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TABLE OF CONTENTS

iv EDITORIAL TEAM

v GENERAL INFORMATION

vi LETTER FROM THE EDITOR

1 BEHAVIORS VIEWED AS DEPLORABLE BY PEERS: A DIFFERENT APPROACH TO PROGRAMMING TO CURB UNACCEPTABLE BEHAVIORS IN FRATERNITIES AND SORORITIES

GORDON W. MAPLES, VANDERBILT UNIVERSITY, EMILY PERRIN BRITT, UNIVERSITY OF KENTUCKY, JOHN M. BRAXTON, VANDERBILT UNIVERSITY, AND AMY S. HIRSCHY, UNIVERSITY OF LOUISVILLE

This article posits a different approach to social norm programming by presenting a targeted approach that centers attention on the degree to which members of a fraternity or sorority disdain excessive alcohol use, drug use, sexual assault, racism, and homophobia rather than a focus on the frequency of such behaviors of their peers. An appendix to this article provides a survey instrument for fraternity/sorority advisors to gauge the social norms of their chapters in regards to a handful of specific illicit behaviors – homophobia, racism, sexual assault, drug use, and alcohol use. While social norms interventions have met with limited success historically with fraternity and sorority members, this instrument and its proposed implementation are designed to evade the pitfalls of past fraternity/sorority-focused programs.

23 NEEDS AND STRESS IN FRATERNITY AND SORORITY LIFE: EVIDENCE OF SOCIAL AND BEHAVIORAL DIFFERENCES AMONG SORORITY AND FRATERNITY MEMBERS

GABRIEL SERNA, MICHIGAN STATE UNIVERSITY, DAWN WIESE, PLAID, AND STEPHEN SIMO, UNIVERSITY OF RHODE ISLAND

The article provides an evidence-based overview of unique research on social and behavioral differences between self-identified sorority women and fraternity men in their need and stress behaviors as measured by the Birkman assessment. The data allow campus-based professionals to understand how they may approach educational programs differently for fraternity men and sorority women based on their social and behavioral differences. The differences between sorority women and fraternity men demonstrate how these populations may respond differently to educational programming because of the measured behavioral and social differences.

ASSESSING THE ONLINE MANAGEMENT OF ALCOHOL POLICIES AND ALCOHOL EDUCATIONAL PROGRAMMING AMONG GREEK STUDENT ORGANIZATIONS – A CONTENT ANALYSIS

JILL RUSSETT, CHRISTOPHER NEWPORT UNIVERSITY, AND KAITLYN OATES, HOSPITAL FOR BEHAVIORAL HEALTH

College student drinking remains a public health concern and Fraternity/Sorority organizations have consistently documented higher rates of alcohol use than their peers. However, these groups are also likely to be proactive in addressing risk management of alcohol use. The authors conducted a content analysis of nationally recognized fraternity/sorority websites, aimed at identifying harm reduction strategies in place among these groups. While the majority of fraternities/sororities reviewed had readily accessible alcohol related policies, fewer organizations were identified as having adapted alcohol related education programs. Best practices suggest having strong policies and educational programming lead to reduced consequences related to alcohol use.

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Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors advances the study of college fraternities and sororities through a peer reviewed academic journal promoting scholarly discourse among partners invested in the college fraternal movement. The vision of *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* is to serve as the premier forum for academic discourse and scholarly inquiry regarding the college fraternity and sorority movement.

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SUBMISSIONS:

Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors accepts submissions focused on articulating research involving fraternity and sorority members at the collegiate, alumni, inter/national organization, and volunteer advisory levels. Manuscripts should be written for the student affairs generalist who has broad responsibility for educational leadership, policy, staff development, and management. Articles on specialized topics should provide the generalist with an understanding of the importance of the program to student affairs overall and fraternity/sorority advising specifically.

Research articles for *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* should stress the underlying issues or problems that stimulated the research; treat the methodology concisely; and, most importantly, offer a full discussion of results, implications, and conclusions. In the belief that AFA readers have much to learn from one another, we also encourage the submission of thoughtful, documented essays or historical perspectives.

Visit www.afa1976.org for more detailed submission guidelines.