

Appendix

Annotated Bibliography of the Social Norms Literature

This annotated bibliography provides brief summaries of notable resources for social norms theory, case studies and implementation issues, other applications, and significant research

Theory and Overview

Berkowitz, AD (2004). *An Overview of the Social Norms Approach*. To be published as Chapter 13 in L Lederman, L Stewart, F Goodhart and L Laitman: Changing the Culture of College Drinking: A Socially Situated Prevention Campaign, Hampton Press. An overview of the history of the social norms approach, research in support of the model, successful campaigns, and challenges to effectiveness. Available from www.alanberkowitz.com.

Berkowitz, AD (2002) *Responding to the Critics: Answers to Common Questions and Concerns About the Social Norms Approach*. The Report on Social Norms: Working Paper #7. Little Falls, NJ: PaperClip Communications. Answers to commonly asked questions and criticisms about the social norms approach, including theory, methodological issues, and reasons for program failure.

Berkowitz, AD (1997) *From Reactive to Proactive Prevention: Promoting an Ecology of Health on Campus*. In P. Clayton Rivers and Elise R. Shore (Eds) Substance Abuse on Campus: A Handbook for College and University Personnel. Westport, CT: Greenwood Press. This chapter presents an overview of social norms theory in the context of other approaches to drug prevention, reviews relevant research, and presents examples of primary, secondary and tertiary interventions in the form of case studies.

Borsari, BB & Carey, KB (2001). *Peer Influences on College Drinking: A Review of the Research*. Journal of Substance Abuse, 13:391-424. In this article, Borsari and Carey provide a comprehensive overview of the literature on social norms and summarize different theories and mechanisms of peer influence.

Borsari, BB & Carey, KB (2003). *Descriptive and Injunctive Norms in College Drinking: A Meta-Analytic Integration*. Journal of Studies on Alcohol, 64:331-341. The authors conducted a meta-analysis of 23 different studies that documented misperceptions and evaluated the efficacy of social norms interventions in different populations. They

review a number of important theoretical and measurement issues facing the field.

Linkenbach, J (2001). *Cultural Cataracts: Identifying and Correcting Misperceptions in the Media*. The Report on Social Norms: Working Paper #1. Little Falls, NJ. PaperClip Communications. An overview of how the media fosters misperceptions of health and other behaviors and the effects of these media distortions. Strategies are provided for recognizing and correcting them.

Miller, DT & McFarland, C (1991). *When Social Comparison Goes Awry: The Case of Pluralistic Ignorance*. Chapter 11 in Suls, J & Wills, T (Eds) Social Comparison: Contemporary Theory and Research, Hillsdale, NJ: Erlbaum. An excellent overview of the theory of “pluralistic ignorance” and citations of earlier work in this area.

Perkins, HW (1997). *College Student Misperceptions of Alcohol and Other Drug Norms Among Peers: Exploring Causes, Consequences and Implications for Prevention Programs*. In: Designing Alcohol and Other Drug Prevention Programs in Higher Education: Bringing Theory into Practice. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention. A comprehensive overview of the theory and assumptions of the social norms approach which concludes with implications for prevention programmers.

Prentice, DA & Miller, DT (1997). *Pluralistic Ignorance and the Perpetuation of Social Norms by Unwitting Actors*. In: Advances in Experimental Social Psychology, 28:161-209. An overview of the authors’ extensive research on pluralistic ignorance along with theoretical explanations of how it operates in a variety of settings and for a variety of issues.

Case Studies and Implementation Strategies

Berkowitz, AD, Ed (2003c). The Social Norms Resource Book. This handbook provides a comprehensive overview of the social norms approach including theory, implementation strategies, and case studies of individual, group, and campus interventions with sections on alcohol, tobacco, sexual assault, and other issues. Available from www.socialnormslink.com or www.Paper-Clip.com, or call 866 295-0505.

Craig, D (2002). “The Truth About Teen Alcohol Use 101” – A Social Norms Video for High Schools. Discover Films. This 25-minute video presents students at a high-school reacting to a social norms media campaign and sharing how it is empowering for responsible and non-users. In a recent review it was described as “an excellent overall

introduction to the basic concepts of a social norms approach that can be beneficial to multiple audiences in a high school setting (Langford, Peterson & Stone, 2004). Available from 888 649-6453 or at www.discover-films.com.

Fabiano, P & Lederman, LC (2002). *Top Ten Misperceptions of Focus Group Research. The Report on Social Norms: Working Paper #3*. Little Falls, NJ. PaperClip Communications. An introduction to the role of focus groups in generating and evaluating media for social norms campaigns, and answers to some common misconceptions about them.

Haines, MP (1996). [A Social Norms Approach to Preventing Binge Drinking at Colleges and Universities](#). Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention. (Available at www.edc.org/hec). A thorough presentation of the steps taken at Northern Illinois University to implement a comprehensive social norms marketing campaign.

Illinois Higher Education Center. (2003). [Resources on the Small Group Norms Challenging Model](#). The website of the IHEC contains a variety of valuable resources for implementing the small group norms challenging model, including a comprehensive manual, sample consent forms and surveys, and a facilitation guide with overheads. Go to: www.illinoishec.org.

Johannessen, KJ, Collins, C, Mills-Novoa, BM & Glider, P (1999) [A Practical Guide to Alcohol Abuse Prevention: A Campus Case Study in Implementing Social Norms and Environmental Management Approaches](#). The University of Arizona Health Service, www.health.arizona.edu. An excellent guide to the development of social norms media and for combining social norms marketing campaigns with other individual and environmental interventions. Available from www.edc.org/hec or www.socialnorms.CampusHealth.net.

Linkenbach, J, Berkowitz, A, Cornish, J, Fabiano, P, Haines, M, Johannessen, K, Perkins, HW, Rice, R. (2002). [The Main Frame: Strategies for Generating Social Norms Media](#). Available from www.mostofus.org or www.socialnorm.org and www.higheredcenter.org/. This is a practical guide to writing media stories about social norms interventions, along with guidelines and talking points for interacting with the media to shift the “frame” of the discussion to positive, health-promoting behaviors.

Perkins, HW (2003). (Ed). [The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, Clinicians](#), San Francisco, Jossey-Bass. This book on the

social norms model contains case studies of successful social norms interventions at a variety of colleges and universities for smoking and alcohol, including both social norms media campaigns and small group interventions. Successful campaigns with high school and adolescent populations are also provided. Guidelines for effective implementation are provided in a number of the chapters (see www.socialnorm.org for a Table of Contents and Larimer, 2003 for a review)

Perkins, HW & Craig, DA (2003). [A Multi-faceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges](#). Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention. (Available at www.higheredcenter.org/). One of the most comprehensive evaluations of a social norms media campaign, presenting evaluation data collected over a five-year period demonstrating changes on a number of dimensions of behavior.

Research

Borsari, BB and Carey, KB (2001 and 2003). See entries under "[Theory](#)."

Perkins, HW (2002). *Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts*. [Journal of Studies on Alcohol](#), Supplement 14:164-172. A review of the literature on the effects of norms on drinking behavior. Research on parental, faculty, resident advisors and peer norms are reviewed, with the conclusion that peer norms are the strongest influence on student drinking. A brief overview of the social norms approach is presented.

Perkins, HW and Berkowitz, AD (1986). *Perceiving the Community Norms of Alcohol Use Among Students: Some Research Implications for Campus Alcohol Education Programming*. [International Journal of the Addictions](#), 21(9/10): 961-976. This is the original study providing data for student misperceptions of attitudes towards alcohol, along with a discussion of the effects of these misperceptions.

Perkins, HW, Meilman, PW, Leichliter, JS, Cashin, MA & Presley, CA (1999) *Misperceptions of the Norms for the Frequency of Alcohol and Other Drug Use on College Campuses*. [Journal of American College Health](#), 47:253-258. Reviews data documenting the prevalence of misperceptions of alcohol and other drug use in all sizes and types of schools, and in all regions of the country.

Perkins, HW, and Wechsler, H (1996). *Variation in Perceived College Drinking Norms and Its Impact on Alcohol Abuse: A Nationwide Study*. [Journal of Drug Issues](#), 26(4):961-974. An analysis of Harvard's College

Alcohol Study data set documenting the importance of misperceptions in predicting alcohol abuse, especially for heavy users.

Scher, K, Bartholow, BD & Nanda, S (2001). *Short- and Long-Term Effects of Fraternity and Sorority Membership on Heavy Drinking: A Social Norms Perspective*. Psychology of Addictive Behaviors, 15:42-51. An excellent longitudinal study examining the alcohol use of Greek members during and after college. Greeks consistently drank more than non-Greeks during the college years but Greek status did not predict post-college drinking levels. Variations in Greek drinking during the four years of college were predicted by perceived peer norms for alcohol use among Greeks.

Toch, H & Klofas, J (1984). *Pluralistic Ignorance, Revisited*. GM Stephenson and JH Davis (Eds), Progress in Applied Social Psychology, Volume 2. New York: Wiley & Sons. An excellent review of studies of pluralistic ignorance from 1935-1982 in a variety of settings with important theoretical and research implications for social norms practitioners.

Individualized Normative Feedback

Dimeff, L, Baerk J, Kvilahan, D & Marlatt, AG. (1999). Brief Alcohol Screening and Intervention for College Students: A Harm Reduction Approach (BASICS). NY: Guilford Press. A thorough overview of the excellent research conducted at the University of Washington on harm-reduction interventions for abusers and a curriculum for implementing the model.

Walters, S (2000). *In Praise of Feedback: An Effective Intervention for College Students Who Are Heavy Drinkers*. Journal of American College Health, 48:235-238. "Check-Up to Go" or CHUG is a widely used tool for providing personalized individual feedback about drinking. In its original paper-and-pencil version it has produced drinking reductions in three controlled clinical trails. It is now available on the web. Contact Doug Van Sickle (vansickl@mail.sdsu.edu) or Scott Walters (scott.walters@utsouthwestern.edu).

Applications to Other Health and Social Justice Issues

Berkowitz, AD (2003). *Applications of Social Norms Theory to Other Health and Social Justice Issues*. Chapter 16, H. Wesley Perkins, Ed. The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, Clinicians, San Francisco, Jossey-Bass. Explores applications of social norms theory to sexual assault prevention for men, eating disorders, and bystander behavior

with respect to second hand effects of high-risk drinking and prejudicial behavior.

Bruce, S (2002). *The "A Man" Campaign: Marketing Social Norms to Men to Prevent Sexual Assault. The Report on Social Norms: Working Paper #5*, Little Falls, NJ: PaperClip Communications. A case study of a social norms media campaign to address men's role in preventing sexual assault. An overview of the campaign and the process used to develop media is provided.

Dubuque, E, Ciano-Boyce, C & Shelley-Sireci, L (2002). *Measuring Misperceptions of Homophobia on Campus*. and Smolinsky, T (2002). *What Do We Really Think? A Group Exercise to Increase Heterosexual Ally Behavior*. In: *The Report on Social Norms: Working Paper #4*, Little Falls, NJ: PaperClip Communications. A study documenting misperceptions of homophobia, and a model workshop in which evidence of these misperceptions are used to foster heterosexual ally behavior.

White, J, Williams, LV and Cho, D (2003). *A Social Norms Intervention to Reduce Coercive Behaviors among Deaf and Hard-of-Hearing College Students*. In *The Report on Social Norms: Working Paper #9*. Little Falls, NJ, PaperClip Communications. A sexual assault prevention social norms media campaign tailored to the culture of Deaf and Hard-of-Hearing students was successful in reducing the incidence of sexual assault in this population.

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Berkowitz, AD (2004). An Overview of the Social Norms Approach. Chapter 13 in L Lederman, L Stewart, F Goodhart and L Laitman: Changing the Culture of College Drinking: A Socially Situated Prevention Campaign, Hampton Press.

Berkowitz, AD (2003a). How Should We Talk About Student Drinking and What Should We Do About It? About Campus, May/June: 16-22

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