


Libertyville High School Social Norms Data

Gregory Barker Ph.D.


Social Norms Theory and Marketing

Attribution Theory

- ▶ Tendency to attribute other people's observed behavior as indicative of their essential character
 - ▶ We most often attend to what is unique or aberrant rather than what is common.
 - ▶ Cultural media bombard the public with news stories about aberrant behavior – reinforcing the “commonality” of this behavior
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Social Norms Theory and Marketing

Social Norms Theory

- ▶ People's behavior is influenced by their perception of how other members of their social group behave.
 - ▶ Our perceptions are often (usually) incorrect.
 - ▶ Individuals accept misperceptions of the status quo rather than actively intervene to change it – perpetuates the myth
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Social Norms Hypothesis

- ▶ Changing the Misperception of Social Norms

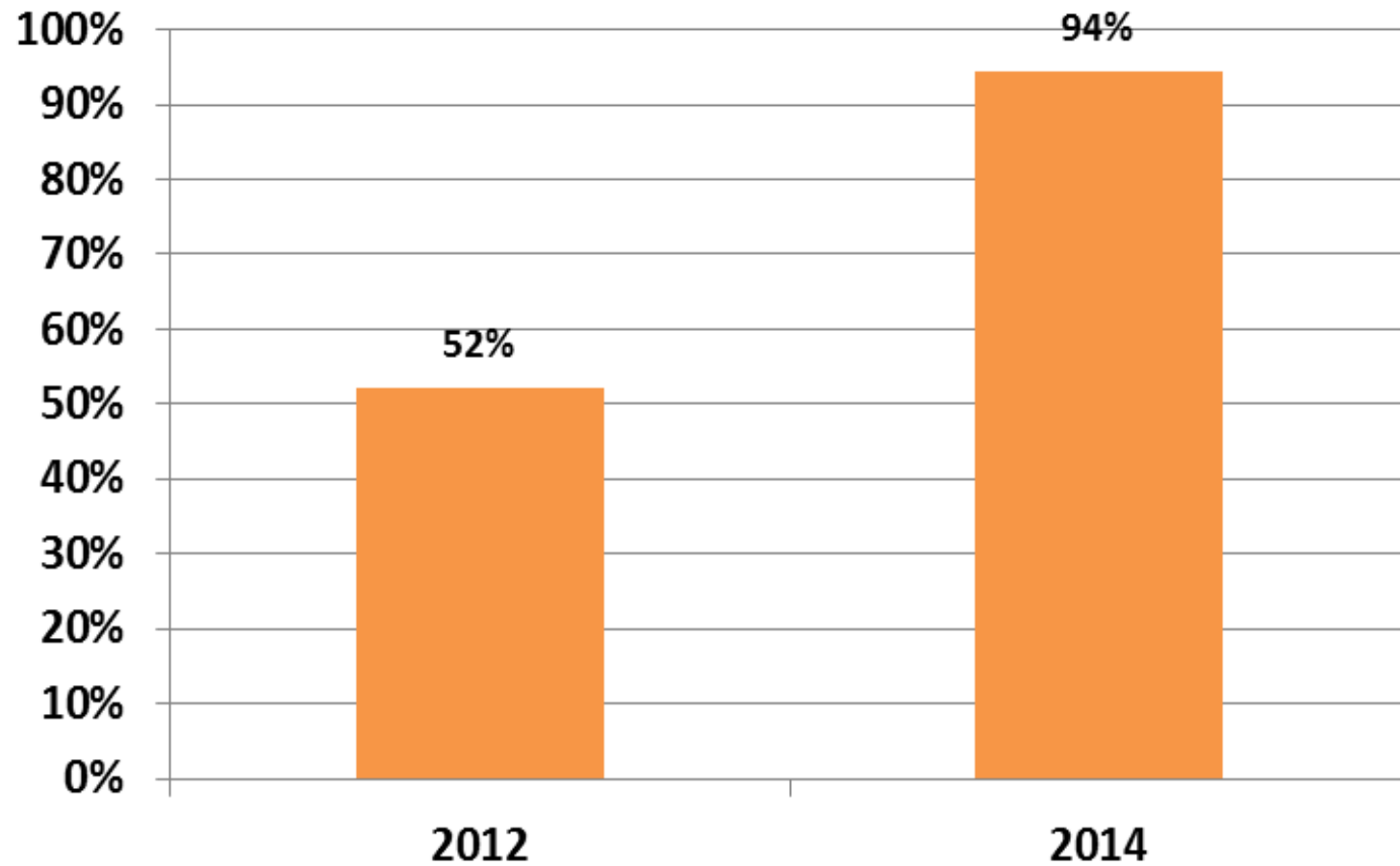
(i.e., decreasing the overperception of alcohol, tobacco, and drug use among peers)

- ▶ Changes Human Behavior.

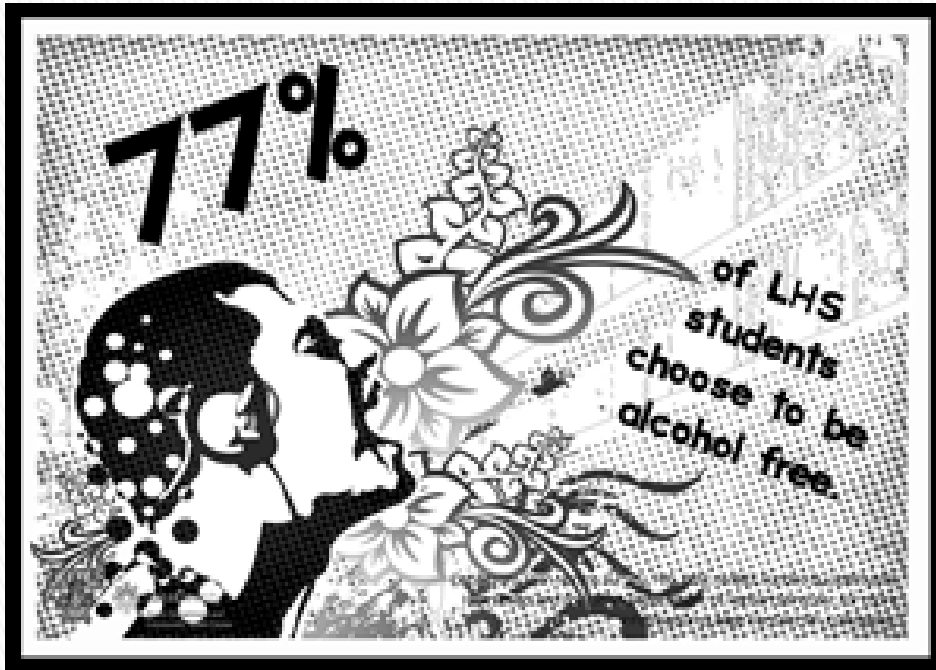
(i.e., reduces these behaviors)



Exposure to Social Norms Media i.e., Seen Alcohol Posters

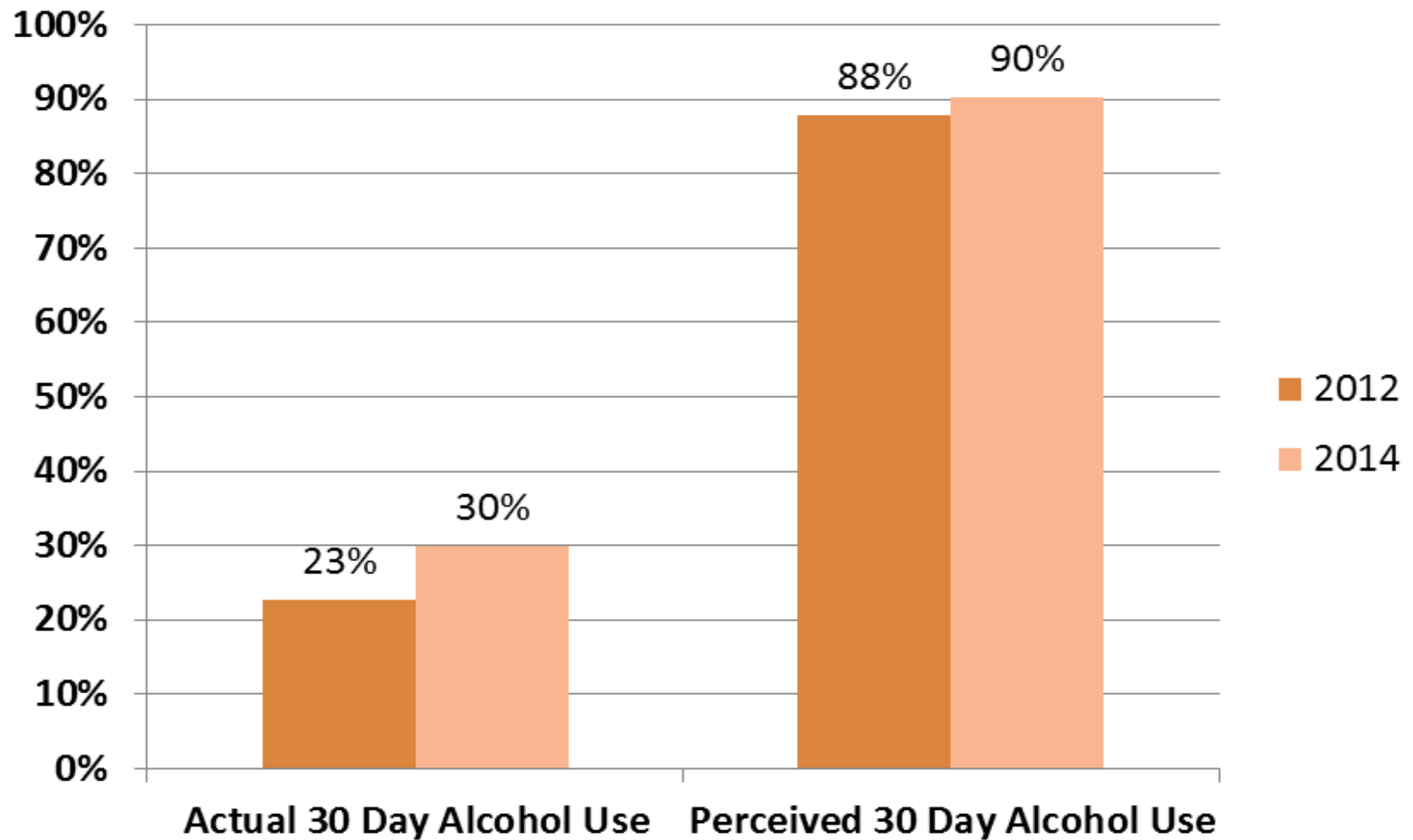


Media Exposure and Believability



- ▶ Was this poster believable? – 51%
- ▶ Discussed poster with friends? – 71%

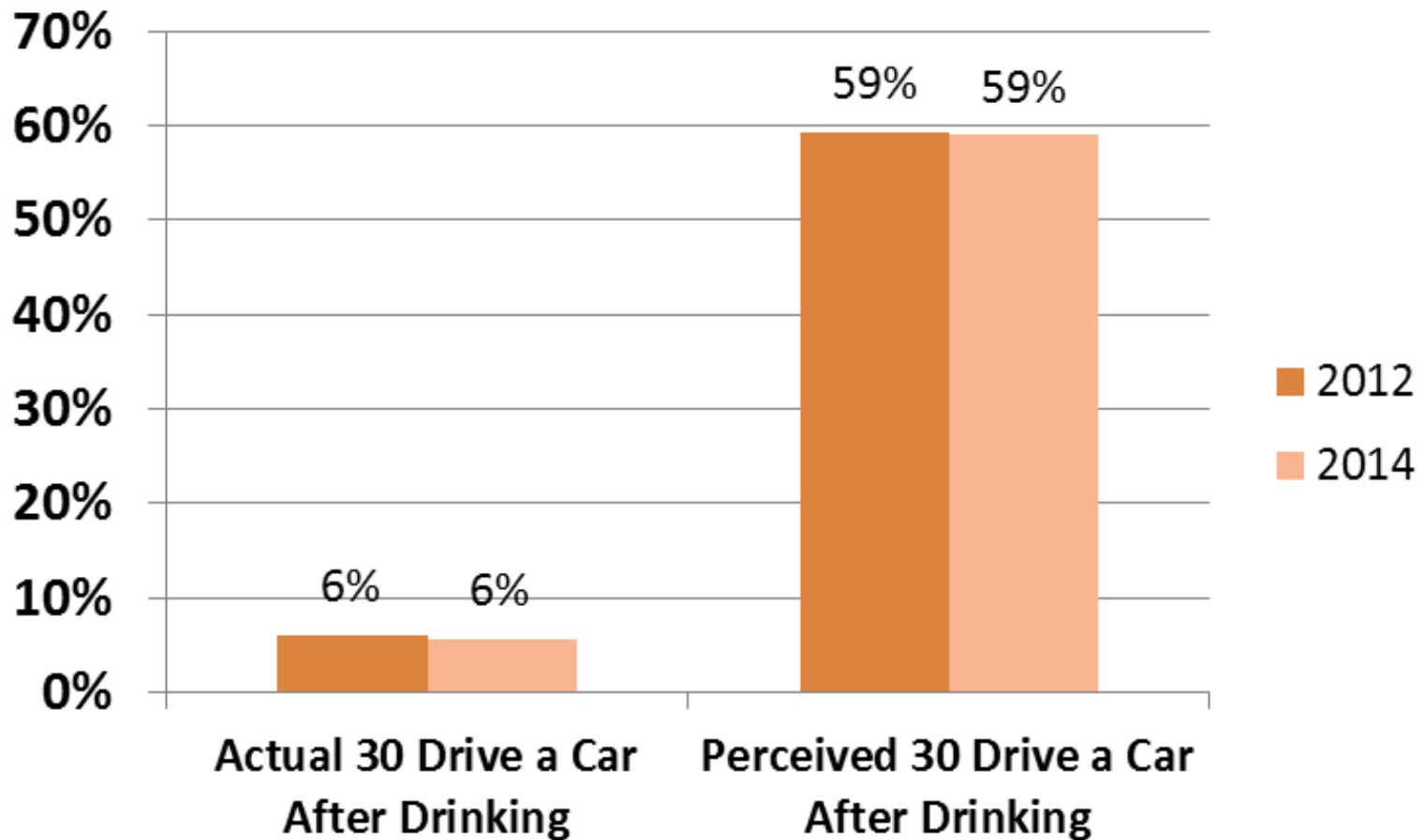
30-day Alcohol Use



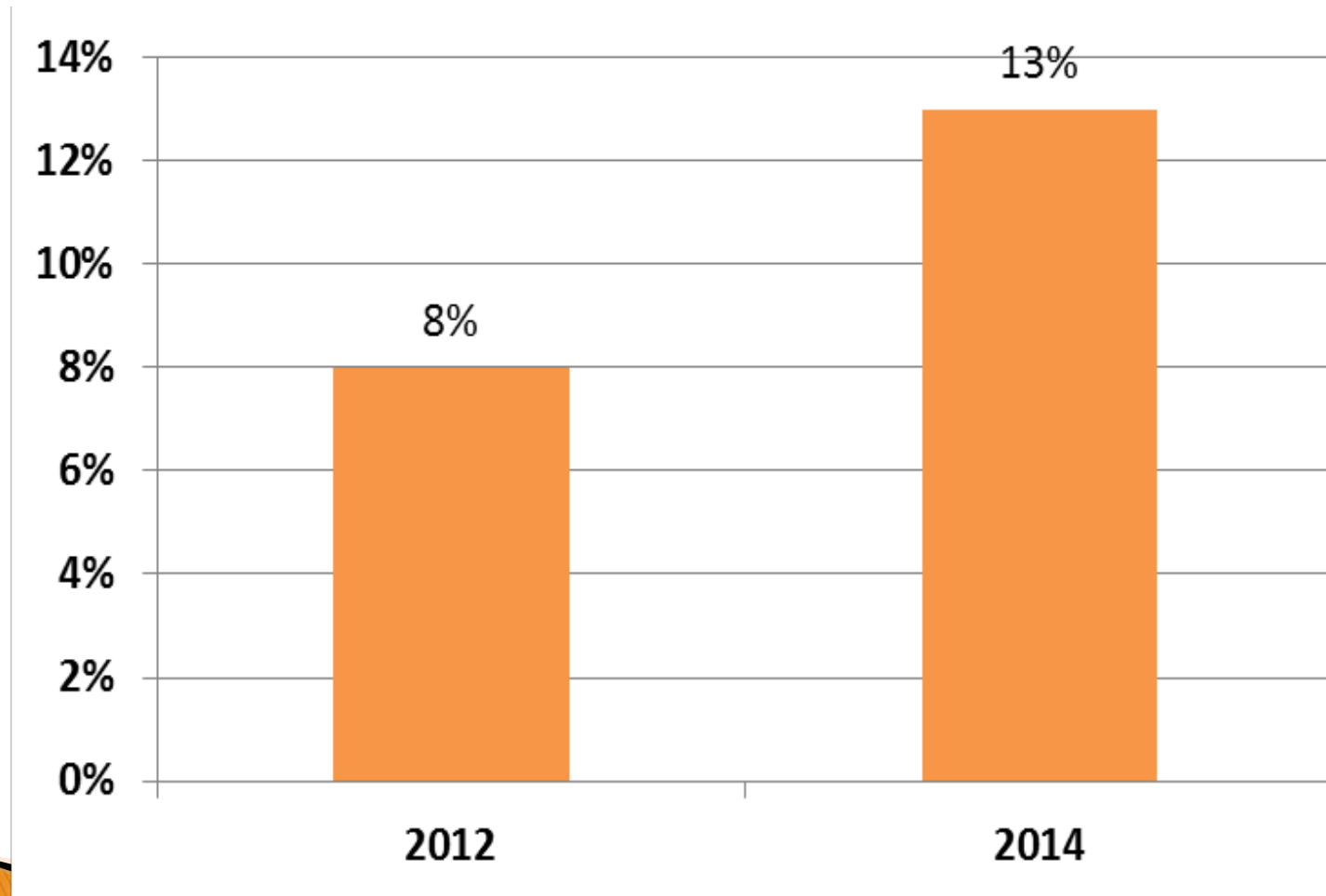
When hanging out or socializing with friends, what do you/your peers typically drink?



30-Day Drinking and Driving



If you drank alcohol in the last 30 days, from whom did you get the alcohol?
A friend under 21-years of age




Summary of findings...


- ▶ Increase in exposure to media
- ▶ No change in the perception of alcohol use
- ▶ Increase in self-reported 30-day alcohol use
- ▶ Slight increase in typical alcohol use
- ▶ No change in drinking-and-driving
- ▶ Increase in students getting alcohol from friends under 21 years-of-age
- ▶ This happened under the guidance of an experienced social norms marketer (Lake County Health Organization)

Why did this happen?

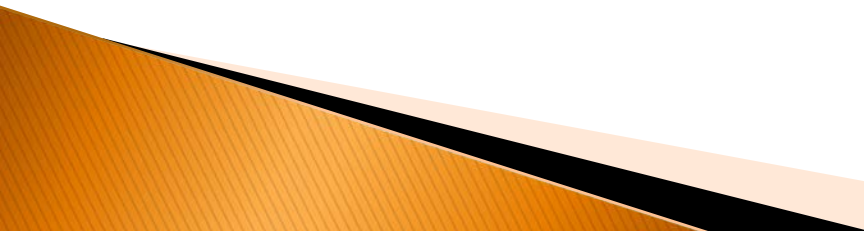
Threats to Internal Validity

- ▶ Internal Validity is when observed differences on the dependent variable are directly related to the independent variable, and not due to some other unintended variable.
 - ▶ A history threat is when an unforeseen event occurs during the course of the study.
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Threats to Internal Validity

- ▶ Spring 2012 survey was administered two weeks BEFORE the turnabout dance
 - ▶ Spring 2014 survey was administered two weeks AFTER the turnabout dance
 - ▶ It is likely that the change in self-reported 30-day drinking is the result of a celebratory event before the survey administration
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I don't believe any of this...

- ▶ No kidding...
 - ▶ We are challenging very deeply held beliefs about the behaviors of their peers
 - ▶ Roughly 90% of Libertyville HS students still believe that their peers drink even though less than 30% actually do
 - ▶ It is unlikely you will ever have more than 50% of Libertyville HS students believe you
 - ▶ In fact, the students DO believe the posters
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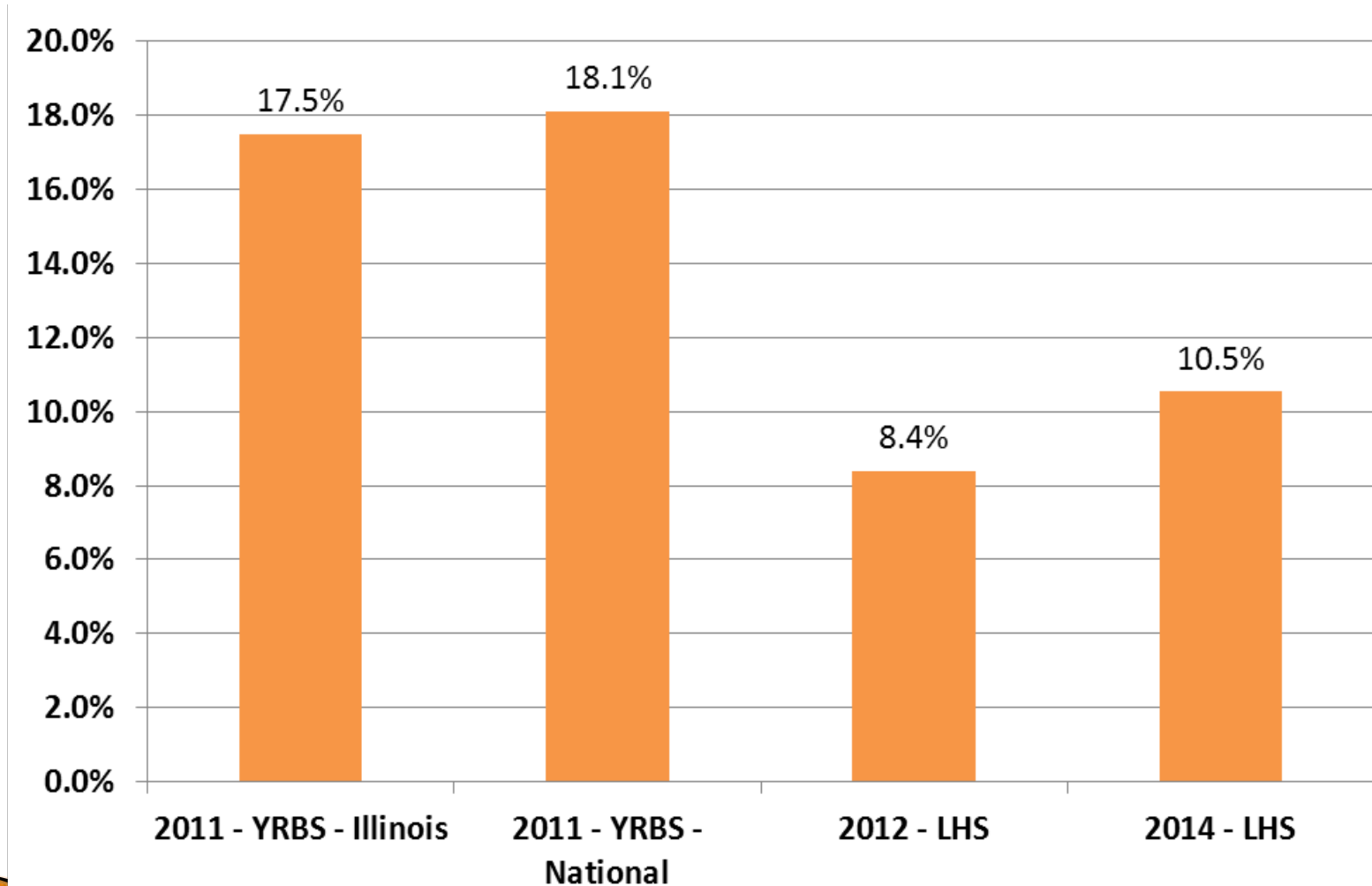
Students lie on the survey...

- ▶ Not likely...
 - ▶ Demographics of the sample are really close to the demographics of the population
 - ▶ Schools across the country are extremely similar to one another
 - ▶ It is very unlikely that a student could “trick” my system of “cleaning” the data
 - ▶ Regularly eliminate a very small percentage of inconsistent responders
 - ▶ There is no reason for them to lie
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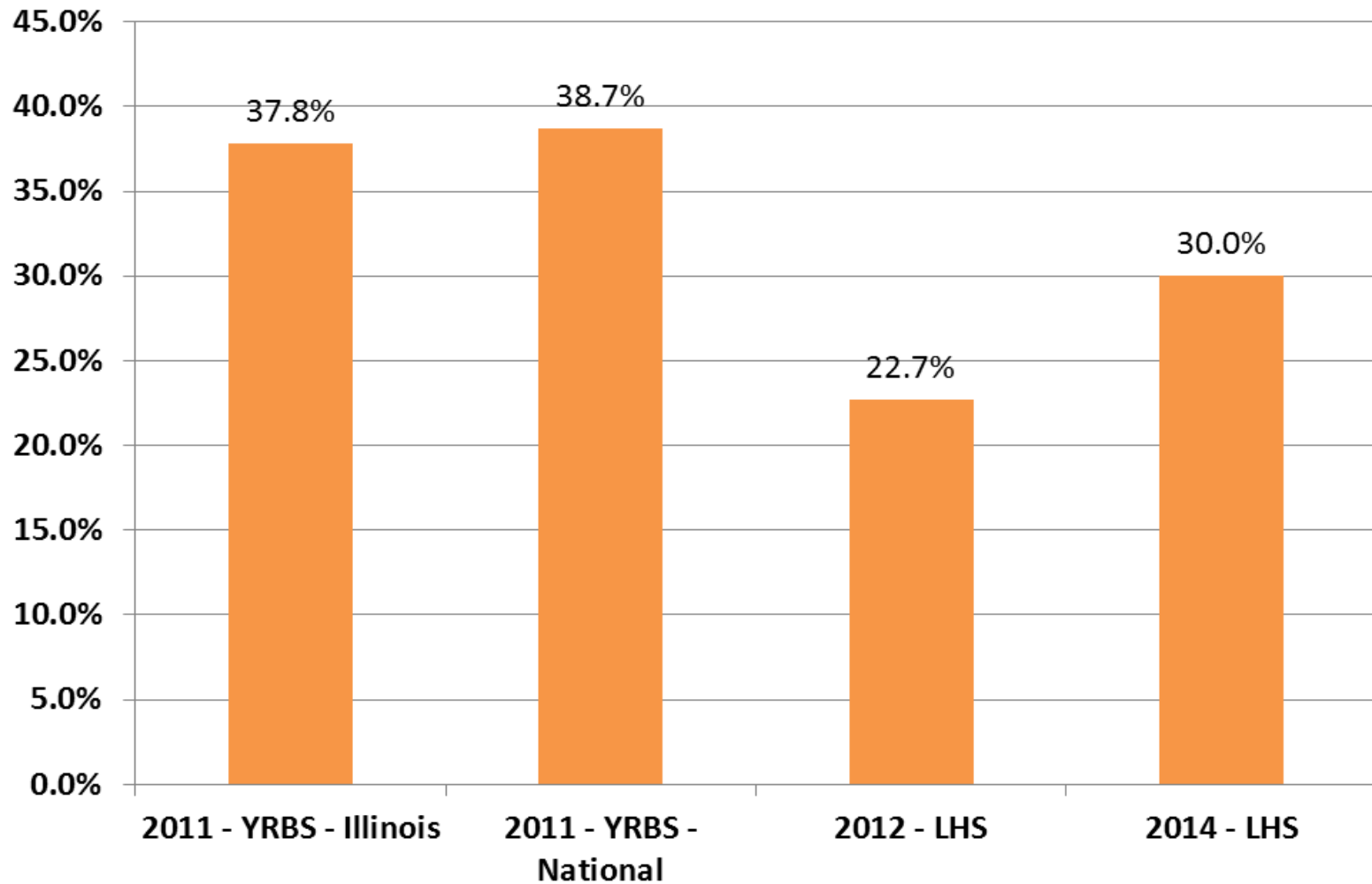
Questions?

Gregory Barker
gbarker1@niu.edu
815-753-4742

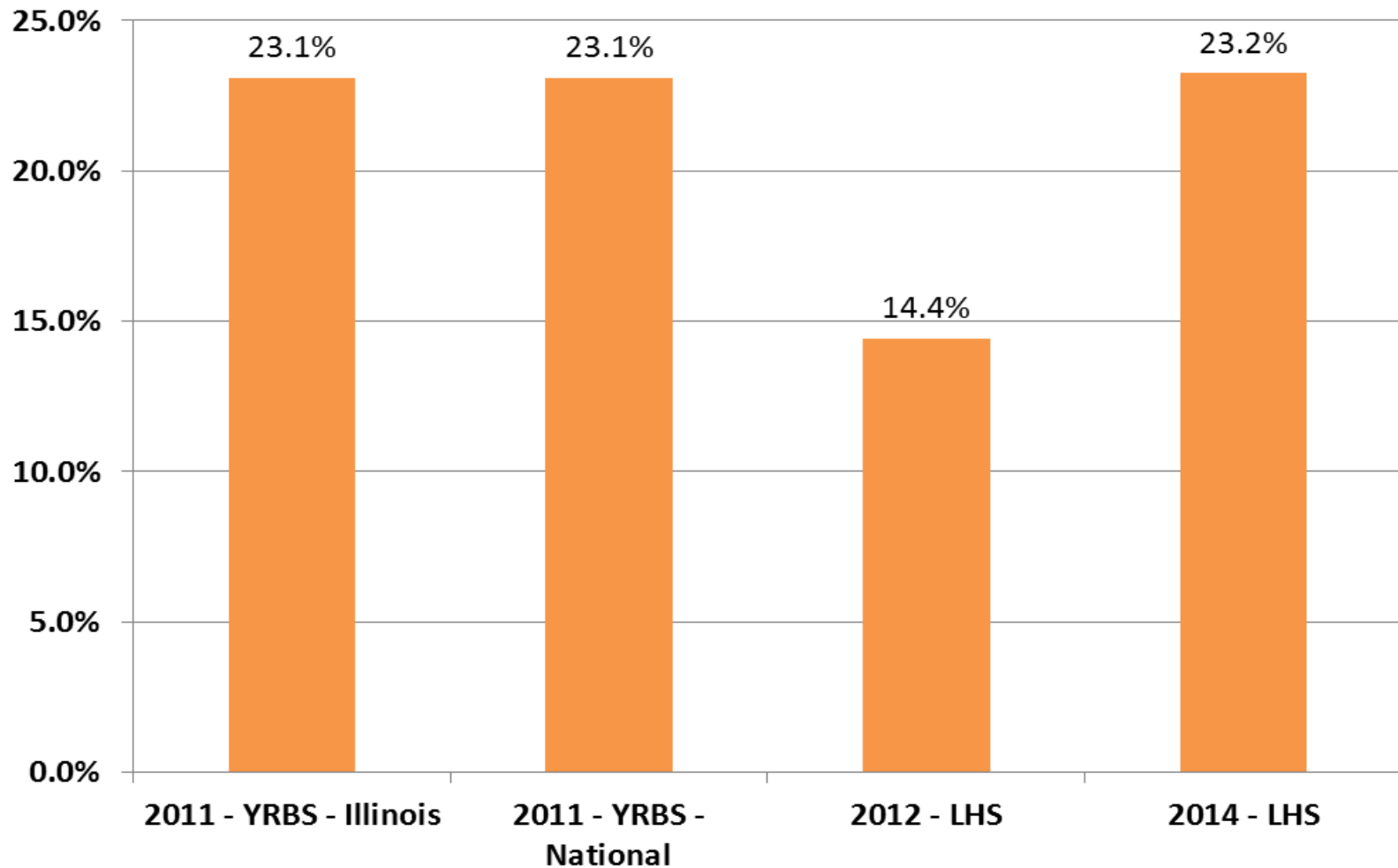
LHS Survey and YRBS – Cigarettes



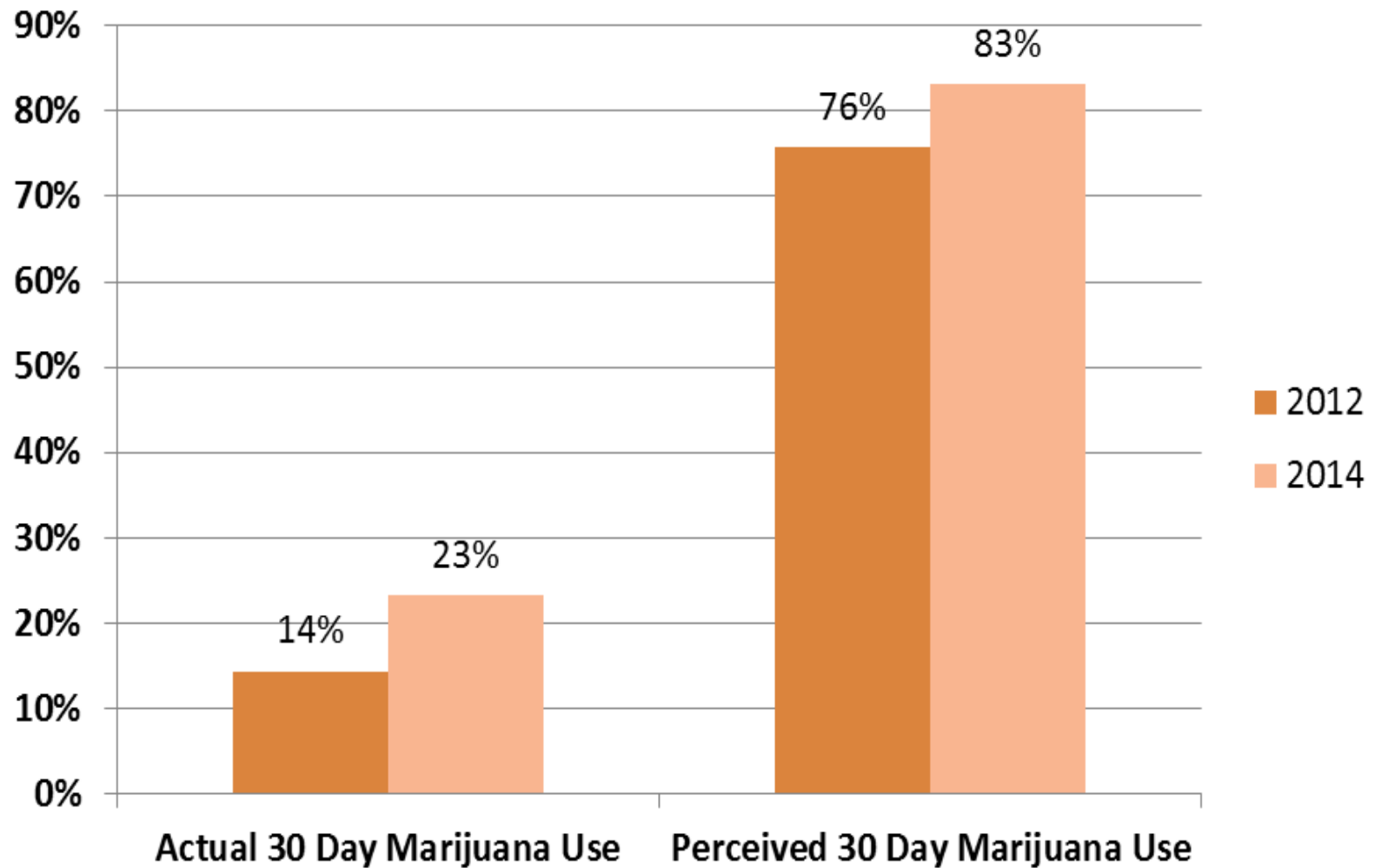
LHS Survey and YRBS – Alcohol



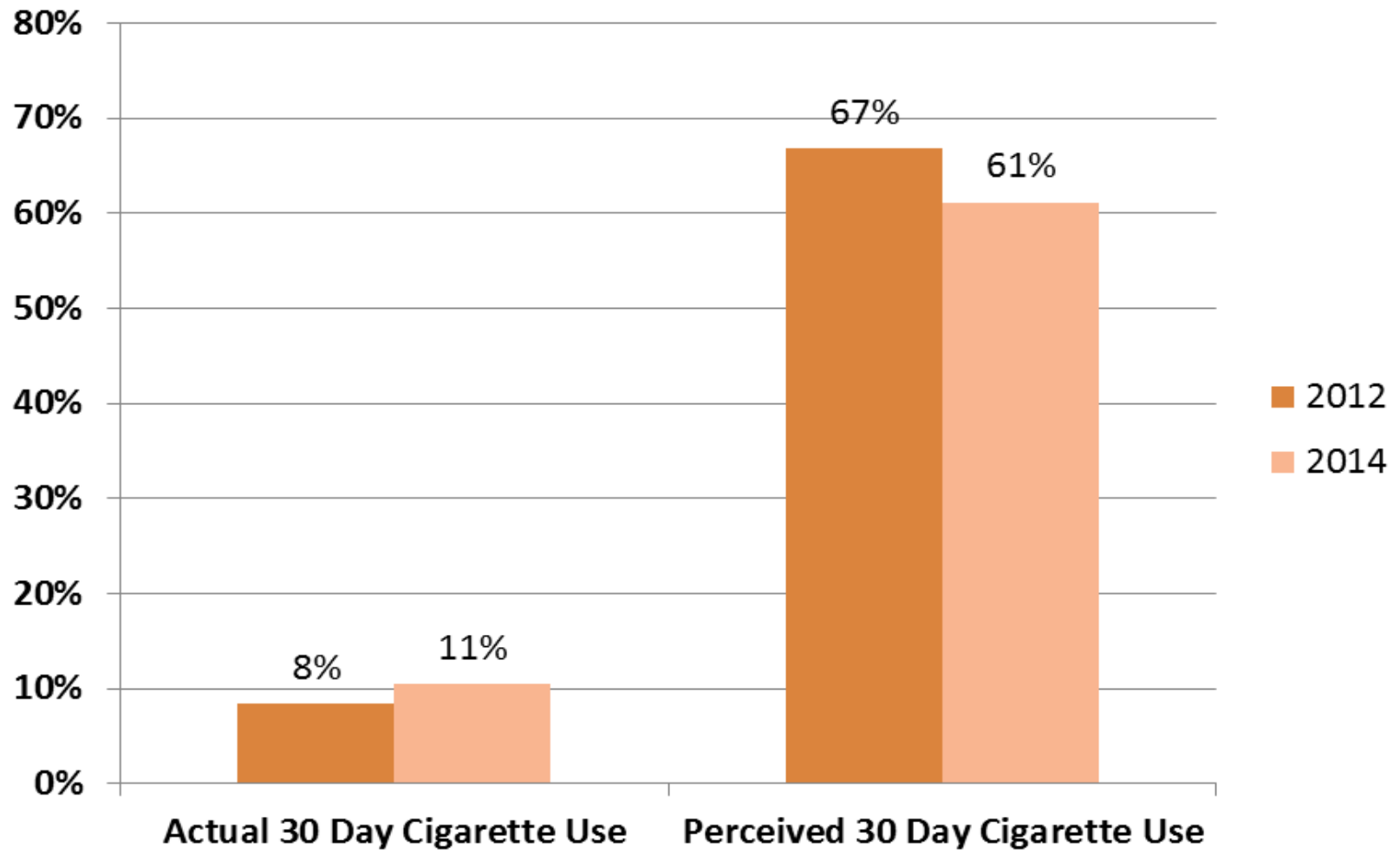
LHS Survey and YRBS – Marijuana



30-day Marijuana Use



30-day Cigarette Use



Other Drug Use

