

Overview of Methodology

- Conduct a (stratified) random sample survey of intended population
 - Ensure sufficient sample size for sufficient power to examine subgroups (e.g., by sex or class level) taking into account likely response rate
 - Clean the data (eliminate incomplete essential data, artifactual data)
 - Balance sample demographic characteristics to match population characteristics, for example:
 - Sex
 - Academic class level (in school populations)
 - Race/ethnicity
- Establish the baseline rate of behaviors and attitudes of interest:
 - Quantity/frequency of drinking: a variety of possible variables including drinks per week, drinks per weekend, drinks last time partied/socialized, eBAC
 - Perception of drinking of others: perception questions *must* correspond exactly to quantity/frequency questions
 - Use of protective behaviors (may be omitted)
 - Adverse consequences associated with drinking
- Test if there is a *mis*perception of the true drinking norm: are the perceived quantity/frequency measures significantly greater than the actual quantity/frequency measures?
- Test if this misperception is associated with hazardous drinking
 - Those who drink more are more likely to perceive the drinking norm to be greater than the true drinking norm, [and close to or greater than what they themselves drink, per Berkowitz]
 - Establish the percent of the population that have normative misperceptions *and* hazardous drinking
- Design a social norms marketing campaign
 - Use representatives from intended population to design message and marketing strategies
 - Use a variety of messages and/or message delivery strategies
- Test if the marketing campaign *reached* the intended audience
 - Exposure: What percentage of the population saw the messages?
 - Saturation: How frequently did members of the intended population see the message?
- Conduct a follow-up (stratified) random sample survey of the intended population:
 - Same questions about drinking behaviors and attitudes, protective behaviors and adverse consequences as in the first step
 - Closely following conclusion of campaign
 - Clean and balance sample data as in the first step
- Test if observed changes conformed to theory:
 - Is there a decrease in perception of drinking norms?
 - Is there a decrease in actual drinking?
 - Is there an increase in protective behaviors (if included as focus of campaign)?
 - Is there a decrease in adverse consequences?

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