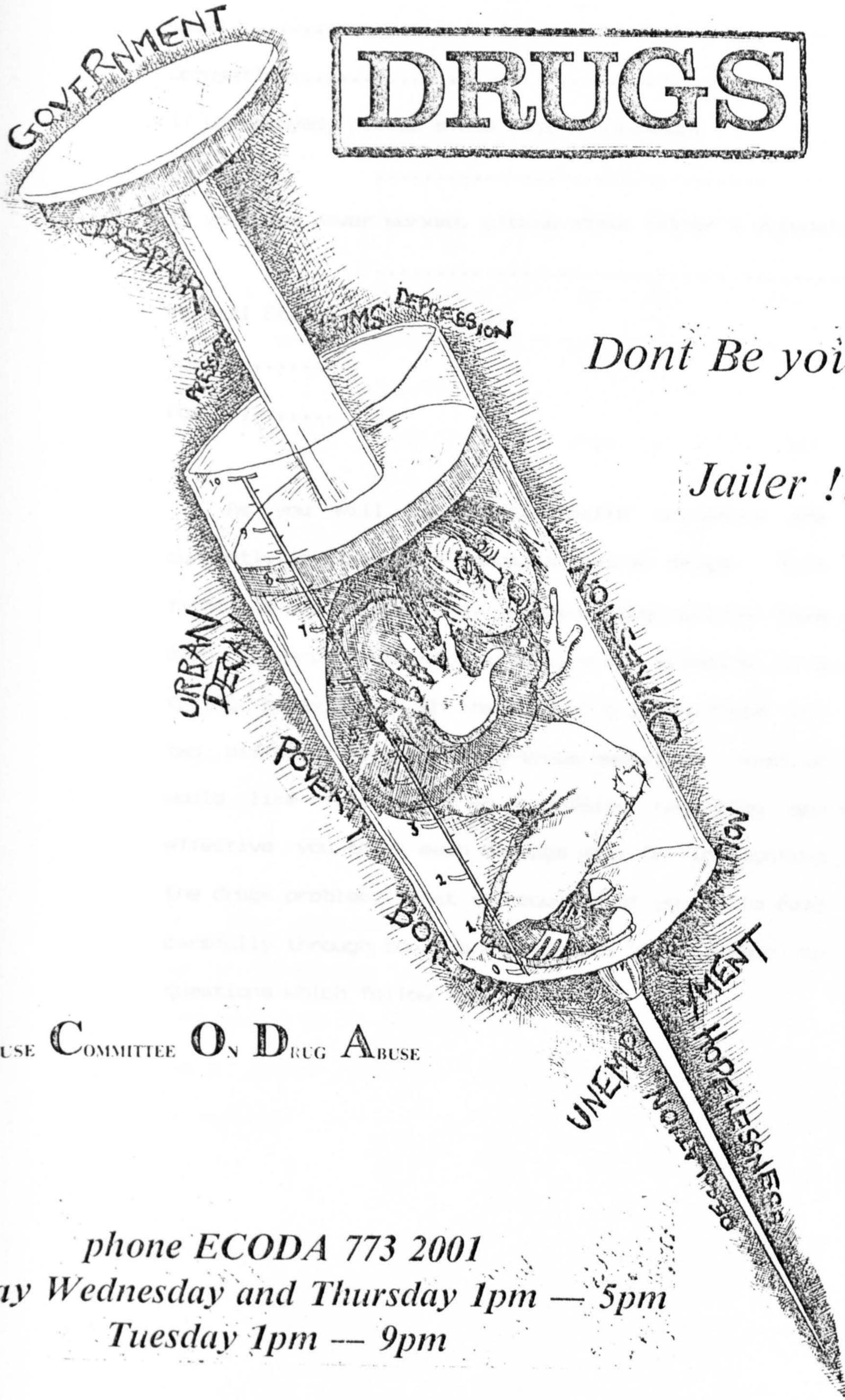
MONTHLY MAGAZINE



SMACK CITY

The Good, The Bad & The Ugly

DRUGS



Dont Be your own

Jailer !!!!

HOUSE COMMITTEE ON DRUG ABUSE

phone ECODA 773 2001

Monday Wednesday and Thursday 1pm — 5pm

Tuesday 1pm — 9pm

Strictly Confidential

APPENDIX 17

Name:.....

Occupation:.....

If unemployed, please state last occupation:

.....

If you have never worked, please state father's occupation:

.....

Marital Status:.....

Sex:.....

Age:.....

As you will be aware, health educators are currently involved in a campaign against drugs. This fight is a difficult one. Various suggestions have been forwarded as being effective in changing drug taking behaviour. On the following pages there are two different types of anti-drugs messages. What we would like from you is your opinion regarding how effective you think each message will be in fighting the drugs problem. What is required of you is to read carefully through the two appeals and then answer to questions which follow them.

1. How effective do you think this type of message would be in persuading heroin users to cut down on the amount of heroin they use?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

2. How effective do you think this type of message would be in persuading heroin users to completely stop taking heroin?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

3. How effective do you think this type of message would be in preventing individuals from starting to use heroin (or any drug)?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

4. How effective do you think this type of message would be in persuading individuals to think about cutting down the amount of heroin use they use?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

5. How effective do you think this type of message would be in **persuading** individuals to **think about stopping** their use of heroin completely?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

6. How effective do you think this type of message would be in **persuading** individuals to **think twice before** they decided to try heroin (or any drug)?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

7. How effective do you think this type of message would be in **persuading** individuals to **seek help** for their drug problem?

very quite slightly don't know slightly quite very
effective ineffective
1 2 3 4 5 6 7

There then followed the health (fear)/social message followed by the same series of questions.

Which of these two messages do you think reflects the truth about what happens to a person who becomes dependent on drugs?

Tick one:

1) The 'social' appeal:.....

2) the 'health' appeal:.....

Which of these two message types would you prefer to be used in a fight against drugs?

Tick one:

1) The 'social' appeal:.....

2) The 'fear' appeal:.....

Thank-you for your participation in this investigation.