Social Norms Campaigns
Hello!
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Program Overview

- Social norms
- Data and how to use it
- Examples
- Question & answer
Social norms messages have been shown to reduce number of drinks student report consuming (DeJong et al., 2006).
1. Social Norms Campaigns

What are they?
Common standards within a social group regarding socially acceptable or appropriate behavior in particular social situations, the breach of which has social consequences.

Source: Oxford Reference
Perceived Norms

Misperception

Actual Norms

Berkowitz, 2004
Michigan State University; University of Massachusetts, Amherst; Millersville University; Northern Arizona University
2. Things to Keep in Mind
What about data?
Limitations

- Reliability
- Data Collection
- Sample/Participants
- Dosage
3. Examples

What was done last year?
What do we do with this information?
Looking to the future
Where do we go from here?
○ High efficacy in normative re-education when personalized (NIAAA, 2015).
○ It may be valuable to provide gender-specific normative feedback (Lewis & Neighbors, 2006).
Thank you!

Any questions?

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