

## Norm up a Storm! Social Marketing Using Normative Feedback & Student Input

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## Social Norms Basics

- Norm: an unspoken social rule or code about how people behave or what they believe.
- Norms influence our behaviors.
- People have to infer what norms are. Norms are not explicitly taught or explained.
- As a result, people misperceive what the norms are.
- Misperceived norms are as powerful as actual norms in influencing behavior.

- Everybody thinks everybody else does more of everything than they actually do.
- We tend to overestimate how much other people do unhealthy things and underestimate how often people do healthy things.

## Where do misperceptions come from?

- We notice the “difference” not the pattern.
- “Out of the Ordinary” gets the attention.
- Focusing on the unusual makes it appear usual
- Not-Normal behavior looks like the Norm.
- What about the media, the “news”?



## Impact of Misperceptions

- A misperceived norm will be perpetuated if most people believe most other people think it is true.
- Misperceptions increase tolerance for and engagement in negative attitudes and behaviors
  - Reinforce permissive attitudes
  - Place pressure on students with more moderate attitudes
  - Students with very conservative beliefs are impacted to a lesser extent by perceptions of campus norms

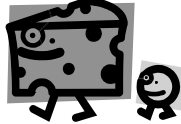
## Social Norms Theory

- Students overestimate the prevalence of problem behaviors
- Students underestimate the prevalence of protective/positive behaviors.
- This gap between perception and reality exists for many health behaviors.
- Expose what is really happening & gap begins to close followed by behavior change

Perkins & Berkowitz

## Social Norms Marketing

- Social Marketing: Application of marketing principles/techniques to advance a social cause or behavior.
- Illuminates the true behavior, "actual norm," of a population
- Perceptions change first
- Behavior change follows



## 5 Stages of Social Marketing

- Planning
- Message Development
- Pretesting
- Implementation
- Evaluation

## Making an Effective Campaign

- The Hook!
  - Honor at UVA
  - Strong presence
  - Something important to that community
  - Something they all identify with
  - A link between subgroups



## Making an Effective Campaign

- Students, Students, Students!
  - They are our intended audience.
  - They are our eyes and ears.
  - They know what's cool (despite what you think).
  - They are intelligent.
  - They care.



## Let's Go Fishing!

- Think of issue (behavior change)
- Think of a positive message
- Intended audience
  - Who do you want to change behavior?
- The Hook!
  - Get in their heads!



## UVA's Student Panel

- What we wanted:
  - Grounds wide campaign incorporating student ideals
  - Focus group of diverse individuals
  - Ideas, feedback, critique
- How we got it:
  - Online Screening Survey
  - Research
  - Recruit
  - Reward

## Online Screening Survey

- Fair screening instrument
- Asked
  - Basic information (gender, age, year)
  - Involvement in organizations
- Created mock ups to be reviewed by students and professionals
- Live test of final survey
- 3 minutes to complete



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9:00 AM - 10:00 AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10:00 AM - 11:00 AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11:00 AM - 12:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12:00 PM - 1:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:00 PM - 2:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2:00 PM - 3:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3:00 PM - 4:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4:00 PM - 5:00 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Research!



- Comb through
- Make a list
- Check it twice
- Know your organizations

## Recruit! (making contact)

**Social Norms Honor Campaign**  
 Inspire and critique a new Social Norms campaign by sharing your experiences with and opinions of UVA habits.

**What We Need:**

- 8-10 students from various UVA organizations
- A semester long commitment
- 8 meetings that are 1.5 hours long
- Opinions, thoughts, ideas, stories

**What You Get:**

- Free lunch at every meeting
- \$125 compensation at the end of the semester
- The chance to help create a Grounds-wide campaign that YOU feel is worthwhile

**What To Do:**

- Simply fill out the short application: [www.web.virginia.edu/web/survey/socialnorms/](http://www.web.virginia.edu/web/survey/socialnorms/)
- You will be contacted if chosen.

**Questions?**  
 Contact: Caitlin Knotts  
 Social Norms Marketing Assistant  
[caitlin.knotts@gmail.com](mailto:caitlin.knotts@gmail.com)  
 924-2776

Social Norms Marketing, Office of Health Promotion, from Student Health Center

- Create a fact sheet
- Write blurb
- Make a contact list
- Personally call/email each organization
- Attend group meetings
- Keep a log

## Recruit!

- Make personal appearances
- Keep it short and sweet
- Answer questions
- Use as publicity for program
- Leave materials
- Reached over half of original list
- 45 applicants by deadline

## Choosing Your Finalists

- Narrowed down by males
- Organized into a calendar
- Chose block of time that maximized number of male participants AND covered different organizations
- Females chosen by availability for that time and type of organizations
- Get confirmation

## Reward!

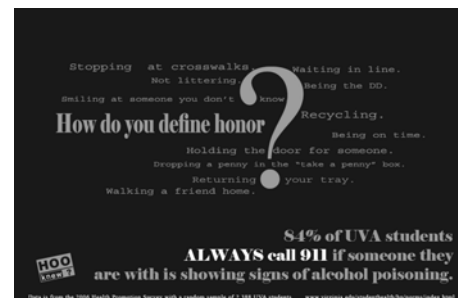


- Give them something they want
- Free lunch
- Cash
- Rewarding sessions
  - Keep them engaged
  - Change it up
  - Respect their input
  - Remember their names

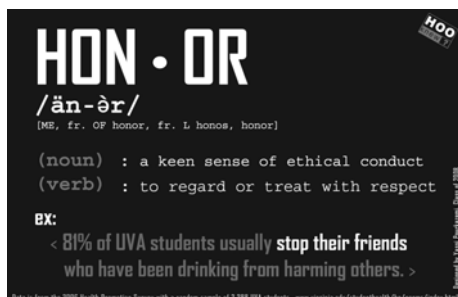
## Meeting Agendas

- General discussion (UVA, honor, students)
- Photovoice project / Individual & Group discussion
- Critiques of mock ups (with designer as notetaker)
  - Poster ranking
  - Focus on packaging
  - Votes for posters (4 to distribute)
  - Choosing a series/theme
- Thank you meeting (planning ahead)

## Redefining Honor



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## Redefining Honor





# Thank You!!!

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[www.virginia.edu/studenthealth/hp/norms](http://www.virginia.edu/studenthealth/hp/norms)