

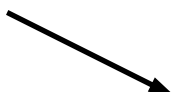
The Power of Norms

- Normative behavior is exhibited by 51% or more of the relevant group.
- People often have distorted perceptions of true descriptive and injunctive norms for behaviors.
- People try to live up to norms that they perceive as operative in their reference groups.

Perkins' 2003 Social Norms Model

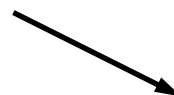
1. Baseline

Identify actual and misperceived Norms for alcohol consumption and protective behaviors



2. Intervention

Intensive exposure to actual norm messages



3. Predicted Results

a. Less exaggerated misperception of norms



b. Reduction in harmful behavior

c. Increase in healthy behavior

Iterative Process – As new norms occur, use as basis for revamped campaign.

Descriptive Norms

Baseline

Identify actual and misperceived norms

- **Descriptive Norms** - What people actually do – Berkowitz, 2004
- **Perceived Descriptive Norms** - Individuals' beliefs about how widespread a particular behavior is among their referent others – Rimal & Real, 2003
- **Drinking Behaviors**
- **Protective Behaviors**

Injunctive Norms

- **Injunctive Norms** - What others think should be done
- **Perceived Injunctive Norms** Beliefs about what others believe should be done.
- There is a perceived pressure to conform to avoid social sanctions