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# Hookups and Gender Norm Conformity: The Experiences of Undergraduate Women

Rebecca Shayne Pearlson

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HOOKUPS AND GENDER NORM CONFORMITY:  
THE EXPERIENCES OF UNDERGRADUATE WOMEN

A Dissertation

Submitted to the School of Graduate Studies and Research

in Partial Fulfillment of the

Requirements for the Degree

Doctor of Psychology

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Indiana University of Pennsylvania

August 2016

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Sexual script research has investigated an extensive range of factors that may correlate with hooking up but has neglected to examine the influence of gender role adherence in the decision to engage in these increasingly common sexual encounters. This quantitative descriptive design and survey data collection study examines the differences between the contemporary script of hooking up and the traditional dating script. The study assesses the relationship between conformity to feminine norms, sexual history, script elements, experiences of coercion, and positive and negative emotional reactions to evaluate their involvement in the hookup and date scripts of heterosexual college-aged women. Information about basic demographic factors, sexual history, and hookup experiences of 321 heterosexual male and female participants was collected. From these participants, additional data were collected from a total of 165 women who had either previously engaged in a hookup or a date.

The major findings from the analyses indicated women who engaged in hookups endorsed a higher number of previous sexual partners, more experiences of sexual coercion, and greater negative affective reactions than women who dated. The results indicated no difference in the positive affective reactions to a recent hookup or date encounter. The hookup and date groups did not differ on overall scores of conformity to traditional feminine norms. However, several factors involved in gender role adherence were found to negatively correlate with hookups, including modesty and sexual fidelity, while investment in appearance was positively correlated with hooking up.

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## CHAPTER 1

### STATEMENT OF THE PROBLEM

Human behaviors are complex and multiply determined; however, the importance of cultural expectations and rules is undeniable. There are numerous scripts in our society that provide guidance for the customary behaviors expected of individuals in specific culturally bound situations. Cultural scripts serve as collective guides that outline the norms, values, and practices of a particular society (Simon & Gagnon, 2003). Scripts are relied on in specific situations or settings by members of a shared culture and generally involve a set of stereotypical actions, as well as an outline for the order in which these actions should occur (Jackson & Cram, 2003). Individuals learn the essentials of the majority of cultural scripts during their childhood and adolescence, and continue to access and rely on these learned scripts throughout adulthood (Whitley, 1988). Examination of these scripts is valuable because of the potential to reveal people's underlying, culture-specific beliefs and expectations that guide their everyday social interactions.

Dating is recognized as one form of a cultural script. Dating mainly occurs within the public sphere and entails a number of stipulated rules and expectations. A date is defined as a dyadic interaction in which two individuals engage in a structured set of expected behaviors with the intention of discovering or pursuing romantic potential (Cate & Lloyd, 1992; Mongeau, Jacobsen, & Donnerstein, 2007). This cultural script is viewed as a traditionally gendered element of heterosexual romantic interactions (Eaton & Rose, 2012; Eaton, Rose, Interligi, Fernandez, & McHugh, in press). Despite the lessening of restrictions on sexual freedom and an increase in the importance of personal choice in recent decades, women continue to frequently

conform to traditional gender roles within the context of the date script (Bogle, 2008; Turner, 2003).

Despite evidence that college students are continuing to pursue monogamous relationships (Eaton & Rose, 2011), hookups among heterosexual men and women have become as common as conventional courtship scripts on college campuses (Paul & Hayes, 2002). A hookup is defined as recreational sex with no strings attached between two uncommitted partners (Fielder & Carey, 2010). In other words, hookups may involve engaging in any form of casual sexual activity outside of the confines of a relationship (Kalish & Kimmel, 2011). Hooking up is considered to be a normative experience for many young adults enrolled in college (Hamilton & Armstrong, 2009; Kalish & Kimmel, 2011; Reid, Elliott, & Weber, 2011). Research has demonstrated that 60-85% of undergraduates report having engaged in at least one hookup encounter (Batchel, 2013; Garcia, Reber, Massey, & Merriwether, 2012; Garcia & Reber, 2008; Paul et al., 2000). The experience of hooking up frequently represents a superficial level of pursuit and follows a script (Bogle, 2008). Research findings indicate that college women may experience negative consequences and psychological distress to a greater degree than do men following a heterosexual hookup (Grello et al., 2006; Eshbaugh & Gute, 2008; Owen et al., 2010; Paul et al., 2000). However, others argue that newer sexual scripts like hooking up may in fact be a liberating experience for women because they allow individuals to both negotiate sex outside of committed relationships and initiate sexual experiences in their own terms (Lamb & Peterson, 2011).

There have been visible changes in the depiction and portrayal of femininity and female sexuality during the past 35 years (Eaton & Rose, 2011). However, the majority of research on sexuality among college-aged women has implied that there has been a lack of progress with

regard to women's empowerment and agency in sexual relationships (Jackson & Cram, 2003). This is believed to result from the continued existence of the sexual double standard, defined as normalizing men's sexuality while simultaneously subjugating women's sexuality (Crawford & Popp, 2003). Research indicates that the sexual double standard persists in multiple aspects of our culture, including in traditional dating interactions (Eaton & Rose, 2011; Rose & Frieze, 1986). Researchers have examined the degree to which the sexual double standard influences women's and men's experiences of hookups, as well as others' reactions to such interactions. This double standard has resulted in men being evaluated with less scrutiny and rigor than women when it comes to engaging in sexual behaviors (Bogle, 2008; Muehlenhard & McCoy, 1991). The outcome of this cultural norm is the belief that men may have sex in any context, inside or outside of a committed relationship, while women are only permitted to have sex within the confines of a committed relationship (Hamilton & Armstrong, 2009). This leads to androcentric norms for sexual interactions during heterosexual hookups and dates, including the expectation for males to initiate all sexual behavior and a focus on male pleasure (England, Shafer, & Fogarty, 2008). These cultural expectations often result in discrepant normative beliefs when it comes to engaging in sexual behavior. Although hooking up is constructed as culturally acceptable for men, this is not often the case for women. As a result, it is permissible, and perhaps even expected, for men to engage in hookups (Pearlson & McHugh, 2012). This cultural approval for men but not women leads to men ultimately being afforded the power to choose the final status of a hookup and whether or not it will progress to dating or a relationship (Bogle, 2008).

In both dating and hooking up, the scripts of heterosexual sex remain greatly tied to traditional, androcentric norms and the sexual double standard. This has been demonstrated by

the continued existence of sexual coercion in heterosexual dating scripts (Bartoli & Clark, 2006; Brousseau, Bergeron, Hébert, & McDuff, 2011). Sexual coercion is defined as “any situation in which one person uses verbal or physical means (including the administration of drugs or alcohol, with or without the other person’s consent) to obtain sexual activity against consent” (Adams-Curtis & Forbes, 2004, p. 91). When engaging in sex, the heterosexual interactions between men and women often involve a lack of active communication or directly stated consent. A common cultural belief is that sexual interactions between men and women involve an element of pressuring the woman for sex as a form of seduction or foreplay (McHugh, Sciarrillo, & Watson, 2013). Men are therefore socialized to view the pursuit of sex through the use of manipulation or coercion as a normative part of the sexual script (Adams-Curtis & Forbes, 2004). Due to individuals frequently desiring to adhere to cultural norms and scripts, women are often left with limited choices when facing pressure to engage in sex. When given the decision to confront this norm, women often find it more difficult to resist and easier to passively consent, even if they lack the desire to engage in sex. Sexual coercion, much like rape, has been found to be a source of significant psychological distress for women (Gavey, 2005). Although many women experience rape and sexual coercion during their college careers, it is not often acknowledged as such by these individuals (Turner et al., 2003). Despite the prevalence of sexual coercion in sexual scripts, less is known about the extent to which this practice exists in the heterosexual hookup script.

The maintenance of traditional gender roles has a significant effect on the behaviors of both males and females in the United States (Sanchez, Fetterolf, & Rudman, 2012). Gender roles are either characteristics of personality connected with men and women, or socially constructed norms pertaining to interpersonal interactions that differ based on an individual’s gender

(Whitley, 1988). Psychology has viewed some persons as subscribing more closely to gender roles, identifying these women and men as traditionally feminine and masculine individuals, respectively. Gender roles have frequently been connected to men and women through personality traits or individual characteristics, with people integrating differing levels of feminine or masculine attributes into their personal image (Whitley, 1988). Studies have found that these attitudes impact sexual behaviors in several ways, such as by women taking a more passive role in sexual relationships (Milhausen & Herold, 2011). Consequently, gender roles have been found to play out in sexual scripts. Gender socialization frames feminine sexuality and desire as reserved and hidden from public view, leading to women being conditioned to view acts of sexual behavior outside of a relationship as transgressing sexual norms and being a 'bad girl' (Bogle, 2008). As a result, a consequence of conforming to traditional gender roles is that they may implicitly amplify the likelihood of women being sexually victimized (Maybach & Gold, 1994; McKelvie & Gold, 1994; Murken & Byrne, 1991).

Adherence to traditionally masculine or feminine norms is demonstrated by how highly an individual endorses the presence of specific personality characteristics or traits. Research has indicated that femininity typically encompasses the traits of goodness, attractiveness in style and manner, gentleness, and non-aggressiveness (Helgeson, 1994). However, it is also connected with more negatively viewed attributes, such as passivity, emotionality, sensitivity, and dependence (McKelvie & Gold, 1994). Due to the potential for gender norms to significantly impact sexual behaviors and attitudes, it is necessary to take gender role socialization and norms of femininity into consideration when looking at the growing incidence of common sexual behaviors other than dating, such as hooking up, among the college-aged population. This leads one to wonder: are more traditionally feminine women more likely to date, while less

traditionally feminine women are more likely to hookup? Despite a wealth of research on dating and hooking up, the current literature does not provide answers to this question, nor mention the role gender norms may play in these two sexual scripts.

The literature on hooking up has increased in recent years due to it becoming an increasingly normative experience during young adulthood, particularly on college campuses. To better understand hookup culture it is important to investigate the differences between the hookup script and the script of traditional dates, as well as to examine the subjective experiences of those who engage in hooking up. Additionally, although research has often focused on the negative aspects of hooking up for women, it is necessary to address the entire range of experiences that occur during these encounters, both positive and negative. The present study investigated the prevalence of hooking up as reported by undergraduate students enrolled in introductory psychology classes. The study explored the nature of the hookup experience, as well as the prevalence of sexual coercion and alcohol use during these encounters, through the use of a script format survey. Women's degree of conformity to the female gender role was also examined in relation to women's likelihood of hooking up. Furthermore, the study examined these variables with regard to the date script as a way to compare the contemporary script of hooking up with the traditional dating script. Although some of the current literature has critiqued the hookup script due to the potential for negative consequences for women, the current study intended to examine both the positive and negative experiences of hookups in detail. This involved extending and modifying the list of positive and negative affective reactions to hooking up employed by Paul and Hayes (2002) to examine the range of emotional reactions experienced by individuals during their most recent hookup encounter.

## CHAPTER 2

### LITERATURE REVIEW

#### **Dating Scripts**

##### **Sexual Scripts**

Scripts are defined as cognitive models of beliefs, ideals, and expectations that derive from social norms (Eaton & Rose, 2011). Cultural scripts outline the distinctive patterns of behavior that are viewed as norms of the society in which they exist (Simon & Gagnon, 2003). In addition to using one's own attitudes about situationally suitable actions and conduct, these cognitive models are used by individuals to both direct their own behavior as well as anticipate the behaviors of others (Eaton & Rose, 2011; Laner & Ventrone, 2000). Cultural scripts generally involve a set of stereotypical actions. Scripts therefore serve as collective guides that outline norms, values, and practices to be relied on in particular situations for members of a shared culture (Jackson & Cram, 2003). Individuals learn the essentials of the majority of cultural scripts during their childhood and adolescence (Whitley, 1988). Popular media provides one of the primary venues for depicting sexual scripts. In a study performed by the Kaiser Family Foundation regarding sex on television, the principal source for young adults' attitudes about sex was identified to be media (Garcia & Reiber, 2012).

Sexual scripts dictate the script for when, where, and how sexual intimate interaction will occur. One form of a sexual script that is readily identified by individuals in the United States is the dating script. Rather than being an unstructured, spontaneous action and course of events, sex and dating are scripts directed and characterized by social norms (Simon & Gagnon, 2003). As a result of sexual behavior being viewed as normative when occurring in the context of romantic relationships, dating scripts outline the content and progression of sexual interaction (Rose &

Eaton, 2011). Additionally, dating scripts frame the appropriate circumstances for when sexual behavior will ensue, as defined by society (Klinkenberg & Rose, 1994). Dating scripts describe stereotypes about events and actions associated with, and appropriate for, a date. These scripts are therefore used to organize, interpret, and predict the behavior of individuals in dating encounters.

Historically it has been appropriate for males to initiate or actively pursue dates, plan, and pay for the date. Females, on the other hand, are expected to take a more passive role that simply requires emotional assistance (Clark, 2006). Dating is therefore a predictable pattern in which the male is active and the woman reactive (Rose & Frieze, 1993; Morr, Serewicz, & Gale, 2008; Schleicher & Gilbert, 2005). Simon and Gagnon (1986) state, “stereotyped gender role postures designate the male role as taking possession of the object of desire and the female role to be serving as the object of desire” (p. 544). In dating interactions men are given the authority to, and expectation of, initiating sexual contact. Men are socially encouraged to take on the position of control in sexual experiences, leading the way while women are expected to acquiesce and follow (Gavey, 2005). Although men are viewed as the ultimate decider in where things go and the degree to which relationships progress, women are encouraged to remain submissive and not pursue these roles for themselves. When it comes to dating, women may accept or reject an advance but never initiate (Bradshaw, Kahn, & Saville, 2010; Rose & Frieze, 1993).

Multiple studies in the past several decades have examined the cultural scripts of dating and romantic interactions among young adults. Eaton and Rose (2012) performed one such study. The researchers investigated the prevalence of different romantic encounters as well as specific elements of dating scripts reported by Hispanic undergraduate male and female participants. Their findings indicated dates were the most frequent type of recent first romantic



interaction, followed by hanging out, hooking up, and one-night stands. Almost all participants reported that active behaviors involved in dating scripts, such as asking someone out, picking someone up, and taking someone home or to their car, were only performed by men. Solely passive actions, such as accepting a date or future dates, were endorsed as being performed by women. These findings were consistent across male and female respondents. Eaton and Rose concluded that dating encounters among this population remain both the most prevalent form of initial romantic encounters and primarily traditionalistic.

Current cultural expectations ultimately result in men being viewed as sexual beings while women are framed as virginal and less sexual (Reid et al., 2011; Manning Giordano, & Longmore, 2006). This aspect of our culture is a large part of the dating script. Despite the changes in the format of dating that have occurred over the last century, research has confirmed that traditional gender roles remain a large part of how courtship occurs in current times (Rose & Frieze, 1993; Bartoli, 2006). As a result, sexual and dating scripts are cultural scripts that continue to remain gendered and replicate gender inequality (Reid et al., 2011; Crawford & Popp, 2003). Women who transgress from these traditional roles and express sexual desire fall prey to the risk of negatively influencing their social perception and being unfairly viewed as putting their reputations at risk (Jackson & Cram, 2003). Compared to men, women have been found to experience more numerous consequences from sexual activity outside of a relationship (i.e. slut, bad reputation) as well as more direct negative outcomes (i.e. pregnancy, principally accountable for child care) (Manning et al., 2006). Although identifiable changes in the pattern of dating scripts in the last several decades have created an illusion of greater gender equality, the interactions between men and women in current dating scripts continue to remain traditional and gendered.

## **History of Dating**

Sexual scripts, which influence interactions between men and women in the context of a relationship, have evolved in a number of ways over the past century. Dating is an act that mainly occurs within the public sphere and entails a number of stipulated rules and expectations. Research has supported the view of this script as a traditionally gendered element of heterosexual romantic interactions (Eaton & Rose, 2011). When reviewing the changes that have occurred in traditional dating patterns over the past hundred years, three distinctive scripts are identifiable as having directed the romantic lives of young men and women. These scripts are identified as rating and dating, going steady, and modern dating (Bogle, 2008; Turner, 2003; Whyte, 1990). In addition to these specific scripts differing based on their content and their respective expectations for men and women, they are notable for having materialized during times of transition in the United States.

Dating is a term that was initially used to describe a sexual liaison with a lower-class woman (Turner, 2003). This expression surfaced as a practice among defiant or disobedient youth of the middle-and upper-class, who would go out together with the intent of getting away from the vigilant view of their parents (Bogle, 2008). By the 1920s dating had become the dominant script for young men and women on college campuses. The practice of dating referred to going somewhere together outside of the home and is identified as having resulted from the increased visibility and acceptance of women in the public sphere (Bogle, 2008). The introduction of the automobile also established the opportunity for solitude and mobility for young dating couples (Turner, 2003). Dating was accepted as not necessarily leading to marriage and instead served as an opportunity for teenagers and young adults to romantically have fun together and gain social status. This often involved attendance at college dances, movies, or

fraternity dances. Rating and dating was a peer-monitored practice of competing for dates based on rank in a rating scale (Turner, 2003). Rank was based on factors determined by peer culture, with examples including men dressing or dancing well, having access to a car or money, or belonging to a top fraternity (Waller, 1937). For women, to be considered prestigious and viewed as top material required dating top ranked men and not engaging in lewd behaviors. The peer-monitoring nature of dating, combined with the fact that men far outnumbered women on college campuses at this time, resulted in antagonism between the sexes as well as immense competition in this form of the dating script (Waller, 1937).

The process of going steady surfaced in the 1940s during the after effects of World War II. This was a time when women began to greatly outnumber men and an awareness of the dearth of available men in the United States was widely apparent. Turner (2003) notes that “many women seemed more independent and self-sufficient, behaviors likely due to their greater labor force participation” (p.11). Exclusive dating, which was known as going steady, was taken more seriously than in the previous era and revealed the increasing amount of time adolescents had available to spend engaged in leisurely activities. Rather than gaining social status, postwar dating was characterized by being involved with only one partner with the intent of finding someone suitable to marry (Bogle, 2008). Practices such as men giving tokens of affection to their female dating partner, including pins, rings, or clothing, signified a commitment to a partner to communicate to others that the woman was not single. Furthermore, this script also involved the expectation that a couple would go out a certain number of times each week for a date. However, as with the rating and dating era, marriage was not necessarily assumed to be the outcome of this practice. Additionally, sexual exploration became increasingly visible and expected within the context of dating (Stinson, 2010). Although dating is recognized as more

leisurely, this cultural script is understood as a method for tapering down the number of suitable partners for marriage. As a result, the practice of dating can be viewed as a preface to marriage rather than a direct route to marriage (Eaton & Rose, 2011).

A shift away from traditional dating occurred during the mid-1960s and 1970s, a time when demographic and cultural changes in the United States resulted in a national shift in the attitudes and beliefs of young men and women (Fortunato, Young, Boyd, & Fons, 2010). The sexual revolution brought with it a growing acceptance of sexual experimentation and free love, as well as an increasing prevalence of more accommodating views on morality (Turner, 2003). In addition, the arrival and growing accessibility of birth control resulted in more women engaging in premarital sex, as well as an increase in the acceptance of sex occurring outside of marriage. The ideals of feminism and an increase in the number of women in college also led to a change in the diversity of roles and choices accessible to young men and women. This altered not only the way in which men and women related, but also how they communicated with one another regarding the negotiation of sexual interactions (Bogle, 2008). Although sex continued to typically occur in committed relationships, the restrictions on sexual freedom and the expectation of conforming to parental wishes had been replaced by a valuing of individualism and an increase in the importance of personal choice.

There have been multiple transitions in the conceptualization, construction, and practices of dating that have occurred over the last century. These changes have been accompanied by a growing acceptance of sex occurring outside of committed relationships. When examining modern day dating relationships, Turner (2003) points out that these “often evolve out of relationships in adolescent peer groups, such as those originating from the school, neighborhood, or special interests... and it is not uncommon for a couple to go out on a date within a larger

group activity” (p. 18). However, an aspect of the modern dating script that remains is that romantic or sexual interactions are part of a developmental sequence, in that they primarily occur after the first date (Mongeau, Serewicz, & Therrien, 2004).

Although modern dating differs from the eras of rating and dating and going steady, the initial dating practices of adolescents and young adults consistently appear to be primarily traditionalistic (Eaton & Rose, 2011). As a result, men are still socialized to view initiating sexual behaviors as the norm, while women learn to react to these advances rather than play an assertive role. A recent study by Eaton et al. (in press) confirms these findings. This research, which was conducted at a southern university among Hispanic and White young adults, indicated that dates remain a predominantly gendered script that includes gender-typed actions. The researchers also found differences between ethnic/racial groups with regard to the sexual scripts of dates and hookups. White participants were more likely to endorse hooking up, while Hispanic participants were more likely to endorse dating. Additionally, Hispanic men and women reported less satisfaction with hookups than White men and women.

Ultimately, prescriptions for dating have changed little from the conventional thinking of the 1920s. Despite young adults’ claims to egalitarian attitudes, their behaviors on first dates continue to reflect traditional practices (Laner & Ventrone, 2000; Fortunato et al., 2010). This continuation of internalized gender roles and the expression of these roles through sexual scripts is reflected in the practice of hooking up, a script of growing popularity on college campuses.

## **Hookup Culture**

### **Hooking Up**

Research has demonstrated that patterns of dating have been modified in the last 35 years, with dating no longer being viewed as the only, or even principal, form of romantic

encounters in which young men and women are initially involved (Eaton & Rose, 2011). As previously noted, relationships have traditionally progressed from casual dating to exclusive relationships, at which point sexual relations have been viewed as culturally acceptable.

However, it can be argued that this arrangement has changed, resulting in the opposite of these steps occurring. That is, engaging in sexual relations initially and then moving to a dating relationship has become a frequent practice for many young singles (Bogle, 2008; Jhally, 2011; England, Shafer, & Fogarty, 2008; Reid et al., 2011). Despite the presence of identifiable differences between dating scripts and the hookup script, it is believed that these experiences may involve the same processes but be described and termed differently.

Modern day college students are involved in more experiences of casual sexual interaction than was true for previous generations (Kooyman, Pierce, & Zavadil, 2011). Although committed relationships continue to be widespread and pursued by many college students (Eaton & Rose, 2011), other forms of interpersonal relationships involving sexual intimacy are on the rise (Reid et al., 2011). College campuses are viewed as a venue for sexual exploration: “a college student today will never again be in a place where there are so many sexually active unmarried people. Nor will college students ever again be around so many sexually active people like themselves” (Kalish & Kimmel, 2011, p. 140). As a result, college campuses are the prime venue for studying the prevalence and experience of hooking up among older adolescents and emerging adults.

An increasingly popular cultural script for sexual interaction is hooking up. Hooking up is defined as recreational sex with no strings attached (Batchel, 2013; Eshbaugh & Gute 2008; Fielder & Carey, 2010; Garcia & Reiber, 2008). Hookups are a less structured script and may involve engaging in any form of casual sexual activity outside of the confines of a relationship

(Eaton et al., 2015, Kalish & Kimmel, 2011). As a result, sexual behavior during the course of a hookup experience may involve any activity, from kissing to intercourse (Owen, Fincham, & Moore, 2010; Paul et al., 2000). The partner of a hookup is not relevant to the definition, in that it can involve an acquaintance, friend, or stranger (Grello et al., 2006; Bogle, 2008; Owen et al., 2010).

Strides have indeed been made in the form of women having a more extensive degree of sexual freedom in their lives. However, “these standards still represent a covert means of controlling women’s sexuality by judging its expression more harshly than men’s sexual expression is judged” (Crawford & Popp, 2003, p. 20). Research has consistently found that men are more interested in sexual conquests and experience, whereas women are more interested in committed relationships (Manning et al., 2006; Bradshaw et al., 2006; Townsend & Wasserman, 2011). Despite these differences in relationship goals and continued negative judgment toward female sexual expression, women appear to be engaging in hookups at growing rates.

Hooking up has become a prevalent sexual experience on college campuses and is frequently depicted in popular media (Garcia & Reiber, 2012). A study performed by the Kaiser Family Foundation to investigate the prevalence of sex on television found that 77% of programs in prime time were found to involve some degree of sexual content (Kunkel, Eyal, Finnerty, Biely, & Donnerstein, 2005). Of these programs, 20% depicted sexual intercourse between characters that were not in a relationship but knew one another, while 15% depicted characters that had just met engaging in sexual behaviors. These findings are of great importance due to research supporting that a correlation exists between opinions of peer norms and exposure to content of a sexual nature (Eyal & Kunkel, 2008). Due to the prevalence of hookups in popular media and on college campuses, researchers have begun to investigate whether hookups may be

overshadowing conventional courtship scripts and are becoming a normative experience for many young adults (Reid et al., 2011; Hamilton & Armstrong, 2009; Kalish & Kimmel, 2011).

Although the prevalence of hookups has been debated, research has demonstrated that 60-85% of undergraduates report having engaged in at least one hookup interaction (Batchel, 2013; Garcia et al., 2012; Garcia & Reber, 2008; Paul et al., 2000). Less formal patterns of sexual interaction between men and women are on the rise, as demonstrated by the growing incidence of hookups on college campuses; however, as with dating, they continue to involve an identifiable script (Bradshaw et al., 2010; Garcia & Reiber, 2008). Fairly similar scripts of what occurs during a hookup have been reported by several studies of this sexual interaction. Research has illustrated that hookups occur in common locations, are preceded by similar behaviors, and involve a lack of overt communication (Bogle, 2008; Paul & Hayes, 2002; McHugh & Pearlson, 2012). The majority of hookups have been found to occur at parties (67%) and fraternity houses or college dormitories (57%), although they have also been found to occur at clubs or bars (10%) as well as any unclassified vacant location (35%) (Paul & Hayes, 2002). Demographic features that have been found to be associated with greater probability of engaging in a hookup include being White/Caucasian, having parents of higher socioeconomic status, being attractive, having an extroverted personality, being nonreligious, having divorced parents, higher number of past hookup partners, and peak intoxication levels (Bachtel, 2013; Fielder & Carey, 2010; Grello et al., 2006). Additional factors found to correlate with hookup behaviors are avoidant attachment style, rebelliousness, high impulsivity, and a low concern for physical safety (Paul & Hayes, 2000).

In a study by Barringer and Vélez-Blasini (2013) assessing the prevalence of hookups among first semester undergraduate students, the findings indicated about 70% of students had



engaged in at least one hookup during their first semester. Differences in the prevalence rate between men and women were found to be insignificant, with about 68% of males and about 70% of females endorsing having engaged in a hookup. When investigating the types of sexual behaviors involved in hooking up, the researchers found that about 70% of participants reported engaging in passionate kissing, about 33% reported receiving oral sex, about 30% reported giving oral sex, and about 27% reported engaging in sexual intercourse. A similar study performed by Fielder and Carey (2010) to examine predictors and consequences of hookups among first-semester undergraduates assessed participants at the beginning and end of their first semester. The researchers found that 98% of participants engaged in kissing, 33% engaged in oral sex, and 28% engaged in vaginal sex during a hookup encounter.

When investigating gender differences with regard to the prevalence of sexual behaviors during a hookup, Paula England (England, Shafer, & Fogarty, 2008; Jhally, 2011) found that heterosexual hooking up is frequently centered on male pleasure. England's online research of undergraduates at 18 public and private universities indicated that the rate of orgasm reported by men was 44%, as compared to only 19% reported by women. In cases where a hookup turned into a relationship, the orgasm rate rose to 85% for males and 68% for females. Additionally, during hookup encounters where intercourse did not occur, nearly 60% of males reported only receiving oral sex while about 45% of women reported only receiving oral sex. England's findings from this large sample indicate that gendering remains a constant presence in this sexual script despite the other ways in which hooking up differs from traditional dating scripts.

A script study similar to the analysis performed by Eaton and Rose (2012) investigated events occurring in a first romantic/sexual encounter of heterosexual undergraduate students (Pearlson & McHugh, 2012). Participants were asked to indicate whether or not particular events

occurred during their last initial romantic encounter, as well as how they identified that encounter (i.e. date, hookup, one night stand, hanging out, other). Overall, the data demonstrated that across the different types of encounters, both men and women reported having positive experiences. Although female participants reported some negative experiences, the negative experiences of men and women were not significantly different. However, when looking across the types of interactions, men and women were found to have different experiences with regard to how satisfied and how ideal they viewed their encounters. A significant interaction was found between gender and how ideal they found the encounter. Males were found to identify all romantic encounters as more ideal, while for women there was a drastic difference based on type of encounter. Women were found to identify hookups as less ideal than a date or hanging out and one-night-stands as the least ideal encounter. A significant interaction between gender and how satisfied individuals felt with the encounter was also found. Males identified all romantic encounters as more satisfying, while for women there was a significant difference based on type of encounter. As with idealness of the encounter, women were found to identify hookups as less satisfying than a date or hanging out and one-night-stands as the least ideal encounter. These findings demonstrate that the hookup script may be less ideal and satisfying than more traditional dating scripts. These conclusions are similar to the research of Eaton et al. (in press), which demonstrated that women were less satisfied with hooking up than men.

One element that is commonly reported in hooking up is the involvement of alcohol (Kooyman et al., 2011; Paul & Hayes, 2002; McHugh & Pearlson, 2011; McHugh & Pearlson, 2012). Researchers hypothesize that alcohol amplifies the likelihood of engaging in a hookup encounter by reducing inhibitions, modifying cognitive faculties, raising confidence levels, and escalating vulnerability to real or sensed social pressure to participate in hooking up (Fielder &

Carey, 2010; Paul et al., 2000; Owen & Fincham, 2011b). The frequent involvement of alcohol use preceding hookup encounters is alarming due to research demonstrating that alcohol increases sexual risk-taking and may interfere with judgment, two factors that may expose young adults to sexual violence, unsafe-sex practices, sexually transmitted infections, and unintended pregnancy (Calzo, 2013).

The hookup script offers both men and women the chance to initiate sexual contact outside of the confines of a traditional monogamous relationship. Despite the potential for sexual agency demonstrated by women who engage in hookups, a double standard prevails in how men and women who do so are viewed. Although hooking up is constructed as culturally acceptable for men, this is not the case for women. Women are socially trained to desire committed, long-term relationships rather than casual sex (Lunceford, 2008). This has been reflected when assessing the beliefs and desires of women regarding casual sex and relationships (Bogle, 2008; Garcia & Reiber, 2008). While men often receive approval or admiration for hooking up and are perceived as studs (Owen et al., 2010), women practicing the same behavior are viewed as sluts (Reid et al., 2011; Bogle, 2008; Beres & Farvid, 2010). As a result, although there has been progress toward casual sex becoming a normative experience for young adults in college, hookups still put women at a disadvantage and may lead to the experience of negative outcomes. The paradox women must navigate when exploring their sexuality through hookups creates an impossibility; although women are supposed to be sexy and sensual, they experience ridicule and scorn when they act on these obligations (Lunceford, 2008).

Differences between college men and women who engage in hookups have been found with regard to the experience of psychological distress (Grello et al., 2006; Gute & Eshbaugh, 2008b; Paul et al., 2000; Owen et al., 2010). Research has demonstrated that women who have

hooked up often experience more negative emotional reactions, while the reactions of men to hooking up are typically more positive (Fielder & Carey, 2010; Lewis, Granato, Blayney, Lostutter, & Kilmer, 2013; Paul & Hayes, 2002; Townsend & Wasserman, 2011). Women frequently identify the feelings of regret and shame after a hookup; these emotions are not seen as frequently among men (Paul & Hayes, 2002). Eshbaugh and Gute (2008) found that among undergraduate women who engaged in uncommitted sex, 74% of women reported few or some regrets compared to 23% who reported no regrets. The researchers also found that engaging in intercourse with someone only once or with someone known less than 24 hours was significantly correlated with the experience of regret in this sample.

Women have been found to be more likely to experience psychological distress than males after penetrative sex (Fielder & Carey, 2010). When examining the emotional reactions to hooking up among female undergraduates reporting on their own or a friend's experience, Bachtel (2013) found that 66% of participants reported the experience of regret. Of the entire sample, 62% reported sexual regret, 48% experienced interpersonal or relationship conflict, 47% indicated negative emotional reactions, 41% endorsed negative social repercussions, and 28% reported the loss of a peer group or friend. With regard to identifiable symptoms, 31% of participants reported general psychological distress, 28% reported anxiety, and 21% reported depression. Additionally, 19% reported the hookup encounter had resulted in a sexually transmitted infection. The qualitative study by Paul and Hayes (2002) of hooking up among undergraduates found that 35% of participants identified feeling disappointed or regretful after the experience, as compared to only 27% who identified feeling happy or good after the encounter. Women who engage in casual sex have also been found to demonstrate lower levels of self-esteem (Paul, McManus, & Hayes, 2000) as well as greater feelings of guilt, symptoms of

depression, and feelings of regret (Grello et al., 2006; Gute & Eshbaugh, 2008a). However, women who report practicing self-caring practices “that emphasized their own desires generally gave more positive accounts of casual sex than women who expressed a lack of agency and control over their casual sex experiences” (Beres & Farvid, 2010, p. 383).

Despite the abundance of research demonstrating the potential negative consequences of hooking up for women, some researchers view hookups as a potentially liberating experience. Lamb and Peterson (2012) are two researchers who offer dichotomous perspectives on the concept of female adolescent sexual empowerment. Peterson argues that the subjective choices made by women about owning their sexuality, which results in them feeling empowered, is one element of genuine empowerment. As a result, she endorses the empowerment of women through sexual action that is of their own choosing and desire (Peterson, 2010). However, Lamb argues that replicating the concept of sexuality reinforced by marketed images produced by the media in our society does not equal feminist action or agency. Lamb’s view of sexuality therefore questions whether women are truly able to express their authentic sexuality if it is based on cultural norms. As demonstrated by these two researchers, discrepancies in the field with regard to what is and what is not empowering for women are still commonplace. Were Peterson to examine hookup culture, she may argue that hooking up potentially allows women to act on their sexual desires by opposing traditional gender roles (e.g. initiating sexual experiences outside of monogamous relationships). Might hooking up be liberating for women because it allows them to negotiate sex and initiate sexual experiences in their own terms? Although psychological distress experienced by women following hooking up seems to be a common reaction, some studies have shown a lack of psychological symptoms or negative effects from hooking up (Owen et al., 2010). Although these findings have not been widely replicated, the

current study intended to assess if hooking up is frequently a positive experience for women. Ultimately, does the hookup experience have the potential for women to act on their own sexual desire? Further research on the subject is required to better understand the experience of women during and after this growing sexual interaction. Examining a specific element that plays a large role in the experience of hooking up, the sexual double standard, is one avenue to investigating the question of empowerment with regard to hookup culture.

### **Sexual Double Standard**

The sexual double standard is a topic that has received a great deal of attention since Reiss' (1960) pioneering proposal of the paradigm. The sexual double standard is defined as a dominant cultural perspective that holds men and women to distinctive rules and values for engaging in sexual behavior. Historically, men have been evaluated with less scrutiny and rigor than women when it comes to sexual conduct (Bogle, 2008; Crawford & Popp, 2003; Muehlenhard & McCoy, 1991). Research has demonstrated a gender difference with regard to sexual beliefs, in that men express greater sexual experience and more liberal positions about casual sex than women (Milhausen & Herold, 1999; Oliver & Hyde, 1993). As evidenced by research, hypersexuality is viewed as the norm for men (Crawford & Popp, 2003; Petersen & Hyde, 2010). By adhering to this culturally prescribed role, men are rewarded for both their sexual prowess and sexual conquests. Women, on the other hand, are frequently punished for similar behavior. Aubrey (2004) studied the messages present in television programming directed at an adolescent audience and found consequences for sexual acts were more severe for women than men. This double standard is not only reinforced by the media but also echoed in the attitudes and behaviors of young men and women (Aubrey, 2004). Research has demonstrated

that men and women may have awareness of this standard but continue to fall prey to adhering to its regulations (Milhausen & Herold, 2011).

The difference between the attitudes and behaviors of men and women with regard to sexual behaviors is believed to result from the sexual double standard being internalized by both genders. This process of internalization ultimately leads to discrepant normative beliefs when it comes to sexual behavior (Crawford & Popp, 2003; Ferrell, Tolone, & Walsh, 1977; Tolman, 2012). The absorption of these societal-based standards into one's internal schema influences the behaviors of both men and women. This often results in women believing they need to be perceived as attractive to potential partners by retaining an image of innocence (Lunceford, 2008). Additionally, women often have the expectation that they must please men's desires while neglecting their own needs (Bogle, 2008). This standard creates a dichotomy for women that is concrete and lacks any gray area: either present oneself as pure and virginal or be viewed as promiscuous and slutty. This cultural norm also enforces the belief that women should lack an interest in sexual pleasure. The expectation of women is therefore to refuse to engage in sexual behaviors. This leads women to be framed as the gatekeepers of their sexuality and assigned the role of limit-setters in sexual relationships (Crawford & Popp, 2003).

Traditional discourses frame the appropriate context for sexual experiences of women as only being in a committed, monogamous relationship (Aubrey, 2004; Farvid, 2010; Gentry, 1998; Lunceford, 2008). The reinforcement of gender roles plays a part in these relationships by endorsing compliance of women with regard to sexual expectations. As a result, women endorse the belief that they are accountable for reacting to the sexual wishes of men. In direct opposition to the cultural expectations of women, men are expected to be sexually experienced and involved with frequent sexual partners (Bogle, 2008). Men are therefore given the role of taking the lead

and dictating how far sexual behavior will progress (Grello, Welsh, & Harper, 2006; Ferrell et al., 1977; Tolman, 2012). The anticipation of men being entitled to instigate and control sex results in normalizing their sexuality as proactive. In turn, this leads women's sexuality to be viewed as passive and reactive (Eaton & Rose, 2011; Gavey, 2005). These aspects of the sexual double standard continue to dominate the hookup scene and remain involved in the majority of casual sexual interactions between young men and women (Reid et al., 2011; Kalish & Kimmel, 2011).

Young people are constantly monitoring and criticizing the sexual behavior of their peers, and both men and women consistently practice the sexual double standard in spite of their awareness of its presence (Pearlson & McHugh, 2012). Due to the sexual double standard and different behaviors being deemed as acceptable for men and women as defined by society, hooking up is not necessarily viewed as a progressive or liberating script for women. Research has provided evidence that the internalization of the sexual double standard by both genders leads to discrepant normative beliefs with regard to appropriate sexual behavior for each gender (Crawford & Popp, 2003; Ferrell, Tolone, & Walsh, 1977; Tolman, 2012). These findings have been demonstrated by the proactive behaviors of men and the reactive behaviors of women in dating scripts (Eaton & Rose, 2012; Eaton et al., in press). Traditional research has commonly defined the consequences of sexual behavior in physical terms, such as the risk of contracting sexually transmitted diseases or unplanned pregnancies. Less interest has been paid to the emotional and social outcomes of young adults' engagement in sexual acts (Aubrey, 2004). Research has provided evidence for concern about the possibility of socio-emotional ramifications of sexual relationships that lack the element of commitment (Manning et al., 2006). Due to the sexual double standard, women continue to feel less comfortable with hookup



experiences than men (Oliver & Hyde, 1993) and commonly report having negative experiences with hooking up (Owen, Rhoades, Stanley, & Fincham, 2010). Emotional reactions to hooking up have been investigated through the examination of a related practice, known as the walk of shame. The walk of shame is yet another example of the sexual double standard and the related repercussions of sexual expression frequently experienced by many women.

### **Walk of Shame**

An event that has been identified as a consequence of hookups is what occurs the morning after this sexual encounter. This experience is often referred to as the walk of shame. Young adults may define the walk of shame in different ways. However, it is typically characterized as the early morning walk a woman takes when returning to her apartment or dorm room after sleeping over at their partner's room, most likely after having engaged in some type of a sexual encounter with him the night before (Lunceford, 2008; Pearlson & McHugh, 2011; Pearlson & McHugh, 2012). This event typically occurs on Friday, Saturday, and Sunday mornings after a night of partying or drinking. Individuals taking the walk of shame are often identified by onlookers as a result of a number of key elements the subject may present with. These may include aspects of the woman's clothing that indicate she had been out partying the night before, smeared makeup or unkempt hair, or out of place footwear such as high heels (Lunceford, 2008; Pearlson & McHugh, 2011).

Despite the abundance of research currently available that investigates hookup culture and the growing significance of hookups for young adults, there is currently a surprising lack of research examining the widespread popularization and use of the term "walk of shame" across college campuses. Lunceford's semantic analysis (2008), the only study on the topic of the walk of shame published in a peer-reviewed journal, ultimately provides evidence for the role that the

sexual double standard plays in the perception of sexual behaviors. Lunceford describes the experience of women who dress in clothes meant for going out to a club or party when viewed walking home in the early morning. Although these women may or may not have had sex with a person the night before, there is no way for an onlooker watching her pass by to know what exactly happened. The onlooker ultimately infers knowledge about a woman's activities from the previous night; even if the woman did not engage in a sexual encounter, the walk of shame leads one to assume that she has (Lunceford; Pearlson & McHugh, 2011; Pearlson & McHugh, 2012).

The walk of shame demonstrates multiple elements that are also involved in hookup culture, including the sexual double standard, traditional gender roles, and the internalization of gender socialization. Despite the fact that both sexes engage in unplanned sexual encounters, the term the walk of shame is typically applied only to women (Pearlson & McHugh, 2011; Pearlson & McHugh, 2012). Discursive practices such as labeling this next-day experience of a hookup the 'walk of shame' both perpetuate the double standard of female/male sexuality and reinforce such standards. By defining it as shameful, the term negates feminine sexual desire and punishes women who transgress societal norms (Lunceford, 2008). These practices strengthen the idea that women are meant to be objects of desire, yet they are not able to act on their own desires. Describing the act of walking home after a night of unplanned, casual sex for women as the 'walk of shame' therefore serves as a form of regulation for female sexual behavior by supporting gender stereotypes and penalizing women who violate socially constructed norms regarding sexuality.

Recent research on the walk of shame includes two qualitative pilot studies by Pearlson and McHugh (2011; 2012) that have investigated students' attitudes and beliefs about the walk of shame and hookups. One investigation of the perception of the walk of shame involved engaging

participants in a discussion of the phrase and a pre-and-post-discussion writing exercise. This research examined when participants have labeled others in this way or have themselves been labeled, with the goal of determining what male and female motives are for hooking up and their experience of this sexual script. Reactions to the hooking up experience and the walk of shame were also assessed to determine if men and women who engage in hookups and the walk of shame were evaluated by different standards. The second qualitative pilot study performed by Pearlson and McHugh (2012) involved running several focus groups with female participants in an attempt to address the same research questions.

The responses of participants from the research conducted by Pearlson and McHugh (2011; 2012) provide evidence that the walk of shame is similar to society's sexual scripts with regard to female sexuality. Findings from this qualitative research confirmed that the walk of shame is viewed as shameful for women because of their engagement in a sexual act, whereas with men the shameful aspect applies to who they had sex with (e.g., an unwanted person or someone who is socially beneath them). Findings also indicated that if a woman thinks a relationship is possible with a potential partner, they might agree to take part in sexual actions with a casual sex partner if they want to pursue a romantic relationship. The walk of shame demonstrates yet another example of women being punished for willingly pursuing sexual satisfaction. Although the act of women engaging in sexual experimentation is viewed as inherently shameful, sexual experimentation among men is viewed as commonplace and an expected part of their adolescence. Although males are rewarded for their sexual behavior, women are stigmatized. Due to these preliminary findings about hooking up and the walk of shame, the additional consequences of these experiences need to be addressed to expand our current understanding of hookup culture on college campuses in the United States. An additional

potential consequence of hooking up that is receiving more attention from researchers is that of sexual coercion.

## **Sexual Coercion**

### **Rape and Sexual Coercion**

Both men and women are entitled to sexual rights, and feminists view sex as a mutually pleasurable action for all involved, rather than an uncomfortable or painful experience characterized by fear or passivity. Despite these basic human rights, women are not often afforded these privileges within the cultural scaffolding of sexual norms (Gavey, 2005). Much like dating and hooking up, the scripts of heterosexual sex remain greatly tied to traditional, male-centered norms. As a result, the potential for women to experience violence when engaging in sexual encounters with men remains ever present.

Increasing research on the prevalence of rape occurred during the 1980s and was primarily spurred by the work of Koss and Oros (1982) with the Sexual Experiences Survey (SES). This questionnaire is a 12-item self-report measure that inquires about the occurrence of sexual intercourse and gradation of coercion, threat, and force experienced by women or utilized by men. The trailblazing research conducted by Koss, Gidycz, and Wisniewski (1987) provided a new perspective on the prevalence and experience of rape in the United States. The wide-ranging study utilized the SES and a larger questionnaire to identify the incidence of sexual aggression experienced by women since age 14 as well as the experience of rape in the past year. Koss et al. found that sexual victimization was experienced by 53.7% of the sample in some form and that rape or attempted rape was experienced by 27.5% of the sample. These findings served to challenge the previous conception of rape as a rare act committed by a deviant stranger. Perpetrators of rape were frequently found to know their victims and be involved in some form

of interpersonal relationship with them. Multiple studies in the United States and abroad have confirmed these results, providing evidence that rape is unfortunately often a common experience for women (Gavey, 2005).

Sexual coercion is defined as “any situation in which one person uses verbal or physical means (including the administration of drugs or alcohol, with or without the other person’s consent) to obtain sexual activity against consent” (Adams-Curtis & Forbes, 2004, p. 91). Adams-Curtis and Forbes note that by the end of college, around 35% of women will have experienced sexual coercion. Koss et al. (1987) found that 53% of all sexually coercive experiences involve the use of alcohol. Sexual coercion, much like rape, has also been found to be a source of significant psychological stress for women (Gavey, 2005). The consequences shown to result from sexual coercion include depression, anxiety, negative views of oneself sexually, and low self-esteem (Brousseau, Bergeron, Hébert, & McDuff, 2011). Rather than sexual coercion being viewed as a binary, this event occurs on a continuum, in that it may involve a range of experiences. Sexual coercion is often involved in the heterosexual script for sexual encounters, with both men and women reporting the presence of sexual aggression as a common response to not giving consent (Gavey, 2005).

Although many college-aged women experience rape and sexual coercion, it is not often acknowledged as such by these individuals. A large-scale study of U.S. college women, funded by the U.S. National Institute of Justice and the U.S. Bureau of Statistics, was performed by Fisher et al. (2003) to investigate the prevalence of rape and sexual coercion. The researchers found that when supplied with a behaviorally explicit screen with follow-up questions, participants were eleven times more likely to report the experience of rape than women who were not provided with a definition and follow-up questions. In other words, women were

significantly more likely to identify an experience of rape when provided with a definition of rape than when simply asked whether or not they had experienced rape. In another study that provided women with a legal definition of rape, of the women whose experiences met the provided definition of rape, those who identified themselves as rape victims only accounted for 22% of the sample (Koss et al., 1987). Additional studies have provided evidence that although women may report having experienced an encounter that meets the legal definition of rape, these women often do not identify the experience as rape or themselves as victims of rape (Gavey, 2005).

### **Heterosexual Scripts**

Sexuality is a socially constructed series of actions that exists within a system that perpetuates the reinforcement of sexual aggression and violence (McHugh, Sciarrillo, & Watson, 2013). Sex has come to be viewed as gendered, in that men and women are set against each other as adversaries. As a result, women frequently walk a fine-line between experiences of non-rape and rape when engaging in sexual activity (Gavey, 2005). Our culture promotes a script in which men are expected to be tenacious in their pursuit of sex while women are expected to resist, much like a game (Muehlenhard & Hollabaugh, 1988; Weis & Borges, 1973).

A common cultural belief is that sexual interactions between men and women involve an element of pressuring the woman for sex as a form of seduction or foreplay (McHugh et al., 2013). Men are therefore socialized to view the pursuit of sex through the use of manipulation or coercion as a normative part of the sexual script (Adams-Curtis & Forbes, 2004). Rather than a woman's resistance being a form of her choice to not engage in sex, traditional ideals of heterosexual romance frame men as seducing a woman to arouse her hidden sexual desires. As a result, women who resist these advances are deemed as simply playing their role in a game,

rather than genuinely protesting sexual advances. These cultural norms result in sex that is coercive or forced being viewed as acceptable. This norm not only supports an atmosphere of sexual victimization, but leads to difficulty identifying the line between sex and sexual coercion (Muehlenhard & McCoy, 1991). This is particularly true in cases of sexual violence where alcohol is involved. In a study performed by the Kaiser Family Foundation, in instances where participants indicated experiencing dating violence, 40% of victims identified that one or both partners had been using alcohol prior to the experience (Williams & Smith, 1994). Despite this prevalence of alcohol use, none of the participants in this sample attached alcohol to contributing to the violence they experienced.

In the research conducted on male and female college students by Muehlenhard and Linton (1987), 77.6% of women endorsed experiencing a form of sexual aggression and 57.3% of men endorsed an experience of having sex with a woman when she communicated a lack of consent. The prevalence of sexual coercion in sexual scripts is unfortunately unsurprising due to the sexual norms that define these scripts. Due to individuals frequently desiring to adhere to cultural norms and scripts, women are often left with limited choices when facing pressure to engage in sex. Women who decline sexual involvement often find themselves labeled negatively or responded to with scorn (Gavey, 2005). When experiencing pressure to acquiesce to a man's sexual wishes, women may ultimately consent to sex to avoid the consequence of being raped. In these cases, victims may not label the encounter as rape, despite engaging in forced sex, because they gave up protesting. Although research has provided a greater awareness about this "gray area" surrounding rape and sexual experiences, many men and women continue to deny the growing prevalence of sexual coercion and rape (Warshaw, 1994).

When engaging in sex, the heterosexual interactions between men and women often involve a lack of active communication or directly stated consent. As a result, coercion is often an extension of the traditional sexual script between men and women. Research has indicated that saying no to a sexual request is a difficult task for women (Gavey, 2005). After attempts to subtly imply a lack of interest in sex, women often respond passively to the request for sex rather than engaging in further protest because to do so would be going against the norms of femininity. Femininity is often characterized by nurturance and gentleness, two traits which frame direct communication about turning down sex in great contrast to the norm of passivity (Helgeson, 1994). Women are left with a limited spectrum of choices due to feminine norms, which encourage nurturance of others and a lack of assertiveness. When given the decision to confront this norm, women often find it more difficult to resist and easier to passively consent, even if they lack the desire to engage in sex. The qualitative research of Gavey has demonstrated that a large number of cultural constraints are placed on women regarding choice in sexual interactions. The norm is that it is not necessary for women to possess desire or interest in sex; what ultimately matters is the man's wishes. Further research on the heterosexual hookup script is necessary to assess the extent to which women experience coercion and limited sexual choices in this increasingly common script.

### **Hooking Up**

Despite the prevalence of sexual coercion in heterosexual scripts, some consider hooking up as a sexual encounter for women that may be sexually liberating. Due to hooking up being viewed as a new cultural script that differs from traditional dating, the hookup encounter may be viewed as allowing women to negotiate sex and initiate sexual experiences in their own terms. Although hookups may have the potential for women to act on their own sexual desire,



additional investigations into the prevalence of feelings of empowerment and sexual liberation by women who engage in hooking up is warranted. There are a limited number of studies that have investigated the prevalence of sexual coercion in hookups. Paul et al. (2000) found that 16% of participants reported feeling pressured during their experience of hooking up.

Additionally, the research of Flack et al. (2007) demonstrated that 0% of female college students in their sample without hookup experience reported unwanted sex during college, in comparison to 24.5% of female participants who had engaged in a hookup reporting unwanted sex during their time at college.

Although there is an element of hookup experiences in which women are given permission to have sex, casual sexual interactions engaged in by women are not necessarily pleasurable or consensual. Hooking up is considered by some to be a step forward for women and an example of sexual liberation produced by acting on one's own sexual desires. However, the potential for sexual coercion to take place during these sexual encounters may indicate that hookups are not as liberating as previously thought. Researchers do not necessarily view hookups as a positive or empowering sexual experience for women due to the male-centered script they are characterized by; however, there is currently a lack of research providing evidence for or against this theory.

As a result of sexual coercion being strongly connected to the standard heterosexual script of sexual interactions, further exploration of the hookup script and the incidence of sexual coercion taking place during this heterosexual encounter is warranted. An online study conducted by Wright, Norton, and Matusek (2010) found that 56% of men had been involved in a hookup where they had wanted to pursue more sexual activity, as opposed to only 14% of women. These findings indicate sexual coercion may therefore be a standard element of the

hookup script. Although the traditional script for heterosexual dating and sexual encounters often involves elements of sexual coercion, presently there is minimal data on whether or not this is the case for the hookup script. Further research on the extent to which men initiate hookups and use sexual coercion during these encounters is necessary to better understand this increasingly common sexual script.

## **Gender Conformity**

### **Gender Role Socialization**

Gender roles are either characteristics of personality connected with men and women or socially constructed norms pertaining to interpersonal interaction that differ based on an individual's gender (Whitley, 1988). The process of gender role socialization, which occurs throughout childhood and adolescence, is perpetuated by interactions with parents and peers as well as by media such as magazines, television, and movies (Aubrey, 2006; Turner, 2003). Research suggests that messages about socially appropriate characteristics, behaviors, and roles that are communicated to children and adolescents strongly influence the actions and beliefs of men and women as adults (Aubrey, 2004). Gender role socialization leads individuals to be attentive to and assign cultural expectations for men and women to themselves and others. This process results in men and women essentially depending on gender stereotypes to construct their view of the functions and responsibilities of males and females (Athenstaedt, 2003). Gender roles, which "refer to men's and women's expression of attitudes, beliefs, and behaviors considered 'appropriate' for their sex," have been shown to result in women reporting greater degrees of communion (e.g. interacting with social world through cooperation) and men reporting greater degrees of agency (e.g. interacting with social world by asserting self) (Kreiger

& Dumka, 2006, p. 777). As a result, males and females are socialized to view the appropriate norms and roles for each respective gender as mutually exclusive.

The influence of gender roles adopted by men and women is far reaching, particularly with regard to sexual beliefs and behaviors (Becker & Wagner, 2009). Research has indicated gender roles may be related to differences between men and women in age at first experience of sexual intercourse, sexual experience, and contraceptive use (Fischtein & Herold, 2007; Geer & Robertson, 2005; Whitley, 1988). These findings may be a result of gender role socialization, which denotes differences in norms for men and women for personality characteristics and related behaviors (Athenstaedt, 2003). Traditional gender roles frame sexual expectations for men and women in different terms. Cultural norms communicate the expectation that men may have sex in any context, inside or outside of a committed relationship. However, the expectation for women is quite the opposite; women are taught that they are only permitted to have sex within the confines of a committed, monogamous romantic relationship (Crawford & Popp, 2003; Armstrong, Hamilton, & England, 2010). Men are also expected to not only highly value sexual exploration, but also to instigate sexual activity and be sexually active (Bogle, 2008). Women, on the other hand, are expected to restrict and avoid sexual activity. As a result, our socially constructed gender roles teach women to be more concerned with romance than sex (Paul, et al., 2000; Whitley, 1988). These norms therefore simultaneously promote and accept men's sexual behavior while limiting and managing women's sexual behavior (Aubrey, 2004). The adoption of gender norms by men and women therefore influence the standard sexual experiences that occur on dates or in standard heterosexual romantic relationships.

As a result of gender socialization framing feminine sexuality and desire as reserved and hidden from public view, women are conditioned to view acts of sexual behavior outside of a

relationship as transgressing sexual norms and being a 'bad girl.' Bogle (2008) noted college-aged women are permitted to be involved in sexual activity without the threat of judgment, scrutiny, or negative labeling by their peers only when they are involved in a committed relationship. By adhering to traditional gender roles, women are ultimately reinscribing the culturally dominant, masculine position of sexuality (Lunceford, 2008). This internalized schema of normalized roles works to reinforce the roles prescribed to each gender, as well as influence women's expectations for themselves and others in sexual relationships.

### **Femininity**

Gender roles have frequently been connected to men and women through personality traits or individual characteristics, with people integrating differing levels of feminine or masculine attributes into their personal image (Whitley, 1988). Femininity is sometimes used as a label for women to subscribe to or enact stereotypical gender roles, whereas masculinity can be used to categorize men in the same manner. Bem (1974) and other researchers have described viewing masculinity and femininity as two separate, multi-dimensional factors that in combination result in the dimension of androgyny. The degree to which an individual validates the presence of specific personality characteristics is indicative of their adherence to traditionally masculine or feminine traits. As a result, identifying the characteristics of an individual's personality therefore allows researchers to categorize people as primarily masculine, primarily feminine, or androgynous. Although these dimensions are viewed as independent, it is believed that femininity exists on a continuum in which girls and women enact gender roles to a desired extent.

The characteristics of femininity and masculinity are framed as socially desirable for women and men to exhibit and endorse, respectively. A factor analysis performed by Helgeson (1994)

indicated that femininity typically encompasses the traits of goodness, attractiveness in style and manner, gentleness, and non-aggressiveness. The researcher found that masculinity typically encompasses the traits of goodness, aggressiveness, emotional strength, ambition, and assertiveness. The term femininity is associated with positive traits such as compassion, charity, kindness, and nurturing (Whitley, 1988). However, it is also connected with more negative attributes, such as passivity, emotionality, sensitivity, and dependence (McKelvie & Gold, 1994). Much like traditional gender roles being framed as characterizing the respective roles for men and women, the gender stereotypes and traits involved in the construction of femininity also often define the self-perception of individuals (Athenstaedt, 2003). As a result of the tendency for individuals to feel prompted to act in ways that are in line with their self-concept, adherence to traditional gender roles plays a large function in the sexual behavior of individuals. For example, some empirical support has been found for the association between adherence to stereotypically female gender roles and the occurrence of psychological maladjustment and tolerating coercive or nonconsensual sexual behavior (Kreiger & Dumka, 2006; Maybach & Gold, 1994; Murken & Byrne, 1991).

Femininity and masculinity have been investigated in research with regard to specific traits or qualities and their relation to beliefs about sexuality and sexual behaviors (Athenstaedt, 2003; Shearer, Hosterman, Gillen, & Lebowtiz, 2005; Whitley, 1988). When comparing the common traits of women to those of men, females in Western society are “less likely to express characteristics associated with agency, such as dominance, assertiveness, aggression, and self-promotion, and more likely to show characteristics associated with passivity, such as obedience, compliance, and nurturance” (Sanchez et al., 2012, p. 170). Due to the persistence of traditional gender roles being perceived as normative or desirable within multiple realms, in an attempt to

be perceived as sexually desirable both men and women may portray themselves in ways that are viewed as culturally normative. As a result, each gender may also express these normative characteristics and behaviors within the context of romantic relationships to a different extent (Gavey, 2005).

Endorsing qualities that are characteristic of femininity may also lead to differing expectations of outcomes of sexual experience (Paul et al., 2006). Weis and Borges (1973) state that gender role socialization and the emphasis on feminine passivity have resulted in women learning that the act of playing ‘hard to get’ is expected of them in romantic relationships. However, this sets women up for a culturally reinforced risk for victimization and sexual coercion. As a result, the maintenance of traditional gender roles may implicitly amplify the likelihood of women being sexually victimized (Maybach & Gold, 1994; McKelvie & Gold, 1994; Murken & Byrne, 1991; Sanchez et al., 2012). Ultimately, traditional gender roles and adherence to feminine norms appear to have a large influence over sexual behaviors and norms. However, more research is required to more carefully examine how conformity to feminine norms and femininity may influence the decision to hookup.

One form of the stereotypical female gender role is hyperfemininity. Hyperfemininity is operationalized by Murken and Byrne as “exaggerated adherence to a stereotypic feminine gender role,” and has been offered as an attitude held by women that “success is determined by developing and maintaining a relationship with a man and that her primary value in a romantic relationship is her sexuality” (1991, p. 480). Hyperfemininity is therefore conceptualized as an extreme form of the traditional female gender role held by women who acquire their intended objective, preserving a relationship with a male, by utilizing their sexuality. This perspective of femininity is one form of the traditional feminine gender role that has been correlated to

sexuality. Hyperfeminine women are portrayed along the following dimensions: significance of relationships with males, achievement or maintenance of romantic relationships through the use of sex, and predilection for relationship partners to exhibit traditional male behaviors (Murken & Byrne). The hyperfeminine woman can therefore be perceived as being prepared to act in ways that are socially looked down upon if this aids in her pursuit of instituting or preserving a relationship, as a result of viewing her sexuality as a device to pursue such goals (McKelvie & Gold, 1994).

Psychologists as a whole have begun to move away from this line of study, pursuing investigations of gender roles and norms more so than examining the variable of femininity. However, some researchers continue to look into how women enact gender roles, particularly in regard to sexual beliefs and behaviors. We believe that heterosexual women may vary in their degree of expressed femininity and endorsement of stereotypical gender roles. To date there has been limited research on the differences between women who engage in hookups and women who do not have experience with hooking up. Examination of the difference between these two populations, particularly in terms of femininity and gender norm conformity, remains an important question in the pursuit to better understanding hookup culture for women.

### **Conformity to Feminine Norms**

Adherence to stereotypical gender norms, particularly norms of femininity, has been frequently studied in relation to sexual behaviors and sexual coercion (Maybach & Gold, 1994; McKelvie & Gold, 1994; Murken & Byrne, 1991; Sanchez et al., 2012). The Conformity to Feminine Norms Inventory-45 (CFNI-45; Parent & Moradi, 2010) is one measure that has been used to operationalize individual adherence to the expectations of femininity in our society. This 45-item inventory was adapted from the Conformity to Feminine Norms Inventory, an 84-item

measure developed to assess the degree to which women endorse culturally central feminine norms in the U.S. (Mahalik et al., 2005). The CFNI-45 asks participants to reflect on a series of statements and indicate on a four-point Likert scale how much they agree or disagree (from strongly disagree to strongly agree). Factor analysis of the CFNI-45 by Parent and Moradi (2011) indicated that the inventory is a valid measure that demonstrates high test-retest reliability, strong internal consistency (median value of .78), and high correlations with the original measure.

The complexity of the CFNI-45 allows researchers who utilize the measure to not only study overall adherence to stereotypical feminine norms, but also to assess several distinct factors involved in conformity to traditional female norms. The CNFI-45 was found to encompass nine distinctive factors, including Sweet and Nice, Relational, Thinness, Romantic Relationship, Sexual Fidelity, Domestic, Care for Children, Invest in Appearance, and Modesty. These factors have been investigated in research and found to correlate with constructs that are conceptually associated (Parent & Moradi, 2010). Research has demonstrated negative correlations with the BSRI Masculine Identity scores and the Modesty and Sexual Fidelity factors, positive correlations with the Feminist Identity Composite and the Domestic, Romantic Relationship, and Sexual Fidelity factors, and positive correlations with the Drive for Thinness, Bulimia, and Body Dissatisfaction subscales of the Eating Disorders Inventory-2 and the Thinness factor (Mahalik et al., 2005).

Despite several studies implementing the CFNI-45 to investigate feminine norms in connection to related factors (Fischer et al., 2000; Garner, 1991), there has been a lack of research utilizing this tool when studying sexual scripts. Due to research indicating that the date script continues to involve traditional gender roles (Eaton et al., in press), individuals who date but do not engage in hookups would be expected to score higher on the measure. That is, women



who only date would demonstrate stronger adherence to stereotypically feminine norms. As a result of the hookup script involving uncommitted casual sex outside of a relationship, women who hookup would therefore be expected to endorse fewer traditionally feminine norms than women who date. Thus, women who report a history of hooking up would be expected to differ from women who date by scoring lower on the CFNI-45. However, no studies to date have assessed the role of gender norms in these two sexual scripts using this measure.

Research investigating the intricacies of the increasingly common cultural script of hooking up has demonstrated the influence of gender norms and femininity on the ways men and women behave during sexual encounters (Hamilton & Armstrong, 2009; Armstrong, Hamilton, & England, 2010). The experience of hooking up frequently represents a superficial level of pursuit, including an emphasis on physical attractiveness, sexual desire, impulsivity, and spontaneity (Bogle, 2008). Hookups do not primarily lead to committed relationships, and often there is no expectation that anything will result from a hookup other than a good time (Kalish & Kimmel, 2011). However, much like in dating scripts, men are ultimately provided with the power to choose the final status of a hookup and whether it will progress to a relationship (Pearlson & McHugh, 2012). This familiar pattern leaves women who are interested in pursuing something more to wait passively for the man's decision (Bogle, 2008). Additionally, the influence of the sexual double standard and traditional gender roles on internalized attitudes and beliefs about the normative roles of women may lead to psychological distress among college women who engage in hookups (Grello et al., 2006; Eshbaugh & Gute, 2008; Paul et al., 2000; Owen et al., 2010).

Despite evidence for the influence of gender roles and femininity on sexual beliefs and behaviors, there is currently a lack of research specifically investigating how these factors

influence both the experience of hooking up and the decision to engage in hookups. In addition to investigating the actual prevalence of hookups on college campuses, it is also important to pursue research on the degree to which traditional gender roles and traits that characterize femininity influence the experiences of these encounters. Measuring adherence to stereotypical gender roles as well as the degree of endorsement of traits characteristic of femininity is therefore an important step in the path to better understanding the practice of hooking up and hookup culture as a whole.

### **Research Questions**

Although hookups have become a norm on college campuses, there is a lack of research on the influence that gender roles play in this sexual script. Existing research involves examining hookups with an emphasis on the psychological well-being of individuals after hooking up (Grello et al., 2006; Eshbaugh & Gute, 2008; Owen et al., 2010; Paul et al., 2000). However, this does not take into account the possible impact that gender role socialization, and the resulting practice of gender roles, has on this sexual experience. Investigating the attitudes and beliefs present among this population may provide insight into the role that normative gender beliefs play in this increasingly common form of sexual interaction among young adults.

Although research has demonstrated the prevalence of hooking up, we do not know a great deal about who these individuals are or what distinguishes them from those who do not engage in hookups. Additionally, for women who choose to engage in hookups, we have little understanding of what influences their subjective positive and negative views of these experiences. Due to the combination of positive and negative experiences reported by women who have engaged in hooking up, it is important to further investigate the subjective affective experiences of hookups as well as what key elements are involved in these sexual interactions.

Identifying the influence of the endorsement of traditional attitudes toward gender roles on the sexual behaviors of young women is an essential undertaking in understanding the growing incidence of hooking up on college campuses. Additionally, critically examining the hookup script and distinguishing how it differs from the traditional date script is necessary to gain further empirical knowledge about the prevalence and experiences of this increasingly normative sexual encounter. Based on the current literature, the intention of the present study is to explore the experiences of hooking up among female undergraduate students and to compare them with the experiences of dating. The experiences of hooking up in this population are potentially either positive or negative. The present study conjectured that those who engage in hookups view these experiences through a positive or negative lens. Additionally, these encounters may be related to attitudes toward the feminine role, one's sexual experience and history, and variables related to sexual coercion.

The intention of the present study was to explore the prevalence of hooking up among male and female undergraduate students and to examine the experiences of hooking up among female undergraduate students. In this research study women students identified elements of their hooking up experience, rated hooking up experiences in terms of negative and positive affective reactions, and reported instances of sexual coercion during these encounters. The experiences of women participants with hooking up were examined in relation to their conformity to feminine norms. Additionally, given the continued prevalence of dating among this population, this study sought to examine the differences between hookups and dating with regard to these multiple variables. The present study hypothesized that there is a difference between women who do not engage in hookups and women who do engage in hookups, and that conformity to feminine norms may distinguish between the two groups. As a result, this research

study investigated the experience of hooking up and dating with regard to the level of adoption of gender role attitudes. The following research questions were formulated for the present study:

1. Do men and women differ on rates of hooking up?
2. Does sexual experience correlate with engaging in hooking up?
3. Do women who have not engaged in a hookup (date group) score higher than women who have engaged in a hookup (hookup group) on the Conformity to Feminine Norms Inventory-45 (CFNI-45)?
4. Do women who hookup (hookup group) score higher than women who date (date group) on the Modified Sexual Experiences Survey (MSES)?
5. Do women who have hooked up (hookup group) report more negative affect and less positive affect than women who have not hooked up (date group) during and after their respective encounters, as measured by the Positive and Negative Affective States Questionnaire (PANASQ)?

## CHAPTER 3

### METHODOLOGY

#### **Participants**

The current study used a quantitative descriptive design and survey data collection methods. Data was collected from undergraduate male and female participants 18 years of age and older. All participants were recruited from the subject pool at Indiana University of Pennsylvania. The cohort of students who participated in phases one and two of the study fulfilled part of the General Psychology 101 course requirement for research through their involvement.

All male and female Psychology 101 students who participated in the university subject pool were eligible to take part in phase one of the study, which involved a “phase I” questionnaire. Male and female participants who did not identify as heterosexual were eligible to complete the phase I questionnaire that comprised phase one of the study. However, these participants were not eligible to participate in the follow-up survey in phase two. All heterosexual women students who reported engaging in one or more experiences that met the definition of a hookup in the questionnaire in phase one were eligible to participate in phase two of the study. These participants were identified as the hookup group. Heterosexual female participants who completed the phase I questionnaire and did not report engaging in a hookup experience were also eligible to participate in phase two. These participants were identified as the date group. Active dating status and current sexual activity were not assessed in phase two respondents.

Once participants were identified through the subject pool, the present study was provided to them through the subject pool website as one in which they were eligible to

participate. This study was described to participants as an investigation of dating and sexual interactions in college. The participants were provided with online informed consent as well as notified of confidentiality, that their names would not be used in the study, and that they had the option of withdrawing at any point during the course of the study. Responses from participants were collected through an online experimental management system. This system collected and recorded the responses to a web-based survey and several questionnaires that were provided by individuals participating in the study. After completing the online survey and questionnaires participants were provided with an online debriefing form explaining the purpose of the study. All participants were anonymously identified through the use of a specific code number.

## **Instruments**

### **Phase I Questionnaire**

Phase one of the study involved a phase I questionnaire that was accessible to all students in Psychology 101 who participated in the subject pool. Questions about demographic information and sexual history were included to assess multiple participant characteristics and details of the hookup experience (see Appendix A). This included asking participants to identify their gender, age, class year, race/ethnicity, and current semester status. Individuals were then presented with a set of 10 events intended to assess the incidence of possible experiences that frequently occur during the first semester of college. Participants were asked to endorse which events on the list they experienced during their first semester of college. The items on this list included: I was on the Dean's List, I participated in community service, I joined a student group or club, I joined ROTC, I attended a function hosted by a Greek organization, I had casual sexual activity with no strings attached outside of a relationship, I got drunk to the point of losing

consciousness or blacking out, I received a drug or alcohol violation, I failed an exam, and I failed a class.

Individuals' sexual history was obtained by asking about age of first sexual experience, lifetime history of sexual partners, and sexual orientation. Students were asked about their experiences of sexual interactions that met our definition for hooking up (i.e. recreational sex with no strings attached outside of the confines of a relationship). These questions were designed to establish prevalence rates of student participation in this form of sexual/relationship experience. Individuals who endorsed having engaged in an experience that met the hookup description during their first semester of college were asked several questions about this particular experience. This included being asked to select a label to define the sexual interaction. Participants were also asked to identify if alcohol was involved in the experience and who initiated the experience. Finally, individuals were prompted to address how satisfied they were with the experience through the use of a five-point Likert scale (from not at all satisfied to extremely satisfied).

### **Conformity to Feminine Norms Inventory-45 (CNFI-45)**

The Conformity to Feminine Norms Inventory-45 (CFNI-45; Parent & Moradi, 2010) was administered to all participants in phase two of the study (see Appendix B). This 45-item inventory was adapted from the Conformity to Feminine Norms Inventory, an 84-item measure developed to assess the degree to which women endorse culturally central feminine norms in the U.S. (Mahalik et al., 2005). This measure was created in an attempt to operationalize individual adherence to the expectations of femininity in our society. The CFNI-45 asks participants to reflect on a series of statements and indicate on a four-point Likert scale how much they agree or disagree (from strong disagree to strongly agree). Scores on the CFNI-45 can range from 0 to

135, with higher scores indicating greater conformity to feminine norms. Factor analysis of the CFNI-45 by Parent and Moradi (2011) indicates that the inventory is a valid measure that demonstrates high test-retest reliability, strong internal consistency (median value of .78), and high correlations with the original measure.

The measure was found to encompass nine distinctive factors, including Sweet and Nice, Relational, Thinness, Romantic Relationship, Sexual Fidelity, Domestic, Care for Children, Invest in Appearance, and Modesty (Parent & Moradi, 2011). Of the identified subscales, those of particular interest in this research study included Romantic Relationship, Sexual Fidelity, and Modesty due to these factors being correlated with masculine and feminine identity. Research has demonstrated negative correlations with the BSRI Masculine Identity scores and the Modesty and Sexual Fidelity factors and positive correlations with the Feminist Identity Composite and the Romantic Relationship and Sexual Fidelity factors (Parent & Moradi, 2010).

### **Demographics and Hookup Experience Questionnaire**

Individuals eligible for phase two of the study, which consisted of heterosexual women who participated in phase one of the study, were asked questions about demographic information and hookup/date experience to assess participant characteristics and sexual history (see Appendix C). This included asking participants to identify their race/ethnicity, age, and class year. Participants were also asked to answer a number of questions about current and previous sexual experiences, including their dating experience in high school, number of lifetime sexual partners, and if they had ever participated in a hookup based on a provided definition (i.e. recreational sex with no strings attached with any form of casual sexual activity outside of the confines of a relationship). Women who endorsed having experienced a hookup encounter were



asked to identify how many hookup partners they had in high school, in the past 12 months, and their number of lifetime hookup partners.

Participants were also asked a number of questions about their most recent hookup or date encounter in order to assess for a range of scripted elements potentially present in these sexual interactions. This included asking participants to choose from a 13-item list to identify what events or actions took place during the encounter. From the script perspective, participants were asked to rate elements of the script as present or not present in their sexual interaction. Eleven of these items were taken from the qualitative study conducted by Eaton and Rose (2012), which investigated the elements of dating scripts among Hispanic undergraduate men and women. These 11 selected elements typical of a date script were included due to previous research indicating these actions and events are also commonly present in the hookup script (Owen and Fincham, 2011b; Paul et al., 2000). The items included: I flirted/smiled/winked, I drank alcohol, I felt aroused, I made out, I initiated making out, I accepted making out, I rejected making out, I had sex (oral, vaginal, or anal), I initiated sex (oral, vaginal, or anal), I accepted sex (oral, vaginal, or anal), I rejected sex (oral, vaginal, or anal). An additional two items were included to address further aspects of the hookup script. These additional items were chosen due to being present in preliminary pilot discussions with undergraduate students about hookup and the walk of shame scripts (Pearlson & McHugh, 2011; Pearlson & McHugh, 2012). The additional items included: I exchanged personal information with my hookup partner and I received comments from others about my hookup experience.

Women who did not endorse having engaged in a hookup encounter were provided with the same set of questions but were asked to answer with regard to their most recent date encounter. The same 13-item list was again included to assess a range of scripted elements

potentially present in these dating interactions. Following the script perspective, participants were asked to rate these elements of the script as present or not present in their sexual interaction.

Participants who endorsed the experience of hooking up were also asked how long they had known the person before the hookup, their relationship with the hookup partner, and who initiated the hookup. Participants who endorsed the experience of dating were asked the same questions but with regard to their most recent date partner. All individuals in the hookup group were asked a series of questions regarding their beliefs about hooking up, including: how common are hookups on their university's campus, how common are hookups on the average college campus, have you ever made negative comments to someone after they engaged in a hookup, have you ever received negative comments from someone after you engaged in a hookup, and in your view are hookups overall a positive or negative experience for women. Women in the date group were asked all of the same questions, except for the questions pertaining to personal hookup experiences.

### **Modified Sexual Experiences Survey**

All participants in phase two were asked multiple questions about their sexual experiences. This included inquiring about experience with sexual coercion. A number of behaviorally explicit screening items were modified from seven questions taken from the Sexual Experiences Survey (see Appendix D). The Sexual Experiences Survey (SES) is a 12-item self-report measure consisting of multiple yes-no questions. This questionnaire inquires about the occurrence of sexual intercourse and gradation of coercion, threat, and force experienced by women or utilized by men (Koss & Oros, 1982). The test-retest reliability for the SES indicates the measure yields stable responses, and the internal consistency (Cronbach alpha) of the items

was found to be .74 for female participants and .89 for male participants (Koss & Gidycz, 1985). Littleton, Tabernik, Canales, and Backstrom (2009) utilized seven questions from the SES in their research investigating the view of the incidence of sexual victimization in heterosexual hookup and rape scripts among undergraduate women. The same seven items were used in the present study due to these questions involving elements of sexual coercion believed to frequently occur during a hookup. These modified questions were administered to participants to evaluate their experiences of sexual coercion or victimization during their most recent heterosexual encounter (i.e. date or hookup). Although this questionnaire is frequently utilized to assess women's experiences of victimization and men's experience of being sexually aggressive, only the questions directed toward women were used in the present study.

Individuals who endorsed having engaged in hooking up were asked questions to assess whether or not the following events occurred during their most recent heterosexual hookup encounter: wanting to engage in the experience, misinterpretation of desired sexual intimacy, feelings of powerlessness for ending the interaction, feeling pressured to participate, physically or verbally threatened to participate, and feeling manipulated to participate. Individuals who did not endorse engaging in a hookup were asked the same questions but in reference to their most recent heterosexual date encounter.

### **Positive and Negative Affective States Questionnaire**

A 60-item questionnaire, the Positive and Negative Affective States Questionnaire (PANASQ), was administered to all participants in phase two. The PANASQ inquires about a range of affective states potentially experienced by individuals both during and after a hookup or date encounter. The online questionnaire included 10 positive and 10 negative affective states compiled by Paul and Hayes (2010). In their qualitative study, the authors assessed the subjective

reactions of participants to their most recent hookup encounter. These items were chosen for the present study due to their prevalence in qualitative research examining the subjective experiences of men and women during hookup encounters (Owen & Fincham, 2011b; Paul et al., 2000). Five additional items were added to both the positive and negative categories, resulting in 15 total items for both positive and negative affective states (see Appendix E). The 10 additional states were chosen due to their prevalence in focus group and classroom discussions with undergraduate students about elements of hookup encounters (Pearlson & McHugh, 2011; Pearlson & McHugh, 2012). These items are viewed as additional potential affective states likely to be experienced during hooking up but are not widely present in current research.

The PANASQ consists of four sections, including positive affect during the encounter, positive affect the day after the encounter, negative affect during the encounter, and negative affect the day after the encounter. Participants were therefore asked to endorse a total of 30 total positive and 30 negative states through the use of a three-point Likert scale (from not at all to a great deal). The 15-item subscales for positive reactions (Positive During and Positive After) and the 15-item subscales for negative reactions (Negative During and Negative After) created two composite scores with separate total scores for each. Individuals in the hookup group were asked to complete this questionnaire while keeping in mind their most recent hookup encounter. Individuals in the date group were asked to complete the questionnaire while keeping in mind their most recent date encounter. All participants in phase two completed this questionnaire by indicating the degree to which they experienced positive and negative states during their most recent encounter, as well as the day after their most recent encounter. This resulted in a total of 60 items comprising the PANASQ.

## Design and Procedure

The data for this study was accumulated through the use of an online survey containing a questionnaire (phase one) and several additional measures and questionnaires (phase two). All male and female participants in the subject pool were eligible to participate in phase one. All heterosexual female participants who completed the phase I questionnaire were eligible to participate in the larger study (phase two). If individuals chose to participate in phase two, they were provided with a link to our online study and asked to complete a number of surveys and questionnaires to gather demographic data. The methods utilized in this study were adapted from a comparable procedure employed by Paul, McManus, and Hayes (2000). The procedures used in this specific study included providing participants with a definition of hooking up, requesting they think about a typical hookup experience of theirs, and asking them to endorse identified potential features of a hookup as well as feelings post-hookup. The present study differed by asking participants to think of their most recent hookup or date experience with regard to the provided questionnaires. A list of post-hookup or post-date affective states, consisting of 20 items taken from a content analysis of hookup experiences performed by Paul and Hayes (2002) and 10 additional items chosen for their likelihood of occurring during a hookup, were also provided for participants to review and endorse those of which they experienced.

Prior to completing the survey and questionnaires in phase two, participants were asked to complete the CFNI-45 and were then provided with a general definition of a hookup: recreational sex with no strings attached outside of the confines of a relationship. Individuals in the hookup group were asked to answer a number of additional questions to gain more information about their most recent hookup encounter. Individuals in the date group were asked the same questions, but with regard to their most recent date encounter. All participants in phase

two were asked to identify their most recent hookup or date experience and to respond to questions while keeping this specific encounter in mind. Participants were also asked to complete the PANASQ, which involved a list of 15 positive and 15 negative reactions to their most recently identified experience. Participants were asked to indicate to what extent they experienced different affective states both during and after their most recent encounter through the use of a three-point Likert scale (from not at all to a great deal). Date and hookup participants were also administered the MSES to assess for the presence of coercion during their most recent encounter. All participants in phase two were finally asked questions about their beliefs regarding the prevalence of hookups and whether they viewed hookups as an overall positive or overall negative experience for women.

Participants completed the current study online after they had been provided with a link to the survey through the subject pool website. The Indiana University of Pennsylvania IRB approved all procedures. Before the participants began the survey, they were provided with an online informed consent and told they would be in a study investigating dating and sexual interactions in college. All participants were informed of confidentiality, that their names would not be used in the study, and that they had the option of withdrawing at any point during the course of the study. After completing the online survey and questionnaires, participants were provided with an online debriefing form explaining the purpose of the study.

## CHAPTER 4

## RESULTS

**Descriptive Statistics (Phase I)**

Participants for the present study were recruited through a university subject pool. The study was identified on the subject pool website as eligible for participation by all students. All data were collected through an online survey. A total of 389 participants signed up to complete the online survey. Forty-three cases were not used due to these participants providing incomplete survey responses. In addition, 18 cases were not used due to these participants listing their sexuality as non-heterosexual. The final sample for phase one of the study therefore consisted of 321 heterosexual participants, including 111 males and 210 females. In this first phase, respondents provided basic information about demographic information and sexual history, including participation in hookup experiences. Table 1 shows the frequencies and percentages of the participants in phase one with regard to demographic characteristics.

Table 1

*Characteristics of Phase I Participants*

|                              | Male<br>n (%) | Female<br>n (%) | Total<br>N (%) |
|------------------------------|---------------|-----------------|----------------|
| <b>Age</b>                   |               |                 |                |
| 18                           | 25 (22.5)     | 103 (49)        | 128 (39.9)     |
| 19                           | 50 (45)       | 78 (37.1)       | 128 (39.9)     |
| 20                           | 20 (18)       | 17 (8.1)        | 37 (11.5)      |
| 21                           | 7 (6.3)       | 8 (3.8)         | 15 (4.7)       |
| 22+                          | 9 (8.1)       | 4 (1.9)         | 13 (4)         |
| <b>Race / Ethnicity</b>      |               |                 |                |
| Black/African American       | 14 (12.8)     | 14 (6.7)        | 28 (8.7)       |
| White/Caucasian/Non-Hispanic | 85 (76.6)     | 177 (84.3)      | 262 (81.6)     |
| Asian/Asian-American         | 1 (0.9)       | 7 (3.3)         | 8 (2.5)        |
| Hispanic/Latina              | 0             | 5 (2.4)         | 5 (1.6)        |
| Multiracial                  | 7 (6.3)       | 7 (3.3)         | 14 (4.4)       |
| Declined to Answer           | 4 (3.6)       | 0               | 4 (1.2)        |
| <b>Semester Status</b>       |               |                 |                |
| First                        | 17 (15.3)     | 22 (10.5)       | 39 (12.1)      |
| Second                       | 59 (53.2)     | 147 (70)        | 206 (64.2)     |
| Third                        | 2 (1.8)       | 5 (2.4)         | 7 (2.2)        |
| Fourth                       | 20 (18)       | 27 (12.9)       | 47 (14.6)      |
| Fifth or higher              | 13 (11.7)     | 9 (4.3)         | 22 (6.9)       |

When provided with a definition for a hookup on the online survey, 29% percent of the sample (n = 93) reported engaging in an encounter during their first semester of college that fit the provided description, including 25.2% of women and 36% of men from the overall sample. Demographic information for participants who endorsed engaging in a hookup is provided in Table 2. Approximately 64% of the sample (n = 204) endorsed engaging in one or more encounters that met the definition of a hookup during their lifetime, including 60.5% of women and 69.4% of men. Of the participants who endorsed engaging in one or more encounters that fit the provided definition for a hookup, approximately 62% (n = 127) were female while approximately 38% (n = 77) were male. Male and female respondents were equally likely to report a hookup experience ( $\chi^2(1) = 2.479, p > .05$ ). Based on the provided definition, when asked to choose how they would label their experience, approximately 65% of the sample (n = 134) labeled the encounter as a hookup, 15% (n = 32) labeled the encounter as a one night stand, approximately 9% (n = 18) labeled the encounter as a hang out, and approximately 4% (n = 8) labeled the encounter as a date; approximately 6% of the sample (n = 12) labeled the encounter as “other.” Figure 1 displays the encounter label selected by participants based on gender.

Table 2

*Characteristics of Phase I Participants Reporting Hookup Experience*

|                              | Male<br>n (%) | Female<br>n (%) | Total<br>N (%) |
|------------------------------|---------------|-----------------|----------------|
| Age                          |               |                 |                |
| 18                           | 16 (20.8)     | 59 (46.5)       | 75 (36.8)      |
| 19                           | 33 (42.9)     | 50 (39.4)       | 83 (40.7)      |
| 20                           | 16 (20.8)     | 10 (7.9)        | 26 (12.7)      |
| 21                           | 4 (5.2)       | 6 (4.7)         | 10 (4.9)       |
| 22+                          | 8 (10.3)      | 2 (1.6)         | 10 (4.9)       |
| Race                         |               |                 |                |
| Black/African American       | 11 (14.3)     | 10 (7.9)        | 21 (10.3)      |
| White/Caucasian/Non-Hispanic | 57 (74)       | 106 (83.5)      | 163 (79.9)     |
| Asian                        | 0             | 2 (1.6)         | 2 (1)          |
| Hispanic/Latina              | 0             | 4 (3.1)         | 4 (2)          |
| Multiracial                  | 7 (9.1)       | 5 (3.9)         | 12 (5.9)       |
| Declined to answer           | 2 (2.6)       | 0               | 2 (1)          |



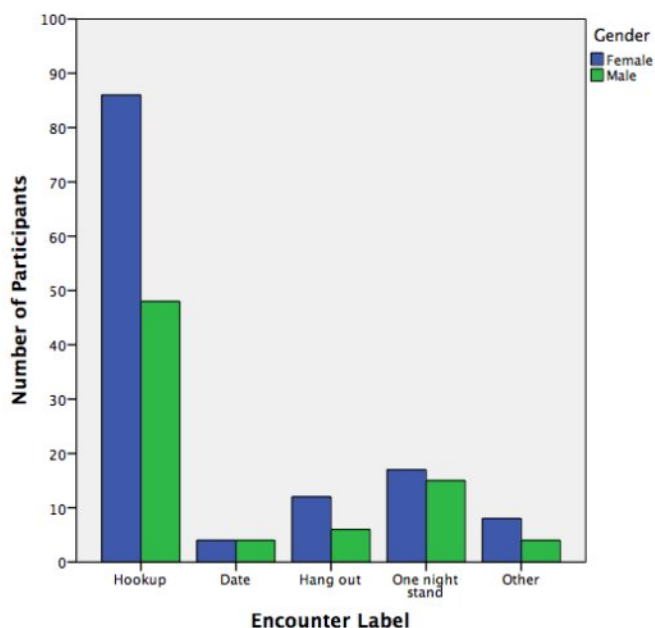


Figure 1. Encounter label by gender.

All participants who identified engaging in a hookup experience were asked to provide information about elements involved in hooking up, including encounter initiator, alcohol use during the encounter, and drug use during the encounter. Chi-square tests of independence were conducted to determine differences between men and women with regard to these hookup elements. Participants who endorsed hooking up did not differ with regard to encounter initiator, ( $\chi^2(2) = 2.84, p = .24$ ), alcohol use ( $\chi^2(4) = 5.92, p = .21$ ), or drug use ( $\chi^2(4) = 8.71, p = .07$ ). Table 3 shows the frequencies and percentages of these characteristics of the hookup encounter for participants based on gender.

All participants who reported hooking up were asked to label how satisfied they were with their most recent hookup encounter by using a six-point Likert scale, which ranged from not at all (0) to extremely (5). The mean for satisfaction ratings for male participants was 2.62 (SD = 1.99) while the mean for female participants was 1.86 (SD = 1.8). An independent samples *t*-test was conducted to evaluate the difference between men and women on satisfaction level of their most recent hookup encounter. Male and female participants differed with regard to satisfaction

ratings,  $t(202) = -2.84$ ,  $p < .01$ ; however, this represented a small-sized effect ( $r = .19$ ). The 95% confidence interval for the difference in means ranged from  $-.805$  to  $.144$ . On average, male participants experienced greater satisfaction during encounters that met the definition of a hookup ( $M = 3.55$ ,  $SD = .94$ ) than women ( $M = 3.07$ ,  $SD = 1.27$ ). Satisfaction ratings also differed based on the label participants provided for the encounter, as determined by a chi-square test of independence ( $\chi^2(20) = 32.61$ ,  $p < .05$ ); however, this represented a small sized effect (Cramer's  $V = .20$ ). Means of reported encounter satisfaction for men and women based on identified encounter label are displayed in Figure 2.

Table 3

*Characteristics of Hookup Encounter by Gender*

|                                       | Male<br>n (%) | Female<br>n (%) |
|---------------------------------------|---------------|-----------------|
| <b>Encounter Initiator</b>            |               |                 |
| Individual initiated                  | 4 (3.1)       | 6 (7.8)         |
| Partner initiated                     | 43 (33.9)     | 21 (27.3)       |
| Initiation was mutual                 | 78 (61.4)     | 50 (64.9)       |
| Did not feel comfortable<br>answering | 2 (1.6)       | 0               |
| <b>Alcohol Use</b>                    |               |                 |
| Only individual drank                 | 3 (2.4)       | 4 (5.1)         |
| Only partner drank                    | 5 (3.9)       | 0               |
| Both drank                            | 69 (54.3)     | 36 (46.9)       |
| Neither drank                         | 45 (35.4)     | 34 (44.2)       |
| Did not feel comfortable<br>answering | 5 (3.9)       | 3 (3.8)         |
| <b>Drug Use</b>                       |               |                 |
| Only individual used                  | 1 (0.1)       | 3 (3.9)         |
| Only partner used                     | 6 (4.7)       | 3 (3.9)         |
| Both used                             | 12 (9.4)      | 3 (3.9)         |
| Neither used                          | 104 (81.9)    | 66 (85.7)       |
| Did not feel comfortable<br>answering | 5 (3.9)       | 2 (2.6)         |

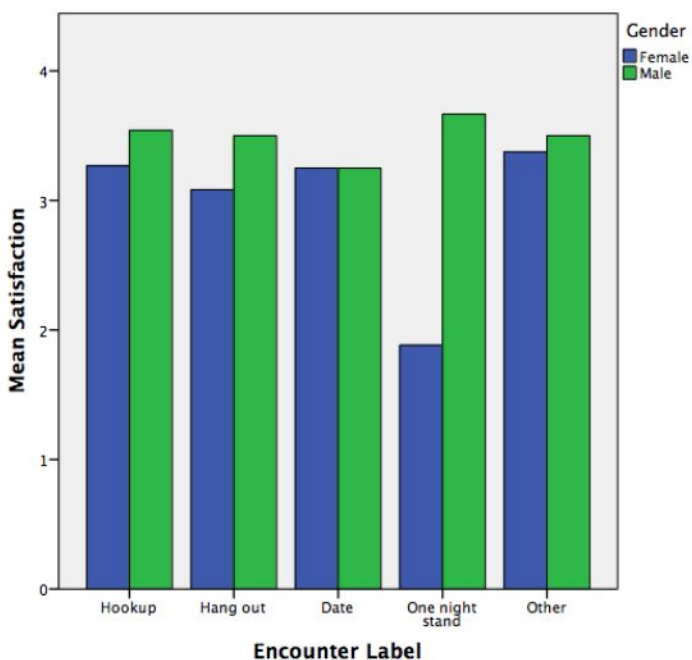


Figure 2. Encounter satisfaction means by gender and encounter label.

### Descriptive Statistics (Phase II)

All undergraduate students who completed phase one of the study and identified as heterosexual women were classified as eligible to participate in the second phase of the study. This included 210 participants out of the 321 undergraduates who completed phase one of the study, which was a response rate of 65%. These 210 individuals were informed of their eligibility to voluntarily participate in an additional study, which was referred to as “phase two,” through the subject pool website. The sample for phase two of the study consisted of 165 heterosexual female participants. These participants were divided into two groups. The hookup group included participants who endorsed engaging in one or more hookup experiences. The comparison group, known as the date group, included participants who only endorsed engaging in a dating experience. The present study’s intention was to identify if differences exist between women who engage in hooking up and women who have experienced a date but not hooked up.

Fifty nine percent of the participants were in the hookup group ( $n = 97$ ) and 41% of participants were in the date group ( $n = 68$ ). Table 4 shows the frequencies and percentages for

the demographic characteristics of the participants for phase two of the study. The mean age of participants was 18.94 (SD = 1.57) for the hookup group and 18.72 (SD = .96) for the date group; the two groups did not differ by age ( $t(163) = 1.02, p > .05$ ). A chi-square test of independence was conducted to determine differences between groups with regard to semester status. Participants in the date and hookup groups did not differ in reported semester status ( $\chi^2(4) = .445, p = .979$ ).

Participants were predominantly White/Caucasian in both the hookup group and the date group. A chi-square test of independence was conducted to determine if statistically significant differences existed between women in the hookup and date groups with regard to race/ethnicity. Participants in the date and hookup groups did not significantly differ in race/ethnicity ( $\chi^2(5) = 10.632, p = .059$ ).

Table 4

*Characteristics of Phase II Participants*

|                              | Hookup<br>n (%) | Date<br>n (%) | Total<br>N (%) |
|------------------------------|-----------------|---------------|----------------|
| <b>Age</b>                   |                 |               |                |
| 18                           | 38 (39.6)       | 35 (51.5)     | 73 (44.2)      |
| 19                           | 43 (44.8)       | 23 (33.8)     | 67 (40.6)      |
| 20                           | 10 (10.4)       | 6 (8.8)       | 16 (9.7)       |
| 21                           | 3 (3.1)         | 2 (2.9)       | 5 (3)          |
| 22+                          | 2 (2)           | 2 (2.9)       | 4 (2.4)        |
| <b>Race / Ethnicity</b>      |                 |               |                |
| Black/African American       | 8 (8.3)         | 3 (4.4)       | 11 (6.7)       |
| White/Caucasian/Non-Hispanic | 80 (83.3)       | 60 (88.2)     | 141 (85.5)     |
| Asian/Asian-American         | 1 (1)           | 3 (4.4)       | 4 (2.4)        |
| Hispanic/Latina              | 4 (4.2)         | 0             | 4 (2.4)        |
| Multiracial                  | 0               | 2 (2.9)       | 2 (1.2)        |
| Declined to Answer           | 3 (3.1)         | 0             | 3 (1.8)        |
| <b>Semester Status</b>       |                 |               |                |
| First                        | 7 (7.3)         | 5 (7.4)       | 12 (7.3)       |
| Second                       | 72 (75)         | 49 (72.1)     | 122 (73.9)     |
| Third                        | 2 (2.1)         | 2 (2.9)       | 4 (2.4)        |
| Fourth                       | 11 (11.5)       | 8 (11.8)      | 19 (11.5)      |
| Fifth or higher              | 4 (4.2)         | 4 (5.9)       | 8 (4.8)        |

Both the hookup and date groups were asked to report their high school dating experience. With regard to high school relationship experience in the hookup group, 13.5% (n = 13) never dated, 59.8% (n = 58) dated one or more partners, and 21.6% (n = 21) had one or more monogamous partners. In the date group, 27.9% (n = 19) never dated, 50% (n = 34) dated one or more partners, and 22.1% (n = 15) had one or more monogamous partners. A chi-square test of independence was conducted to determine if statistically significant differences existed between women in the hookup and date groups with regard to high school dating experience. All participants were equally likely to report similar high school dating experiences ( $\chi^2(2) = 4.88, p > .05$ ).

During their most recent identified encounter, 40% (n = 66) of the hookup group and 7.9% (n = 13) of the date group reported engaging in sexual intercourse. Table 5 displays the frequencies and percentages for partner characteristics for both the hookup and date groups. In the hookup group, for the number of reported hookups the mean was 6.04 (SD = 6.93). When asked to report details about hookup history, 74.2% of participants in the hookup group reported hooking up at least once in high school, while 68% of these participants reported hooking up at least once in the current semester.

Chi-square tests of independence were conducted to determine if statistically significant differences existed between women in the hookup and date groups with regard to encounter partner characteristics. This included time known partner, partner identifier, and encounter initiator. Participants in the two groups did not differ for time known partner ( $\chi^2(4) = 7.592, p = .093$ ) or partner identifier ( $\chi^2(3) = .604, p = .895$ ). However, the hookup and date groups were found to differ for encounter initiator ( $\chi^2(2) = 17.75, p < .001$ ), Cramer's V = .33. The association between encounter initiator and group demonstrated a medium sized effect.

Table 5

*Phase II Partner Characteristics*

|                              | Hookup<br>n (%) | Date<br>n (%) |
|------------------------------|-----------------|---------------|
| Time Known Partner           |                 |               |
| Just met                     | 11 (11.3)       | 2 (2.9)       |
| Known less than 1 week       | 10 (10.3)       | 5 (7.4)       |
| Known less than 1 month      | 15 (15.5)       | 10 (14.7)     |
| Known for 1-6 months         | 34 (35.1)       | 20 (29.4)     |
| Known more than 6 months     | 27 (27.8)       | 31 (45.6)     |
| Partner Identifier           |                 |               |
| Stranger                     | 4 (4.1)         | 3 (4.4)       |
| Acquaintance                 | 14 (14.4)       | 8 (11.8)      |
| Friend                       | 73 (75.3)       | 51 (75)       |
| Other                        | 6 (6.2)         | 6 (8.8)       |
| Encounter Initiator          |                 |               |
| Participant                  | 3 (3.1)         | 5 (7.4)       |
| Partner                      | 29 (29.9)       | 40 (58.8)     |
| Both participant and partner | 65 (67)         | 23 (33.8)     |

A one-way analysis of variance (ANOVA) was conducted to evaluate the relation between sexual experience, which was operationalized as number of lifetime sexual partners, and the date and hookup groups. Date and hookup participants were found to differ in reported sexual experience,  $F(1, 162) = 40.417, p < .01$ . On average, the hookup group identified more than five times greater the number of lifetime sexual partners ( $M = 5.22, SD = 5.36$ ) than the number of lifetime sexual partners identified by the date group ( $M = 1, SD = 1.38$ ). The 95% confidence interval for the difference in means ranged from 2.92 to 5.55.

Independent sample *t*-tests were conducted to evaluate the difference between the hookup and date groups with regard to how positively and how negatively participants viewed hookups for women. Women in the dating and hookup groups reported similar ratings concerning the overall positivity and negativity of hookups. The test examining positivity was not significant,  $t(4.922) = 163, p > .05$ , with the mean score on how positive hookups were viewed found to be 2.62 ( $SD = .918$ ) for the hookup group and 1.91 ( $SD = .893$ ) for the date group. The test examining negativity was also not significant,  $t(-2.016) = 163, p > .05$ , with the mean score on

how negative hookups were viewed found to be 3.32 (SD = .930) for the hookup group and 3.63 (SD = 1.050) for the date group.

## **Data Characteristics (Phase II)**

### **Script Elements**

Participants were provided with a list of 13 actions previously identified as often present during sexual encounters and were asked to endorse whether or not each action had occurred during their most recent encounter. Based on the script analysis of Eaton et al. (in press), actions that occurred during the hookup and date encounters, as reported by the respective groups, were identified as script elements when they were endorsed by a minimum of 50% of participants. Out of the 13 listed actions, the only element that was shared across the hookup and date scripts and endorsed by 50% or more of both groups was flirted/smiled/winked. The script elements for the hookup group included flirted/smiled/winked, made out, accepted making out, felt aroused, had sex, and accepted sex. The script elements for the date group only included flirted/smiled/winked. Table 6 shows the frequencies and percentages for each script element for the two groups.

A chi-square analysis was used to determine if statistically significant differences existed between women in the hookup and date groups with regard to script elements. The hookup and date groups were found to differ on several of the potential script elements. In comparison to the date group, participants in the hookup group were more likely to report the script elements of drank/used drugs ( $\chi^2(1) = 35.016, p < .01$ ), made out ( $\chi^2(1) = 24.134, p < .01$ ), accepted making out ( $\chi^2(1) = 23.803, p < .01$ ), felt aroused ( $\chi^2(1) = 17.936, p < .01$ ), had sex ( $\chi^2(1) = 39.274, p < .01$ ), initiated sex ( $\chi^2(1) = 6.293, p < .01$ ), and accepted sex ( $\chi^2(1) = 24.890, p < .01$ ).

Table 6

*Endorsement of Script Elements for Hookup and Date Encounters*

| <i>Script elements</i>      | Hookup |      |            | Date |      |            |
|-----------------------------|--------|------|------------|------|------|------------|
|                             | n      | %    | M(SD)      | n    | %    | M(SD)      |
| 1. Flirted/smiled/winked    | 73     | 76.0 | 1.75 (.43) | 58   | 85.3 | 1.85 (.36) |
| 2. Drank/used drugs         | 43     | 44.8 | 1.44 (.50) | 2    | 2.9  | 1.03 (.17) |
| 3. Made out                 | 81     | 84.4 | 1.85 (.36) | 33   | 48.5 | 1.49 (.5)  |
| 4. Initiated making out     | 27     | 28.1 | 1.28 (.45) | 13   | 19.1 | 1.19 (.39) |
| 5. Accepted making out      | 68     | 70.8 | 1.70 (.46) | 22   | 32.4 | 1.32 (.47) |
| 6. Rejected making out      | 1      | 1.0  | 1.10 (.10) | 1    | 1.5  | 1.01 (.12) |
| 7. Felt aroused             | 57     | 60.0 | 1.59 (.49) | 18   | 26.5 | 1.26 (.44) |
| 8. Had sex                  | 66     | 68.8 | 1.68 (.47) | 13   | 19.1 | 1.19 (.40) |
| 9. Initiated sex            | 21     | 21.9 | 1.22 (.42) | 5    | 7.4  | 1.07 (.26) |
| 10. Accepted sex            | 49     | 51.0 | 1.5 (.5)   | 9    | 13.1 | 1.13 (.34) |
| 11. Rejected sex            | 5      | 5.2  | 1.05 (.22) | 4    | 5.9  | 1.06 (.24) |
| 12. Exchanged personal info | 36     | 37.9 | 1.38 (.49) | 29   | 42.6 | 1.43 (.50) |
| 13. Received comments       | 19     | 19.8 | 1.2 (.40)  | 8    | 11.8 | 1.12 (.33) |

Encounter expectations and outcomes were assessed in both groups. In the hookup group, 40.6% of women ( $n = 39$ ) expected future romantic interactions and 33.3% ( $n = 32$ ) experienced future romantic interactions with their most recent hookup partner. In the date group, 39.7% of women ( $n = 27$ ) expected future romantic interactions and 30.9% ( $n = 21$ ) experienced future romantic interactions with their most recent date partner. Chi-square analyses were used to determine if statistically significant differences existed between women in the hookup and date groups with both future romantic expectations and outcomes. The two groups did not differ with regard to expectations of future romantic interactions ( $\chi^2(1) = .014, p = .91$ ) or the experiences of future romantic interactions ( $\chi^2(1) = .109, p = .74$ ).



## **Feminine Norms**

Participants were asked to complete the Conformity to Feminine Norms Inventory-45 (CFNI-45) to assess adherence to stereotypical gender roles and endorsement of traits characteristic of traditional femininity. The CFNI-45 scores were calculated for both groups. Scores on the measure indicated moderate levels of conformity to feminine norms ( $M=82.94$ ,  $SD = 10.48$ ) for the hookup group and moderate levels of conformity to feminine norms ( $M=83.59$ ,  $SD = 10.47$ ) for the date group. Cronbach's alpha internal consistency estimate of reliability was computed for the CFNI-45. The value for Cronbach's alpha was .77, indicating acceptable to good reliability. The means and standard deviations on the CFNI-45 subscale scores for the two groups are displayed in Table 7. The nine subscales each contain five items and include Romantic Relationship (sample item: "Having a romantic relationship is essential in my life"), Fidelity (sample item: "I would only have sex with the person I love"), Modesty (sample item: "I always downplay my achievements"), Sweet and Nice (sample item: "Being nice to others is extremely important"), Care for Children (sample item: "Taking care of children is extremely fulfilling"), Thinness (sample item: "I am always trying to lose weight"), Domestic (sample item: "I clean my home on a regular basis"), Relational (sample item: "I make a point to get together with my friends regularly"), and Invest in Appearance (sample item: "I regularly wear make-up").

An independent sample  $t$ -test was conducted to evaluate whether heterosexual women who engage in hookups score higher on the CFNI-45 than women who have not engaged in a hookup encounter. The test was not significant,  $t(163) = -.39$ ,  $p = .70$ , indicating the groups did not differ on scores on the CFNI-45. However, a one-way multivariate analysis of variance (MANOVA) was conducted to determine if statistically significant differences existed between

women in the hookup and date groups on the nine CFNI-45 subscales. There was a significant effect of group on the nine subscales of the CFNI-45,  $F(9, 155) = 8.61, p < .01$ ; partial  $\eta^2 = .33$ . These findings indicate that the groups differed on the nine subscales of the CFNI-45. Analyses of variance (ANOVAs) on the dependent variables were conducted as follow-up tests to the MANOVA. The univariate ANOVA analyses for the CFNI-45 subscale scores of Sexual Fidelity ( $F(1, 163) = 58.03, p < .01$ ; partial  $\eta^2 = .26$ ), Modesty ( $F(1, 163) = 8.91, p < .01$ ; partial  $\eta^2 = .05$ ), and Invest in Appearance ( $F(1, 163) = 7.95, p < .01$ ; partial  $\eta^2 = .05$ ) were significant. The subscale scores for Sexual Fidelity, Modesty, and Invest in Appearance were therefore found to differ between the two groups, with women in the hookup group scoring higher on investment in appearance and lower on fidelity and modesty than women in the date group. However, the separate ANOVAs on the Romantic, Sweet and Nice, Children, Thinness, Domestic, and Relational subscale scores indicated no differences between the two groups on these subscales.

Table 7

*Means and Standard Deviations on the CFNI-45 Subscale Scores*

|                       | Hookup |      | Date  |      | p    |
|-----------------------|--------|------|-------|------|------|
|                       | M      | SD   | M     | SD   |      |
| Romantic Relationship | 8.69   | 2.98 | 8.04  | 2.51 | .146 |
| Fidelity              | 7.31   | 3.01 | 10.74 | 2.60 | .000 |
| Modesty               | 5.77   | 2.22 | 6.75  | 1.84 | .003 |
| Sweet and Nice        | 11.26  | 2.66 | 11.13 | 2.38 | .756 |
| Care for Children     | 10.26  | 3.49 | 9.97  | 3.47 | .603 |
| Thinness              | 9.41   | 3.49 | 9.01  | 3.31 | .463 |
| Domestic              | 11.08  | 2.20 | 10.85 | 2.62 | .543 |
| Relational            | 9.57   | 2.61 | 8.97  | 2.03 | .116 |
| Invest in Appearance  | 9.59   | 3.33 | 8.12  | 3.25 | .005 |

**Affective Experiences**

The Positive and Negative Affective States Questionnaire (PANASQ) was administered to all participants in phase two. This 60-item measure was used to investigate common typical positive and negative reactions that may be experienced during and after sexual encounters such as dates and hookups. Participants were asked to endorse the extent to which they experienced

negative and positive affective states, both during and the day after the encounter, through the use of a three-point Likert scale. This resulted in four measure subscales, which included Positive During, Positive After, Negative During, and Negative After. Cronbach's alpha internal consistency estimate of reliability was computed for the positive and negative scales for the PANASQ. The value for Cronbach's alpha for both the positive and negative scales was .88, indicating good to excellent reliability.

**Positive affect.** Participants were asked to endorse 15 positive affective states that might have occurred during and after their encounters, resulting in a total of 30 positive items. The mean, standard deviation, F, and significance for all positive items are displayed in table 8. The subscale scores on the PANASQ for the positive domain were calculated for both the hookup and date groups. This included positive affect experienced during the encounter (Positive During subscale) and positive affect experienced the day after the encounter (Positive After subscale). These subscale scores for the hookup group indicated overall moderate levels of positive affect experienced during the hookup encounter ( $M = 33.25$ ,  $SD = 7.33$ ) and overall moderate levels of positive affect experienced after the hookup encounter ( $M = 28.9$ ,  $SD = 8.47$ ). In comparison, the subscale scores of the date group indicated overall moderate levels of positive affect experienced during the date encounter ( $M = 32.65$ ,  $SD = 7.75$ ) and overall moderate levels of positive affect after the date encounter ( $M = 30.26$ ,  $SD = 7.86$ ). One-way analyses of variance (ANOVAs) were conducted to determine if statistically significant differences existed between women in the hookup and date groups on the positive subscales. Positive affect subscale scores both during ( $F(1, 162) = .26$ ,  $p > .05$ ) and after ( $F(1, 162) = 1.17$ ,  $p > .05$ ) their respective encounters were found to not differ between groups for hookups and dates.

Table 8

*Hookup and Date Groups PANASO Positive Affect Items*

| Item  |        | During     |             |        | After      |             |        |
|---|--------|------------|-------------|--------|------------|-------------|--------|
|   |        | M (SD)     | F (15, 149) | p      | M (SD)     | F (15, 149) | p      |
| Felt in control                               | Hookup | 2.33 (.67) |             |        | 2.28 (.73) |             |        |
|   | Date   | 2.50 (.66) |             |        | 2.47 (.68) |             |        |
|   | Total  | 2.40 (.67) | 2.60        | .11    | 2.36 (.72) | 2.92        | .09    |
| Felt desirable or wanted                      | Hookup | 2.68 (.53) |             |        | 2.22 (.82) |             |        |
|   | Date   | 2.54 (.70) |             |        | 2.41 (.74) |             |        |
|   | Total  | 2.62 (.61) | 2.02        | .16    | 2.3 (.79)  | 2.46        | .12    |
| Felt experimental                             | Hookup | 1.91 (.78) |             |        | 1.59 (.80) |             |        |
|   | Date   | 1.65 (.66) |             |        | 1.54 (.66) |             |        |
|   | Total  | 1.80 (.74) | 5.03        | < .05  | 1.57 (.74) | 1.14        | .71    |
| Felt beautiful or sexy                        | Hookup | 2.24 (.70) |             |        | 1.98 (.74) |             |        |
|   | Date   | 2.37 (.67) |             |        | 2.16 (.75) |             |        |
|   | Total  | 2.29 (.69) | 1.44        | .23    | 2.05 (.74) | 2.43        | .12    |
| Learned new technique or position             | Hookup | 1.67 (.77) |             |        | 1.42 (.73) |             |        |
|   | Date   | 1.41 (.65) |             |        | 1.28 (.57) |             |        |
|   | Total  | 1.56 (.74) | 5.06        | < .05  | 1.36 (.67) | 1.82        | .18    |
| Had a great time                              | Hookup | 2.35 (.74) |             |        | 1.99 (.79) |             |        |
|   | Date   | 2.66 (.61) |             |        | 2.28 (.77) |             |        |
|   | Total  | 2.48 (.70) | 8.17        | <.005  | 2.11 (.79) | 5.43        | < .05  |
| Experienced excitement                        | Hookup | 2.45 (.69) |             |        | 1.96 (.79) |             |        |
|   | Date   | 2.44 (.72) |             |        | 2.13 (.79) |             |        |
|   | Total  | 2.45 (.70) | .02         | .91    | 2.03 (.79) | 1.93        | .17    |
| Experienced satisfaction                      | Hookup | 2.45 (.66) |             |        | 2.02 (.84) |             |        |
|   | Date   | 2.41 (.74) |             |        | 2.18 (.81) |             |        |
|   | Total  | 2.45 (.69) | .15         | .70    | 2.08 (.83) | 1.41        | .24    |
| Experienced sexual pleasure                   | Hookup | 2.08 (.87) |             |        | 1.48 (.79) |             |        |
|   | Date   | 1.72 (.88) |             |        | 1.38 (.72) |             |        |
|   | Total  | 1.93 (.89) | .68         | <.01   | 1.44 (.77) | .71         | .40    |
| Experienced positive feelings toward own body | Hookup | 2.19 (.74) |             |        | 1.89 (.75) |             |        |
|   | Date   | 2.21 (.68) |             |        | 2.09 (.71) |             |        |
|   | Total  | 2.19 (.72) | .03         | .86    | 1.97 (.74) | 3.04        | .08    |
| Felt sexually experienced                     | Hookup | 2.25 (.74) |             |        | 2.09 (.75) |             |        |
|   | Date   | 1.74 (.84) |             |        | 1.63 (.79) |             |        |
|   | Total  | 2.04 (.82) | 17.21       | < .001 | 1.90 (.80) | 14.39       | < .001 |
| Felt empowered                                | Hookup | 2.14 (.76) |             |        | 1.92 (.81) |             |        |
|   | Date   | 2.06 (.71) |             |        | 1.97 (.75) |             |        |
|   | Total  | 2.11 (.74) | .53         | .47    | 1.94 (.79) | .18         | .67    |
| Felt comfortable                              | Hookup | 2.42 (.67) |             |        | 2.25 (.75) |             |        |
|   | Date   | 2.62 (.62) |             |        | 2.56 (.66) |             |        |
|   | Total  | 2.50 (.66) | 3.55        | .06    | 2.38 (.73) | 7.63        | < .01  |
| Experienced feelings of conquest              | Hookup | 1.74 (.83) |             |        | 1.66 (.79) |             |        |
|   | Date   | 1.69 (.76) |             |        | 1.60 (.72) |             |        |
|   | Total  | 1.72 (.80) | .16         | .69    | 1.64 (.76) | .22         | .64    |
| Felt secure                                   | Hookup | 2.34 (.72) |             |        | 2.15 (.79) |             |        |
|   | Date   | 2.63 (.59) |             |        | 2.57 (.60) |             |        |
|   | Total  | 2.46 (.69) | 7.56        | <.01   | 2.33 (.75) | 13.40       | < .001 |

**Negative affect.** Participants were asked to endorse 15 negative affective states that might have occurred during and after their encounters, resulting in a total of 30 negative items. The mean, standard deviation,  $F$ , and significance for all negative items are displayed in table 9. The total scores on the PANASQ for the negative domain were calculated for both the hookup and date groups. This included negative affect experienced during the encounter (Negative During subscale) and negative affect experienced the day after the encounter (Negative After subscale). These subscale scores for the hookup group indicated overall low levels of negative affect during ( $M = 18.9$ ,  $SD = 6.31$ ) and low levels of negative affect after ( $M = 20.8$ ,  $SD = 6.82$ ) the hookup encounter. In comparison, the subscale scores for the date group indicated overall low levels of negative affect during ( $M = 16.34$ ,  $SD = 2.78$ ) and low levels of negative affect after ( $M = 16.44$ ,  $SD = 3.23$ ) the date encounter. One-way analyses of variance (ANOAVAs) were conducted to determine if statistically significant differences existed between women in the hookup and date groups on the negative subscales. The hookup group and date group were found to differ on negative affect both during ( $F(1, 163) = 10.08$ ,  $p < .01$ ) and after ( $F(1, 163) = 24.61$ ,  $p < .01$ ) their respective encounters.

A dependent sample  $t$ -test was conducted to evaluate whether heterosexual women who engaged in hookups experienced differing levels of negative affect over time (i.e. from during their encounter to after their encounter). On average, women who hooked up experienced significantly greater feelings of guilt after the hookup than during the hookup,  $t(96) = -6.42$ ,  $p < .01$ . This was also found for the negative affective states of shame ( $t(96) = -5.24$ ,  $p < .001$ ), regret ( $t(96) = -5.48$ ,  $p < .001$ ), and embarrassment ( $t(96) = -3.49$ ,  $p < .001$ ).

Table 9

*Hookup and Date Groups PANASO Negative Affect Items*

| Item                                   |        | During     |             |        | After      |             |        |
|--|--------|------------|-------------|--------|------------|-------------|--------|
|  |        | M (SD)     | F (15, 149) | p      | M (SD)     | F (15, 149) | p      |
| Felt out of control                    | Hookup | 1.33 (.54) |             |        | 1.31 (.60) |             |        |
|  | Date   | 1.07 (.26) |             |        | 1.06 (.29) |             |        |
|  | Total  | 1.22 (.46) | 13.35       | < .001 | 1.21 (.51) | 10.10       | < .005 |
| Felt guilty                            | Hookup | 1.31 (.62) |             |        | 1.69 (.76) |             |        |
|  | Date   | 1.07 (.26) |             |        | 1.10 (.35) |             |        |
|  | Total  | 1.21 (.52) | 8.76        | < .005 | 1.45 (.68) | 35.73       | < .001 |
| Felt regretful                         | Hookup | 1.26 (.55) |             |        | 1.61 (.73) |             |        |
|  | Date   | 1.09 (.29) |             |        | 1.19 (.43) |             |        |
|  | Total  | 1.19 (.46) | 5.50        | < .05  | 1.44 (.66) | 18.81       | < .001 |
| Felt ashamed                           | Hookup | 1.25 (.54) |             |        | 1.55 (.75) |             |        |
|  | Date   | 1.06 (.24) |             |        | 1.10 (.31) |             |        |
|  | Total  | 1.17 (.45) | 7.28        | .008   | 1.36 (.65) | 21.43       | < .001 |
| Felt embarrassed                       | Hookup | 1.25 (.54) |             |        | 1.44 (.71) |             |        |
|  | Date   | 1.15 (.36) |             |        | 1.15 (.39) |             |        |
|  | Total  | 1.21 (.48) | 1.79        | .18    | 1.32 (.62) | 9.78        | < .005 |
| Felt trapped                           | Hookup | 1.16 (.47) |             |        | 1.16 (.47) |             |        |
|  | Date   | 1.10 (.31) |             |        | 1.06 (.24) |             |        |
|  | Total  | 1.14 (.41) | .91         | .34    | 1.12 (.39) | 2.92        | .089   |
| Felt used                              | Hookup | 1.34 (.63) |             |        | 1.54 (.72) |             |        |
|  | Date   | 1.06 (.24) |             |        | 1.07 (.32) |             |        |
|  | Total  | 1.22 (.52) | 12.42       | < .005 | 1.35 (.63) | 25.56       | < .001 |
| Felt sad or depressed                  | Hookup | 1.13 (.47) |             |        | 1.43 (.72) |             |        |
|  | Date   | 1.10 (.31) |             |        | 1.18 (.46) |             |        |
|  | Total  | 1.12 (.41) | .23         | .63    | 1.33 (.64) | 6.73        | < .05  |
| Felt couldn't leave                    | Hookup | 1.25 (.56) |             |        | 1.11 (.43) |             |        |
|  | Date   | 1.10 (.39) |             |        | 1.04 (.21) |             |        |
|  | Total  | 1.19 (.50) | 3.37        | .07    | 1.08 (.36) | 1.52        | .22    |
| Felt dirty                             | Hookup | 1.31 (.65) |             |        | 1.48 (.72) |             |        |
|  | Date   | 1.04 (.21) |             |        | 1.04 (.21) |             |        |
|  | Total  | 1.2 (.53)  | 10.51       | < .005 | 1.30 (.61) | 23.81       | < .001 |
| Felt scared                            | Hookup | 1.14 (.43) |             |        | 1.16 (.49) |             |        |
|  | Date   | 1.06 (.24) |             |        | 1.07 (.36) |             |        |
|  | Total  | 1.11 (.37) | 2.19        | .14    | 1.13 (.44) | 1.70        | .19    |
| Felt harmed reputation                 | Hookup | 1.31 (.62) |             |        | 1.40 (.66) |             |        |
|  | Date   | 1.07 (.26) |             |        | 1.06 (.24) |             |        |
|  | Total  | 1.21 (.52) | 8.76        | < .005 | 1.26 (.55) | 17.03       | < .001 |
| Felt uncomfortable                     | Hookup | 1.31 (.60) |             |        | 1.36 (.68) |             |        |
|  | Date   | 1.15 (.36) |             |        | 1.15 (.39) |             |        |
|  | Total  | 1.24 (.52) | 3.97        | < .05  | 1.27 (.59) | 5.42        | < .05  |
| Felt obligated to complete interaction | Hookup | 1.35 (.66) |             |        | 1.20 (.49) |             |        |
|  | Date   | 1.13 (.38) |             |        | 1.09 (.29) |             |        |
|  | Total  | 1.26 (.57) | 5.98        | < .05  | 1.15 (.42) | 2.63        | .11    |
| Felt taken advantage of                | Hookup | 1.20 (.51) |             |        | 1.35 (.58) |             |        |
|  | Date   | 1.07 (.32) |             |        | 1.07 (.32) |             |        |
|  | Total  | 1.15 (.45) | 3.06        | .08    | 1.24 (.51) | 12.91       | < .001 |

## Coercion and Sexual Experiences

All participants completed the Modified Sexual Experiences Survey (MSES), a questionnaire intended to assess the incidence of sexual intercourse and gradation of coercion, threat, and force experienced by women during sexual encounters. The scores on the MSES were calculated for the hookup and date groups. The frequencies and percentages for the individual items of the MSES for the two groups are displayed in Table 11. Participant MSES scores showed a mean of 1.07 (SD = 1.24) for the hookup group and a mean of 0.31 (SD = .78) for the date group, indicating low incidence of coercion for both groups. Cronbach's alpha internal consistency estimate of reliability was computed for the MSES. The value for Cronbach's alpha was .62, indicating questionable reliability.

Table 10

### MSES Items

|  | Hookup<br>n (%) | Date<br>n (%) |
|--|-----------------|---------------|
| Have sexual intercourse with a man when you both wanted to?  | 79 (81.4)       | 29 (42.6)     |
| Have a man misinterpret the level of sexual intimacy you desired?  | 36 (37.1)       | 8 (11.8)      |
| Experience a situation where a man became so sexually aroused that you felt it was useless to stop him even though you did not want to have sexual intercourse?                                      | 22 (22.7)       | 6 (8.8)       |
| Have sexual intercourse with a man when you didn't really want to because you felt pressured by his continual arguments?   | 14 (14.4)       | 2 (2.9)       |
| Find out that a man had obtained sexual intercourse with you by saying things he didn't really mean?   | 26 (26.8)       | 4 (5.9)       |
| Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he threatened to use physical force (twisting your arm, holding you down, etc.) if you didn't cooperate? | 3 (3.1)         | 1 (1.5)       |
| Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he used physical force (twisting your arm, holding you down, etc.) if you didn't cooperate?              | 3 (3.1)         | 0             |

An independent sample *t*-test was conducted to evaluate the difference between groups on the MSES. The two groups were found to differ on MSES total scores ( $t(161) = 4.84, p < .01$ ) with a medium-sized effect ( $r = .36$ ). The 95% confidence interval for the difference in means ranged from .45 to 1.08. Despite low reports of coercion overall, on average participants in the hookup group scored three times higher on the MSES than those in the date group, indicating greater experiences of sexual coercion reported during hookup encounters than during date encounters.

### **Predicting Encounters**

A binary logistic regression analysis was performed to assess the influence of several specific elements on hookup and dating encounters. By using this analysis we were interested in seeing if we could predict a date or a hookup based on these identified factors. The model contained four independent variables (lifetime number of sexual partners, MSES total score, Negative Affect During total score, and Negative Affect After total score), while the dependent variable was encounter type (hookup or date). Only the predictor factors that demonstrated significant differences between the two groups were included in the analysis. A test of the full model containing all predictors versus a model with intercept only was statistically significant ( $\chi^2(4) = 85.906, p < .01$ ), indicating the model was able to distinguish between respondents who engaged and did not engage in a hookup. The model as a whole explained between 40.8% (Cox and Snell R squared) and 54.9% (Nagelkerke's R squared) of the variance in encounter type, and correctly classified 80.5% of cases. Table 12 displays the logistic regression coefficient, Wald test, odds ratio, and confidence intervals for each of the predictors. As shown in Table 10, two of the independent variables made a unique statistically significant contribution to the model (lifetime sexual partners and Negative Affect After total). The strongest predictor of encounter



type was sexual experience, based on number of lifetime sexual partners. Neither MSES total score nor Negative Affect During total score were significant predictors in this multivariate model.

Table 11

*Logistic Regression Statistics Showing the Effects of Four Measure Total Scores on Encounter*

| <i>Independent Variable</i> | <i>Coefficient</i> | <i>Wald Statistic</i> | <i>p</i> | <i>Odds</i> | <i>95% Confidence Interval</i> |              |
|-----------------------------|--------------------|-----------------------|----------|-------------|--------------------------------|--------------|
|                             |                    |                       |          |             | <i>Lower</i>                   | <i>Upper</i> |
| Number of sexual partner    | -.692              | 23.571                | .00      | .501        | .379                           | .662         |
| MSES                        | -.061              | .047                  | .829     | .941        | .542                           | 1.635        |
| Negative Affect During      | .102               | .879                  | .349     | 1.108       | .894                           | 1.371        |
| Negative Affect After       | -.253              | 6.579                 | .010     | .776        | .640                           | .942         |
| Constant                    | 3.982              |                       |          |             |                                |              |

## CHAPTER 5

### DISCUSSION

#### **Results and Interpretations**

During the past century in the United States there has been a gradual change in dating scripts (Turner, 2003; Whyte, 1990). Despite the continued prevalence of traditional dating, hookups have emerged as an increasingly normative sexual script in recent years, particularly among the college aged population (Bogle, 2008; Jhally, 2011). Some challenge the belief that hookup culture has become a prevalent aspect of the college experience nationwide (Barringer & Vélez-Blasini, 2013; Monto & Carey, 2014), with one group indicating that college students typically overestimate the incidence of hooking up among their peers (Hoffman, Luff & Berntson, 2014). However, an extensive amount of research has demonstrated that hooking up has indeed become a normative experience on college campuses (Bogle, 2008; Garcia et al., 2012; Reid et al., 2011).

Hookups may have the potential to challenge established gender roles and allow women to become more empowered in their sexual decision-making (Pearlson & McHugh, 2013). In spite of this possibility, hookup encounters continue to be characterized by traditional, male-centered norms (Berntson, Hoffman, & Luff, 2014). Research has indicated that hookups can be a positive experience for women (Snapp, Ryu, & Jade, 2015; Strokoff, Owen, & Fincham, 2015). However, findings from multiple studies investigating the outcomes of hooking up consistently indicate that this sexual script is often less satisfying, or results in more negative outcomes, for women than for men (LaBrie et al., 2014; Fielder, Walsh, Cary, & Carey, 2014).

The present literature on hooking up demonstrates that the hookup script is typically gendered and involves heterosexual partners continuing to enact traditional gender roles during

these encounters (Berntson, Hoffman, & Luff, 2014). However, there is a lack of research examining the role gender norms play in the decision to engage in, and the overall emotional outcome, of hooking up. The intention of the current study was to identify characteristics of individuals who hookup and examine their subjective emotional experiences. Due to gender socialization and gender roles playing an important role in sexual scripts (Rose & Eaton, 2011; Rose & Frieze, 1993), the present study intended to expand the current hookup literature by exploring how women's adherence to traditional gender roles influences both the decision to engage in hooking up and the affective reactions to engaging in a hookup.

A number of findings from this study echo outcomes from previous research on hookups. The rate of hooking up among the participants in this study was 64%. This is consistent with previous studies examining hookup culture, which demonstrate that the majority of undergraduate students report having engaged in at least one hookup encounter (Batchel, 2013; Garcia et al., 2012; Garcia & Reber, 2008; Paul et al., 2000). Congruent with prior research (Barringer & Vélez-Blasini, 2013), findings also indicated no significant difference between men and women with regard to frequency of hooking up. Additionally, when provided with a definition of a hookup (recreational sex with no strings attached outside of the confines of a relationship) and asked to choose a label for the encounter from a list of provided terms, the majority of participants identified the description as a hookup. This suggests that although the specific definition of hooking up may vary by individual, that the hookup script is consistently recognized as including casual sexual activity among uncommitted partners with no expectations for future romantic interactions. Researchers such as Bogle (2008) have pointed out that hooking up is becoming dominant on college campuses, with some suggesting that hookups may have begun to replace traditional dating among the college population. The present study's findings

suggest that although hookups remain prevalent on college campuses, dating still occurs among the female undergraduate population.

The study's results provide several descriptive characteristics of individuals who engage in hookups. The majority of men and women who endorsed previous hookup experience were White, 18 to 19 years of age, and consumed alcohol during these encounters. These characteristics were expected based on the findings of Fielder and Carey (2010), which indicated that being White and peak intoxication levels correlate with greater probability of engaging in a hookup. Although there were no gender differences in the frequency of hooking up, the findings from the current study indicate significant discrepancies between men and women who hookup. On average, male participants reported experiencing greater levels of satisfaction during their most recent hookup than women. These findings are in line with previous research, which indicates the reactions of men to hooking up are typically more positive than those reported by women (Lewis et al., 2013; Townsend & Wasserman, 2011). Additionally, concerning overall satisfaction with the encounter, there were gender differences between those who labeled the experience as a hookup and those who labeled it as a one-night stand. Female participants who identified their encounter as a one-night stand reported their encounter was significantly less satisfying than those who identified the encounter as a hookup; this finding was not significant for male participants. These results are supported by previous findings that demonstrate women identify their experiences of one-night stands as less satisfying than hookups (Pearlson & McHugh, 2012). Additionally, these findings were anticipated due to previous research indicating that among women who engage in uncommitted sex, having intercourse with someone only once is significantly associated with negative feelings, such as regret (Eshbaugh & Gute, 2008).

The findings from the present study highlight several differences between dates and hookups. When examining the characteristics of individuals who hookup, prior sexual experience was found to correlate with engaging in hooking up. Women in the hookup group were found to report a history of more sexual partners than women in the date group, on average identifying more than five times as many lifetime sexual partners. Furthermore, the strongest predictor of encounter type was found to be sexual experience. These quantitative findings imply that one's history of sexual partners plays a significant role in the decision to engage in a hookup. These results are consistent with the work of Grello, Welsh, and Harper (2006), which suggests that individuals who endorse engaging in casual sex report more sexual partners than individuals who only endorse engaging in sex with monogamous romantic partners. Additionally, this falls in line with the research of Fielder and Carey (2010), who found a higher number of past hookup partners was associated with greater probability of engaging in a hookup.

Sexual coercion is another factor that may be involved in the hookup script. Women in the hookup group scored higher on the Modified Sexual Experiences Survey (MSES) than women in the date group, indicating women experience more instances of coercion during hookups than during dates. However, total score on the MSES was not able to significantly predict encounter type. Of participants in the hookup group, 37.1% reported that the level of sexual intimacy they desired during their most recent hookup encounter was misinterpreted, while 22.7% felt it was useless to stop their male partner due to his sexual arousal even though they did not want to have intercourse. Comparatively, only 11.8% of women in the date group reported that the level of sexual intimacy they desired was misinterpreted during their most recent date, while only 8.8% felt it was useless to stop their male partner due to his sexual arousal even though they did not want to have intercourse. Fourteen percent of women in the

hookup group reported engaging in sexual intercourse with their male partner when they did not want to because they felt pressured by his continual arguments, while only 2.9% of women in the date group reported the same experience. During their most recent hookup, 26.8% of women in the hookup group reported they had found out that their male partner had obtained sexual intercourse with them by saying things they did not really mean, as compared to only 5.9% of the women in the date group. With regard to engaging in sexual intercourse or sexual acts with a male partner when they did not want to because he threatened to use or used physical force if the individual didn't cooperate, 3.1% of women in the hookup group reported experiencing these forms of coercion during their most recent hookup. In comparison, only 1.5% of women in the date group reported that during their most recent date they experienced threatened use of physical force; no participants in the date group reported physical force being used against them if they didn't cooperate. The study's findings suggest that women who engage in hookups may potentially be more likely to experience coercion during these encounters than women on dates. These results were anticipated based on the research of Flack et al. (2007) and Fielder et al. (2014), whose findings demonstrate that unwanted sex and/or sexual violence are correlated with hooking up. A large percentage of participants in the hookup group reported a number of differing experiences of coercion during their most recent hookup encounter. Reports of experiencing a form of coercion during the last hookup encounter ranged from 3.1% to 28.6%, depending on the type of coercion specified. This overall finding is in line with the work of Paul, McManus, and Hayes (2000), which found that 16% of women in their sample reported feeling pressured during a hookup.

The current study also provides additional information about the affective experiences of, as well as the emotional reactions to, hooking up. The experiences of dates and hookups in the

date and hookup groups, respectively, significantly differed with regard to negative but not positive affect. Reported negative affect both during and after the encounter was significantly higher among participants in the hookup group than that reported by the date group. The Positive and Negative Affective States Questionnaire (PANASQ) Negative Affect After total score, but not the PANASQ Negative Affect During total score, was a strong predictor of encounter type. These findings are an extension of the research conducted by both Fielder and Carey (2010) and Paul and Hayes (2002), which indicates that women frequently identify negative feelings such as regret and shame after a hookup. Additionally, these results are in line with prior findings (Pearlson & McHugh, 2012) that suggest that women identify hookups as less satisfying and less ideal than a date.

Gender roles and norms may potentially be a factor in the decision to hookup. There was no significant difference between women in the hookup versus the date groups on total scores on the Conformity to Feminine Norms Inventory-45 (CFNI-45). In other words, these results indicate the overall endorsement of adherence to traditional feminine norms does not differ between women who engage in hookups and women who date. However, participants in the hookup group scored significantly lower on the Sexual Fidelity and Modesty subscales, but significantly higher on the Invest in Appearance subscale, of the CFNI-45 than those in the date group. It is believed that traditional gender roles often result in internalized attitudes and beliefs that influence sexual behavior and sexual decision-making (Hamilton & Armstrong, 2009; Armstrong, Hamilton, & England, 2010). As a result, it was hypothesized that Sexual Fidelity, Romantic Relationship, and Modesty would correlate with hookups due to previous research indicating these factors correlate with feminine identity (Parent & Moradi, 2010). Although the results did not show a significant difference between the date and hookup groups when

measuring overall adherence to feminine norms, they demonstrated that conformity to gender norms with regard to the factors of fidelity, modesty, and appearance substantially correlated with hooking up. However, it was disconfirmed that the factor of romantic relationship correlated with hooking up. In summary, women in the hookup group were more invested in their appearance than those in the date group. Additionally, women who hooked up were found to place less importance on both modesty and fidelity than women who only dated. This study is the first of its kind to identify a relationship between hookups and these specific facets of feminine norms.

There are several findings from the present study that address additional characteristics of heterosexual women who engage in hookups. Although there were differences between the groups concerning number of lifetime sexual partners, there were no significant differences between women in the hookup and date groups with regard to high school dating experience. Furthermore, there were no significant differences between the hookup and date groups with regard to how positively or negatively participants in general viewed hookup experiences for women. However, when examining who initiated the date or hookup encounter, there were significant differences between the two groups. The majority of women in the hookup group reported that the hookup was mutually initiated, while the majority of women in the date group reported their partner initiated the date. These findings illustrate that heterosexual dates continue to be initiated primarily by men, as indicated by Eaton & Rose (2012). On the other hand, this also shows that hookups may have the potential to allow for a deviation from the gendered script that is typical of traditional dating by providing women with the opportunity to pursue and initiate hookups.



This research provides a significant amount of information about the typical scripts of dates and hookups. The reported script elements identified by participants on dates and hookups significantly differed for 7 out of 13 of the provided script elements. These results indicated that the hookup script is more likely to include drinking alcohol or using drugs, making out, accepting making out, feeling aroused, having sex, and accepting sex than the date script. Participants in the hookup group were also more likely to report engaging in actions that are not considered in line with traditional gender norms, including initiating making out and initiating sex, than women in the date group. As expected given the findings of Eaton et al. (2015), had sex was an identified script element for hookups. However, drank alcohol/did drugs was not a script element unique to hookups. Actions that qualified as official script elements, due to being endorsed by over 50% of the participants, included flirted/smiled/winked, made out, accepted making out, felt aroused, had sex, and accepted sex for the hookup group; only flirted/smiled/winked met this criteria for the date group. The majority of the participants in the hookup group did not endorse engaging in the two script elements involving gender-typed behaviors. That is, behaviors traditionally expected of men (initiating making out and initiating sex) were not endorsed by the majority of the hookup group as being enacted by women. As a result, traditionally male initiated actions did not meet criteria to be identified as script elements demonstrated by women during a hookup encounter. This suggests that although some women engage in traditionally male initiated sexual behaviors during hookups, men appear to initiate the majority of sexual actions during hookups. The results concerning the scripts of dates and hookups were expected based on the work of Asia and Eaton (2011) and Eaton et al. (in press), whose findings demonstrate that traditional dating scripts continue to be influenced by traditional gender norms. The findings are also congruent with the work of England, Shafer, and Fogarty

(2008), who found that men instigate the majority of sexual interactions during hookup encounters. Although women in the hookup group were more likely to report initiating sex than women in the date group, this script element was not reported by the majority of these participants. The results of the present study support the belief that although hookups may involve actions that are not necessarily in line with traditional female norms, overall the modern sexual script of hooking up continues to include stereotypically gendered elements that are typical of traditional dating scripts.

### **Limitations**

Although the current study had several strengths, it is important for these findings to be mindfully interpreted due to the presence of some limitations. First of all, there were shortcomings related to external validity with regard to the participants in phase two. This sample of participants was not ethnically diverse, as the majority of participants in phase two of the study were White. With the sample also being composed of 97 individuals in the hookup group and 68 individuals in the date group, it is understandable to question some of the significant differences between the two groups as a result of the reduced power for the analyses of the date group. Additionally, the entire sample for phase one and phase two included students from only one public university, most of whom were first-year undergraduates, enrolled in a psychology 101 class. As a result, the generalizability of the findings to the college population as a whole may be limited.

Second, a potential shortcoming of the study was how adherence to traditional gender norms was assessed. Participants' level of conformity to feminine norms was measured through the use of only one measure, the CFNI-45. Had participants been provided with another measure to assess attitudes about female gender norms there would have been additional data that may

have potentially expanded our understanding of the conceivable influence of gender roles in hookup and date encounters. This may have been achieved through administration of a measure such as the Attitudes Toward Women Scale (Spence & Helmreich, 1972; Smith & Bradley, 1980), a 55-item questionnaire developed to assess beliefs about traditionally gendered behaviors, opportunities, and obligations.

Lastly, the study's data was gathered through the use of participants answering questionnaires by self-reporting information without also being interviewed. Many of the questionnaires involved in the present study included topics that were sensitive in nature. As a result, participants may have responded inaccurately in order to provide socially desirable responses or to minimize the severity of negative encounter experiences. Additionally, due to not being asked to indicate how recently they engaged in their most recent hookup or date, participants may have potentially based their responses on inaccurate memories of their most recent encounter. As a result, these aspects of the study may have potentially influenced the accuracy of the data collected from participants.

### **Implications of Results**

The present study expands the growing body of research on hookup culture among the college population in a number of ways. This study is the first to identify a relationship between specific facets of feminine norms and hookups. Identifying the influence of traditional attitudes about gender roles on the sexual behaviors of young women is an integral pathway to better understanding hookup culture. The present study addressed several different interrelated concepts. An intention of the study was to investigate the experiences of hookups and dates among undergraduate female students to further understand the differences between these two sexual scripts. Another focus was studying hookups and dates with regard to a number of

specified factors in order to expand the current literature. These factors included positive and negative affective reactions, sexual experience/history, and sexual coercion. Additionally, an important intention was to examine women's experience of hooking up and dating in relation to conformity to traditional gender norms.

Much of the current interest in hooking up is related to the findings of Bogle's (2008) qualitative investigation of hooking up and dating on college campuses. Bogle drew a number of conclusions from her interviews with college students. Interviews with undergraduate students yielded the finding that hookups differ from dates by more often involving alcohol use. Another conclusion made by Bogle was that hookups differ from dates due to involving sexual interactions between uncommitted partners before a romantic relationship has been established. Additionally, although women interviewed reported the ability to initiate a hookup, ultimately men were the ones reported to have the power to determine if the interaction progressed to a relationship. Bogle also concluded that despite hooking up being a frequent activity among the college population, dating still appears to remain a common part of the lives of college students. The current study provided a follow-up to Bogle's qualitative investigation of hookup culture through the use of a script analysis. Like Bogle, the study's results indicated hookups often include the use of alcohol and that the majority of individuals engage in sexual behaviors during these interactions prior to the establishment of a romantic relationship. Women reported that men more often initiated the behaviors of kissing and sexual intercourse during hookups, as well as that more women expected future romantic interactions following the encounter than actually experienced future romantic interactions with their hookup partner. These findings echo the gendered elements of the hookup script discussed by Bogle. Furthermore, although the present

study demonstrates that hookups are a behavioral script experienced by the majority of college students, the findings also suggest that dating continues to persist on college campuses.

The current study can also be viewed as an extension of the research conducted by Owen and Fincham (2010), who investigated the positive and negative emotional reactions of young adults after hooking up. The findings of Owen and Fincham suggested that although research on hookups has often highlighted the negative consequences of these sexual interactions, hooking up has been found to result in both positive and negative affective reactions. The study's findings indicated that men reported less negative and more positive emotional responses associated with hooking up than those reported by women. However, overall, more positive than negative emotional reactions to hooking up were reported for both men and women. The findings from the present study fit with this previous research by supporting that women experience a variety of both positive and negative affective reactions during hookup encounters. Women were found to endorse moderate levels of positive affect during their hookup and moderate levels of positive affect after their encounter. Women were also found to endorse low levels of negative affect both during and after a hookup. In addition to the ten emotions identified by Owen and Fincham, the present study's investigation provided further understanding of affective responses that may be experienced by women during a hookup. With regard to positive affect, the present findings indicate that women were less likely to report feeling secure and like they were having a good time during hookups than women during dates. However, during hookups women were more likely to report feeling experimental and sexually experienced, as well as experiencing sexual pleasure, than women on dates. When looking at negative affect, women who hooked up were more likely to feel a number of negative emotional reactions during the encounter than women on dates. Women in the hookup group were more likely to endorse feeling out of control, guilty,

regretful, used, dirty, uncomfortable, obligated to complete the interaction, and like their reputation was harmed than women in the date group. Although women do experience many positive affective responses during these encounters, the results demonstrate that women also frequently experience many negative affective reactions during a hookup.

Despite an abundance of research examining the gendered nature of hookups, the current study is one of the first to investigate the role of gender norms in hookup culture. The current literature has overlooked the potential influence of gender roles on hooking up, both with regard to the decision to engage in hookups and the affective experiences during and after these encounters. One of the study's main hypotheses, that there would be overall significant differences between the hookup and date groups on the CFNI-45, was not confirmed. However, the CFNI-45's subscales of Sexual Fidelity, Modesty, and Invest in Appearance were found to significantly differ between the two groups. Women who hookup were found to place less importance on modesty and fidelity, as well as more investment in appearance, based on scores on the CFNI-45. This is the first study to identify that gender norms specifically related to fidelity, modesty, and appearance may play a role in hooking up. This unique finding provides support for the belief that gender roles may have a significant impact on the increasingly common script of hooking up. The conclusions of this study therefore influence our knowledge and understanding of hookup culture by speaking to the gendered script that occurs during hookups. The hookup script, or reactions to the script, may be influenced by traditionally feminine norms such as fidelity and modesty, which are less often endorsed, and appearance, which is more often endorsed, by women who engage in hooking up.

The results of the present study provide significant implications for outreach programming on college campuses. Due to the high incidence of reported hookups among

college students, it would be advantageous to provide programming or workshops to educate undergraduate men and women about hookup culture early on in their college careers.

Additionally, the present research can help guide outreach programming by demonstrating the roles alcohol consumption, sexual coercion, and expectations for future relationships or interactions may play in positive and negative experiences of hookups. Although hookups do not guarantee non-consent, alcohol use, or negative emotional experiences, college students should still be educated about the potential for these elements to be involved when hooking up. Early discussions of hookup culture with men and women that cover these topics may help to educate college students and encourage informed sexual decision making by these individuals, ultimately leading to a more fulfilling college experience for both men and women.

### **Future Research**

The current study's findings can be used as a launching point for future research on hookup behavior among college students. The limitations previously mentioned could be attended to by research that utilizes a larger, more diverse sample to improve generalizability and provide a more representative sample. This could be achieved by including a more diverse group of participants with regard to race/ethnicity, sexual orientation, and year in college. Additionally, it would be beneficial to investigate additional aspects of adherence to traditional gender norms through the use of an instrument that assesses multiple aspects of gender roles.

The work of Bogle (2008) and Eaton et al. (in press) highlight the incidence of hookups and dating with regard to race/ethnicity and regionality. Bogle's qualitative findings on hookup culture were collected from predominantly White undergraduates at colleges in Pennsylvania. The research of Eaton et al., which demonstrated dating to be more common than hooking up among both White and Hispanic college students, was conducted at a primarily Hispanic

university in Florida attended largely by commuter students. The data from the present study were collected at a moderate size public university with a predominantly White population. Examining the current study's findings along with the two above studies elicits the question: what plays a bigger role in hookup culture: race/ethnicity or region? These two factors may potentially influence findings on hookup culture in a significant way. Additional research that highlights the impact of both region and race/ethnicity on hooking up is therefore necessary to better elucidate the role that these two factors may play in this sexual script.

The current study presents new knowledge about the role of conformity to gender norms in the hookup script. Based on the present study's results, and in the context of the current literature about hookups, future studies should further examine the role of gender norms on hookup experiences by inquiring about aspects of fidelity, modesty, and appearance and how they relate to this sexual script. Prospective studies could assess the impact of gender norms on hookups for both men and women by further examining the influence of these specific elements of adherence to traditional gender roles in greater detail. This could be addressed by utilizing additional measures that specifically address aspects of fidelity, modesty, and appearance.

The current study focused in detail on the experiences of women during hookup and date encounters. However, there was no investigation of hooking up among male subjects. Research examining the hookup experience for college-aged men could be an invaluable step in examining hookup culture as a whole. Looking more closely at the experience of men who hookup, especially the positive and negative affective experiences, the endorsement of traditional masculine gender norms, the frequency of engaging in coercive behaviors, and the endorsement of specific script elements during a hookup encounter, could significantly add to the current literature on this sexual script. Further exploration of hookups among male college students is



therefore warranted due to the potential for it to provide valuable additional information about the experience of hooking up.

Another important facet of sexual behaviors that was not investigated in the present study is hookup culture among those who do not identify as heterosexual. There is a need for additional research that investigates hookup culture and dating among college students who identify as gay, lesbian, and bisexual. Are the heteronormative scripts of dating and hooking up present among those who identify as non-heterosexual, and to what extent do gender norms play a role in the sexual behaviors and scripts common among this population? Further study is warranted to better understand these factors in an undergraduate environment that is increasingly more supportive of non-heterosexual identities.

This study's findings raise several thought-provoking questions. The results from the present study demonstrate that in some ways things are changing for young adults, in that casual sexual encounters such as hookups have become more commonplace than in the past. However, results from the present study also show that despite the existence of this new sexual norm, the hookup script itself is strikingly similar to the date script with regard to traditionally gendered norms. Will the current rate of hookups steadily increase, or are we in a time of flux that signals the start of a new, oncoming trend? Perhaps the pendulum is swinging back toward an increase in dating among the college population. Similarly, are the increasingly popular scripts of talking and hanging out variations on the current scripts of dating and hooking up, or different names for similar phenomena? Researchers need to be on the lookout for other types of changes in sexual behavior and different scripts seen among the college population. Awareness of the emergence of new scripts on college campuses should be viewed as a priority due to the extent to which these experiences can negatively or positively impact the wellbeing of today's undergraduate youth.

Finally, an important outcome of this study is the idea that educators and counselors involved in the lives of college students need to practice a non-judgmental stance toward the sexual choices demonstrated by this population. Due to the persistence of the sexual double standard, undergraduate women are one group who especially need support and validation for their sexual decision-making. As a result, it is important to encourage college-aged women to pursue sexual experiences that they determine to be consensual, satisfying, and fulfilling. Professionals who play a significant role in the lives of college students should therefore be encouraged to serve as advocates for women's sexual empowerment and assist women in pursuing the goal of engaging in sexual behaviors that are in line with their own needs and desires.

### **Conclusions**

The goal of this study was to further understand multiple aspects of hookup culture. This included answering questions such as who hooks up, what constitutes the hookup script, how hookups differ from dates, and what the positive and negative experiences of hookups among undergraduate women entail. Measures assessing consent, sexual history, adherence to gender norms, and affective reactions were used to evaluate how these elements are involved in the heterosexual hookup and dating scripts of college-aged women.

The findings of the present study represent one of the first attempts to investigate in detail the role of gender norms in participation in hookup encounters. Similar to previous studies, this research study investigated a variety of factors to assess their relationship with hookups, including sexual history, experiences of coercion, prevalence of alcohol use, and positive and negative emotional reactions. However, this study has expanded the current literature by also specifically assessing several facets of gender role conformity and how they relate to the sexual

scripts of dates and hookups. The intention of the study was to better understand how adherence to traditional gender norms may influence the decision to engage in, and the affective experiences of, hooking up. Overall, the findings from the present study indicate that the number of previous sexual partners, the experience of sexual coercion, and negative affect are endorsed more often by women who engaged in hookups than women who went on dates. Additionally, several factors involved in gender role adherence, including modesty, fidelity, and appearance, were found to correlate with hooking up.

The conclusions drawn from the results of the present study have the potential to influence our knowledge and understanding of the hookup script in a number of ways. However, additional research is necessary to better understand the role that gender norms play in the decision to engage in hooking up, as well as how gender roles correlate with the positive and negative reactions to these encounters. Further study is warranted to better understand these variables and their relation to hookup culture as a whole.

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## Appendix A

## Phase One Questionnaire

A. Please answer the following questions.

1. What is your gender?

Male            Female            Transgender

2. What is your age?

3. What is your class year?

Freshman            Sophomore            Junior            Senior

4. What semester are you currently in?

First            Second            Third            Fourth            Fifth or higher

5. What is your major?

6. What is your race/ethnicity?

Native American            Asian            Black/African American            Hispanic/Latino

White/Caucasian            Multiracial

B. Please think specifically about your first semester of college and indicate which of the following actions or events took place during your first semester.

1. I made the Dean's List.

2. I participated in community service.

3. I joined a student group or club.

4. I joined Reserve Officers' Training Corps (ROTC).

5. I attended a function hosted by a Greek organization.

6. I had casual sexual activity with no strings attached outside of a relationship.



7. I got drunk to the point of losing consciousness or blacking out.
8. I received a drug or alcohol violation.
9. I failed an exam.
10. I failed a class.

C. Please answer the following questions to the best of your ability. Some of the questions are sensitive in nature, but it is important that you answer honestly.

1. What is your sexual orientation?

Heterosexual      Bisexual      Lesbian      Gay      Questioning      Pansexual

2. At what age did you have your first experience of sexual intercourse (anal or vaginal)?

3. How many sexual (anal or vaginal) partners have you had in your lifetime?

4. Have you ever had recreational sex with no strings attached outside of the confines of a relationship? This could have involved engaging in any form of casual sexual activity (anything from kissing to intercourse).

Yes    No

D. Please answer the following questions to the best of your ability. (Only answer following questions if endorsed B6)

“Recreational sex with no strings attached outside of the confines of a relationship that could have involved engaging in any form of casual sexual activity (anything from kissing to intercourse).”

Please think about a specific encounter of this kind that occurred during your first semester of college and answer the following questions.

1. What would you call this experience?

Hanging out          Hooking up          One night stand          Date          Other

2. Did you or your partner drink alcohol before this experience?

I drank alcohol          My partner drank alcohol

We both drank alcohol          No one drank alcohol

3. Who initiated this experience?

I initiated          The other person initiated          Initiation was mutual

4. How satisfied were you with this experience?

Not at all satisfied          Not very satisfied          Somewhat satisfied

Very satisfied          Extremely satisfied

## Appendix B

## Conformity to Feminine Norms Inventory-45

## Instructions:

The following pages contain a series of statements about how people might think, feel or behave. Thinking about your own actions, feelings and beliefs, please indicate how much you personally agree or disagree with each statement by choosing SD for "Strongly Disagree", D for "Disagree", A for "Agree", or SA for "Strongly agree" to the right of the statement.

1. I would be happier if I were thinner.

SD D A SA

2. It is important to keep your living space clean.

SD D A SA

3. I spend more than 30 minutes a day doing my hair and make-up.\*

SD D A SA

4. I tell everyone about my accomplishments.\*

SD D A SA

5. I clean my home on a regular basis.

SD D A SA

6. I feel attractive without makeup.\*

SD D A SA

7. I believe that my friendships should be maintained at all costs.

SD D A SA

8. I find children annoying.\*

SD D A SA

9. I would feel guilty if I had a one-night stand.

SD D A SA

10. When I succeed, I tell my friends about it.\*

SD D A SA

11. Having a romantic relationship is essential in my life.

SD D A SA

12. I enjoy spending time making my living space look nice.

SD D A SA

13. Being nice to others is extremely important.

SD D A SA

14. I regularly wear make-up.

SD D A SA

15. I don't go out of my way to keep in touch with friends.\*

SD D A SA

16. Most people enjoy children more than I do.\*

SD D A SA

17. I would like to lose a few pounds.

SD D A SA

18. It is not necessary to be in a committed relationship to have sex.\*

SD D A SA

19. I hate telling people about my accomplishments.

SD D A SA

20. I get ready in the morning without looking in the mirror very much.\*

SD D A SA

21. I would feel burdened if I had to maintain a lot of relationships.\*

SD D A SA

22. I would feel comfortable having casual sex.\*

SD D A SA

23. I make a point to get together with my friends regularly.

SD D A SA

24. I always downplay my achievements.

SD D A SA

25. Being in a romantic relationship is important.

SD D A SA

26. I don't care if my living space looks messy.\*

SD D A SA

27. I never wear make-up.\*

SD D A SA

28. I always try to make people feel special.

SD D A SA

29. I am not afraid to tell people about my achievements.\*

SD D A SA

30. My life plans do not rely on my having a romantic relationship.\*

SD D A SA

31. I am always trying to lose weight.

SD D A SA

32. I would only have sex with the person I love.

SD D A SA

33. When I have a romantic relationship, I enjoy focusing my energies on it.

SD D A SA

34. There is no point to cleaning because things will get dirty again.\*

SD D A SA

35. I am not afraid to hurt people's feelings to get what I want.\*

SD D A SA

36. Taking care of children is extremely fulfilling.

SD D A SA

37. I would be perfectly happy with myself even if I gained weight.\*

SD D A SA

38. If I were single, my life would be complete without a partner.\*

SD D A SA

39. I rarely go out of my way to act nice.\*

SD D A SA

40. I actively avoid children.\*

SD D A SA

41. I am terrified of gaining weight.

SD D A SA

42. I would only have sex if I was in a committed relationship like marriage.

SD D A SA

43. I like being around children.

SD D A SA

44. I don't feel guilty if I lose contact with a friend.\*

SD D A SA

45. I would be ashamed if someone thought I was mean.

SD D A SA

CFNI-45 Domain Questions Key:

Sweet and Nice: 13, 28, 35, 39, 45

Relational: 7, 15, 21, 23, 44

Thinness: 1, 17, 31, 37, 41

Romantic Relationship: 11, 25, 30, 33, 38

Sexual Fidelity: 9, 18, 22, 32, 42

Domestic: 2, 5, 12, 26, 34

Care for Children: 8, 16, 36, 40, 43

Invest in Appearance: 3, 6, 14, 20, 27,

Modesty: 4, 10, 19, 24, 29

\* Reverse scored items

## Appendix C

## Demographics and Hookup Experience Questionnaire

A. Please answer the following questions.

1. What is your age?

2. What is your class year?

Freshman                  Sophomore                  Junior                  Senior

3. What is your race/ethnicity?

Native American      Asian                  Black/African American      Hispanic/Latino

White/Caucasian      Multiracial

B. Please answer the following questions to the best of your ability. Some of the questions are sensitive in nature, but it is important that you answer honestly.

1. What was your dating experience in high school? (please choose all that apply)

I never dated    I dated one or more individual(s)

I had one or more monogamous partner(s)      I hooked up with one or more individual(s)

2. How many sexual partners (anal or vaginal) have you had in your lifetime?

C. **Hooking up** is defined as recreational sex with no strings attached and involves engaging in any form of casual sexual activity (anything from kissing to intercourse) outside of the confines of a relationship. Using this definition, please answer the following questions.

1. Have you ever been involved in a hookup?

Yes      No



2. How many hookups partners have you had in the past 12 months?
3. How many hookup partners have you had in your lifetime?

D. Please think of your most recent heterosexual hookup experience and answer the following questions. (Only answer if endorsed Question C1)

1. How long had you known this person before your hookup?

I just met them

I had known them for less than 1 month

I had known them for 1-6 month

I had known them for more than 6 months

2. At the time of the hookup encounter, what did you consider this person?

Friend          Acquaintance          Stranger

3. Who initiated the hookup?

I initiated          The other person initiated          Initiation was mutual

4. During your most recent hookup encounter which of the following events/actions took place?

(please check all that apply):

1. I flirted/smiled/winked
2. I drank alcohol
3. I felt aroused
4. I made out
5. I initiated making out
6. I accepted making out
7. I rejected making out

8. I had sex (oral, vaginal, or anal)
9. I initiated sex (oral, vaginal, or anal)
10. I accepted sex (oral, vaginal, or anal)
11. I rejected sex (oral, vaginal, or anal)
12. I exchanged personal information with my hookup partner
13. I expected future romantic interactions with my hookup partner
14. I experienced future romantic interactions with my hookup partner
15. I received comments from others about my hookup encounter

E. Please answer the following questions.

1. How common are hookups on IUP's campus?

Not at all      A little      Somewhat      Very      To a Great Extent

2. How common are hookups on the average college campus in the United States?

Not at all      A little      Somewhat      Very      To a Great Extent

3. Have you ever made negative comments to someone after they engaged in a hookup?

Yes      No

Please feel free to explain your answer or elaborate in the space provided below:

4. Have you ever received negative comments from someone after you engaged in a hookup?

Yes      No

Please feel free to explain your answer or elaborate in the space provided below:

5. In your view, are hookups **overall** a positive or negative experience for women?

Positive      Negative

Please feel free to explain your answer or elaborate in the space provided below:

## Appendix D

## Modified Sexual Experiences Survey

*For individuals who endorsed having engaged in a hookup:*

Instructions: Please think of your most recent hookup encounter and answer yes or no to the following questions.

During your most recent hookup experience with a man, did you:

1. Have sexual intercourse with a man when you both wanted to? Y N
2. Have a man misinterpret the level of sexual intimacy you desired? Y N
3. Experience a situation where a man became so sexually aroused that you felt it was useless to stop him even though you did not want to have sexual intercourse? Y N
4. Have sexual intercourse with a man when you didn't really want to because you felt pressured by his continual arguments? Y N
5. Find out that a man had obtained sexual intercourse with you by saying things he didn't really mean? Y N
6. Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he threatened to use physical force (twisting your arm, holding you down, etc.) if you didn't cooperate? Y N
7. Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he used physical force (twisting your arm, holding you down, etc.) if you didn't cooperate? Y N

*For individuals who did not endorse having engaged in a hookup:*

Instructions: Please think of your most recent sexual encounter and answer yes or no to the following questions.

During your most recent sexual experience with a man, did you:

1. Have sexual intercourse with a man when you both wanted to? Y N
2. Have a man misinterpret the level of sexual intimacy you desired? Y N
3. Experience a situation where a man became so sexually aroused that you felt it was useless to stop him even though you did not want to have sexual intercourse? Y N
4. Have sexual intercourse with a man when you didn't really want to because you felt pressured by his continual arguments? Y N
5. Find out that a man had obtained sexual intercourse with you by saying things he didn't really mean? Y N
6. Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he threatened to use physical force (twisting your arm, holding you down, etc.) if you didn't cooperate? Y N
7. Have sexual intercourse or engage in sexual acts with a man when you didn't want to because he used physical force (twisting your arm, holding you down, etc.) if you didn't cooperate? Y N

## Appendix E

## Positive and Negative Affective States Questionnaire

Instructions for Hookup group: Please think of your most recent hookup encounter and indicate to what extent you experienced the following reactions during and after this experience (choose either **Not at all**, **Somewhat**, or **A great deal**):

Instructions for Dating group: Please think of your most recent dating encounter and indicate to what extent you experienced the following reactions during and the day after this experience (choose either **Not at all**, **Somewhat**, or **A great deal**):

1. I felt desired or wanted during the encounter.

Not at all      Somewhat      A great deal

2. I felt experimental

Not at all      Somewhat      A great deal

3. I felt beautiful or sexy

Not at all      Somewhat      A great deal

4. I learned a new technique or position

Not at all      Somewhat      A great deal

5. I had a great time

Not at all      Somewhat      A great deal

6. I experienced excitement

Not at all      Somewhat      A great deal

7. I experienced satisfaction

Not at all      Somewhat      A great deal

8. I experienced sexual pleasure or orgasm  
Not at all      Somewhat      A great deal
9. I experienced positive feelings toward my own body  
Not at all      Somewhat      A great deal
10. I felt sexually experienced  
Not at all      Somewhat      A great deal
11. I felt empowered  
Not at all      Somewhat      A great deal
12. I experienced feelings of conquest  
Not at all      Somewhat      A great deal
13. I felt comfortable  
Not at all      Somewhat      A great deal
14. I felt secure  
Not at all      Somewhat      A great deal
15. I felt in control  
Not at all      Somewhat      A great deal
16. I felt guilty  
Not at all      Somewhat      A great deal
17. I felt regretful  
Not at all      Somewhat      A great deal
18. I felt ashamed  
Not at all      Somewhat      A great deal
19. I felt embarrassment

- |  | Not at all | Somewhat | A great deal |
|--|------------|----------|--------------|
| 20. I felt trapped                               |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 21. I felt used                                  |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 22. I felt sad or depressed                      |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 23. I felt like I couldn't leave                 |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 24. I felt dirty                                 |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 25. I felt scared                                |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 26. I felt I harmed my reputation                |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 27. I felt uncomfortable                         |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 28. I felt obligated to complete the interaction |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 29. I felt taken advantage of                    |            |          |              |
|  | Not at all | Somewhat | A great deal |
| 30. I felt out of control                        |            |          |              |
|  | Not at all | Somewhat | A great deal |