Social Norms Campaigns

LISA SCHRADER, MPH, MCHES
DIRECTOR OF HEALTH PROMOTION
MIDDLE TENNESSEE STATE UNIVERSITY
Social Norms

- Social Norms are the expected behaviors of a society
- Social norms are different in every culture
- Most people want to fit into society
- Social norms influence the way we act and think

Understanding Social Norms

Why are all those people dancing? And why am I not?
What are students’ perceived norms/expectations of college life??
How do perceptions impact behavior?

- When in Rome...
- https://www.youtube.com/watch?v=BgRoiTWkBHU
Social Norms Theory & Approach

- Alan David Berkowitz & H. Wesley Perkins
- Together in 1986 they published the first major study on social norms and drinking
- They found that the most effective method of changing behavior is changing perception
Social Norms Theory & Approach

Social Norms Approach focuses on correcting misperceptions.

If we can correct people’s misperceptions about the behaviors of their peers, then we can influence their actual behavior.
MISPERCEPTIONS

Perception

GAP

REALITY

Overestimate: Unhealthy, visible behaviors - drunkenness, violence, rowdiness, smoking, etc.

Underestimate: Healthy, less visible behaviors - moderate drinking, academic seriousness, sexual responsibility, not smoking, etc.
The Purpose of a Social Norms Campaign

- Goal is to reveal already existing healthy norms that have been underestimated.

- Can be conducted universally (to all students) or targeted to small groups of students.

- “For a norm to be perpetuated, it is not necessary for the majority to believe it, but only for the majority to believe that the majority believes it.”
  -- Alan Berkowitz
78% of U of M students have never missed a class due to the results of drinking or drug use.

When you frame it that way, sometimes you want to fit in.
Social Norms Campaigns

- Include a correct perception that either leads to behavior change or reduces perceived peer pressure.
- Communicate what others do or think.
- Use Data.

95.4% of C-N students say it is easy to make friends without drinking alcohol.
Social Norms Campaigns: Traditional Approach

- Create posters, table tents, billboards, yard signs, newspaper ads
- Identify locations/points of contact where students may be lingering or more likely to notice media
  - Library Workstations
  - Academic and financial aid advisors’ offices
  - Dining Areas
  - Student Lounge
  - Stair wells
  - Bathrooms
- Create t-shirts or other give aways with social norms messages
Social Norms Campaigns: Technology

- General Ideas
  - Movie Theaters
  - Digital Screens across Campus
  - Email Signature
  - Score Boards at Sporting Events
  - Banners on Websites
  - Create Infographics
  - Youtube Videos
  - Sharing via Social Media
  - Start a SN Blog
Questions to Think About Misperceptions

 совершите пересмотр позиций, соответствующих нашим представлениям по поводу того, что является основой для наших мнений. А затем попробуйте изменить свое мнение, основываясь на новой информации.

рошитые ошибочные мнения на вашем кампусе? Более того, каким образом они распространены среди большинства студентов? Что мы можем сказать, чтобы помочь изменить это неправильное представление?
What ideas do you have for implementing SN Approaches on your campus?

What ideas do you have for using technology to get out messages on campus?
Suggested Strategies for Large Institutions

- Struggles with traditional print media
- Identify locations/points of contact where students may be lingering or more likely to notice media
- Library workstations
- Academic and financial aid advisors’ offices
- Dining areas
- Social media
- Don’t be afraid of disbelief or debate
- A word of caution for schools in areas of high retail outlet density
Suggested Strategies for Small Institutions

- Have buy in from several departments on campus
- Identify campus culture and best way to get information to students
  - Poster placement cafeteria, student lounge, stair wells, bathrooms
  - Selfie station with posters
  - Post on student announcements
  - Send out on social media (and ask other departments to promote too)
  - Messages on t-shirts
Questions?