

# **A cognitive analysis of server intervention policies: Perceptions of bar owners and servers.**

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## **Abstract**

Examined the underlying psychological variables relevant to alcohol server intervention policies, focusing on college bar owners' and servers' attitudes and perceived cognitive outcomes about server intervention policies. 185 owners (mean age 36.4 yrs) and 185 servers (mean age 31.2 yrs) were interviewed. Results reveal no statistical differences between owners and servers on their attitudes toward the different server intervention policies, although statistical differences were found between the different policies. Favorable policies focused on providing services to customers, whereas unfavorable policies focused on limiting the sales of alcohol. Perceived cognitive outcomes related to the attitudes toward different server intervention policies. It is concluded that attitudes are likely to have a direct influence on the adoption or compliance with the policies. These attitudes toward the policies were found to be a function of the perceived hassle of implementing the policies and how effective the policy was in preventing driving under the influence. (PsycINFO Database Record (c) 2009 APA, all rights reserved)

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