

The Report on Social Norms

Volume 2 Issue 10

August 2003

Index 2001-2003, Volume 1-2

During its two years of existence, *The Report on Social Norms* has covered a wide variety of topics. This Index has been designed to help you search for pertinent information about the social norms approach. Articles are listed by:

- Topic
- Author
- Article Titles (From the Field and Featured Articles) and Working Paper Titles
- Titles of Abstracts Reviewed in "Recent Research"

| Topics | Volume-Issue-Page | Topics | Volume-Issue-Page |
|--|--|--|---|
| Activities | 1-4-6 (uncrashed car) WP-8-1 (peer theater) WP-10-4, 2-5-5 (21st Birthday) WP-10-3 (Helping a friend) WP-10-5 (Peer mentors) | Eating Issues | 1-2-3, 1-3-3 |
| Athletes | 1-3-7, WP10-5 | Effectiveness | 1-2-3, 1-2-5, 1-4-3, 2-7-1 |
| Awards | 1-1-2 (U of Arizona) 2-3-2 (U of Albany) | Environmental Management | 2-5-2 |
| BASICS | 2-7-4, 2-7-7 | Evaluation | 2-7-1 |
| Bacchus/Gamma | 1-2-5, WP-6 | FAQ | 1-4-1 |
| Believability | WP-2, WP-10-2 | Focus Groups | WP-3 |
| "Binge Drinking" | 1-2-1, 1-2-3, 2-2-5, 2-7-7 | Fraternities | 1-3-3, 2-7-6 |
| Black Colleges | WP10-2 | Gambling | 2-7-3 |
| Body Issues | 1-2-3 | Gender | 1-1-3, 1-2-3, WP-2-3, 2-2-5, 2-7-6 |
| Book Reviews | 1-3-6 (<i>Social Norms</i>) 1-4-4 (<i>The Tipping Point</i>) 2-2-1 (<i>Dying to Drink</i>) | High Risk Drinking | 2-2-5 |
| Breath Test | WP10-2 | Hobart & William Smith Colleges | 1-3-3, WP-10-5 |
| Bullying | 2-7-3 | Homophobia | 1-2-3, WP-4 |
| Canadian Center for Social Norms Research | 2-3-2 | Individual Interventions | 1-2-5, 2-2-5, 2-7-4, 2-7-7 |
| Computerized Feedback | 2-7-4 | Interactive Technology | 2-4-5, 2-7-4 |
| Conformity | 1-2-6 | James Madison University | 1-3-4, WP-5 |
| Criticisms | WP-7 | Linfield College | 1-4-6 |
| Cultural Cataracts | WP-1 | Literature Review | 1-1-3, 1-3-3 |
| DARE | 2-5-2 | Marketing Campaigns | 1-1-3 (guidelines) 2-2-4 (customized posters) 2-4-1 (readiness for) |
| Diversity | WP-10, 2-3-1 | Media | WP-1, 2-3-2 |
| <i>Dying to Drink</i> | 2-2-1 | Mississippi State University | 2-3-4 |
| | | Montana Social Norms Project | 2-4-4 |
| | | National Conference on the Social Norms Model | 1-1-6, 2-2-6 |
| | | Prayer | 2-3-1 |
| | | Pluralistic Ignorance | WP-10-8, 2-7-3 |

| Topics | Volume-Issue-Page | Topics | Volume-Issue-Page |
|-----------------------------------|--------------------------|-----------------------------|----------------------|
| Prejudice | 2-4-2 | <i>The Tipping Point</i> | 1-4-4 |
| Readiness | 2-4-1 | Tobacco | WP-6, 2-4-4, WP-10-8 |
| Research Conclusions | 2-7-2, WP-11-6, WP-11-7 | University of | |
| Rochester Institute of Technology | 1-3-4, WP-9 | Albany, | 2-3-2, WP-8 |
| Sexuality | 1-3-1 | Arizona, | 1-1-2, 2-4-2 |
| Small Group Norms | 1-1-1, 1-1-4 | Kansas, | WP-10-6 |
| Sexual Assault | 1-3-3, 1-3-4, WP-5, WP-9 | Mississippi, | 2-5-2 |
| <i>Social Norms</i> | 1-3-6 | Puget Sound, | WP-10-3 |
| Social Norms Marketing | | South Dakota, | 2-2-5 |
| Research Project | 1-2-4 | Virginia, | WP-11-2, WP-11-3 |
| Tax Compliance | 2-2-5 | Wisconsin, | WP-6 |
| Theater | WP-8 | Violence Prevention | 1-3-2 |
| Theory | 1-1-3, 2-4-2, 2-9-2 | Virginia Commonwealth Univ. | WP-6 |

| Authors | Volume-Issue-Page | Authors | Volume-Issue-Page |
|--|---|----------------|--|
| <i>(Only first authors of articles are listed)</i> | | | |
| Agostinelli, G | 2-7-3 | Hancock, L | WP-6, 2-3-1, 2-7-4, 2-7-6, 2-9-4 |
| Baer, U | 2-2-5 | Hechter, M | 1-3-6 |
| Bauerle, J | WP-11-3 | Johannessen, K | 1-4-1, 2-4-1, 2-4-2, WP-11-4 |
| Berkeley-Patton, J | WP-10-6 | Joiner, G | WP-11-2 |
| Berkowitz, A | 1-1-3, 1-3-1, 1-2-6, WP-7, 2-4-2, 2-7-2, WP-11-7 | Jones, D | WP-10-5 |
| Bigsby, M | 2-7-3 | Kilmartin, C | 2-9-1 |
| Botvin, G | 1-2-3 | Kilmer, J | 2-7-1 |
| Bourgeois, M | 1-2-3 | Korcuska, J | 2-7-6 |
| Boulter, C | WP-10-3 | Kusch, J | 1-3-3 |
| Bowen, A | 1-2-3 | Laird, T | WP-10-2 |
| Bruce, S | 1-3-4, WP-5 | Larimer, M | 2-7-3 |
| Bruner, J | 1-3-3 | Linkenbach, J | WP-1, 2-4-4, 2-9-4 |
| Chapman, R | 2-2-1 | McCreary, D | 1-2-3 |
| Chambers, S | 1-4-6 | Meyers, P | 1-3-1 |
| Cimini, D | WP-8 | Mosher, K | WP-10-4 |
| Crandall, C | 2-4-2 | Neighbors, C | 2-7-4 |
| Cunningham, J | 2-2-5 | O'Malley, PM | 1-4-3 |
| Cox, C | 2-4-5 | Perkins, HW | 1-3-3, 1-3-3, 2-3-6, WP-10-5, 2-7-7 |
| D'Amico, E | 1-2-3 | Prentice, D | 2-7-3 |
| DeJong, W | 1-2-6 | Pryor, J | 2-2-1 |
| Dubuque, E | WP-5 | Rice, R | 1-1-6, 1-2-6, 1-4-4, WP-7-3, 2-2-6 |
| Far, J | 1-1-4 | Segrist, D | 2-6-7 |
| Fabiano, P | 1-2-6, WP-2 | Sher, K | 1-3-1 |
| Gladwell, M | 1-4-4 | Smith, B | WP-11-6 |
| Glider, P | 1-2-3 | Smolinsky, T | WP-4 |
| Gomberg, L | 1-2-4, 2-4-2 | Steffian, G | 2-2-5 |
| Gottfried, M | 2-2-5 | Thombs, D | WP-10-2 |
| Gove, J | WP-10-8 | Trockel, M | 2-7-6 |
| Granfield, R | 1-3-6, WP-2 | | |

| Authors | Volume-Issue-Page | Authors | Volume-Issue-Page |
|------------|-------------------|-------------|---------------------|
| Turrisi, R | 1-2-5 | Wechsler, H | 1-4-3, 2-2-1, 2-7-7 |
| Usdan, S | 2-3-5 | Wenzel, M | 2-2-5 |
| Walters, S | 2-7-7 | White, J | 1-3-4, WP-9 |
| | | Zemelis, A | 1-4-3 |

Articles (From the Field and Feature Articles listed by Volume-Issue) and Working Papers

- A Cautious Research Perspective (WP-11)
- A Different Perspective on Social Norms Research (WP-11)
- A Practitioner's Perspective (WP-11)
- A Report on the Fifth Annual National Conference on the Social Norms Model (2-2)
- A Social Norms Campaign Through a Student's Eyes (WP-11)
- A Social Norms Intervention to Reduce Coercive Sexual Behaviors Among Deaf and Hard-of-Hearing College Students (2-4)
- A Social Norms Perspective on *Dying to Drink* (2-2)
- A Visit to the Archive: Applications of Classic Social Psychology to Social Norms Interventions (2-9)
- Advertising Myths About Sexual Behavior (1-3)
- "After Hours" at Mississippi State (2-3)
- An Interview with Linda Hancock and Jeff Linkenbach (2-7)
- Applying Social Norms Marketing to Tobacco Cessation and Prevention: Lessons Learned from Three Campaigns (WP-6)
- Can You Believe It?: Assessing the Credibility of a Social Norms Campaign (WP-2)
- Cultural Cataracts: Identifying Misperceptions in the Media (WP-1)
- Do Your Data Do You Justice? Evaluating Social Norms Interventions (2-7)
- Does Prevention Work? (1-4)
- Frequently Asked Questions About the Social Norms Approach (1-4)
- Interpreting the Research on Social Norms (2-7)
- Is "Binge Drinking's" Binge Over? (1-2)
- Is Your Campus Ready for a Social Norms Marketing Campaign? (2-4)
- Measuring Misperceptions of Homophobia on Campus (WP-4)
- No "Crash Cars" on our Campus (1-4)
- Perspectives on Social Norms: Student, Practitioner, and Researcher (WP-11)
- Recent Presentations on Social Norms at Annual Meetings of Professional Associations: 2002-2003 (WP-10)
- Responding to the Critics: Answers to Common Questions and Concerns about the Social Norms Approach (WP-7)
- Small Group Norms Challenging Model, The (1-2)
- Small is Powerful – A Review of Malcolm Gladwell's *The Tipping Point* (1-4)
- Social Norms* (Book Review) (1-3-6)
- Social Norms and Homophobia: Exploratory Research and A Group Norms Intervention (WP-4)
- Social Norms Interventions with Small Groups (1-1)
- Social Norms Interventions to Prevent Sexual Assault (1-3)
- Social Norms Marketing Chosen as one of the "Great Ideas" of 2001 (1-2)
- Social Norms Marketing Research Project, The (1-2)
- Social Norms and Prayer (2-3)
- Some Notes on Methodological and Other Issues (WP-7)
- The "A Man" Campaign: Marketing Social Norms to Men to Prevent Sexual Assault (WP-5)
- The Fourth Annual Conference on the Social Norms Model (1-1)
- The Impact of Computer Delivered, Personalized Normative Feedback (2-7)
- The University of Virginia's Social Norms Marketing Campaign (WP-11)
- Top Ten Misperceptions of Focus Group Research (WP-3)
- Trying to Think: A Review of Henry Wechsler's *Dying to Drink* (2-2)
- Using Interactive Technology to Provide Normative Feedback (2-4)
- Using Peer Theater to Deliver Social Norms Information: The Middle Earth Players Program (WP-8)
- What Do We Really Think? A Group Exercise to Increase Heterosexual Ally Behavior (WP-4)

Titles of Abstracts Reviewed in "Recent Research" (listed by Volume-Issue)

- A Multi-faceted Social Norms Approach to Reduce High-Risk Drinking: Lessons From Hobart and William Smith Colleges (1-3)
 Alcohol Problem Recognition as a Function of Own and Other's Perceived Drinking (2-9)
 Attitudes Towards Lesbian, Gay and Bisexual College Students: The Contribution of Pluralistic Ignorance, Dynamic Social Impact and Contact Theories (1-2)
 Challenging the Collegiate Rite of Passage: A Campus-Wide Social Marketing Media Campaign to Reduce Binge Drinking (1-2)
 Considerations for More Effective Social Norms Based Alcohol Education On Campus: An Analysis of Different Theoretical Conceptualizations in Predicting Drinking Among Fraternity Men (2-7)
 Correction of Normative Misperceptions: An Alcohol Abuse Prevention Program (2-2)
 Epidemiology of Alcohol and Other Drug Use Among American College Students (1-4)
 Evaluation of a Social Norms Marketing Campaign to Reduce High-Risk Drinking at the University of Mississippi (2-4)
 Examination of Short-Term Efficacy of a Parent Intervention to Reduce College Student Drinking Tendencies (1-2)
 Gender Differences in Relationships Among Perceived Attractiveness, Life Satisfaction, and Health in Adults as a Function of Body Mass Index and Perceived Weight (1-2)
 Gender Role Conflicts and Sex-Specific Drinking Norms: Relationships to Alcohol Use in Undergraduate Women and Men (2-7)
 Impact of Normative Feedback on Problem Drinkers: A Small-Area Population Study (2-2)
 Measuring Rape-Supportive Attitudes, Behaviors and Perceived Peer Norms Among College Students: Validation of a Social Norms Survey (1-3)
 Misperceptions of Social Norms About Tax Compliance (2-2)
 Normative Misperceptions and the Impact of Descriptive and Injunctive Norms on College Student Gambling (2-9)
 Perceptions of Others' Masculinity Beliefs: Conforming to a False Norm? (2-2)
 Personal Participation in Binge Drinking: Implications for Health Education and Health Promotion (2-2)
 Preventing Alcohol-Related Problems at the University of Arizona's Homecoming: An Environmental Management Case Study (2-4)
 Preventing Binge Drinking During Early Adolescence: One- and Two-Year Follow-up of a School Based Preventive Intervention (1-2)
 Prevention Efforts Underlying Decreases in Binge Drinking at Institutions of Higher Education (1-4)
 Progression Into and Out of Binge Drinking Among High School Students (1-2)
 Reducing Alcohol Use in College Students: A Controlled Trial of Two Brief Interventions (2-7)
 Relative Efficacy of a Brief Motivational Intervention for College Student Drinkers (1-2)
 Seeing Eye-to-Eye? Comparing Students' and Parents' Perceptions of Bullying Behavior (2-9)
 Self-Organization of Alcohol-Related Attitudes and Belief in a Campus Housing Complex: An Initial Investigation (1-2)
 Short- and Long-Term Effects of Fraternity and Sorority Membership on Heavy Drinking: A Social Norms Perspective (1-1)
 Social Norms and the Expression and Suppression of Prejudice: The Struggle for Internalization (2-4)
 Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts (1-3)
 Student Factors: Understanding Individual Variation in College Drinking (2-2)
 Test of a Social Norms Approach to Understanding Disordered Eating Practices in College Women (1-3)
 The Emergence of Homegrown Stereotypes (2-9)
 The Social Norms Approach: Theory, Research and Annotated Bibliography (1-1, 2-4)
The Social Norms Approach to Preventing School and College Age Substance Abuse (2-4)
 Trends in College Binge Drinking During a Period of Increased Prevention Efforts (1-4)

The Report on Social Norms is published by PaperClip Communications. Four working papers, five newsletters and one index are published each year as part of *The Report on Social Norms* publication. Copyright 2003. No portion of this newsletter may be reproduced without the express written consent of PaperClip Communications, Inc. • 125 Paterson Ave. • Little Falls, NJ 07424 • 866 . 295 . 0505 • fax 973 . 256 . 8088 • www.Paper-Clip.com • www.socialnormslink.com.

Editorial Advisory Board:

William DeJong, Ph.D., Higher Education Center • Pat Fabiano, Ph.D., Western Washington University • Michael Haines, M.S., National Social Norms Resource Center • Linda Hancock, Ph.D. Virginia Commonwealth University • Koreen Johannessen, M.S.W., University of Arizona • Jason Kilmer, Ph.D. Evergreen College and St. Martin's College • Jeff Linkenbach, Ed.D., Montana State University • Richard Rice, M.A., National Social Norms Resource Center

Editorial Staff:

Alan Berkowitz, Ph.D., Editor Andy McLaughlin, Publisher
 Joellen Collins-Cardona Julie Phillips