Sleep Right, Live Bright: The development of a campaign to promote healthy sleep.

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Background

Although sleep is an necessity, many college students do not make it one of their main priorities and various studies show that unhealthy sleep patterns negatively affect students’ GPAs. Sleep is essential to doing well academically therefore this study was conducted to find barriers that students had that kept them from engaging in healthy sleep behaviors and to educate them on creating and maintaining healthy sleep patterns.

Methods

The Procedure:
The final sample of this study included 147 male participants and 257 female participants (N = 404) ranging in age from 17 to 29 years old. The students in a communication research methods course became human subjects qualified researchers in the fall of 2014 and collected the data from other students at a Midwestern University in the form of a survey. The participants completed the study on their own through an online survey link. This was a non random sample group.

The Measures:
The survey was part of a larger study that measured sleep intentions, sleep behaviors, and anxiety levels, perceived benefits of sleep, and sexual assault history. We ran a stepwise regression in SPSS to analyze our data. For this specific study, we are focusing on sleep importance, perceived sleep susceptibility, and sleep severity under the guidance of the Health Belief Model in order to discover variables that might affect sleep behaviors.

Results and Conclusion

According to our research, a multitude of factors can act as predictors for a person’s sleep behavior including sleep attitudes, barriers and susceptibility. Our hypothesis correctly predicted that a person’s sleep attitudes and their responses to sleep barriers significantly impact their sleep behavior. We found that the more positively a person felt about sleep the more likely they were to have healthy sleep behaviors. Our study found that if BGSU students recognize that they are more likely to experience trouble from a lack of adequate amounts of sleep, this recognition positively influenced their beliefs towards sleep. Our research also found that students perceived the consequences of an inadequate sleep schedule to be highly severe and wanted to seek more sleep and that perceived benefits of sleep lead to trying to adopt healthier sleep behavior. Sleep importance proved to not be a significant factor. Further research should be conducted, we propose, to better understand the unique impact of the independent variables such as sleep importance, anxiety levels in relation to sleep and sexual assault history and sleep.