

# Social Norms and The Norm Project Poster Contest Lesson

## Health Standards:

- **HE.8.C.2.8:** Explain how the perceptions of norms influence healthy and unhealthy behaviors.
- **HE.8.C.2.9:** Analyze the influence of personal values, attitudes, and beliefs about individual health practices and behaviors.
- **HE.68.SUA.5.5:** Encourage peers to model healthy choices related to goals, communication, friendship and peer pressure.
- **HE.912.C.2.2:** Compare how peers influence healthy and unhealthy behaviors.
- **HE.912.C.2.8:** Analyze how the perceptions of norms influence healthy and unhealthy behaviors.
- **HE.912.SUA.2.2:** Distinguish how external factors, including industry practices, can influence behaviors related to tobacco and/or nicotine use.

## Objectives:

Students will be able to:

- Understand how their perceptions of what their peers do can be very different from what their peers are actually doing.
- Analyze how their perceptions of their peer's behavior can influence their own behavior.
- Demonstrate how students can positively influence the behaviors of their peers.

**Materials Needed:** Attached Social Norms survey and The Norm Project video

## Directions:

1. Pass out the attached Social Norms survey on page 3. Tell students to not write their names on the paper as the surveys should remain anonymous.
2. Ask students to circle their answers. **Remind them to answer honestly and that their names will not be on them.** Once they are done, ask them to wad their paper up into a ball. Then walk around the room with a bag to collect their wadded-up surveys. Tell students that you will finish the activity after the video.
3. Play **"The Norm Project Poster Contest"** video. (Length of the video is 11:20 minutes.) Link to video: <https://www.youtube.com/watch?v=UQxlmssbUu4>
4. After the video, walk around the room and ask students to reach into the bag, grab one wadded-up survey, and open it up. After all students have someone else's survey and the bag is empty, project the table on page 4 onto the Promethean or Smart Board. Read Question 1 from the survey and ask students to raise their hands if answer A was circled on the survey they now have (not their own), if answer B was circled, and so on. Mark the number of students who raised their hand for each answer choice into the appropriate cell on the projected table. Make sure the number of responses equals the number of students in the classroom.

**\*\*The number of hours that the majority of students report using technology on a daily basis should be very similar, if not the same, as the number of hours the majority of students believe their peers use technology on a daily basis.**

**\*\*The number of days that the majority of the students report either drinking at least one alcoholic beverage or smoking marijuana in the past 30 days should be lower than the the number of days the majority of students believe their peers either drank alcohol or smoked marijuana in the past 30 days.**

**Discussion Questions: Ask students the following questions:**

- 1. Do you notice an interesting pattern in the recorded answers? Responses for the technology questions 1 and 2 are very similar, but for questions 3-6, more people in the class answered A or B for the questions about themselves than they did about their peers.**
- 2. Why do you think the responses for questions 3 and 5 are more likely to be A and/or B than the responses for questions 4 and 6? We think (perceive) that our peers are using alcohol and marijuana more often than we are.**
- 3. Does anyone remember from the video why we focus on 30-day use of a substance? 30-day use is an indicator of a regular user.**
- 4. Do you think perceived social norms affect choices that people make? Give an example that is not on this survey. Answers will vary.**

# DO NOT PUT YOUR NAME ON THIS PAPER

## Social Norms Survey

1. On average, how many hours a day do **you** spend using technology (cell phone, computer, laptop, iPad, etc.)?

A. 1-2 hours

C. 5-6 hours

E. 8-10 hours

B. 3-4 hours

D. 7-8 hours

F. More than 10 hours

2. On average, how many hours a day do you think the **average student** at your school uses technology (ie., cell phone, computer, laptop, iPad, etc.)?

A. 1-2 hours

C. 5-6 hours

E. 8-10 hours

B. 3-4 hours

D. 7-8 hours

F. More than 10 hours

3. During the past 30 days, how many days did **you** have at least one alcoholic beverage?

A. 0 days

C. 3-5 days

E. 16-20 days

B. 1-2 days

D. 10-15 days

F. More than 20 days

4. During the past 30 days, how many days do you think the **average student** at your school had at least one alcoholic beverage?

A. 0 days

C. 3-5 days

E. 16-20 days

B. 1-2 days

D. 10-15 days

F. More than 20 days

5. During the past 30 days, how many days did **you** smoke marijuana?

A. 0 days

C. 3-5 days

E. 16-20 days

B. 1-2 days

D. 10-15 days

F. More than 20 days

6. During the past 30 days, how many days do you think the **average student** at your school smoked marijuana?

A. 0 days

C. 3-5 days

E. 16-20 days

B. 1-2 days

D. 10-15 days

F. More than 20 days

Questions	<b>A.</b> 1-2 Hours/Days	<b>B.</b> 3-4 Hours/Days	<b>C.</b> 5-6 Hours/Days	<b>D.</b> 7-8 Hours/Days	<b>E.</b> 8-10 Hours/Days	<b>F.</b> More than 10 Hours/Days
Technology (You)						
Technology (Average Student)						
Alcohol (You)						
Alcohol (Average Student)						
Marijuana (You)						
Marijuana (Average Student)						