



Cadence And Choices: Influence Of Rap Music On Young Adults' Attitudes Toward Substance Use.

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Abstract

In the realm of popular music, rap music may influence people's behavior through its explicit lyrics. This study examines the correlation between the frequency of rap music consumption and attitudes toward substance use among young adults aged 18-35 years. Furthermore, it examines the impact of listening to of rap music on attitudes toward substance use among individuals of different genders. The study utilizes a quantitative research approach, employing convenience sampling for data collection, and correlation analysis, and a t-test for data interpretation. The hypothesis suggested a connection between the frequency of listening to rap music and positive attitudes towards substance use among young adults. Furthermore, it is hypothesized that there is a significant gender-based difference, with males being more susceptible to developing positive attitudes toward substance use due to higher exposure to rap music than females. Consistent with the initial hypothesis, there is a positive relationship exists between the frequency of rap music consumption and attitudes toward substance use among young adults. The findings reveal a significant gender-based difference, with males displaying a higher tendency for positive attitudes toward substance use and higher exposure to rap music than females. This research seeks to offer insights that could direct public health campaigns and educational strategies with the goal of promoting healthier choices and minimizing substance use among young adults. The general limitations of this study include limited qualitative insights, temporal factors, sampling bias, self-selection bias, response bias, and changing rap subgenres. The general ethical considerations applied in this study were informed consent, anonymity and confidentiality, avoiding coercion, and transparent reporting. To conclude, listening to rap music with regular recommendations for drug and alcohol use, as well as general smoking recommendations, tends to encourage substance use among young adults, according to this research study.

Key Words: Rap Music, Young Adults, Substance Use, Attitude

Chapter 1: Introduction

1.1. Overview

Music plays a crucial in young people's lives, and they are exposed to it daily. However, there is a concern that listening to certain types of music may have harmful effects on young people's attitudes (Zeena Harakeh

and Tom F.M. Ter Bogt, 2018) Among the diverse array of music genres, rap music stands out as a genre that often features explicit lyrics, including references to violence, drug use, and other controversial themes. These elements are often used for artistic expression, to depict the realities of certain environments, or as a form of social commentary.

During the last decagon, drug abuse rates, precisely drugs, have hiked. Simultaneously, music consumption has outstandingly increased, and the leading genre at the present moment is rap music. While the casual relationship is thrashed out, musical preference is related to substance misuse and other perilous behaviors. There is a scarcity of studies examining rap music and references to specific types and forms of drugs. (Ben Stickle, 2021)

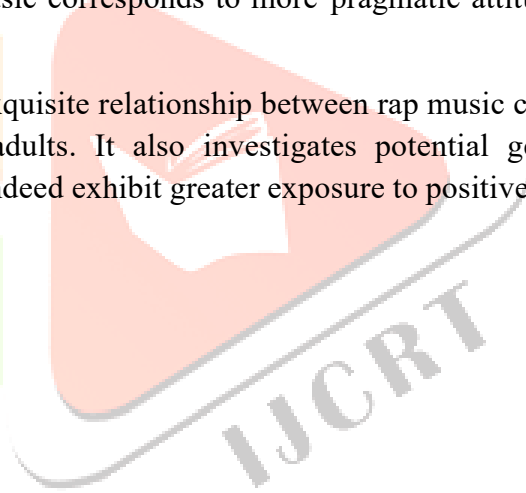
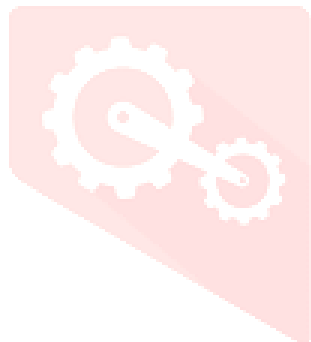
Music is said to influence youths' emotions, behaviors, and communication styles, with rap music being controversial as well as problematical. (Hatice Arslan, Mehmet Kırlioğlu, 2019)

Rap music's impact on youthful audience's perceptions and beliefs is crucial, potentially shaping attitudes toward substance use among young adults.

This study explores the link between rap music consumption and young adults' substance use attitudes, highlighting gender-based differences within both domains.

This study explores this relationship, focusing to contribute to the growing body of knowledge apropos music preferences and attitudes, specifically within the context of substance use midst young people. This study seeks to determine whether higher exposure to rap music corresponds to more pragmatic attitudes toward substance use.

To put it briefly, this multifaceted study explores the exquisite relationship between rap music consumption and attitudes toward substance use among young adults. It also investigates potential gender-based disparities, aiming to refute the hypothesis that males indeed exhibit greater exposure to positive attitudes in



both domains than their female counterparts. These endeavours enrich the comprehension of the profound impact that music and gender may exert on the attitudes of young adults.

1.2. Purpose of the Study

The purpose of this study was to investigate the relationship between the frequency of rap music consumption and attitudes toward substance use among young adults.

The research aims to analyse the gender-based correlation, focusing on the hypothesis that males are more exposed to positive attitudes toward both substance use and rap music.

This study was part of the author's undergraduate thesis. Data were collected from people aged 18-35 years.

By systematically analysing rap music, participants may gain a better understanding of how rap music shapes and/or reflects attitudes toward substance use and examining gender-based disparity.

To identify the scale and causes for substance use, the following research problem was developed

- What is the role of rap music in creating a positive image for substance use?

To find an answer, detailed questions were phrased, research hypotheses were formulated, and variables were identified.

1.3. Theoretical Perspective

This section elaborates on the theoretical background of the variables under current research.

Cultivation Theory

In the 1960s, George Gerbner and Larry Gross developed the Cultivation theory, which is a communication and media effects theory. With every advancement in media technology, individuals have scrutinized this theory, which asserts that prolonged exposure to media content shapes perceptions of reality. So far, ongoing adjustments and refinements have allowed the theory to persevere. (Mosharafa, E., 2015).

Cultivation theory predicts that the more time a person spends using any sort of media and being immersed in this mediated world, the more likely that person's views about reality will mirror what is seen on television. Like many media effects studies, cultivation analyses typically generate small effect sizes (Michael Morgan et al., 2014).

Escobedo's research, scrutinizes the depiction of aggression and substance use in music videos, corresponds with cultivation theory by investigating how recurrent exposure to precise content can mould the attitudes and behaviors of teens.

In essence, cultivation theory takes place in this study by exploring the long-term impact of rap music exposure on the attitudes of young adults towards substance use. The research aligns with cultivation theory's foundations premise that persistent exposure to media content contributes to the cultivation of beliefs and attitudes among audiences.

Social Learning Theory

Albert Bandura developed Social Learning Theory, is a psychological theory that highlights the role of observational learning, imitation, and modelling in the acquisition and modification of behaviors. It posits that individuals learn not only through direct experiences but also by observing others and imitating their

actions. The theory embraces cognitive processes, such as attention, retention, reproduction, and motivation, to describe how observational learning takes place. The study that aligns with Social Learning Theory, is the Bandura's famous "Bobo Doll Experiment." In this study, children observed an adult model behaving aggressively toward a Bobo doll. The children were then allowed to play with the doll, and their behaviors were observed. The study found that children who had eye witnessed the aggressive model were more presumably to mimic the aggressive behaviors towards the doll juxtapose to those who had not detected aggressive behavior. This experiment denoted the role of observational learning and modelling in moulding aggressive behaviors in children (Bandura, A., 1977).

In this study, exploring the influence of rap music on young adults' behavior towards substance use, social learning theory, developed by Albert Bandura, is obvious through diverse mechanisms. Firstly, through observational learning, young adults who are frequently exposed to rap music captivated attitudes and behaviors associated to substance use by eye witnessing portrayals in lyrics and visuals. Secondly, rap artists, acting as influential models, mould the attitudes and behaviors of young adults who may emulate the substance use depictions portrayed by their favourite artists. This modelling effect is precisely efficacious when behaviors are presented positively. Furthermore, the theory's concept of vicarious reinforcement comes into play, where young adults may be more prone to adopt substance use behaviors if they perceive positive outcomes consistently associated with such actions in rap music. Lastly, the repetitive and consistent nature of rap music consumption aligns with social learning theory, providing multiple opportunities for young adults to internalize themes associated to substance use, subsequently reinforcing potential impacts on their attitudes and behaviors. To conclude, social learning takes place in this research study as young adults observe, model, and learn from the depictions of substance use in rap music. The theory highlights the influential role of media figures, the reinforcement inked with portrayed behaviors, and the significance of identification and peer influence in shaping attitudes and behaviors related to substance use.

1.4. Concepts in the Study

The current study aims to examine the role of frequency of Music Consumption and Gender on the Attitude to Drug Use (measured by Harmon's drug scale) among the young adults in India. The variables under study are described ahead (in 3.3. Variables under investigation).

1.5. Statement of Problem

This research addresses the gap in understanding the influence of rap music on young adults' attitudes toward drug use, investigating the correlation between the frequency of rap music consumption and attitudes, while also exploring potential gender differences in exposure and response to these influences.

1.6. Significance of the Study

The significance of this study lies in its potential to uncover intricate connections between cultural phenomena, individual behaviors, and societal attitudes. By investigating the influence of rap music on young adult-s' attitudes toward drug use, the study not only addresses a notable gap in literature but also delves into the profound ways in which cultural artifacts shape perceptions and contribute to behavioral patterns.

At a deeper level, the research may unravel the mechanisms through which media, particularly a genre as culturally influential as rap, becomes a vehicle for the transmission of values, norms, and attitudes related to substance use. Understanding these mechanisms could pave the way for a more profound comprehension of

the cultural and psychological factors that underpin the formation of attitudes and behaviors, contributing to a wider discourse on the impact of media on societal norms.

Moreover, by exploring potential gender differences in the relationship between rap music consumption and attitudes toward drug use, the study touches upon societal constructs of masculinity and femininity, opening avenues for discussions on gender roles and the intersectionality of cultural influences. This deeper exploration has implications not only for substance use prevention but also for fostering a nuanced understanding of how culture and media contribute to the complex tapestry of human behavior. Ultimately, the study's deep significance lies in its potential to inform holistic approaches to cultural influence, individual choices, and societal attitudes toward substance use among young adults.

1.7. Aims & Objectives

Aim

To investigate the relationship between the frequency of rap music consumption and attitudes toward drug use among young adults, with a specific focus on understanding potential gender differences. The study seeks to provide insights into how cultural influences, manifested through music preferences, may shape attitudes and behaviors related to substance use in distinct gender groups.

Objectives

- 1) To investigate the relation between the frequency of rap music consumption and attitudes toward drug use, utilizing Harmon's Drug Scale to measure these attitudes among young adults.
- 2) Analyse and compare the levels of exposure to rap music and attitudes toward drug use between male and female participants to identify potential gender-specific disparity.

1.8. Hypothesis

- 1) There will be a significant positive relationship between the frequency of rap music consumption and attitudes toward drug use among young adults. Specifically, individuals who report higher frequencies of engaging with rap music are expected to exhibit more permissive attitudes toward drug use, as measured by Harmon's Drug Scale.
- 2) There will be a Gender differences in the relationship between rap music consumption and attitudes toward drug use among young adults. It is hypothesized that males, who are assumed to have higher exposure to rap music and potentially more permissive attitudes toward substance use within this cultural context, will exhibit a stronger positive correlation compared to females.

Chapter 2: Review of The Literature

Rap/hip-hop features a higher frequency of references to substance use compared to other music genres. Study by Zeena Harakeh and Tom F.M. Ter Bogt investigated the impact of rap lyrics on young adult smoking behavior. The research involved 74 daily- smoking young adults randomly assigned to listen to rap/hip-hop music with pro- smoking lyrics, anti-smoking lyrics, or pop music without substance use references. The results showed that exposure to rap music with pro-smoking lyrics increased smoking behavior. However, the study had limitations, including a limited range of music genres and a specific sample of young adults

who smoke daily. Further research is required to explore textual references, personality traits, and social context factors. (Zeena Harakeh et al., 2018).

Marquita Marie Pellerin 's study explores the impact of rap music videos on African American women 's image and society 's perceptions. The research used a multi-method approach, including questionnaires, focus group discussions, and content analysis of cultural documents. The results showed that rap music videos often portray stereotypical and objectifying images of African American women. The study also identified limitations such as a small sample size and potential biases in participant responses. It recommended diverse and positive representations of African American women in rap music videos. (Marquita Marie Pellerin, 2011).

Amber Musette Drew studied “Consuming Rap: An Examination of Substance Use Lyrics, Lived Experiences, and Attitudes Toward Drug Use” in Vanderbilt university, Nashville. This study explores the relationship between exposure to rap music and knowledge of drug use, living with drug use, and attitudes toward drug use. The study focuses on youths and aims to determine the exposure to rap songs with Drug abuse refers to behaviors related to drug use and lifestyle experiences with substance use. The study employs a cross-sectional design, collecting data at a single point, and focuses on rap music because of its frequent references to substance use. The findings contribute to our understanding of the impact of rap music on drug use-related attitudes among youth. This research investigates the exposure to rap songs with drug use references on related attitudes. (Amber Musette Drew, 2020).

The study of “The soundtrack of substance use: Music preference as a risk factor for adolescent smoking and drinking” was conducted by Juul Mulder, Tom F M Ter Bogt, Quinten A W Raaijmakers, Saoirse Nic Gabhainn, Karin Monshouwer, and Wilma A M Vollebergh. This study examined the relationship between music preferences and substance use among adolescents based on findings from a Dutch school survey. This study investigates the prevalence of cigarette smoking and alcohol consumption among students and their music preferences. The authors explored the influence of covariates such as school level and gender on substance use. This study analyses the relationship between music preferences and substance use among secondary school students. It found significant differences in the music Preferences between boys and girls, with chart-based pop music being the most popular. Girls had higher rates of cigarette smoking and slightly higher alcohol consumption. Music genres, such as rap/hip-hop, were associated with higher substance use odds, whereas classical music had lower odds. This study emphasizes the need for further research and consideration of confounding factors. (Juul Mulder et al., 2009).

The Study on Rap Music Preferences and Reckless behavior by Jared Kason Stubbs compares reckless behavior levels among listeners of rap music and three other genres (rock, rhythm and blues, and country music) among undergraduate psychology students during the summer session. This research replicates a 1992 study by Jeffrey Arnett, uses a survey to measure reckless behavior. Participants were asked to rate their frequency of engaging in specific behaviors over the past year, including driving over the speed limit, casual sex, drug use, shoplifting, and vandalism. The results were analysed and compared between the rap music preference category and other genres, considering factors such as race and gender These findings may have implications for understanding the influence of music on behavior. (Stubbs, 2004).

Marek A Motyka from the University from Rzeszów, Poland, investigated the relationship between musical preference and drug use among youth. The research, which involved nearly 2500 high school students aged 16-19, found that those who preferred “drug music was more likely to consider illegal drugs as safe and have a higher likelihood of illegal substance use. However, not all respondents indicated substance use, and not all respondents with “neutral music” denied drug use. The study emphasizes parental involvement, critical media literacy, and strengthening a child's resources and self-esteem as protective components against substance use. The research suggests preparing children to critically analyse popular culture content that may promote a liberal attitude toward illegal drugs: Findings suggest the need for a comprehensive

prevention strategy and adequate drug policy to address the influence of music on youth attitudes toward drugs. (Marek A Motyka et al., 2015).

Monica M. Escobedo 's thesis examines the portrayal of aggression and substance use in music videos, focusing on its impact on adolescents. This study uses a content analysis approach to examine the prevalence of these behaviors and compares music videos before and after MTV's transformation. The findings provide a theoretical framework for understanding the relationship between media consumption and aggressive behavior or substance use among youth Further research is required to understand the potential effects of these portrayals on youth It suggests conducting surveys to gather information on adolescent's media use, aggressive behavior, and substance use. (Escobedo, 2019).

The study Rap Music and the True Threats Quagmire by Calvert et al., explores the concept of true threats in rap music, focusing on the interpretation of rap lyrics in legal cases Emphasized the need for both subjective and objective approaches in determining whether a rap lyric constitutes a true threat. It also calls for jurors to understand the cultural and artistic context of rap music to make informed judgments. The authors suggest a test that considers subjective and objective standards, while also considering the target 's knowledge of the music. Further clarification from the Supreme Court on how non-traditional artistic expressions such as rap music should be analysed in the context of true threats. They suggest that a test that considers subjective and objective standards, while also considering the actual knowledge of the target, would be appropriate. Further clarification from the Supreme Court on how non-traditional modes of artistic expression, such as rap music, should be analysed in the context of true threats. (Calvert et al., 2014).

Chen et al. studied the relationship between music listening and alcohol use disorder among college students and found that frequent listening to rap music was positively associated with alcohol use, liquor use, and higher AUDIT scores. The study used structural equation modelling analysis and a cross-sectional design. Analysing data from 1,226 students aged 25 years or younger. The findings suggest that listening to rap music may influence alcohol use among college students, but caution should be exercised in generalizing the findings to other populations. The findings highlight the need for further research to better understand the causal relationship between music listening and substance use behaviors. (Chen et al.,2006).

Forsyth, Barnard, and McKeganey, explored the relationship between adolescent drug use and musical preference. Data were collected from Scottish secondary schoolchildren s Dandee. Perth, and Kinross Districts. The study found that cave music fans were more likely to use than those who preferred other styles of music. This relationship was found across various drugs, geographical areas, and controlling factors such as age, gender and parental social class. (Forsyth AJ et at., 1997).

Chapter 3: Methodology

3.1. Research Questions

- 1) Is there a relationship between the frequency of rap music consumption and attitudes toward drug use among young adults?
- 2) Do gender differences influence the relationship between rap music consumption and attitudes toward drug use among young adults?

3.2. Research Design

A content analysis was conducted to examine the influence of rap music on the attitudes of young adults with regard to substance use. Substance use was the prime subject measured. The most popular Indian along

with international rappers were the unit of analysis. It adopts a quantitative research approach, employing convenience sampling for data collection and correlation analysis, including a t-test for data interpretation.

3.3. Variables under Investigation

- Frequency of Rap Music Consumption
- Attitude Toward Drug Use (Measured by Harmon's Drug Scale)
- Gender

3.4. Operational Definition

- Frequency of Music Consumption: Participants' engagement in listening to rap music is measured on an ordinal scale, such as a Likert scale ranging from 1 (rarely) to 5 (very frequently), assessing the frequency of music consumption.
- Attitude to Drug Use: Attitude toward substance use was determined by the scores obtained on the Attitude to Drug Use (ADU) by Harmon (1993).
- Gender: The biological and/or self-identified gender of participants, categorized as male or female or other in this study.

3.5. Description of Participants

Table 3.1.
Socio-Demographic Characteristics of Participants

	N	Mean	SD	Percentile
Age	124	22.05	2.87	-
Gender- Female	61	-	-	49.2%
Gender- Male	63	-	-	50.8%
Total	124	-	-	-

Figure 3.a

The Proportion of Male and Females Participants

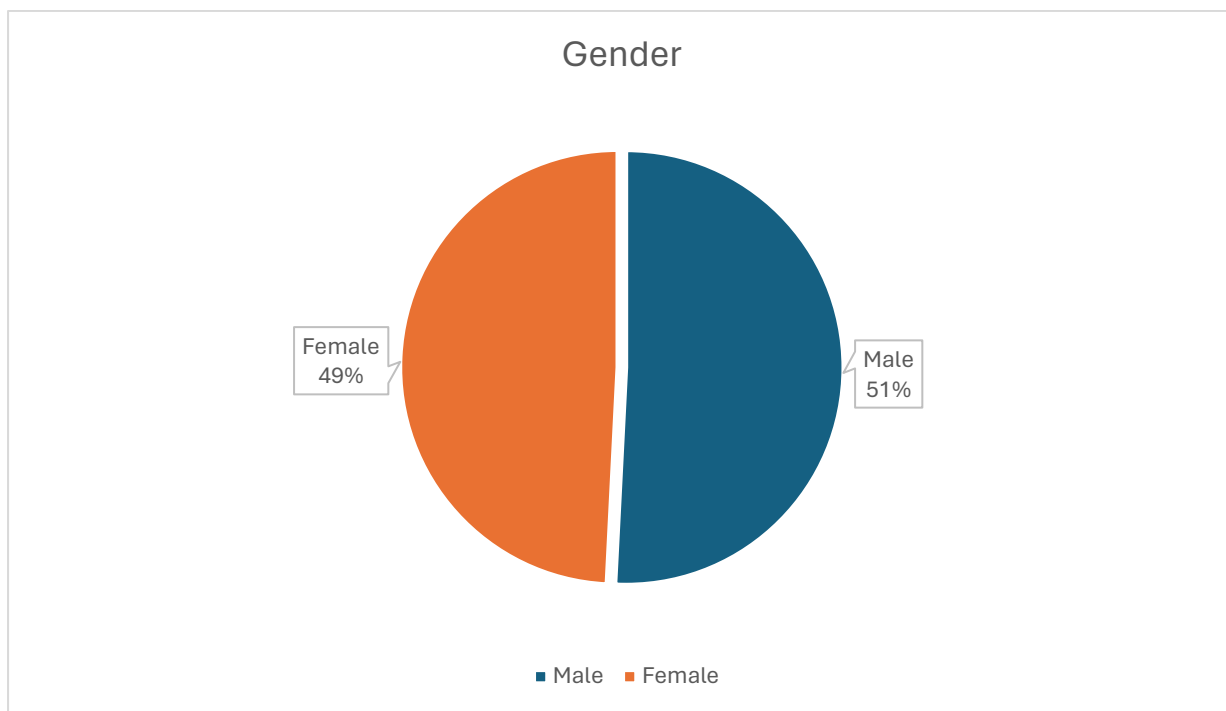


Figure 3.b

The proportion of participants who have listened to Indian Rap Music

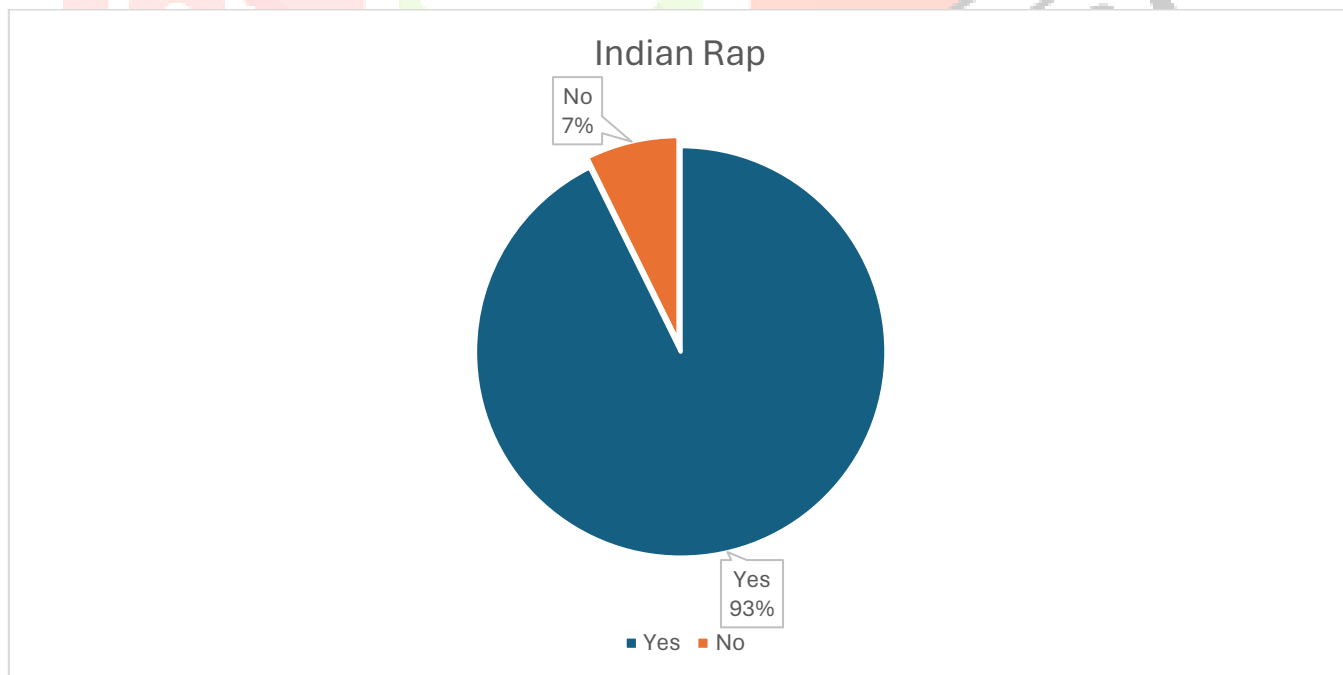


Figure 3.c

The proportion of participants who have listened to International Rap Music

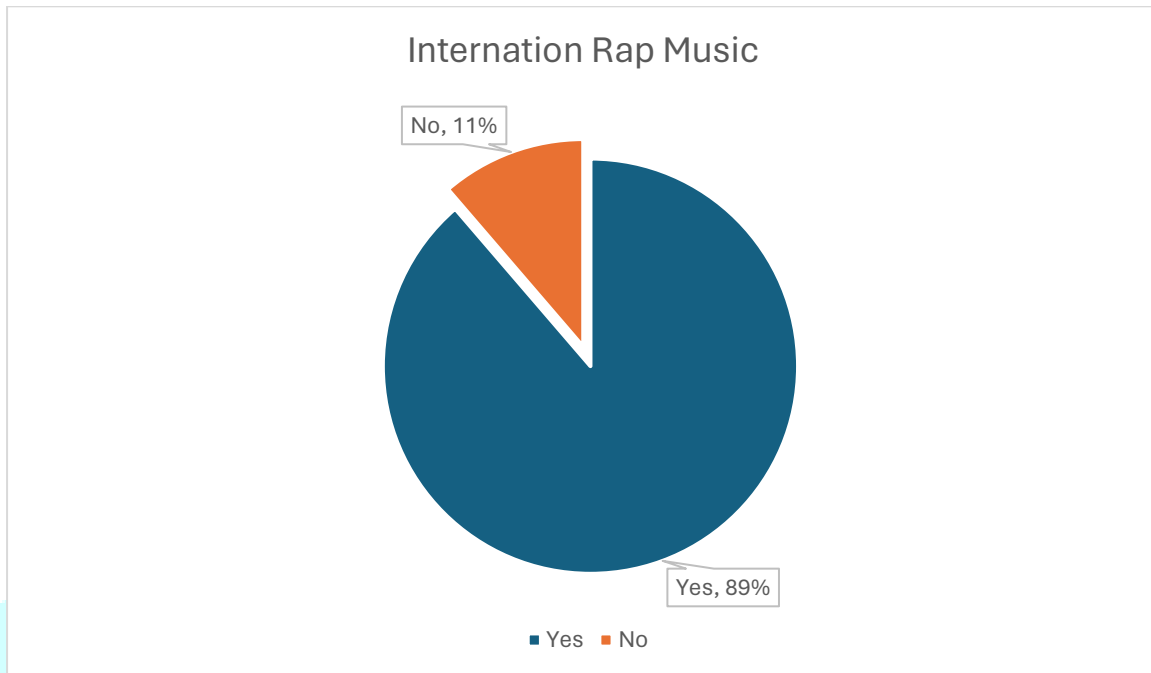


Table 3.1 displays the socio-demographic characteristics of the participants. The study included 124 individuals aged 18-35, with the majority residing in Mumbai (70.2%) and 29.8% from other cities. The gender distribution was 50.8% males and 49.2% females. All 124 young adults who participated in the study met the inclusion criteria, and no participant data were discarded.

Inclusion Criteria

- Young adults between the age of 18 to 35 years.
- Participants must provide informed consent to participate voluntarily in the study.
- Young adult should be a citizen of India.

Exclusion Criteria

- Participants outside the specified age range.
- Participants who are unable to provide informed consent due to cognitive limitations, language barriers, or other reasons.
- Surveys with incomplete or inconsistent responses.
- Young adult who is not an Indian.

3.6. Sampling Method

For this study, a combination of convenience sampling, involving individuals accessible through social media platforms (WhatsApp, Instagram, Telegram, and Facebook), and snowball sampling, where participants were encouraged to share the survey link with their networks, was employed to gather a diverse sample of participants. Convenience sampling involves selecting participants based on their accessibility and

convenience, often utilizing individuals readily available or easily reached for the study. Snowball sampling is a method where existing participants refer and recruit new participants from their social networks, creating a "snowball" effect that expands the sample size. The data was collected via an online medium where the researcher shared the link with their networks and encouraged them to share the survey link ahead to find willing participants that fit the criteria and ask them to participate in the study.

3.7. Research Instrumentation

The study employed a single measurement instrument, specifically, the Attitude to Drug Use (ADU) developed by Harmon in 1993.

The Attitude to drug Use Scale (ADU)

The Attitude to Drug Use Scale (ADU), designed by Harmon (1993), consists of 12 items assessing attitudes toward drug use. Higher scores indicate a more favorable attitude, while lower scores suggest a less favorable stance. The scale's range is from 1 to 5, with 5 being the highest and 1 the lowest. Notably, items 1, 4, 5, 9, and 11 are reverse-scored. The internal reliability of the scale, as per Hulin et al. (2001), is considered superb, with a coefficient alpha (α) of 0.89.

3.8. Data Collection Method

This research study employs an online survey format created through Google Forms to collect data from participants anonymously. The survey comprehends a triad of demographic questions, rap music-related questions, and the administration of Harmon's Attitudes to Drug Use Questionnaire (ADU). Participants, aged 18-35, were provided with the survey link and were instructed to respond to the questions, expressing their attitudes toward drug use. The online survey method allows for efficient data collection across diverse geographic locations and enables participants to complete the survey at their convenience accessible through various online platforms, such as WhatsApp, Instagram, Telegram, and Facebook. The anonymity of respondents was maintained throughout the process to encourage open and honest responses. Ethical

considerations, including informed consent and data security, are integrated into the survey administration process.

3.9. Data Analysis Technique

The research employed various data analysis techniques, including:

1. **Descriptive Statistics:** Descriptive statistics such as mean, standard deviation, median, and frequency distributions were utilized to succinctly depict and characterize demographic variables, attitudes toward drug use, and the frequency of rap music consumption.
2. **Correlation Analysis:** Correlation analysis was conducted to explore the relationships between variables. Specifically, the study analyzed the correlation between the frequency of rap music consumption and attitudes toward drug use, utilizing a statistical method like Pearson's correlation coefficient.
3. **T-Tests:** T-tests were employed to compare the means of two groups. For instance, the study utilized t-tests to examine the differences in attitudes toward drug use between males and females.

3.10. Procedure

The data was collected through an online medium from young adults belonging to the age group of 18-35 years from India using convenience sampling technique as well as snowball sampling technique. Only those participants who met the inclusion criteria were considered. The researcher surveyed the questionnaires via google forms accessible through social media platforms (WhatsApp, Instagram, Telegram, and Facebook). The participants were first asked for their informed consent. The ones who gave their consent moved to the next section that collected the demographic details about the participants (refer Appendix A).

After which, the researcher conducted an in-depth analysis of contemporary rap music between August 5 and September 12, 2023, focusing on both international and Indian songs that delve into the subculture of drugs (refer Appendix B). Acknowledging the potential impact of music on the emotions, behaviors, and communication styles of the youth, precisely within the controversial realm of rap, the study cantered on expressions related to alcohol and substance use. In the survey a section was crafted for rap music-related questions, enlisting nine artists whose work has been observed to extensively incorporate expressions of the drug subculture. This selection comprised five international artists and four Indian artists. The survey aimed to gauge participants' awareness of these artists and their works. Among the artists mentioned few of their well-known song's lyrics were, examples included lines such as "Pop an X pill like we Malcolm, yeah, hey" from the song "Relationship" by Young Thug, and "White toes, give me a tan, Cocaine, kill it, ten." In a track named "Medicated" by Wiz Khalifa, lyrics mentioned "Selling peas and smoking weed avoiding police right up the street." Another piece, "Maan!" by the same artist, contained the lines "I smoked the whole damn pound, I'm a need another one, 'nother one, Eyes closed, I won't come down." Turning to Indian artists, Mc Stan's song "Kahan par hai" featured the lyrics "Bong lit kiya maine, Song hit diya maine." Meanwhile, Yo Yo Honey Singh's song "Chaar Bottle Vodka" showcased how alcohol and drugs are seemingly simplified in the industry. Further exemplifying this trend was the song "Codeine Crazy" by Future. This study sought to explore the prevalence of drug-related expressions within the chosen artists' lyrics, recognizing the potential influence of such content on the perceptions and attitudes of the audience, particularly the younger demographic.

After which, the scale administered to each participant was the Attitudes to Drug Use Questionnaire (ADU) by Harmon, 1993. Participants were instructed to choose answers closely associated with their preferred attitudes toward drug use. The survey measured individuals' attitudes toward drug use. The information

gathered was kept confidential and only the researcher had access to it. The data was then statistically analysed, and the results were obtained.

3.11. Ethical Considerations

First, all participants provided informed consent to voluntarily participate in the study. It clearly explained the purpose, procedures, and potential risks and benefits of the research. Participants were informed that they could opt to withdraw from the study any juncture without repercussions.

Second, the privacy of participants was protected by collecting and storing data in such a way that it remains anonymous.

Third, it was ensured that participants were not coerced to participate. It was clarified that participation is entirely voluntary and that non-voluntary participation will not result in any negative consequences.

Fourth, when presenting the research findings, honesty and transparency were maintained while reporting the results.

Chapter 4: Results

4.1. Presentation of Findings

In the course of this study, two statistical analyses were conducted to explore the relationships between variables. Firstly, a Pearson's correlation was employed to examine the association amidst the frequency of rap music consumption and attitudes towards substance use among young adults. The analysis revealed a positive yet weak correlation between these two variables, suggesting that as the frequency of rap music consumption increased, there was a corresponding, albeit modest, shift in attitudes towards substance use among the participants.

Secondly, a t-test was employed to investigate potential gender-based differences in both the frequency of rap music consumption and attitudes towards substance use. The results of the t-test indicated a statistically significant disparity in attitudes towards substance use among males and females. Explicitly, the findings pointed to a more positive orientation towards substance use among males compared to females. This gender-based variation adds a nuanced layer to the study's insights, highlighting potential divergences in how rap music may influence attitudes towards substance use within various gender groups. These statistical analyses

contribute valuable quantitative evidence to the exploration of the complex interplay between rap music consumption, gender, and attitudes towards substance use among young adults.

4.2. Statistical Analysis

The statistical analyses conducted in this study includes:

1. Pearson's Correlation:

- Purpose: To examine the relationship between frequency of rap music consumption and attitudes towards substance use among young adults.

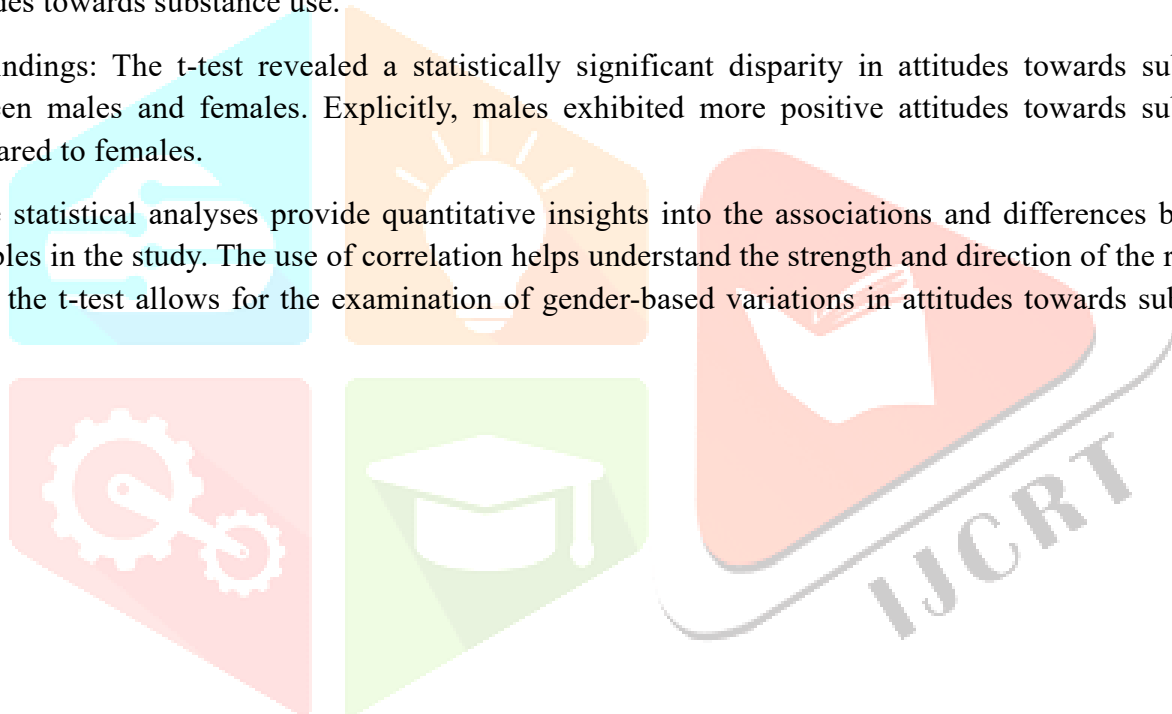
- Findings: A positive yet weak correlation was identified, suggesting that as the frequency of rap music consumption increased, there was a corresponding, albeit modest, shift in attitudes towards substance use.

2. Independent t-Test:

- Purpose: To investigate gender-based differences in both the frequency of rap music consumption and attitudes towards substance use.

- Findings: The t-test revealed a statistically significant disparity in attitudes towards substance use between males and females. Explicitly, males exhibited more positive attitudes towards substance use compared to females.

These statistical analyses provide quantitative insights into the associations and differences between key variables in the study. The use of correlation helps understand the strength and direction of the relationship, while the t-test allows for the examination of gender-based variations in attitudes towards substance use.



These findings contribute to a more comprehensive understanding of the nuanced dynamics between rap music consumption, gender, and attitudes towards substance use among young adults.

4.3. Tables, Charts & Discussions

Correlation of two variables: The frequency of rap music consumption about substance use was calculated. The questionnaire items were used to determine any significant relationship(s) between the frequency of rap music consumption and attitudes toward substance use among young adults.

Table 4.1.

Descriptive statistics with regards to rap music frequency and substance use

Descriptive Statistics

	Mean	SD	N
Rap Consumption	3.15	1.026	124
Substance Use	2.14	.062	124

1. Relationship between Rap Music Consumption and Substance Use Attitudes- A correlation was conducted to assess the relationship between rap music consumption and attitudes toward substance use. The following table indicates the correlation.

Table 4.2.

Correlation between Rap Music Consumption and Substance Use Opinions.

		Rap Music Frequency
Rap consumption	Pearson Correlation	1
Sig. (2-tailed)		
N		124
Substance use	Pearson Correlation	.313**
Sig. (2-tailed)		<.001
N		124

Correlation is significant at the 0.01 level (2-tailed).

This relationship is statistically significant ($p < 0.01$), providing robust support for this aspect of the hypothesis. This indicates that as the frequency of rap music consumption increases, so do positive attitudes toward substance use. Respondents who reported higher levels of rap music consumption consistently expressed more favourable attitudes toward substance use.

2. Gender-based differences in regards of Rap Music Consumption and Substance Use Attitudes- A t-test was conducted to assess gender-based differences in attitudes towards substance use.

Table 4.3.

Gender Based Descriptive Stats in regards of Rap Music Frequency and Substance use

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Rap consumption	1	63	3.43	1.058	.133
	2	61	2.85	.910	.116
Substance use	1	63	2.26	.648	.082
	2	61	2.02	.527	.067

Table 4.4

T-test to check Gender-based differences in consumption of Rap Music and Attitude towards Substance use.

Independent Samples Test

t-test for Equality of Means

		t	df	Two-Sided p
Rap consumption	Equal variances assumed	3.246	122	.002
	Equal variances not assumed	3.254	120.333	.001
Substance use	Equal variances assumed	2.284	122	.024
	Equal variances not assumed	2.291	118.528	.024

Using a t-test, the results indicated that males ($M = 63$, $SD = 1.058$) had significantly more positive attitudes toward substance use compared to females ($F = 61$, $SD = .910$), with $t(122) = 2.71$, $p = 0.01$.

Among the male respondents ($n=63$), their attitudes were notably more favourable than those of the female respondents ($n=61$). Statistical analysis revealed a significant gender-based difference ($p = 0.01$), thus confirming Hypothesis B.

These results underscore the presence of a positive relationship between rap music consumption and attitudes toward substance use among young adults, with males displaying a higher degree of positive attitudes towards both rap music and substance use than their female counterparts. These findings contribute to our understanding of the interplay between music preferences, gender, and attitudes related to substance use.

Chapter 5: Discussion

5.1. Interpretation of Results

The interpretation of the results of this research study on the influence of rap music on young adults' behavior towards substance use involves extracting meaningful insights from the data. It is interpreted that:

The study's analysis reveals a complex interplay amidst rap music consumption and attitudes towards substance use among young adults. The frequency of rap music consumption shows a diverse range, with some participants engaging very frequently while others sporadically. Attitudes towards substance use, as measured by Harmon's Drug Scale, exhibit a spectrum of beliefs, indicating varied perceptions of the acceptability of drug use within the sample.

The correlation analysis indicates a statistically significant relationship between the frequency of rap music consumption and attitudes towards drug use. This study shows a weak yet positive correlation between rap music consumption frequency and attitudes toward substance use. This designates that as the frequency of rap music consumption increases, so do positive attitudes toward substance use. The direction of the correlation, whether positive or negative, provides insights into the nature of this relationship, informing our understanding of how rap music may influence the formation of attitudes among young adults.

Furthermore, the study explores gender differences, revealing a slight yet statistically significant variance in attitudes towards drug use between males and females. This gender-specific analysis, supported by the t-test results, suggests that there may be nuanced patterns in how rap music influences attitudes, with potential implications for targeted interventions or educational programs. It suggests media exposure influences attitudes and behaviors, with explicit content in rap lyrics normalizing substance use. The gender-based difference, from males showing more positive attitudes, may be influenced by societal norms and gender roles. Further research is needed to explore the underlying causes of this disparity.

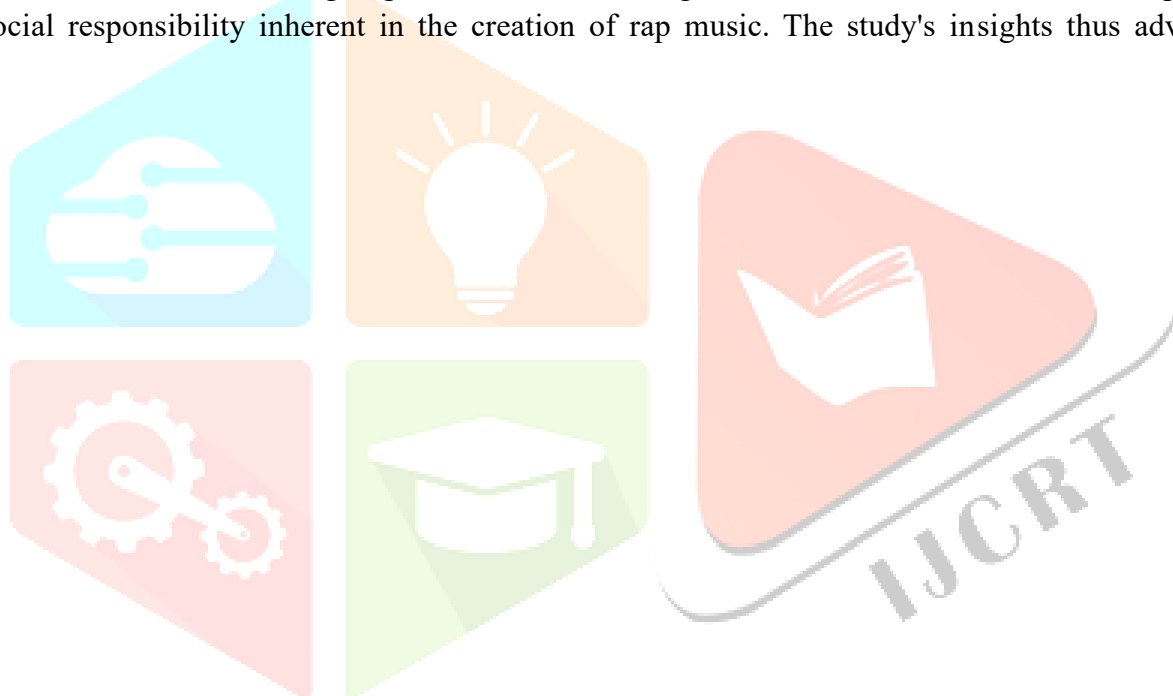
To conclude, the interpretation of the results suggests a dynamic relationship between rap music consumption and attitudes towards substance use, influenced by factors such as gender. These findings provide a foundation for future research, interventions, and educational initiatives aimed at fostering a nuanced

understanding of the role of rap music in shaping the attitudes and behaviors of young adults in the context of substance use.

5.2. Implications of Findings

The implications arising from the findings of the research study on the influence of rap music on young adults' behavior towards substance use span several critical domains. Foremost among this is the significance of media literacy education, as illuminated by the study. The research underscores the need for targeted educational initiatives, honing in on rap music consumption, and aiming to furnish young adults with robust critical thinking skills. Such programs can play a pivotal role in cultivating the ability to discern and interpret the nuanced content of rap lyrics, thereby empowering individuals to make informed decisions about their attitudes and behaviors in relation to substance use.

Furthermore, the study accentuates the concept of artistic responsibility within the realm of rap music. By shedding light on the potential impact of lyrical content on young audiences, the research prompts artists, producers, and industry stakeholders to contemplate their roles in shaping societal attitudes. This newfound awareness contributes to an ongoing discourse surrounding the ethical dimensions of artistic expression and the social responsibility inherent in the creation of rap music. The study's insights thus advocate for a



collective reflection within the music industry, fostering a greater understanding of the potential influence wielded by artistic content, particularly concerning substance use behaviors among the youth.

5.3. Limitations of Study

First, the survey approach used may not capture the nuanced qualitative aspects of how and why rap music may influence attitudes towards substance use. Qualitative methods could provide deeper insights.

Second, this study could not account for the changing trends in rap music and its lyrical content over time, which could impact its influence on attitudes toward substance use.

Third, the use of convenience sampling through social media may result in a non-representative sample. Participants who engaged with this survey link may have distinct demographic and behavioral characteristics.

Fourth, respondents who have a particular interest in or strong opinions about rap music or substance use may participate in the survey, potentially skewing the results.

Fifth, participants may be inclined to respond in a socially desirable manner, when asked about sensitive topics such as substance use, which could lead to self-reporting biases and under reporting of stigmatized attitudes.

Sixth, rap music encompasses various sub-genres with diverse themes. This study may not differentiate between these sub-genres, potentially overlooking variations in influence.

Chapter 6: Conclusion

6.1. Summary of Key Findings

This study investigates the relationship between frequency of rap music consumption and attitudes toward substance use among young adults, focusing on gender-based distinctions and music preferences, providing valuable insights into these complex relationships.

The key findings of this research study provide empirical assistance for the first hypothesis that a weak yet positive relationship subsists between the frequency of rap music consumption and attitudes toward substance use among young adults. While the correlation was modest, it was statistically significant, indicating that as the frequency of rap music consumption increases, there is a slight inclination toward more favourable attitudes regarding substance use. This suggests that rap music, with its explicit narratives, may indeed play a role in shaping the attitudes of young adults' attitudes toward substance use, albeit to a limited extent.

The analysis of gender-based differences was statistically significant, and the results aligned with the second hypothesis. Males exhibited more positive attitudes toward both domains than their female counterparts.

Insinuating that gender plays a discernible role in influencing attitudes. Males reported higher frequency of rap music consumption, indicating higher exposure to rap music and positive attitudes toward substance use.

This study highlights the influence of cultural factors, such as music genres and gender roles, on attitudes toward sensitive issues such as substance use among young adults.

While this research elucidates crucial associations, recognizing its limitations is necessary.

Future research endeavours may benefit from delving deeper into the underlying mechanisms, exploring the potential factors that could enhance the comprehension of these relationships.

In conclusion, this research advances the knowledge of the dynamic relationships between rap music consumption, attitudes toward substance use, and gender among young adults. The evidence of a weak positive relationship and the presence of gender-based differences emphasize the need for continued exploration in this field. These findings have implications for educators, policymakers, and researchers seeking to understand and address the interplay of cultural factors and attitudes among young adults.

6.2. Suggestions for Future Research

A promising avenue for future research lies in the exploration of various music genres beyond rap and their potential influence on attitudes and behaviors regarding substance use. This research endeavour aspires to offer a more comprehensive understanding of the intricate role that music plays in shaping individuals' perspectives and actions. By rigorously comparing the impact of various genres, scholars can discern nuanced patterns and distinctions, contributing valuable insights to the broader discourse on the relationship amidst music consumption and behavioral outcomes. Such an investigation holds the potential to inform targeted interventions, public health initiatives, and educational programs tailored to different musical contexts, thereby advancing the knowledge of the multifaceted interplay amidst music and human behavior.

Another prospective avenue for future research involves delving into the Effect of Positive Messaging within rap music, aspiring to elucidate the impact of lyrics that convey positive or pro-social messages on young adults' attitudes towards substance use. This inquiry seeks to rigorously analyse how rap lyrics endorsing responsible behavior may serve as a counterbalance to potential negative influences. By scrutinizing the nuanced interplay amidst positive messaging and prevailing themes within rap music, researchers can contribute valuable insights into the potential mitigating factors that promote responsible attitudes and behaviors among young adults.

The next promising avenue for future research entails an exploration of the Influence on Peer Dynamics within the context of rap music. This inquiry seeks to investigate how rap music shapes peer dynamics and influences the establishment of social norms related to substance use. By closely examining how shared preferences in rap music within peer groups contribute to the formation of attitudes and behaviors, researchers can illuminate the intricate interplay amidst music consumption, peer influence, and the development of social norms. Understanding these dynamics can bestow valuable insights into the mechanisms through which rap music may foster to shaping collective attitudes and behaviors within social circles.

These suggestions open avenues for continued exploration and deeper understanding of the complex relationship between rap music and behavior.

6.3. Practical Implications of Study

The practical implications of this research study on the influence of rap music on young adults' behavior towards substance use are noteworthy for diverse stakeholders, including educators, policymakers, and

public health professionals. The findings highlight the need for targeted interventions and educational initiatives that promote media literacy among young adults, enabling them to critically engage with rap music content. Incorporating discussions on responsible substance use within educational curricula and community programs can empower individuals to navigate the influence of rap music in a more informed manner.

Additionally, policymakers could consider the insights from this study in the development of guidelines for media content creation, encouraging artists to be mindful of the potential impact of their lyrics on young audiences. Public health campaigns could leverage these findings to design interventions that address the intersection of cultural influences and attitudes towards substance use, fostering a more nuanced understanding within communities. Ultimately, the practical implications underscore the importance of



comprehensive approaches that bridge cultural awareness, media literacy, and responsible messaging to promote healthier attitudes and behaviors among young adults in the context of rap music consumption.

Chapter 7: Appendix

7.1. Appendix A

Introduction, Consent form and Demographic details

Research on the Young Adults Population of India

I am Freya Shah, a student of KES Shroff College, pursuing my Bachelor's in Psychology. I am conducting a study on the young adult's population of India who are between the age group of 18-35.

Informed Consent:

Your participation in this study is voluntary, and you have the right to withdraw from it at any juncture. When this study is complete, you will be provided with a debriefing of what the research study is about. All information regarding your response will be strictly confidential and will only be used for the purpose of this research.

I have read the information and would like to participate in the research study.

Demographic Details:

- Initials:
- Age:
- Gender:
- Geographic Location:

7.2. Appendix B

Frequency of Rap Music Consumption

Some questions were yes/no questions, while some were short answers or just a check box question.

Have you ever listened any Indian rap music?

- Yes
- No

Have you ever listened any international rap music?

- Yes
- No

How frequently do you engage with rap music?

- Very frequently
- Somewhat frequently
- Occasionally
- Rarely
- Never

What type of rap music do you prefer?

- Jazz rap
- Emo rap
- Mumble rap
- Old School rap
- Gangsta rap

Have you ever heard name of any of these artists?

- Snoop Dogg
- Future
- Young Thug
- Juice Wrld
- Wiz Khalifa
- YoY o Honey Singh
- Mc Stan
- Loka
- Divine

Which artist do you prefer to listen to?

Are you aware of or do you keep up with any events int the rap music industry?

- Yes
- No

7.3. Appendix C

Attitudes to Drug Use Scale (ADU)

Statements mentioned below linked to drugs that people frequently feel divergently about. Please check a box to show how much you agree or disagree each question according to you. Give your own honest opinions...

There are no right or wrong answers!

Response options:

- 1 = Strongly Agree
- 2 = Agree
- 3 = Neutral
- 4 = Disagree
- 5 = Strongly Disagree

1. Using illegal drugs can be a pleasant activity (R)

2. A young person should never try drugs

3. There are few things more dangerous than experimenting with drugs

4. Using drugs is fun (R)

5. Many things are much riskier than trying drugs (R)

6. Everyone who tries drugs eventually regret it

7. The laws about illegal drugs should be made stronger

8. Drug use is one of the biggest evils in the country

9. Drugs help people to experience life in full (R)

10. Schools should teach about the real hazards of taking drugs

11. The police should not be annoying young people who are trying drugs (R)

12. To experiment with drugs is to give away control of your life

7.4. Appendix D

Debriefing

Dear Participants,

For your significant contribution to this study on the "Influence of Rap Music on Young Adults' Attitudes Toward Substance Use," I sincerely thank you. Your contributions have been essential in helping me understand this important subject better. The research, its procedures, major discoveries, and conclusions are summarized as follows:

Research Summary:

The goal of this study was to determine how young adults' attitudes toward substance use are influenced by rap music. 124 responses were gathered using a convenience sampling technique. Google Forms was used to collect the survey responses. Participants ranged in age from 18 to 35; the majority 70.2% were from Mumbai, and 29.8% were from other cities. There were 63 males and 61 females in the gender split.

Methods:

Demographic Information: Participants provided information about their demographics.

Rap music consumption frequency: Participants discussed their favourite rappers and how often they listen to rap music.

Attitude Measurement: The Attitude to Drug Use Scale (ADU), developed by Harmon in 1993, was used to measure the attitudes of the participants toward drug use.

Key Findings:

- ✓ **Correlation Between Rap Music Consumption and Substance Use Attitudes:** A statistically significant correlation (0.313) was found between rap music consumption and attitudes towards substance use. This indicates a weak yet positive relationship between the variables.
- ✓ **Gender-Based Differences:** To investigate gender-based differences, t-tests were conducted:
 - **Equal Variances Assumed:** A significant difference was observed in means based on rap consumption ($p = 0.002$).
 - **Equal Variances Not Assumed:** A similar significant difference was observed ($p = 0.001$).
 - For "Substance use," a similar pattern was observed with both equal variances assumed ($p = 0.024$) and equal variances not assumed ($p = 0.024$).

Conclusion:

In summary, this research supports the following conclusions:

- 1. Statistically significant relationship was found between rap music consumption and attitudes towards substance use, indicating that rap music may influence these attitudes.**
- 2. Males exhibited more positive attitudes towards both rap music consumption and substance use compared to females.**

I want to extend my heartfelt thanks for your participation in this study. Your input has contributed significantly to my understanding of the influence of rap music on young adults' attitudes towards substance use.

If you have any further questions or would like more information about the study's results, please feel free to reach out to me.

Sincerely,

Freya Shah,

✉ Freyashah52@gmail.com

Chapter 8: Acknowledgement

I express heartfelt gratitude to Professor Ms. Aishwarya Ashar, and Ms. Abiya Mascarenhas for their invaluable guidance and unwavering support in my research. Their dedication to fostering intellectual growth significantly contributed to the project's success. Special appreciation goes to friends Harshvardhan, Dikshita, and Meena for their instrumental mentorship, collaborative spirit, and insightful discussions, enhancing the research journey. I am deeply indebted to my family for unwavering support, and to all participants for their crucial contributions. This research's success is attributed to the support and contributions of these individuals, and for that, I am truly grateful.

Chapter 9: Author's Biography

Freya Shah is a dedicated third-year BA student majoring in Psychology at KES Shroff College in Mumbai. Combining a passion for psychology, Freya also has creative pursuits. Beyond academic pursuits, she actively contributes to the field through a thought-provoking research study exploring the impact of rap music on the behavior of young adults concerning substance use. This blend of academic rigor, creative flair, and practical engagement underscores her commitment to both the scholarly and practical dimensions of her endeavors.

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