

by Hunt, Gregorio-Pascual, and Cruz

The California State University San Marcos and the University of California, San Diego (UCSD) had a partnership, thus the empirical study was conducted at UCSD. A small group of CSUSM student researchers worked together to apply the Theory of Planned Behavior (TPB) in reducing sugar-sweetened beverage (SSB) consumption among college students. The study is the first to manipulate all the of the TPB's three constructs (attitudes, subjective norms, and perceived behavioral control) in the context of SSB consumption. Our study's purpose, design, and implementation are grounded in the empirical findings that we obtained from CSUSM's library resources.

An extensive search of CSUSM's online databases (e.g. PubMed, PsychInfo, Academic Search Premier, Google Scholar) provided us with peer-reviewed articles that helped us establish the potential public health impact in decreasing SSB consumption, as well as the potential efficacy of utilizing the TPB in changing health behavior. In addition, we found most of TPB's support was based on correlational studies. Discovering this opportunity to fill a gap in the literature, we implemented the first study to experimentally apply all three of the TPB's constructs in the context of decreasing SSB consumption.

The methodological information we obtained from our search also helped us plan interventions designed to decrease SSB consumption. To target participants' attitudes about SSBs, we utilized information from our library search to create a risks information card that provided participants with information about health risks linked to SSB consumption. In addition, we adapted interventions from the previous studies we learned about, including a social norms sheet and a planning task to experimentally manipulate subjective norms and perceived behavioral control. The knowledge acquired from our search also allowed us to find reliable measures. We discovered a beverage checklist sheet that demonstrated adequate internal

consistency, which we referenced when designing a measure to assess participants' SSB consumption.

Our search through CSUSM's available resources also gave us the invaluable opportunity of contacting the original author, Jamie M. Zoellner, of the psychometric measurements we used in our study to assess the TPB's constructs after implementing our interventions. Zoellner's findings, measurements, and guidance about utilizing her measurements helped develop a deeper understanding of using the TPB in the context of SSBs.

After utilizing the knowledge acquired to plan our project, we received Institutional Board (IRB) approval to carry out the experiment. Participants were recruited and randomly assigned to one of the 8 conditions in a 2 (Information Intervention: control vs. SSB Risks) x 2 (Social Norms Intervention: No Norms vs. SSB Norms) x 2 (Planning Intervention: Control vs. SSB) between subject design. Participants received a surprise follow-up phone call two-weeks following their lab participation, in which SSB consumption was measured. After all data was collected, we analyzed the results on SPSS.

Implementing these available resources also provided us with the invaluable opportunity to share our research with the public. After submitting our abstract to the Western Psychological Association (WPA), we gained acceptance to present an APA poster on April 26th at the WPA convention. Presenting at this convention will give us the opportunity to work together as a team and gain professional experience in presenting findings to the public, an invaluable experience for developing researchers. By having this study completed it brings many more opportunities for students to present in future presentations such as the CSUSM research fair and the annual Symposium on Student Research.

The scholarly contribution this group made to the CSUSM community and to the field of

psychology would not have been possible without the resources available through CSUSM's library. Having access to library resources both on and off campus provides substantial support for academic and professional growth for developing student researchers. Our research project, made possible by the library's supporting resources, has helped us contribute to new and critical information with potential public health impact.