Spring 2019

Using Emotional Design and Culture Analysis to Develop an Effective Anti-Drinking and Driving Poster Campaign in Butte, Montana

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Montana Tech

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Using Emotional Design and Culture Analysis to Develop an Effective Anti-Drinking and Driving Poster Campaign in Butte, Montana

By

Geeta Shrestha

A meta-document submitted in partial fulfillment of the requirements for the degree of

Master of Science in Technical Communication

Montana Technological University

2019
ABSTRACT:

Driving Under the Influence (DUI) is a serious problem in the United States. According to a Mothers Against Drunk Driving (MADD) report in 2017, drunk driving kills 10,000 Americans every year. During 2016, Montana's alcohol impaired fatality rate ranked among the highest in the nation. Montana communities have attempted to implement several programs to try and reduce alcohol impaired driving fatalities and injuries. Educational campaigns, tougher DUI laws, ignition interlock systems, and Mariah's Challenge are a few such attempts. However, Montana's DUI problem has not been significantly reduced. This project studies drinking culture in Butte, Montana. It also examines the effectiveness of current DUI laws and public information campaigns concerning this issue. This study combines focus group interviews and content analysis to help identify potentially effective messaging for a poster campaign. Three posters were developed based on focus group interview responses, culture analysis, and emotional design principles. The overall goal of the project is to design an effective public education campaign and help reduce the tragedies associated with drinking and driving in Butte, Montana.
ACKNOWLEDGMENTS

I would like to acknowledge my project committee chair Dr. Chad Okrusch for his encouragement, guidance, and support. I would also like to extend my sincere thanks to all the committee members: Dr. Pat Munday, Dr. Dawn Atkinson, and Mr. Jon Wick for their support and help to enrich this project study. I would also like to thank my husband Dr. Kishor Shrestha and my family members for their continued support to accomplish this project.
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1. Introduction and Inquiry Question

*Story Behind This Project:*

When I first came to Butte, Montana from Nepal, I found Butte similar in some ways to my hometown, Kathmandu, the capital city of Nepal. Both of them are surrounded by hills and at approximately the same elevation. However, for me, everything in Butte was new, such as the weather, language, and especially culture.

I noticed Butte people often drive even after they drink alcohol. It was quite surprising to me and to my thirteen-year-old son because Nepal has a zero-tolerance law against drinking and driving. Later, I came to know that Montanans have the legal right to drink and drive at or below a 0.08 percent blood alcohol content (BAC) level. However, I realized many people do not respect the BAC and the driving under the influence (DUI) law.

In studies of and conversations with Butte people, I came to understand that Butte has a long history of drinking culture as Nepal does. Among many ethnic communities in Nepal, brewing and drinking alcohol is a common activity and is considered socially acceptable. These communities require alcohol to worship and accomplish rituals and other functions. Being a multicultural and multiethnic country, alcoholic drinks have long been incorporated into ceremonies and celebrations throughout Nepal. With this culture and tradition, many cities in Nepal faced a serious DUI problem. Beginning in December 2012, Nepalese police started an effective campaign to control drinking and driving (The Kathmandu post, 2013). At first government conducted awareness campaigns against drinking and driving and then enforced zero-tolerance DUI laws.
With this background, I became interested in this study as a way of contributing to reducing Butte’s drinking and driving problem.

Introduction:

Montana ranked among the worst states in the nation for alcohol-impaired driving fatality rates according to a 2018 Montana Department of Transportation (MDT) report. Montana, a state with just over 1 million citizens, had 419 fatalities and serious injuries involving impaired drivers in 2015 alone.

Butte has a long history of brewing and drinking alcohol. As a "wide-open" copper mining town, drinking and driving was a common activity and was considered socially acceptable in Butte (Murphy, 1997, p 2). This drinking culture continues to this day, and the community and state face a chronic and deadly driving under the influence (DUI) problem. According to U.S. Centers for Disease Control and Prevention, 2014, drunk driving has killed 932 people in Montana in the ten-year period from 2003 through 2012.

Compared to other countries and U.S. states, Montana's drunk driving laws are weak. Nepal, for example, has a zero-tolerance policy. Nepal shares a culture of celebration and drinking but has had far fewer drunk driving fatalities after the enforcement and implementation of a zero-tolerance law against drinking and driving. There, police officers regularly conduct sobriety checkpoints on the roads. They can stop vehicles without question if they suspect someone has been drinking and driving.

Compare that to Montana, where people continue to measure the distance from one place to another by the number of beers they consume along the way (KPAX-TV, 2012). Existing public
health campaigns, policies, and DUI laws seem to have had little to no effect on reducing drunk
driving related deaths. Impaired driving is a complicated issue in Butte. People simply do not
recognize the dangers and continue to act in ways that put themselves and others in danger.
Montanans do not see anything wrong with drinking and driving. Why?

My project objectives are to:

1. Analyze Butte’s drinking culture.
2. Analyze DUI laws and public policies.
3. Use principles of emotional design to create a poster campaign against drunk driving.

I based the poster campaign on the following steps: (1) two focus group interviews; (2) analysis
of Butte’s DUI data (2010 through 2017); (3) a content analysis of the focus group data; (4) data
interpretation applied to judge the positive and negative points of recent anti-drunk driving
posters, and of Butte’s drinking culture. All these steps have been addressed in my project work
in order to encourage people to re-think their decision to get behind the wheel when they are
under the influence of alcohol.
2. Literature Review

*Drinking Culture and History of Butte, Montana:*

Until 2005, it was legal to drink and drive in Montana. In addition, before 2005, there was no speed limit on major highways and in rural areas (Gouras, 2010). Butte, a historic mining city, has a long history of drinking culture; beginning in the 19th century drinking in Butte was governed by clearly defined and understood social rules.

In the beginning of the 19th century, Butte consumed 1,000,000 glasses of beer a day, and beer was the democratic “fluid of inspiration” for the city’s ethnically diverse citizens (Lozar, 2006, p. 1). According to Lozar, with the end of the Civil War, ethnically diverse miners flowed into the Big Butte area. Many of these miners were from Central and Eastern Europe, major beer producing areas. They brought their own beer recipes and brewing skills with them, and built breweries near readily available water. In this way, in the course of Butte’s history, it has been home to 32 breweries and breweries produced over 1.3 million gallons of beer each year. (Lozar, 2006). With the rise of saloons, people drank in public and commercial arenas, and Butte was rollicking, gritty, and famous for its nightlife (Murphy 1994, p 2.). Murphy notes that Butte took great pride as a wide open town, and gambling, drinking, fighting, and prostitution flourished among its working-class citizens.

Binge drinking, drunk driving, underage drinking, and driving under the influence is still a huge part of Butte’s culture (Gouras, 2010, p. 2). Anecdotal evidence reveals that even today, some Butte people measure the distance from one place to another by the number of beers consumed: for example, the distance from Missoula to Helena is about a 6-pack. This cultural and legal acceptance of drinking and driving is one factor that contributes to Butte’s obvious problem.
Even today, open container laws permit public drinking in the city of Butte, but it is against the law throughout the rest of Montana.

**DUI Policy, Laws, and Practices:**

A Mothers Against Drunk Driving (MADD) 2018 report said Montana has done little to reduce drunk driving since the state’s 0.08 percent blood alcohol law was enforced in 2003. After heavy pressure from the federal government, Montana passed its open container law in 2005, which prohibits drinking while driving a vehicle.

State-approved chemical dependency treatment, 24/7 sobriety tests, and the installation of ignition interlocks are some of the initiatives running in Montana to stop drunk driving. In a 24/7 sobriety test, anyone arrested for a second or subsequent DUI is required to submit to a breath test, twice a day. These are paid for by offenders. Ignition interlock devices are breathalyzers installed in DUI offenders’ vehicles that require drivers to give a breath sample before the vehicle will start. Although interlocks are ordered for repeat DUI offenders in Montana, they are not mandatory for first offenses.

In every U.S. state, including Montana, if a driver has a blood alcohol concentration of 0.08 percent, he or she considered too drunk to drive. DUI penalties in Montana include fines, jail time, court-ordered treatment, alcohol assessment and education programs, suspension or revocation of driving privileges, and felony charges for fourth and subsequent DUI convictions. Nevertheless, 4,392 people were arrested in 2016 under the influence of alcohol; of this total, 183 people were arrested in Butte according to Butte law enforcement records.
Community mobilization and public campaigns that have implemented emotional design strategies while addressing substance abuse, such as Mariah’s challenge and the Montana Meth Project, have demonstrated some marginal effectiveness locally and nationally. Moreover, Mothers Against Drunk Driving (MADD) and Student Against Destructive Decisions (SADD) work nationally to combat the DUI problem.

*Visual Perception and Cognitive Dissonance:*

Malamed’s (2009) book *Visual Language for Designers: Principles for Creating Graphics that People Understand* explains how to apply visual design and cognitive theory to improve learning. Figure 1 shows how the human information processing system works in human mind. The figure indicates that information consists of three memory components: sensory memory, working (short-term) memory, and long-term memory. Information from the outer world enters through the eyes or ears and is gathered into sensory memory. Through the cognitive process of selecting, the mind filters these large amounts of information and transfers it to the working memory. Then, the working memory decides whether to transfer the information to the long-term memory (which is called cognitive process of organizing) based on existing cognitive load. Long-term memory has unlimited space, which activates and integrates the relevant knowledge, associations that users have with the objects, and memories they evoke. This process is also called the cognitive process of integrating. This information transfers to long-term memory and retrieves to the working memory when necessary.
In this project, knowledge of the information processing system in the human mind has been taken into consideration to design posters that can be understood at the cognitive and emotional level.

*Human Cognition and Its Principles:*

Visual perception, pattern, color, language, and typography are some of the important factors that determine the effectiveness of any poster. Different people perceive and respond to a message differently. Norman says in his 2004 book *Emotional Design: Why We Love (or Hate) Everyday Things* that emotions drive behaviors. He further says emotions captures our body and mind. He came up with the concept of emotional design to explain how objects, including posters, can affect people. He identified three different levels of cognitive and emotional processing: visceral, behavioral, and reflective. On the visceral level of design, the user gives importance to how an object looks, feels, and sounds. It involves a rapid judgement of what is good or bad according to looks. An object is liked or disliked based on its appearance. On the behavioral level of design, an object is liked or disliked based on function and usability (effectiveness of the use). Looks do not matter at this level. The third level of design, the reflective level, is conscious and depends on the human mind. An object has significance based on its branding, prestige, and individual satisfaction.
How Emotive Posters are Effective at Reducing DUIs:

The article “A Systematic Review: Effectiveness of Mass Media Campaigns for Reducing Alcohol-Impaired Driving and Alcohol-Related Crashes” by Yadav and Kobayashi (2015) forms a logical framework of causal relationships between different types of interventions and road crashes. Figure 2 shows that informational campaigns communicated through emotive advertisements can change attitudes and knowledge. These changes can subsequently result in behavioral changes that may help to reduce drinking and driving habits and, ultimately, crashes, injuries, and deaths.

**Figure 2:** Logical Framework of Causal Relationships between Different Types of Interventions and Road Crashes Yadav & Kobayashi, (2015, p. 2)
3. Methodology and Data Collection

In this study, drinking is not considered to be a major problem but driving under the influence of alcohol is. To begin to explore the depth of the problem, I conducted the literature review (above) on the issues of drinking and driving culture in Montana, especially in Butte. To address the objective of this graduate project, I also conducted two focus groups. The first focus group interview was conducted with individuals who have been charged for DUI single or multiple times. I conducted the second focus group interview with Montana Tech undergraduate students. Subsequently, I used content analysis methodology to analyze the responses provided by the participants. Each participants in focus group one were paid $20 for their participation.

3.1. Sampling Method for Selection of Focus Group Participants

To collect insider data regarding drunk driving in Butte, I used focus group interviews. I selected the focus group interview technique for this research study because it gives participants the opportunity to share their views in their own words.

When selecting participants for focus group one, I used a stratified random sampling method based on sex. The participants in this group were between 31 and 50 years old, and all of them had been charged with DUIs, either one or multiple times. A random sampling method was used to select participants for focus group two. The age of the Montana Tech participants was between 21 and 35 years. In my study, six participants took part in focus group one, and 11 participants took part in focus group two.
3.2. Procedure

Before each focus group interview started, I informed participants that I would take notes, that the notes would only be used for research purposes, and that they would not be accessible to anyone else. Participants were also informed that their personal information would not be published anywhere. In addition, I also let them know that there were no right or wrong answers to the questions. Prior to starting the interview, participants completed a standard consent form and provided demographic information (i.e., sex and age). The consent form is presented in Appendix A. The focus group interview consisted of two sessions: during the first session, participants evaluated several posters, and during the second session, they answered a series of questions.

3.3. First Session (Poster Evaluation)

During the first session, participants evaluated five posters. The major focus of this session was to select the most effective poster from participants’ points of view. For this session, I chose five posters showing the consequences of DUI, which were gathered using a Google search. These posters are presented in Appendix B. Based on participants’ responses, one poster was designed for an anti-drunk driving campaign, which could be an influential tool to dissuade people from drinking and driving.

I labeled the posters used during the focus group interview A, B, C, D, and E. These posters contain a range of information, from complicated infographics to physical and legal consequences. I asked the participants to rank these posters on a scale from one-to-five based on their effectiveness, with five indicating most effective and one indicating ineffective. In addition to ranking the posters, I asked participants to share reasons for their rankings. I utilized an online content-analysis program called Wordle to assess the positive and negative comments received
from the participants. This program generates word clouds to reveal frequently occurring words in data.

The five posters shown to participants offered realistic glimpses of what can happen if people choose to drive under the influence of alcohol. Some of the posters combine appeals to pathos (emotion) and logos (rational logic) in terms of rhetoric. Specifically, Poster A shows a young male being arrested by a black police officer. This could be a powerful image for young white men since it undermines the notion of white male privilege. This poster would test whether criminal punishment verses personal injury is the more persuasive message. Poster B consists of information concerning the consequences of drinking and driving, which may take an offender to jail. Poster C provides legal information with many text and more images. Although it lacks white space and is thus a bit crowded, it emphasizes images over text. Poster D uses yellow, the color of caution. This poster does not try to scare people away from drinking, but it offers the solution of drinking in moderation and finding a safe ride home after drinking. Although it repeats the traditional don’t drink and drive message, Poster E mostly appeals to emotion. It uses the Dr. Seuss book title Oh, the Places You’ll Go!, which many Americans recognize, to reinforce a visual message. The participants’ opinions were incorporated to design effective, compelling, powerful, and provocative posters, which is one of the main objectives of this project.

3.4. Second Session (Interview Questions)

The purpose of the second session was to identify the root causes of drinking and driving issues and possible solutions to the drunk driving problem in Butte. This session consisted of several questions regarding drinking and driving culture, the effectiveness of current DUI laws, and probable solutions from the participants’ perspectives.
I developed eight questions for the second session of the focus group interview. These questions are listed in Appendix C. The questions are divided into three sub-sections to gather general and specific data. The objective of the first sub-section, which includes the first three questions, is to identify attitudes and perspectives about drinking and driving culture. The first question encourages participants to be honest with their responses about this sensitive topic. The second and third questions are intended to identify in what environment younger generation were grown up. The second sub-section, which contains the fourth and fifth questions, aims to assess the cognitive dissonance of people. These questions also explore in depth individuals’ perspectives regarding drunk driving. The social psychologist Festinger coined the term *cognitive dissonance*, which results from a tension between a desire and a belief. It is defined as a state of mind in which people’s beliefs do not match their behaviors (Kerkar, 2019,). The final two questions are to explore solutions, ideas, and thoughts to reduce the drunk driving problem in Butte. I used a bar chart, pie chart, and word clouds to analyze the responses received during this focus group session.

### 3.5 Data Collection

DUI data was collected from the Butte law enforcement department in December 2018. I made an appointment with George Skuletich, undersheriff, Butte Montana via an email. I then talked with him for approximately half an hour regarding Butte’s drinking and driving issues and measures taken by local law enforcement to address them. At the end of the meeting, I was provided a printed copy of DUI data, which includes the Butte DUI record for 2010 through 2017 (the 2018 data was not complete by that time). This data covers DUls recorded by Butte police and the Montana Highway Patrol. The data consists of the monthly and yearly Butte DUI record. I analyzed this data and present the results of the analysis in document section 4.
4. Results

4.1. Demographics of the Focus Group Participants

Figure 3 illustrates that the largest segment of focus group participants (53 percent) were 21 to 25 years old, and the second largest group of participants (23 percent) were 46 to 50 years old. In total, 17 participants took part in the focus groups: six participants in focus group one and 11 participants in focus group two. Out of the total number of participants, five participants (29 percent) were female and 12 participants (70 percent) were male. In focus group one, two male and two female participants were between 46 and 50 years old. Similarly, one female participant was in the age group 41 to 45 and one male participant was between 36 and 40. In the second focus group, the largest number of participants were in age group 21 to 25. Only two male participants were in age group 26 to 30.

This study does not analyze the participants’ demographics. Demographics are presented here just for the information about the participants.
4.2. Poster Evaluation Results

Figure 4 presents the results of the poster evaluation. I used ranking format to identify the most effective poster among the five. The results showed that Poster E was the most effective artifact whereas Poster C was the least effective. Figure 4 illustrates that Poster E received the highest-ranking points: 72. Out of six participants in focus group one, five participants chose Poster E as more effective, whereas six participants out of 11 in focus group two chose the same poster as more effective. Poster B ranked second in effectiveness with 54 points. Participants identified Poster C as least effective with just 35 points.

![Poster Types Table]

Figure 4: Poster Evaluation
Figures 5 and 6 show the positive and negative comments respectively received from the participants for the five posters. Participants shared many positive comments on Poster E with one negative comment. Some of the high-frequency positive comments are *scary, eye catching, graphic, showing harmful physical consequences, and informative with famous words*. In contrast, Poster C received many negative comments with only one positive comment. Posters B, D, and A have almost equal numbers of positive and negative comments from both the focus groups. Appendix D presents a full list of the comments.

![Word Cloud Image](image)

**Figure 5**: Frequency of Positive Responses Received from Participants
Figure 6: Frequency of Negative Responses Received from Participants

4.3. Interview Results

The intent of the interview session (the second session during each focus group) was to assess how Butte residents cope with drinking and driving culture. Appendix D summarizes responses to the eight questions posed during the interview.

I prepared the first question as a warm-up item to help participants feel relaxed. The question was about a well-known statement in Montana: “Have you heard Montanans measure the distance by the number of beers, such as, the distance between Butte to Bozeman is three cans of beer”? Figure 7 shows that in focus group one, all six participants agreed they had heard the statement that people measure the distance by the number of beer cans. In focus group two, 23 percent (three participants) heard this statement. Eight participants out of 11 in this group (72 percent) responded they had never heard this statement.
The purpose of the second question was to understand the current situation of Butte drinking and driving. I asked them, “What was your first memory of somebody drinking and driving.”

Figure 8 shows that most of the respondents’ first memories regarding drinking and driving center on friends, family, neighbors, and awareness programs. In focus group one, three respondents’ first memories regarding drinking and driving was their friends during high school. Another three respondents’ first memories involved their families, neighbors, and themselves during high school. In focus group two, five respondents’ first memories involved their families; two respondents recalled awareness program, such as Mariah’s challenge and DARE; one respondent recalled his neighbor; and one respondent’s first memory was when there was no open container law.
Figure 8: Responses to First Memory of Drinking and Driving

The third question was about when the participants first started drinking alcohol. Some of the respondents had their first drinking experience at quite a young age, during fifth or sixth grade, and most participants from both the focus groups had their first drinking experience in high school. All of the participants in both the groups had drinking experiences on the weekends during high school. The highest number of participants recalled that they had their first drinking experience with friends during parties or celebrations or at home with family.

Figure 9: Responses to First Experience of Drinking
The fourth question asked the respondents why people enjoy drinking at a bar. How does this relate to ignoring the risk of drinking and driving? Figure 10 shows the frequency of participants’ responses to question four. The most common reason people go to a bars is to have fun. The responses I received indicate that participants drink at bars to socialize, to get together with friends, to interact with strangers, to enjoy varied and wild atmospheres, and so on. I received similar kinds of responses to this question from both populations of focus group participants. They also shared their view that people forget everything about the risk of drinking and driving once they start drinking alcohol and socializing.

![Figure 10: Reasons Participants Enjoy Drinking at a Bars](image)

With the sixth question, I asked to the participants, “do you recall any DUI accidents among your families, friends, or in your own experience.” Figure 11 shows in focus group one, all participants confronted such kind of accidents. In focus group two, seven participants (64 percent) confronted accidents while driving under the influence, and four participants (36 percent) did not face any. The stories were surprising and dangerous. These stories are presented in Appendix D. Some of the participants came up with excuses to justify their desired choices.
They expressed their feelings that life would be easy if they would not have started drinking at early age.

![Pie charts](image)

**Figure 11:** DUI Accidents among Respondents’ Families, Friends, Own Experiences

The last three questions were about effectiveness of current DUI laws, solutions, and thoughts to reduce the drunk driving issue. I first asked the participants, “do you think current DUI laws are effective in reducing the DUI problem.” Surprisingly, all participants in both focus groups denied this statement. The participants unanimously disagreed that the existing DUI laws are effective in reducing drinking and driving. Participants said that they have seen many people who are charged with DUI offenses more than 10 times still drive to work. Some of the participants confessed they did drink and drive many times in Montana. They also said that people promote drinking and driving in Butte like come to Butte, you can walk on the street and drink, just grab a beer from the bar and enjoy it. Participants agreed that with this culture, DUI laws do not work effectively.

The next question, “What do you think could be done to stop people driving under the influence,” received many useful suggestions. The common suggestions from both groups were to implement high fines, more serious punishments, strict DUI laws, and free taxi rides from all the bars and casinos; to use technology such as mandatory breathalyzers in cars; to roll out
awareness campaigns to young generations; to designate sober drivers; to institute more sobriety checkpoints; and to hold bars and casinos responsible for people getting home safely.

The last question aimed to find out how people feel about the risk of drunk driving. Do they really plan to get back home safely before they enter the bars? In response to this question, figure 12 shows that half of the participants replied yes in group one, and in group two, all participants responded yes. They majority of participants in group two responded, they plan to get back home safe after drinking at bars and gatherings.

![Bar Chart](image)

**Figure 12:** Responses to People Plan to Get Home Safely after Drinking

Figure 13 shows Butte’s eight-year DUI record. The yearly data (green) shows that annual DUI cases are varied. DUI incidences declined from 2010 to 2012 but rose in 2013 to 262 DUI cases, the highest level in seven years.
Figure 13: Butte DUI Record

When the monthly data is analyzed, the results shows that March has the highest level of DUI records, which is true for every year. The minimum and maximum DUI cases over the eight-year period were 199 and 282 respectively. This figure also presents the calculated three-year DUI record (orange), which is comparatively flatter.
5. Analysis and Poster Development

I selected five posters focusing on the consequences of what could happen to drunk drivers. This project identified that effective posters are unique, graphically sound, and frightening and feature good combinations of colors and short, catchy messages.

5.1 Poster Evaluation Analysis

Participants chose Poster E as the most effective among the five posters. They indicated that it shows an extreme accident (which is scary), harmful consequences, and an emotional scene. Participants revealed that they found posters reflecting a fear-based anti-drunk driving message to be effective. Thus, by this poster evaluation session, it can be concluded that certain amount of fear would make people stop drinking and driving, and more people prefer emotional posters than informative posters.

Other posters also received a variety of positive comments: eye catching, graphic, simple with a direct message, to the point, appealing, emotional, and with a good choice of color. Malamed says that for information to get noticed quickly, a color indication must vary sufficiently from the background and surrounding objects. She also maintains that different colors have different physical and emotional effects: for example, in the United States, yellow evokes feelings of caution, whereas red signifies danger and anger. Poster campaigns communicate awareness about drunk driving to change behavior rather than verbally warning people what might happen. They can be effective because visuals help people think.

5.2 Interview Analysis

I structured the second session during each focus group interview using three themes: (1) the historic aspects of Butte’s drinking culture, (2) the city’s present drinking and driving problem,
and (3) solutions to reduce this problem. The first three questions provided data for analyzing Butte’s drinking culture, the second two questions help to know whether young generations still follow the same drunk driving culture, and the last three questions aim to evaluate the effectiveness of current DUI laws in Montana and further solutions to tackle the DUI problem.

Half of the respondents in my study agreed that they are familiar with the idea that people in Montana measure their driving distance by number of beer cans. A Butte police officer says it is challenging work to change people’s mindsets. The main problem is people do not consider drinking and driving a problem; people take drunk driving issue simply and ultimately that can occur a lesson. Most of the participants witnessed drinking and driving incidents among their families, friends, or neighbors. Thus, people have grown up familiar with drinking and driving. Our brain learns to recognize and interpret information based on cultural influences which we experience during formative years (Wang & Wang, 2007, p. 46). Thus, family culture influences participants’ drinking and driving behaviors. Their grandparents, parents, relatives, and neighbors have done it. Participants responded as follows:

My dad and mom used to drink excessively every evening, but my dad didn’t appear drunk.

My dad would have a beer while driving when I was young. He’d never have enough to get drunk but when we were out on the dirt roads camping or hunting, he would crack one usually.

It’s such a big mining city, most people I know they drink a lot. They drink heavily. My grandfather was a huge alcoholic and he never gave up drinking. Both my grandparents died because of alcohol.
Family upbringing and alcohol education impacts a person’s drinking behavior. Some of the participants’ families allow their children to drink, and, at the same time, they educate them not to drive after drinking. In contrast, most of the participants’ families do not care seriously about the issue of drinking and driving. One of the female participants responded:

My parents were always pretty good with drinking, they did drink but they used to have always somebody sober. My mom was not a big drinker I probably seen her drinking, maybe three times in my life. I never see my family drinking and driving, it was more the people I hung around with. People could drink but they are responsible that they could handle the wheel. They could get home and drink alcohol.

Binge drinking, drunk driving, and underage drinking and driving are still critical issues in Butte. This research study found that some people in still follow the city’s traditional drinking and driving culture. Butte’s undersheriff says that law enforcement officers have a hard time changing the way people think about drinking and driving; it is difficult in a state that allows drivers to operate vehicles with open container aboard.

My research also reveals that Butte people start drinking at quite a young age. All respondents indicated that they started drinking during high school. Often children imitate parents’ drinking behaviors, and young people are more likely to drink if their friends also do so. Several participants claimed that they used to drink on the weekends, at school, at parties, in parks, or on streets on a regular basis with friends. Some of them started drinking as a result of peer pressure. Most of the participants shared tragic stories about drinking. One respondent shared that because of peer pressure, he was persuaded to drink heavily at a friend’s party, blacked out, and drove home immediately afterwards.
This research study showed most participants aged 21 to 25 prefer drinking at bars with friends and at parties and celebrations. Many participants viewed drinking as enjoyable and as a social activity. Some said drinking helps them forget their tension and problems. Some said they drink because they get more confident and powerful when drunk. Some participants feel free to drink and drive because Montana does not have sobriety checkpoints. Some said they do not get support in need, so they need to drive even when they are drunk. Similarly, most of the participants also revealed it was unavoidable (“I could not leave my car”), while some said they drink intentionally (“I know alcohol doesn’t impair driving anyway”).

Drinking and driving is a serious problem, which not only affects the person driving, but also the person’s loved ones. Drunk driving has been affecting many putting at risk for causing accidents or highway injuries. Only a few participants had no experience with drunk driving incidents. Most of the participants had lost their family members, friends, and relatives due to drunk driving. One of the participants stated:

> I started to drink when I move back to Butte. It is a problem everywhere. Cops drink themselves. Judges drink themselves. People with high status drink and drive. So, young people see everyone drinking and driving everywhere. It’s bad but this is the culture what we have.

With these results, it can be assumed that situational and motivational aspects of drinking pass on from one generation to the next. It is not that people do not care about their lives. But once they get drunk, they forget everything about the risk of drink and driving and follow a path of risky behavior. Participants shared their knowledge and experience that once they get drunk, they lose their judgment, ability to concentrate, coordination, and ability to react quickly. An interview
excerpt from a male participant during a focus group discussion makes clear how people forget their plans once they drink.

When I was a bar tender, a kid walks in and says, “Here is my keys, I won’t be need them. Whatever happens tonight you don’t give back this key to me.” Whatever I tell, you don’t give those back to me. From the time he walks in his mentality is he is leaving his truck in the bar with the thought that no matter what he is not going to drive. I thought it is pretty cool, kids are bad drinking problem. When he was drunk full then came towards me and yelling out give me my keys. You don’t take my keys. You are not supposed to take my keys. And I said hey this is exactly what happen. This is what said, I am doing exactly what you said. I can give you ride but he said he doesn’t want to leave his truck over there.

This excerpt reflects a common issue people face with drunk driving issues. The cognitive dissonance results from a tension between a desire and a belief. One corner of the mind may stress the consequences of drunk driving. But the desire to get together with friends and enjoy alcohol at celebrations, bars, and casinos overwhelms knowledge of these consequences.

In 2005, a law made driving with an open container illegal in Montana and marked a cultural shift in the state. Nevertheless, in Montana, public drinking is only permitted in the city of Butte. Montana DUI laws include provision for penalties, such as fines, jail time, substance abuse treatment programs, driver’s license suspensions, and ignition interlocks. Almost all participants in the current study claimed existing laws have little to no effect on reducing drunk driving-related deaths and injuries. They witnessed people receiving five, 10, and up to 15 DUIs, but still driving to work. Some of the participants confessed to drinking and driving many times.
Statistics from the Centers for Disease Control, 2014 report shows an average drunk driver has driven drunk more than 80 times before a first arrest in Montana. So necessary law enforcement and its implementation could support reducing the drunk driving problem.

In Nepal, drunk driving has been significantly reduced by the use of sobriety checkpoints. Police officers can stop any vehicle anywhere and at any time on the side of the road. If drivers are caught driving drunk, they must pay fines, have their licenses suspended, and participate in counselling classes. People do not want to fall in these kinds of trouble, so drunk driving decreased significantly.

5.3 Butte DUI Data analysis

The data analysis of DUI record shows it fluctuates with no discernable lasting downward trend, which indicates that Butte’s drinking and driving culture remains unchanged and is a threat to public safety. This data shows clearly that efforts implemented by state and local government, and by the local community, have not measurably reduced the drunk driving problem in Butte.

Saint Patrick’s Day in Butte has historically been the town’s largest and most boisterous unofficial holiday (Finn, 1998, p. 105). Drinking alcohol is an integral part of the celebration, and the holiday may be the reason for high DUI rates in the month of March. The March DUI data for Butte accounts for a large portion of the total annual DUls, and it is likely that year-to-year ups and downs in the annual data stem from the day of the week that St. Patrick’s Day falls on. For example, a Wednesday celebration would likely lead to far fewer DUls than a Saturday celebration because of the need for celebrants to take off additional work days, especially if they are travelling to Butte from out of town.
6. Designed Poster

The designed poster has integrated the information received from the focus groups. I did content analysis to the responses from focus groups on poster evaluation and interview questions. With this analysis the committee chair, Dr. Chad helped me to derive the formula for poster design with a designed mockup poster. We took this formula and a mockup poster to one of my committee members, Jon Wick and he designed the final poster (shown in figure 14) based on the formula we derived.

This designed poster focusing on emotional imagery that communicates the reality of the consequences of DUI: a person’s death due to driving under the influence of alcohol. This poster aims to make people think before they get behind the wheel while under the influence of alcohol. A fear tactic is employed in this poster. The red color is used on the poster try to signify the color of blood to evoke the emotion of danger and grab attention. This poster also tries to tap into pop culture by using the texting abbreviation IRL (in real life) for a memorable tagline. The dark themed, shadows, night time tries to evoke the seriousness and emptiness and tries to trigger the emotion of viewers. So, the poster shown in figure 14 just doesn’t convey the common message ‘please don’t drink and drive’ rather it tries to evoke the emotions of people in many ways.
**Figure 14**: Designed Poster
7. Conclusion

Drinking and driving is rooted in Butte’s culture, so reducing drinking and driving in the town is a challenge. Butte has traditionally been a hardworking and hard drinking city, and it is the only city in Montana where people can drink openly on the street. Most people from Butte do not recognize or ignore the negative relationship between drinking and driving. Even funeral programs in Butte are sometimes conducted in bars.

Many local community groups have worked to reduce the problem of drunk driving. Mariah’s Challenge, one of the largest and most active groups, has a mission to educate people of all ages about dangers of drinking and driving. However, drunk driving is still a big problem. Efforts to reduce drunk driving have involved either regulatory intervention or educational campaigns like the traditional message *don’t drink and drive*. These kinds of traditional messages have not significantly reduced the problem. The main challenge is changing the behavior of drunk driving.

The responses from focus group concludes fear-based anti-drunk-driving posters are more effective than other approaches at reducing the drunk driving problem. Emotionally evocative imagery that communicates the reality of the consequences of DUI could make people think and change their drunk driving behavior. Ironic plays on popular culture artefacts, such as *Oh, the Places You’ll Go!* (The title of a popular Dr. Seuss book), could trigger people’s attention, change how they think, and ultimately change their behavior. A change in behavior will reduces injuries, crashes, and fatalities caused by drinking and driving.

Another conclusion is that, to reduce the drunk driving problem in Butte (and in Montana more widely), DUI laws need to be strictly enforced such as zero tolerance, sobriety checkpoints, and strengthening existing ignition interlock law for DUI offenders. Mandating interlocks for all
offenders, including first-time offenders, will have the greatest impact. Furthermore, the invention of new technology and devices will be an important means to reduce DUI problems in future.
8. Recommendation and Further Study

To reduce Butte’s drunk driving problem, effective socio-cultural efforts, tough laws and the power to implement them, and advanced technology are necessary. A poster campaign is one of the alternative approaches to change people’s drinking and driving behavior. An emotional, powerful, compelling poster can be used to trigger people’s emotions and encourage them not to drink and drive.

Legalizing sobriety checkpoints and using them at least once a month for random checks may reduce drunk driving deaths and crashes. When people think they will be caught, they are less likely to drive after drinking. Sobriety checkpoints can reduce drunk driving deaths by 17 percent (MADD, 2018). Nepal, for example, achieved some success in reducing drunk driving deaths and crashes through regulating sobriety checkpoints.

Strengthening the existing interlock law in Montana could be another supportive measure to reduce the drunk driving problem. A MADD 2017 report says interlock systems reduce repeat DUI offences by 67 percent. Advertisement of the interlock law is necessary as most people do not know about it. An interlock device is a breathalyzer for an individual’s vehicle. An ignition interlock measures the alcohol in a person’s system. If that amount exceeds a pre-programmed level, then the interlock temporarily locks the vehicle’s ignition. It requires the driver to blow into a mouthpiece on the device before starting the vehicle. If the resultant breath-alcohol concentration result is greater than the programmed blood alcohol concentration (which varies between countries), the device prevents the engine from being started. The interlock device is located inside the vehicle, near the driver’s seat, and is directly connected to the engine’s ignition system.
Everyone has a responsibility to eliminate drunk driving. There is a philosophy that young people can have a positive impact on other young people’s behavior. So, anti-drunk driving programs should use trained student instructors to help their classmates and peers. Additionally, bars and casinos should take responsibility and consistently provide free or subsidized taxi services for impaired drivers.

Further study regarding drinking and driving might involve researching the drinking behavior of high school youth. This study found respondents started drinking alcohol before the legal age of 21, usually during high school. So, further study could investigate how high-school aged drinkers get access to alcohol regardless of an age limit for drinking alcohol. Similarly study on parental influence, peer influence, and social influence on drinking and driving behavior could be another research area.
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Appendix A: Consent Form

MONTANA TECHNOLOGICAL UNIVERSITY
CONSENT FORM FOR RESEARCH PARTICIPATION

Study Title: “Using Principles of Emotional Design and Culture Code Analysis to Design Effective Anti-Drinking and Driving Poster Campaign in Butte, Montana”

Principal Investigator: Geeta Shrestha (MSTC Student)

IRB Study Number:
I am a student at the Montana Tech of the University of Montana, in the Department of Technical Communication. I am planning to conduct a research study, which I invite you to take part in the focus group discussion. This form has important information about the reason for doing this study, what we will ask you to do if you decide to be in this study, and the way we would like to use information about you if you choose to be in the study.

Why are you doing this study?
The purpose of the study is to analyze the culture code in Butte regarding drinking and driving and design posters using principles of emotional design.

What will I do if I choose to be in this study?
You will be asked to participate in two sessions of the focus group discussion. In the first session we evaluate some of the designed posters regarding drinking and driving and in second session we discuss on some of the questions about drinking and driving issue.

Study time: Study participation will take approximately two hours of time.

Study location: All study procedures will take place at a classroom of SMART PROGRAM office. To the best of our knowledge, the things you will be doing have no more risk of harm than you would experience in everyday life.
If you feel uncomfortable with some of the questions and answering them, you are free to not answer or skip to the next question.
As with all research, there is a chance that confidentiality of the information we collect from you could be breached – we will take steps to minimize this risk, as discussed in more detail below in this form.

What are the possible benefits for me or others?
You are not likely to have any direct benefit from being in this research study. This study is designed to learn more about drinking and driving issues in Butte. The study results may be used to help other people in the future.

How will you protect the information you collect about me, and how will that information be shared?
Results of this study may be used in publications and presentations. Your study data will be handled as confidentially as possible. If results of this study are published or presented, individual names and other personally identifiable information will not be used.
We may share the data we collect from you for use in future research studies or with other researchers – if we share the data that we collect about you, we will remove any information that could identify you before we share it.
Financial Information
Participation in this study will be paid $20 for participating in this study.

What are my rights as a research participant?
Participation in this study is voluntary. You do not have to answer any question you do not want to answer. If at any time and for any reason, you would prefer not to participate in this study, please feel free not to. If at any time you would like to stop participating, please tell me. We can take a break, stop and continue at a later date, or stop altogether. You may withdraw from this study at any time, and you will not be penalized in any way for deciding to stop participation. If you decide to withdraw from this study, the researchers will ask you if the information already collected from you can be used.

Who can I contact if I have questions or concerns about this research study?
If you have any questions about this study now or during the study, you are free to contact the principal Investigator of the Faculty Supervisor listed below.
Principal Investigator: Geeta Shrestha (MSTC Student)
Technical Communication Department
Montana Technological University
Email: gshrestha@mtech.edu

Faculty Advisor: Dr. Chad Okrusch
Department Head, Professional & Technical Communication
Montana Technological University
Email: COkusrusch@mtech.edu

Consent
I have read this form and the research study has been explained to me. I have been given the opportunity to ask questions and my questions have been answered. If I have additional questions, I have been told whom to contact. I agree to participate in the research study described above and will receive a copy of this consent form.

1. Consent for use of contact information to be contacted about participation in other studies
Initial one of the following to indicate your choice:
   ______ I agree to allow the researchers to use my contact information collected during this study to contact me about participating in future research studies.
   ______ I do not agree to allow the researchers to use my contact information collected during this study to contact me about participating in future research studies.

________________________________________________________________________
Participant’s Name (printed)

________________________________________________________________________
Participant’s Signature                                      Date
Appendix B: Pictures of Posters for Evaluation

Poster A

Poster B
OH, THE PLACES YOU'LL GO

DRIVING WHILE INTOXICATED

Poster E
Appendix C: Interview Questions

1. Have you ever heard Montanans measure the distance by the number of beers, such as, “the distance between Butte to Bozeman is 3 cans of beer.”? Have you ever thought about driving distance in this way?

2. What was your first memory of somebody drinking and driving?

3. Do you remember your first experience of drinking?

4. What do people enjoy about drinking at a bar? How does this relate to ignoring the risk of drinking and driving?

5. Can you describe any incidents or accidents while driving under the influence within your family, friends, or your own experience?

6. Do you think current DUI laws are effective in reducing driving under the influence?

7. What do you think could be done to stop people driving under the influence?

8. Do some people plan how to get home safely after drinking?

Note: ‘Drinking’ means drinking alcoholic beverage such as beer, wine, or liquor.

‘Driving under Influence’ means operating a motor vehicle while one's blood alcohol content is above the legal limit set by law, which supposedly is the level at which a person cannot drive safely. It is commonly called "drunk driving".
Appendix D: Summarized Comments from Session One (Poster Evaluation)

<table>
<thead>
<tr>
<th>Poster</th>
<th>Positive comments</th>
<th>Negative comments</th>
</tr>
</thead>
</table>
| Poster A | ✓ Shows consequences of getting caught  
✓ Easy to see  
✓ Unique sunset dragging point  
✓ Message in red color | ✓ Something you hear every day (monotonous message)  
✓ Not scary  
✓ Doesn’t show enough contrast between items  
✓ Low visibility because of dark color  
✓ Shows the last drink was the main reason to get pulled over (false interpretation)  
✓ Doesn’t draw much of an emotional reaction (not emotional) |
| Poster B | ✓ Shows more consequences (3)  
✓ Reminds situation in jail (2)  
✓ Easily understood message  
✓ Appealing  
✓ Scary thought  
✓ Emotional (lonely and sad feelings) | ✓ No contrast  
✓ Doesn’t grab attention  
✓ Funny, not serious  
✓ Very dark color  
✓ Doesn’t make you stop and think on the poster |
| Poster C | ✓ Shows different issues on one poster | ✓ Very old style (50s)  
✓ Doesn’t grab the younger generation’s attention  
✓ Not attractive to grab attention (3)  
✓ Too many frames, texts (3)  
✓ Boring (2)  
✓ Time consuming  
✓ Unclear (2)  
✓ Too much going on |
| Poster D | ✓ Most related  
✓ Informative  
✓ Uniqueness  
✓ Gets the message quickly  
✓ Gives options  
✓ Effective message  
✓ Provides safe option  
✓ Bigger, noticeable, clear message  
✓ Graphic | ✓ Doesn’t show any consequences  
✓ Everyday message  
✓ Repetition  
✓ Boring |
<table>
<thead>
<tr>
<th>Poster E</th>
<th>☑ Shows extreme accident (scary) (3)</th>
<th>☑ Makes jokes out of drinking and driving</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☑ Shows harmful consequences (2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Great contrast in the picture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Simple but direct message</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Well known quotation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Grabs attention</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Emotional (4)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Very graphic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Eye catching (5)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ To the reality, to the point</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Related to experience</td>
<td></td>
</tr>
</tbody>
</table>
Appendix E: Summarized Responses from Session Two (Interview Evaluation)

<table>
<thead>
<tr>
<th>Question no.</th>
<th>Focus Group 1</th>
<th>Focus Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yes - 6</td>
<td>Yes – 3&lt;br&gt;No – 8</td>
</tr>
<tr>
<td>2.</td>
<td>High school memories – 3&lt;br&gt;Family, friends, and neighbors – 3</td>
<td>High school memory – 5&lt;br&gt;Family – 2&lt;br&gt;Neighbor - 1&lt;br&gt;Awareness of accidents&lt;br&gt;DARE, Mariah’s Challenge – 2&lt;br&gt;When there was no open container law – 1</td>
</tr>
<tr>
<td>3.</td>
<td>Yes – 6&lt;br&gt;• In high school with friends – junior or senior level, almost every weekend&lt;br&gt;• At home with siblings, at a party&lt;br&gt;• I get myself in hospital because I was intoxicated&lt;br&gt;• After class – completely black out don’t remember leaving the bar, going to the truck and back home&lt;br&gt;• At a pretty young age probably in 5th or 6th grade&lt;br&gt;• Drinking is straight forward in Montana, started in junior level, saw much nasty stuff in school and quit drinking but again started when back to Butte but little bit</td>
<td>Yes – 11&lt;br&gt;• During party, but one of the friends stayed sober and drove us to home&lt;br&gt;• End of the senior level&lt;br&gt;• After the graduation from high school and before got to the college&lt;br&gt;• Drinking at friend’s house&lt;br&gt;• Every weekend in high school with friends with friends’ pressure&lt;br&gt;• To support a friend in a party</td>
</tr>
<tr>
<td>4.</td>
<td>• Bar is a place to gather and have fun and friendly time&lt;br&gt;• To get socialize&lt;br&gt;• To get interaction with strangers, other people, flirting with girls&lt;br&gt;• To get enjoy with music dancing, pool, large selection of drinks&lt;br&gt;• To let go daily stress, and bad decisions are made&lt;br&gt;• It’s social and fun environment for college kids&lt;br&gt;• It’s social and fun environment&lt;br&gt;• To get together and enjoy&lt;br&gt;• More people and variety along with a wilder atmosphere</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Yes – 6</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
|     | • In pretty young age me and my sister got drunk and admitted in the hospital, after that we use to sneak alcohol, parents use to hide under the sink. (My parents used to tell us drinking is fine but don’t drive after you drink. And stay away from drugs. Drinking is fine if you don’t drive.)
|     | • Both my grandparents died because of heavy drinking. People drink. This is Montana. It’s straight forward thing.
|     | • It’s a problem everywhere. Cops drink themselves. Judges drink themselves. So young people see everyone drinking everywhere. It’s bad but the culture is what it is. |

<table>
<thead>
<tr>
<th>6.</th>
<th>Not much effective – 6</th>
</tr>
</thead>
</table>
|     | • I have drunk and drive lot of in my life.
|     | • Once you drunk, forgot the laws
|     | • Have been in many funerals that was in the bar. It’s the part of culture
|     | • We promote drinking everywhere. Come to Montana, you don’t walk on the street just grab a beer from the bar and enjoy it. In this culture DUI laws can’t work. |

| 5. | Yes - 7  
<table>
<thead>
<tr>
<th></th>
<th>No – 4</th>
</tr>
</thead>
</table>
|     | • Aunt was killed by a drunk driver driving very fast on the wrong side of the highway
|     | • Roommates, Cousins wreck his vehicle while under influence,
|     | • Many friends - Most of the people learned from hard experience or way.
|     | • Severe accident because of drinking and driving left my friend paralyzed from the chest down. |

| 6. | No – 11  
<table>
<thead>
<tr>
<th></th>
<th>Yes -1, but no enough cops</th>
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</thead>
</table>
|     | • No - some of them got multiple DUI 5 or 6 times but still driving
|     | • No – like the people they get DUI get another DUI
|     | • Same person get 5 DUI still driving to work
|     | • No – No enough cops
|     | • Still many cases in Montana
|     | • People will always do whatever they wish
|     | • Some people have 5,10, 23 DUIS still driving on the road
|     | • People in Montana get 7-8 DUIS because they never get help when they need it
7.  | It’s tough in Montana.  
| Need to change the perception of younger generation.  
| All the bars and casinos should take responsibility, and they should learn how to read the stuff on people.  
| Free sleep free meal an bed  
| High fines, long treatment  
| Solution may be the technology that if you drunk you cannot drive at all.  

| Make mandatory to have the breathalyzer  
| Implement better cab services  
| High fines  
| Worse punishments  
| More sobriety checkpoints  
| Start talking about it sooner, making it not a taboo topic, widely broadcasting options  
| Having a dedicated sober driver  
| Offering free rides from every bar  

8.  | Yes – 3  
| No – 3 (never planned)  
| If some people plan, then also things get changed when they get drunk.  

| Yes - 11  
| Majority of people do plan