

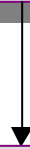
***Social Norms 2000-2004***

***Marketing Research Project***

***Overview and  
Preliminary Findings  
from the National  
Campaign & Syracuse  
University***

# Misperception of Social Norms: Student Alcohol Use

Students have exaggerated views  
of how much other students drink



Increase in perceived  
normative pressure to drink

# Social Norms Marketing: Use Media to Correct the Misperception

Decrease in perceived  
normative pressure to drink

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graph TD; A[Decrease in perceived normative pressure to drink] --> B[Decrease in high-risk drinking];
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Decrease in high-risk drinking

# Results of Preliminary Studies

*Social norms campaigns have produced reductions of heavy episodic alcohol consumption at various schools*

<u>School</u>	<u>Reduction Rate</u>	<u>Number of Years</u>
Northern Illinois University	<b>44%</b>	10
Hobart/William Smith Colleges	<b>40%</b>	4
University of Arizona	<b>28%</b>	5
University of Missouri	<b>21%</b>	2

# Weaknesses of Prior Research

- Before/after comparisons only
- No data from control schools
- Little/no contextual data
- Use of convenience samples for student surveys

**Project's  
Experimental  
Design**

**Facts**



just the

# Methodological Strengths

- True experiment with random assignment of 32 colleges and universities
  - Experimental - implemented campaign (includes Syracuse University)
  - Control - delayed campaign
- Contextual data collection
  - Campus newspaper content analysis
  - Key informant interviews
  - School-level statistics
- Random sample student survey

# Study Timeline

Year 1\*  
(1999-2000)

Year 2  
(2000-2001)

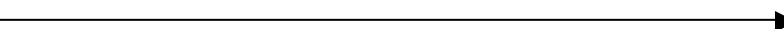
Year 3  
(2001-2002)

Year 4  
(2002-2003)

Year 5  
(2003-2004)

## All Schools

Administration of *Survey of College Alcohol Norms and Behavior*

Contextual data collection 

## Experimental Schools

*Just the Facts*  
Implementation 

## Control Schools

*Just the Facts*  
Implementation

\* Survey administration, contextual data collection, and training events for Cohort B schools were initiated in year 2.

# Project Overview

- Annual student survey data collected each spring
- Contextual data collected at all 32 campuses throughout study period
- Implementation of *Just the Facts* campaign beginning in fall 2001 (Cohort A included Syracuse University) concluded June 2004
- Contextual analysis ongoing

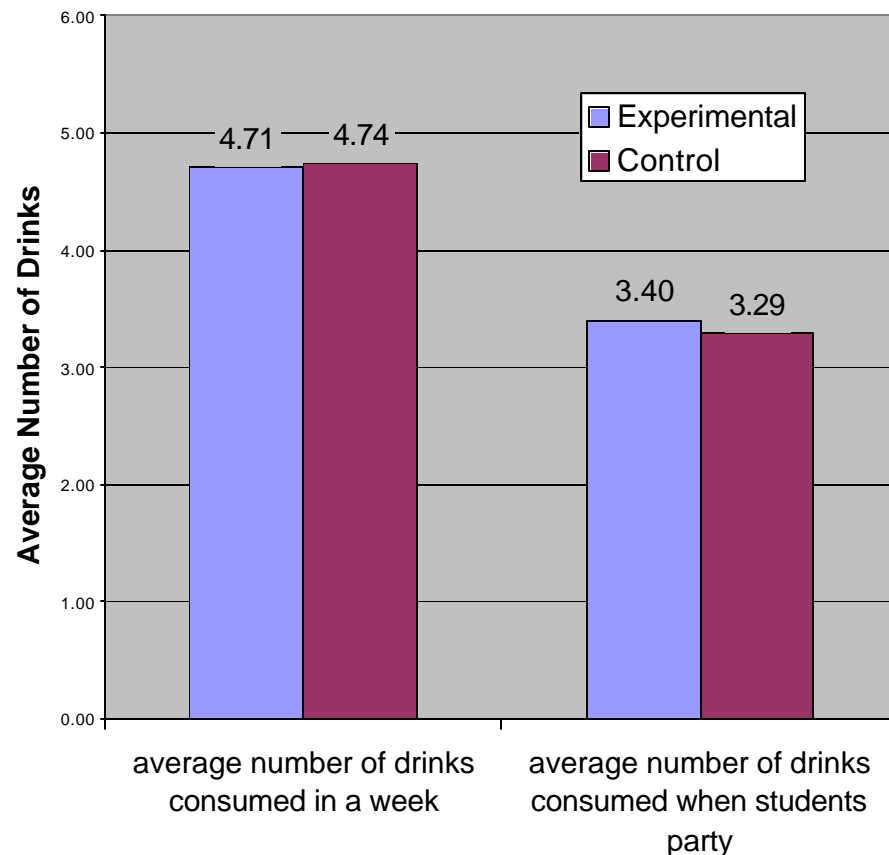
# Review of Baseline Data

**Facts**

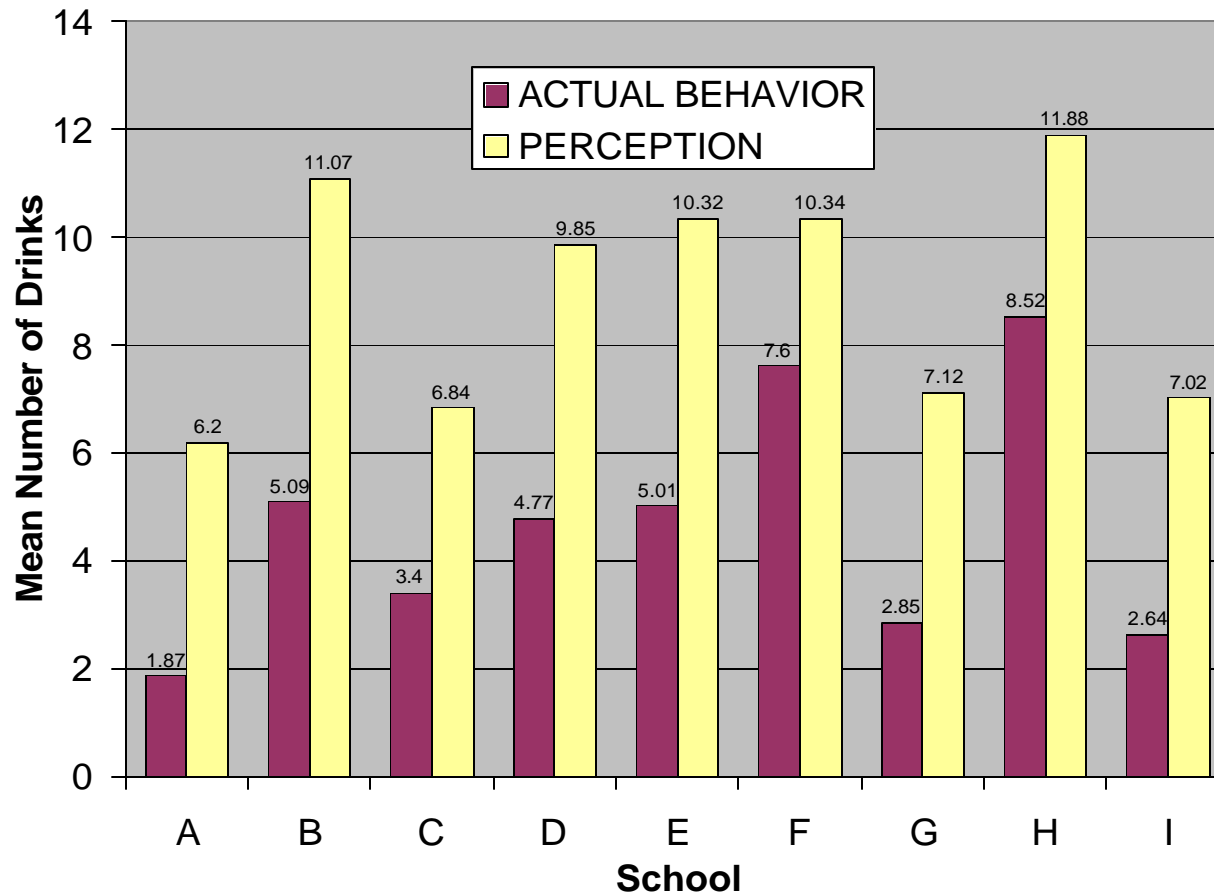
# Alcohol Use at Baseline:

## *EXPERIMENTAL VERSUS CONTROL SCHOOLS*

- Level of alcohol use among the two treatment groups is ***not*** significantly different at baseline

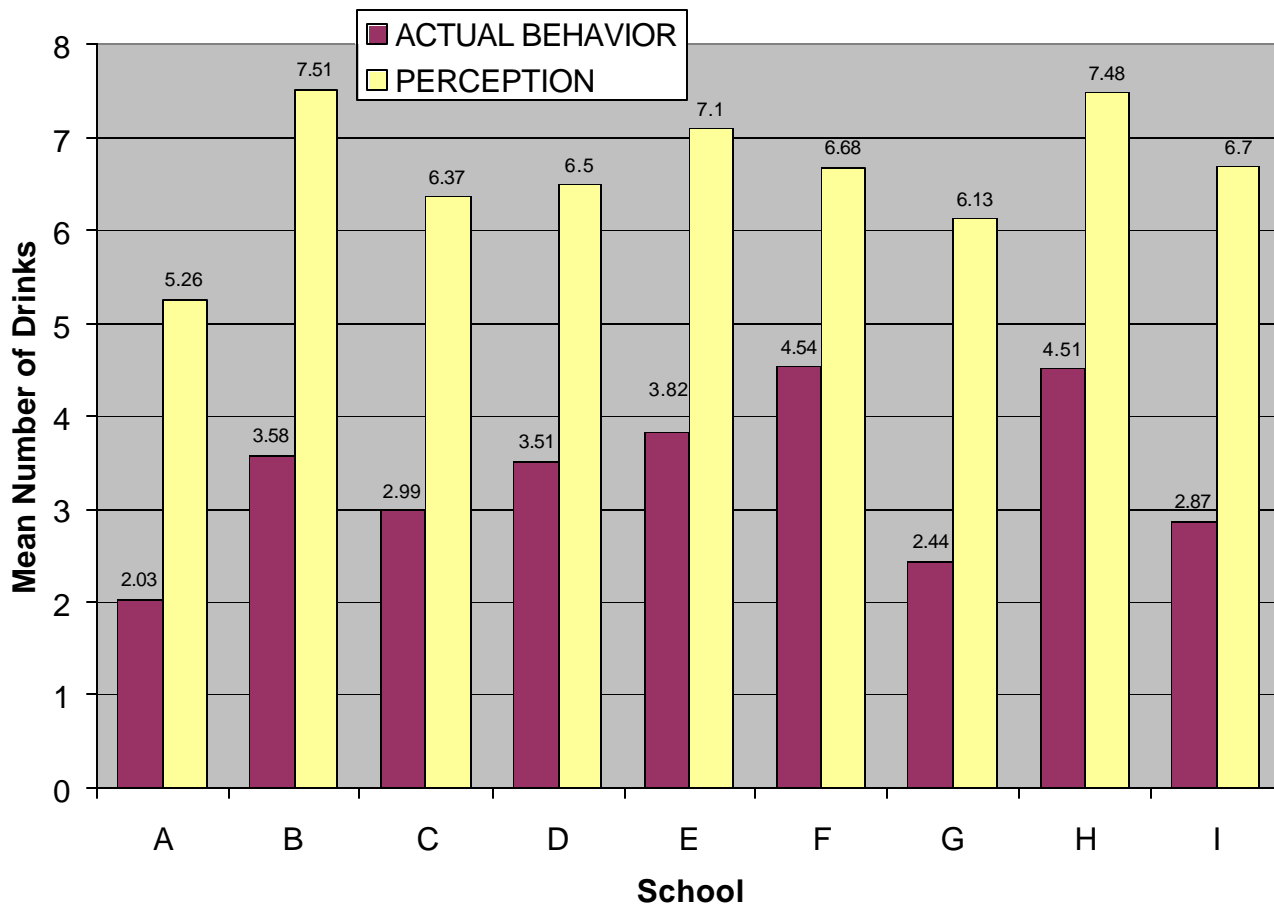


# Number of Drinks Consumed in a Week: *ACTUAL VS. PERCEIVED*



- Misperception holds across all schools, regardless of the *level of drinking*

# Number of Drinks Students Consume When They Party: *ACTUAL VS. PERCEIVED*



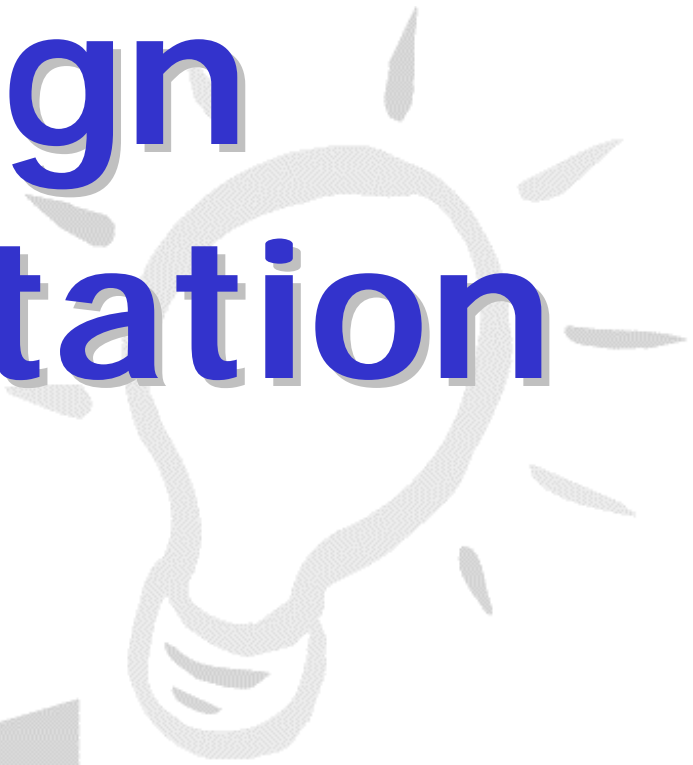
- Misperception still holds across all schools, regardless of the *measure of drinking*

**Campaign**

**Implementation**

just the

**Facts**



# Experimental Schools Intervention Guidelines

*Necessary to ensure adequate exposure, maintain the integrity of the study, and ensure that campaign is testable.*

- Campaign messages and delivery venues tailored for each school
- Single message, coupled with secondary messages
- Requirement to achieve a minimum “dose” of campaign exposure
- Oversight by EDC research staff
  - Frequent monitoring phone calls and technical assistance
  - Approval of marketing plans and campaign materials

# S.U.'s Campaign Implementation

## Campus Media

- Biweekly D.O. Advertisements (23% exposure)
- Posters in all Residence Halls (65% exposure)
- Academic bldgs. (33% exposure)
- Factoids Screensavers and Website (40% exposure)
- Campus Radio Advertisements
- Table Tents (23% exposure)

## Other Venues

- Incorporated into education and outreach presentations
- Incorporated into incoming student materials, programs
- Publications/Press Releases

# Campaign Evolution...



**Most of Us • Most of SU**

**59%** of SU students have **0-4** drinks when they party.

**Most SU Students Don't Binge Drink!**

Syracuse University Alcohol & Drug Use Survey  
This message brought to you by the Substance Abuse Prevention and Health Enhancement Office, Division of Student Affairs, Syracuse University. Based on a study of 323 SU students.

**83%** of SU students feel they don't need to drink to fit in with the crowd

One Drink Equals  
One 12 oz. beer  
One 4 oz. glass of wine  
One 1 oz. shot of liquor

**just the Facts**

Source: Survey of College Alcohol Norms and Behavior  
Syracuse University 2000

Brought to you by the Substance Abuse Prevention and Health Enhancement Office, Division of Student Affairs, Syracuse University



**Most of Us  
Most of SU**

**59%** of SU students have **0 to 4 drinks** when they party

**just the Facts**

Syracuse University Alcohol & Drug Use Survey  
This message brought to you by the Substance Abuse Prevention and Health Enhancement Office, Division of Student Affairs, Syracuse University

# Experimental School Marketing Messages\*

Number of Schools

- students have 0-5 drinks when they party. 1
- students have 0-5 drinks a week. 0
- students have 0-4 drinks when they party. 5
- students have 0-4 drinks a week. 1
- students have 0-3 drinks when they party. 1
- students have 0-3 drinks a week. 1

Syracuse University



*\*Alternative wordings:*

*students have # or fewer drinks when they party.*

*students have # or fewer drinks a week.*

# Lessons Learned Syracuse University

## *Crucial factors for campaign successes*

- Student involvement
- Consistent Campus wide involvement and understanding of theory
- Administrative buy-in and support
- Single consistent message is most effective
- Continuous steady effort
- High campaign exposure/ message saturation may not equate to changes in standard benchmark data (SU message recall 43%; campaign exposure 76.2% 55% of students who have 0 to 4 drinks)

# Preliminary Results

just the

**Facts**



# Overall Response Rates

*Response rates are similar to those of other national and school surveys of college alcohol use.*

- Year 1 (2000): 53.1%
- Year 2 (2001): 58.4%
- Year 3 (2002): 57.7%
- Year 4 (2003): 57.4%
  - 5,308 returned surveys nationally
  - Response rates at individual schools ranged from 44.1% to 70.0%

# Preliminary Results

*The following results present raw data only.*

- Data has not been statistically weighted to account for differences in response rates and participant demographics over time
- Does not incorporate findings from contextual (newspaper content analysis, key information interviews, school statistics) or process (campaign implementation) data.

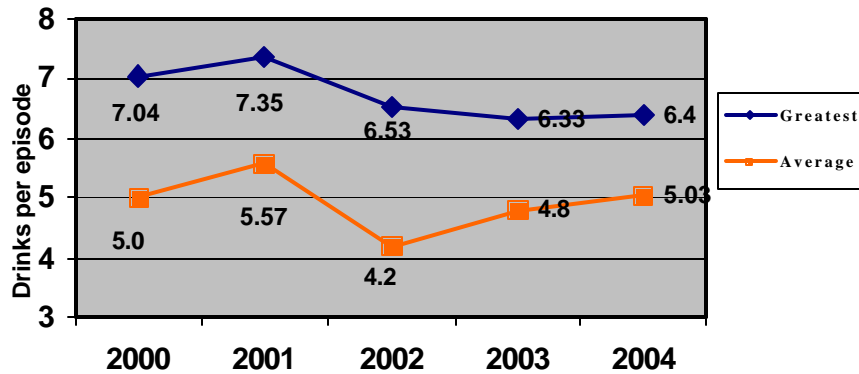


**Review of  
Syracuse  
University  
Data**

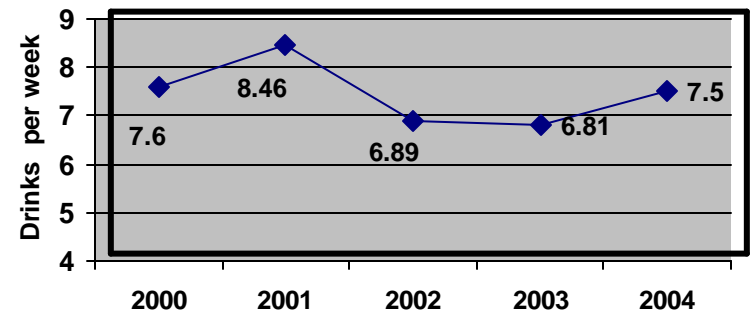
# Syracuse University

## *Successes noted in variety of benchmarks*

Greatest number of drinks in the past two weeks and average drinks per episode for SU students.



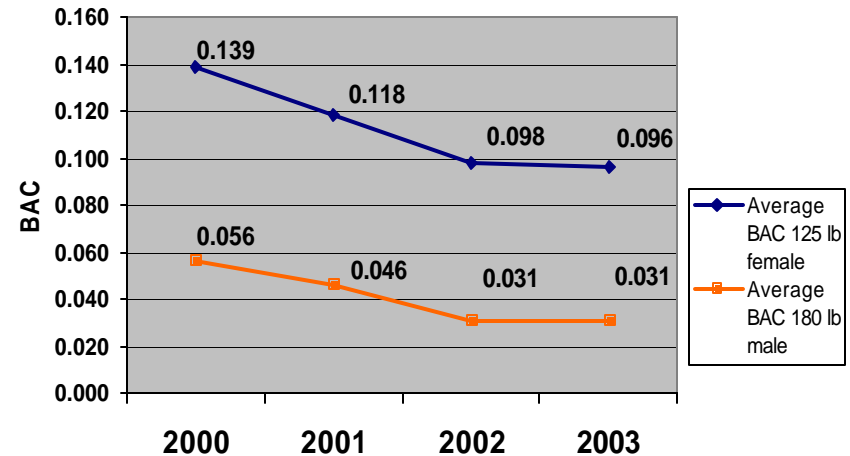
Mean number of drinks consumed per week by SU students.



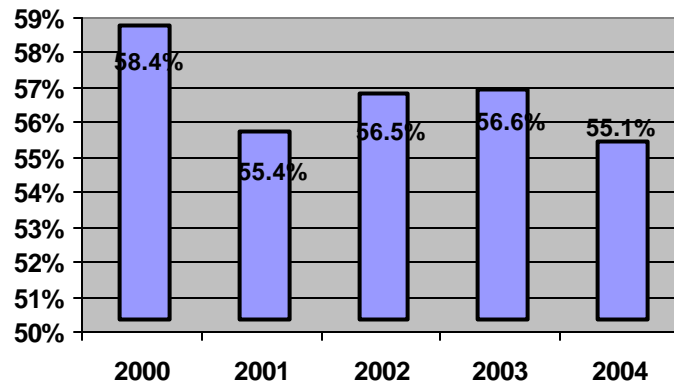
# Syracuse University

## *Successes noted in variety of benchmarks*

Average BAC of a 125 female and 180 male as determined from average number of drinks and duration of last episode.



Percent of SU students who have 0-4 drinks "when they party."



# Campaign Exposure

- Over half of students (55.4%) reported seeing JTF alcohol information during the current school year.
  - Average campus exposure 36% reported seeing campaign a few times a month or more often; **SU's exposure rate was 44%**
- The percent of students reporting seeing the JTF logo or hearing the JTF slogan during the current school year ranged from 25.5% to 88.0% (**SU's rate was 88% in 2003**) at individual schools.

# JTF Message Recall

- Overall, the percent of students correctly recalling\* their school's campaign message in 2003 was 38.2%\*\* (ranging from 9.6% to 68.1% at individual schools; SU's recall rate is 43%).

\* Defined as guessing exact message; does not include underestimates

\*\*Average of recall statistics; all schools weighted equally