# Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999-2006 

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#### Abstract

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More than 28,000 secondary students from more than 50 middle and high schools in eight regionally diverse states have been surveyed using an online instrument. A strategy has been developed that preserves anonymity and validates user responses. Measures of tobacco, alcohol, marijuana, and other illicit drug use, ATOD access in schools, parental alcohol policies, riding with a drinking driver, willingness to report weapons seen at school, and seat belt use demonstrate a wide discrepancy between actual school norms and students’ perceptions of the norms in all instances. Positive normative messages constructed from these results for schools will be shared. Results will also be reported from a multivariate analysis comparing the relative strength of actual norms that vary across school sites with the strength of the individual's perception of the norms for predicting individual personal high-risk behavior.


## Key Points of Presentation:

1. Breadth of survey database. Over 24,000 students from 50 middle and high schools and eight regionally diverse states have participated.
2. Norms and Perceptions Measured
a. Alcohol
b. Tobacco
c. Marijuana
d. Other Illicit Drugs
e. ATOD access at school
f. Parental Alcohol Policies
g. Reporting Weapons seen at school
h. Seat belt use
i. Body weight and self image
3. Overall Results by School Type and Grade Level. Patterns of norms and misperception for behaviors measured will be reported.
4. Social Norms Message from Multi-State Results. Messages that can be extracted from the survey results will be shared.
5. Misperceptions Predicting High-Risk Behavior. Results from multiple regression comparing how well the perceived norm predicts high-risk behavior compared to how well the actual school norm predicts high-risk behavior for:
a. Tobacco
b. Alcohol
c. Marijuana
d. Other illicit drugs
e. Seat Belt Use

## Alcohol Education Project

## Social Norms Surveys Online

Web-based surveys have been designed to support prevention program research, evaluation, and social norms interventions in college and secondary school environments. Secondary school surveys are available in English and Spanish.

## Web-Based Survey Instruments for Secondary and College Populations

- Secondary School ATOD and safety Instrument: http://campus.hws.edu/aodsurvey/hsf/
- Secondary School Bullying Instrument: http://campus.hws.edu/aodsurvey/bullya/


## Surveys Developed for:

Middle and High Schools -ATOD norms and perceptions, school safety, traffic safety, sexual behaviors, school activities, body image
Greeks and Athletes
-ATOD norms and perceptions, health and well-being,
co-curricular activities, academic interests/accomplishments, post-graduation plans

- College Greek Instrument: http://campus.hws.edu/aodsurvey/greekPre-A/
- College Student-Athlete Instrument:
http://campus.hws.edu/aodsurvey/athPre-A/
(Enter test for the username and test for the password at the logon screen to run each of these surveys)


## How to Use one of our Web-Based Survey Instruments

Here are the steps that you need to use one of our web-based survey instruments in your program.

- Contact one of the project directors (H. Wesley Perkins, 315-781-3437 or David W. Craig, 315-781-3611) to discuss your specific application and the time you wish to conduct the survey.
- Discuss with a project director any customized questions you need for your programming beyond those questions already present in our survey instrument for your application.
- Obtain a confidentiality agreement form from this web site and have it signed by an administrator from your institution.
- Setup a schedule for survey administration for your population. For more detailed information download the pdf instructions document from http://alcohol.hws.edu/surveys.


## Features

## Secure and Anonymous Data Environment

Two common problems with web-based surveys are that anyone may $\log$ in as many times as they like or must enter their name or ID code to take a survey destroying anonymity. The HWS Alcohol Education Project surveys secure data entry though timed user accounts. Organizations using our surveys set up a schedule when classes or groups of subjects take the survey. Groups of subjects are given a username and password at the time they take the survey. Accounts expire after the assigned period and will not function before the period. Anonymity is preserved since all subjects are given the same username and password during a given survey session. The screen shot here shows the logon screen that subjects must pass trough before taking the survey. Note that language may
 be selected here.

## Questions to Assess ATOD norms and perceptions

Efficient grids are used to simultaneously assess ATOD norms and perceptions. The screen below shows a sample question.

## Real-Time Data Validation

One problem with paper surveys is that subjects may enter invalid data. Web-based surveys can validate entries that subjects make and notify in real time if the subject makes an error. The screen here shows an example of how invalid percent entries are flagged automatically as subjects fill out the survey.

| 9 9WS Colleges' Social Norms Surveys Online - Microsoft Internet Explorer provided by HWs |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ele Edit Ven Favorites | Iools |  |  |  |  |  |  | 飶 |
| 10. How often do you think students in each of the following categories typically use tobacco (including cigarettes, cigars and chewing tobacco)? Just give your best estimate of what is most typical for each category (a through h). |  |  |  |  |  |  |  |  |
|  | Never | $\begin{aligned} & \text { 1.2 per } \\ & \text { Year } \end{aligned}$ | Once a Month | Twice a Month | Once a Week | Twice a Week | Daily |  |
| a. Yourself | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |  |
| b. Your Friends | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | 0 | $\bigcirc$ | 0 | $\bigcirc$ |  |
| c. Students in your Grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |  |
| d. Males in your Grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |  |
| e. Females in your Grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |  |
| f. High School Juniors and Seniors | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $v$ |
| \% Done |  |  |  |  | 5 Internet |  |  |  |




## Social Norms Surveys Online

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Alcohol Education Project
Hobart and William Smith Colleges, Geneva, NY 14456
http://alcohol.hws.edu

## Survey of Student Norms

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This is a survey of what students think about their school, the use of alcohol, tobacco, and other substances, and about other behaviors related to health and safety. We want you to tell us about yourself and your perceptions of other students. You will not be asked to submit your name--this is an anonymous survey. Questions that ask about other students are referring to students at your school. Please read each question carefully. There are no "right" or "wrong" answers-- just give your best estimate. This survey is voluntary. If you do not wish to respond to a question you may leave it blank and continue on

1. What grade are you in?

| $\mathbf{6}$ | $\mathbf{7}$ | $\mathbf{8}$ | $\mathbf{9}$ | $\mathbf{1 0}$ | $\mathbf{1 1}$ | $\mathbf{1 2}$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $C$ | $O$ | $C$ | $O$ | $C$ | $O$ | $O$ |

2. How old are you?

| $\mathbf{9}$ | $\mathbf{1 0}$ | $\mathbf{1 1}$ | $\mathbf{1 2}$ | $\mathbf{1 3}$ | $\mathbf{1 4}$ | $\mathbf{1 5}$ | $\mathbf{1 6}$ | $\mathbf{1 7}$ | $\mathbf{1 8}$ | $\mathbf{1 9}$ | $\mathbf{2 0}$ | $\mathbf{1 2 +}$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ | $C$ |

3. Gender:
(choose one)
CMale
Cremale
4. Activities: Which of the following groups or activities have you participated in this schoo year?
(check all that apply)

> | a. School club or student government |
| :--- |
| b. Varsity sport, junior varsity sport, or junior high or modified sport |
| c. Performing theatre, dance or musical group |

$$
\begin{aligned}
& \text { Г d. Volunteer service work } \\
& \text { Ce. Religious group }^{\Gamma_{\text {f. Part-time job }}}
\end{aligned}
$$

## 5. What is your most typical transportation to and from school? (select one)

Cschool bus
Walk or ride bike
I drive
Brother, sister, or friend drives
Parent or another adult drives
City bus or train

## 6. At this school...

|  | Strongly agree | Agree | Disagree | Strongly disagree |
| :---: | :---: | :---: | :---: | :---: |
| a. I feel that other students care about me | O | O | $\bigcirc$ | C |
| b. I feel that teachers care about me | $\bigcirc$ | $\bigcirc$ | C | C |
| c. I am encouraged to help and respect other students | C | $\bigcirc$ | $\bigcirc$ | C |
| d. I don't fit in | C | C | C | $\bigcirc$ |
| e. Other students look to me to show them how to act | $\bigcirc$ | C | C | $\bigcirc$ |
| f. It is easy to make friends here | C | C | C | C |
| g. I can't do much to change bad things that happen here | $\bigcirc$ | C | C | C |
| h. I am happy here most of the time | C | $\bigcirc$ | $\bigcirc$ | C |
| i. Teachers don't really try to stop kids who are bullies | 0 | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |

## Which statement below about student use of tobacco (including cigarettes, cigars, and chewing tobacco) do you feel best represents your own attitude? <br> (select one)

OTobacco use is never a good thing to do
Occasional tobacco use is ok, but not daily use.
Daily tobacco use is ok if that's what the individual wants to do.

```
8. Which statement below about student use of tobacco (including cigarettes, cigars, and
chewing tobacco) do you expect to be the most common attitude among students in general in
your grade?
(select one)
CTobacco use is never a good thing to do
```

Coccasional tobacco use is ok, but not daily use
Daily tobacco use is ok if that's what the individual wants to do

## 9. Which statement below about drinking alcoholic beverages do you feel best represents your wn attitude?

(select one)
Crinking is never a good thing to do for anyone at any age.
Crinking in moderation is all right for adults, but not for students my age except for just a few sips in a family or religious gathering.
Coccasional drinking at my age beyond just a few sips in a family or religious gathering is okay as long as it doesn't interfere with school work or other responsibilities.

Occasional drinking at my age is okay even if it does interfere with school work or other responsibilities.
CFrequent drinking at my age is okay if that's what the individual wants to do.
10. Which statement below about drinking alcoholic beverages do you expect to be the most common attitude among students in general in your grade?
(select one)
Drinking is never a good thing to do for anyone at any age.
CDrinking in moderation is all right for adults, but not for students my age except for just a few sips in a family religious gathering.
Occasional drinking at my age beyond just a few sips in a family or religious gathering is okay as long as it doesn't interfere with school work or other responsibilities.

Coccasional drinking at my age is okay even if it does interfere with school work or other responsibilities.
Cfrequent drinking at my age is okay if that's what the individual wants to do

## Next >

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## Survey of Student Norms

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11. How often do you think students in each of the following categories typically use tobacco (including cigarettes, cigars and chewing tobacco)?
ust give your best estimate of what is most typical for each category (a through g).

|  | Never | $\begin{gathered} \text { 1-2 per } \\ \text { year } \end{gathered}$ | Once a month | Twice a month | Once a week | Twice a week | Daily |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a. Yourself | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | O |
| b. Your friends | C | C | C | C | C | C | C |
| c. Students in your grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | C |
| d. Males in your grade | C | C | C | C | C | C | C |
| e. Females in your grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | C | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |
| f. High School Juniors and Seniors | C | $\bigcirc$ | $\bigcirc$ | C | C | C | C |
| g. School Athletes | O | O | C | C | O | C | $\bigcirc$ |

12. Not counting just a few sips in a family or religious gathering, how often do you think tudents in each of the following categories typically consume alcohol? Include beer, wine, wine coolers, liquor and mixed drinks in your answer.
Just give your best estimate of what is most typical for each category (a through g).

|  | Never | $\begin{gathered} \text { 1-2 per } \\ \text { year } \end{gathered}$ | Once a month | Twice a month | Once a week | Twice a week | Daily |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a. Yourself | C | O | $\bigcirc$ | $\bigcirc$ | O | O | C |
| b. Your friends | C | C | $\bigcirc$ | C | C | $\bigcirc$ | O |
| c. Students in your grade | C | C | $\bigcirc$ | $\bigcirc$ | C | C | C |
| d. Males in your grade | C | C | C | C | C | C | C |
| e. Females in your grade | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |
| f. High School Juniors and Seniors | $\bigcirc$ | $\bigcirc$ | C | C | $\bigcirc$ | $\bigcirc$ | C |
| g. School Athletes | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | O |

13. How many alcoholic drinks, if any, do you think each of the following students on average typically consume at parties or social occasions?

Just give your best estimate of what is most typical for each category (a through $g$ ).

15. How often do you think students in each of the following categories typically use illicit drugs other than marijuana?
Just give your best estimate of what is most typical for each category (a through g).

|  | Never | $\begin{gathered} \text { 1-2 per } \\ \text { year } \end{gathered}$ | Once a month | Twice a month | Once a week | Twice a week | Daily |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a. Yourself | $\bigcirc$ | C | C | C | C | O | O |
| b. Your friends | C | C | C | C | C | C | C |
| c. Students in your grade | C | C | $\bigcirc$ | C | C | C | C |
| d. Males in your grade | C | C | C | C | C | C | C |
| e. Females in your grade | $\bigcirc$ | $\bigcirc$ | C | C | C | C | $\bigcirc$ |
| f. High School Juniors and Seniors | C | $\bigcirc$ | C | C | C | C | O |
| g. School Athletes | C | O | C | C | C | C | C |

(6. Overall, what percentage of students at your grade level do you think use NO tobacco products at all?
Just give your best estimate (from 0 to 100\%).
$\qquad$
\%
17. Overall, what percentage of students at your grade level do you think consume NO Icoholic beverages at all?
Just give your best estimate (from 0 to $100 \%$ ).
$\qquad$
18. How often, if ever, have you consumed alcohol at a party or social occasion with other 18. How often, if ever, have you
students in the last 12 months? (select one)

Never
A few times, but not monthly
About once a month
About once a week or more often

## 19. During the past 30 days, on how many days did you:

(enter zero for never or no days -- do not leave blank)
a. Use tobacco (including cigarettes, cigars, and chewing tobacco)
days
b. Use alcohol (not counting just a few sips in a family or religious gathering)
$\qquad$
c. Use marijuana
$\qquad$
20. If you never smoke tobacco, or if you have smoked but sometimes choose not to, how do you resist pressure from those who are smoking?
(choose all that apply)

- a. I don't go to places where people are smoking
b. I leave places where people are smoking
$\Gamma_{\text {c. I avoid smokers }}$
d. I hang out with people who don't smoke
e. I tell people that I don't want to smoke if they ask me

21. If you never drink alcohol, or if you have consumed alcohol but sometimes choose not to,
how do you resist pressure from those who are drinking alcohol? (choose all that apply)
a. I don't go to parties where people are drinking
-b. I leave parties where people are drinking
c. I hang out with people who don't drink
d. I tell people that I don't want to drink if they ask me
e. I hold an alcoholic drink, but don't drink from it
$\Gamma_{\text {f. I drink non-alcoholic drinks like water or pop }}$
22. How recently, if ever, have you been drunk in the last 12 months? (select one)
Cever
Within the last year, but not within the last 30 days
Within the last 30 days, but not within the last 7 days

Within the last 30 days, but not within the last 7 days
Within the last 7 days
23. Overall, what percentage of students at your grade level do you think have been drunk on at least one occasion in the last 7 days?
Again, just give your best estimate (from 0 to $100 \%$ ).
\%
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## Survey of Student Norms

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24．If you did not drink at all beyond just a few sips during the last 12 months，check the box here and skip the next question．

```
\Gamma
```

25．During the last 12 months which，if any，of the following has occurred as a consequence of your drinking？

|  | Not during the last $\mathbf{1 2}$ <br> months | Once during the last <br> 12 months |
| :--- | :--- | :--- |
| a．Physical injury to yourself |  |  |

．How often do you think students in each of the following categories are approached by ther students or anyone else and offered tobacco，alcohol，or other drugs during school ours？
Just give your best estimate of what is most typical for each category（a through b）．

|  | Never | $\begin{gathered} \text { 1-2 per } \\ \text { year } \end{gathered}$ | Once a month | Twice a month | Once a week | Twice a week | Daily |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a．Yourself | C | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ | C | O | O |
| b．Student |  |  |  |  |  |  |  |

27．Who do you think students should tell if they saw a weapon（knife or gun）at school And what would most other students say？
（Check all that apply）

I think students should ．．
（check all that apply）
「a．Tell a principal
－b．Tell a teacher or counselor
${ }^{\text {c．Tell }}$ a hall monito
${ }^{\text {d．Tell a friend }}$
Ce．Tell a police officer or security person
f．Tell a parent or another adult relative
－ g ．Tell a brother，sister，or cousin
「h．Not tell anyone

Most other students would say ．．．
（check all that apply）
a．Tell a principal
b．Tell a teacher or counselor
${ }^{c}$ c．Tell a hall monito
${ }^{\text {d．Tell a friend }}$
－e．Tell a police officer or security person
f．Tell a parent or another adult relative
g．Tell a brother，sister，or cousin
「h．Not tell anyone

28．Who do you think students should tell if they saw drugs（other than tobacco or alcohol） at school？And what would most other students say？
（Check all that apply）


$\square$
3

32. How often do you think students in each of the following categories use seat belts when driving or riding in a motor vehicle?
Again, just give your best estimate for each category (a through d).

|  | Almost Never $\mathbf{0 - 1 0 \%}$ of the time | Seldom 25\% of the time | Half 50\% of the time | Usually 75\% of the time | Almost Always 90$100 \%$ of the time |
| :---: | :---: | :---: | :---: | :---: | :---: |
| a. Yourself | C | O | $\bigcirc$ | $\bigcirc$ | $\bigcirc$ |
| b. Your friends | C | $\bigcirc$ | $\bigcirc$ | C | C |
| c. Students in your grade | C | $\bigcirc$ | C | $\bigcirc$ | $\bigcirc$ |
| d. High School Juniors and Seniors | C | C | C | C | C |

33. How often during the last year have you been a passenger in a motor vehicle with a driver who drank alcohol just before or while driving?
(select one)
CNever
Conce
Otwice
3 or more times
34. What percentage of students do you think have ridden during the last year a a motor vehicle with a driver who drank alcohol just before or while driving?
Just give your best estimate (from 0 to $100 \%$ ).
. $\%$
35. What limits, if any, do your parents apply to you about drinking alcohol in your home? (select one)

ONo drinking is allowed (other than a few sips in a family or religious gathering)
Some drinking is allowed with a parent when only family members are present
Some drinking with friends is allowed if a parent is present
Drinking is allowed without a parent present as long as I do not get drunk or drive afterwards
CNo limits
36. What limits, if any, would you say are most typical of other students' parents concerning student drinking in the home?
(select one)
CNo drinking is allowed (other than a few sips in a family or religious gathering)


[^0]> Cvery underweight Somewhat underweight Somewhat overweight very overweight
41. What would you guess is the average male and female weight for males and females in your grade?
(just give your best guess for each below)

Average male weight in your grade
pounds

Average female weight in your grade
pounds
42. What is your approximate grade point average for last term's courses.
(using a 4pt scale where $A=4.0, B=3.0, C=2.0, D=1.0$, and $F=0.0$ )

| $\underset{4.0}{\mathrm{~A} / \mathrm{A}+}$ | $\begin{aligned} & \text { A- } \\ & 3.7 \end{aligned}$ | $\begin{aligned} & \text { B+ } \\ & 3.3 \end{aligned}$ | $\begin{gathered} \text { B } \\ 3.0 \end{gathered}$ | $\begin{aligned} & \text { B- } \\ & 2.7 \end{aligned}$ | $\begin{gathered} \mathrm{C}+ \\ 2.3 \end{gathered}$ | $\underset{2.0}{c}$ | $\begin{gathered} \text { C- } \\ 1.7 \end{gathered}$ | $\begin{aligned} & \mathrm{D}+ \\ & 1.3 \end{aligned}$ | $\underset{1.0}{\mathrm{D}}$ | ${ }_{0}^{\mathrm{D}} \mathrm{O}$ | ${ }_{0}^{\mathrm{F}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\bigcirc$ | O | O | C | C | C | O | C | O | C | C | C |

## Finish >


[^0]:    40. Which best describes what you think of your current weight?
    (choose one)
    I am..
