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Beliefs and social norms about ephedra onset and perceived addiction among college male and female athletes.

Peters RJ Jr, Adams LF, Barnes JB, Hines LA, Jones DE, Krebs KM, Kelder SH. Source

Prairie View A&M University, Department of Health and Human Performance, Prairie View, Texas 77030, USA. rpeters@sph.uth.tmc.edu

In Spring 2003, a qualitative approach was used to investigate relevant beliefs and norms associated with ephedra initiation and perceived addiction to the drug among 43 primarily minority athletes, attending a historically Black university in the southwestern region of the United States, who self-identified as past users. In general, participants stated that their second ephedra use event occurred on the same day as or the day after initiation. The majority of participants perceived that addiction was established by routine and eccentric behavior. Male athletes stated they used ephedra for improved athletic performance while females stated they used the drug for weight loss. Male participants stated it is difficult to quit ephedra use because of the resulting decrease in athletic performance, sickness, and weight gain. Female athletes were more concerned with their appearance. These findings are important in determining the early extent to which addiction is self-identified.

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