

# Impact of Academic Social Norming Campaign

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Project Background

2019 Follow Up Survey

## Academic Social Norming

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Misperceptions of Norms

  - “Everyone skips class.”
  - “No one uses office hours.”
  - “C’s get degrees.”
  - “No one works as hard as I do.”
- 2

Intervention Goals

  - Normalize help-seeking behaviors
  - Transform attitudes around academics
  - Utilize statistics for “just in time” messaging
- 3

Intervention Strategy

  - Academic Behaviors Survey
  - Campus-wide campaign
  - Faculty and staff collaboration
  - Discussion activities
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Anticipated Outcomes

  - Increased use of academic resources
  - Positive perceptions of NAU students’ academic behaviors
  - Increased participation in help-seeking behaviors.
- 5

Desired Impact

  - Improved academic performance
  - Normalization of using resources

1113 Original survey respondents

18 Normative statements

53 Focus group participants

22 Department presentations

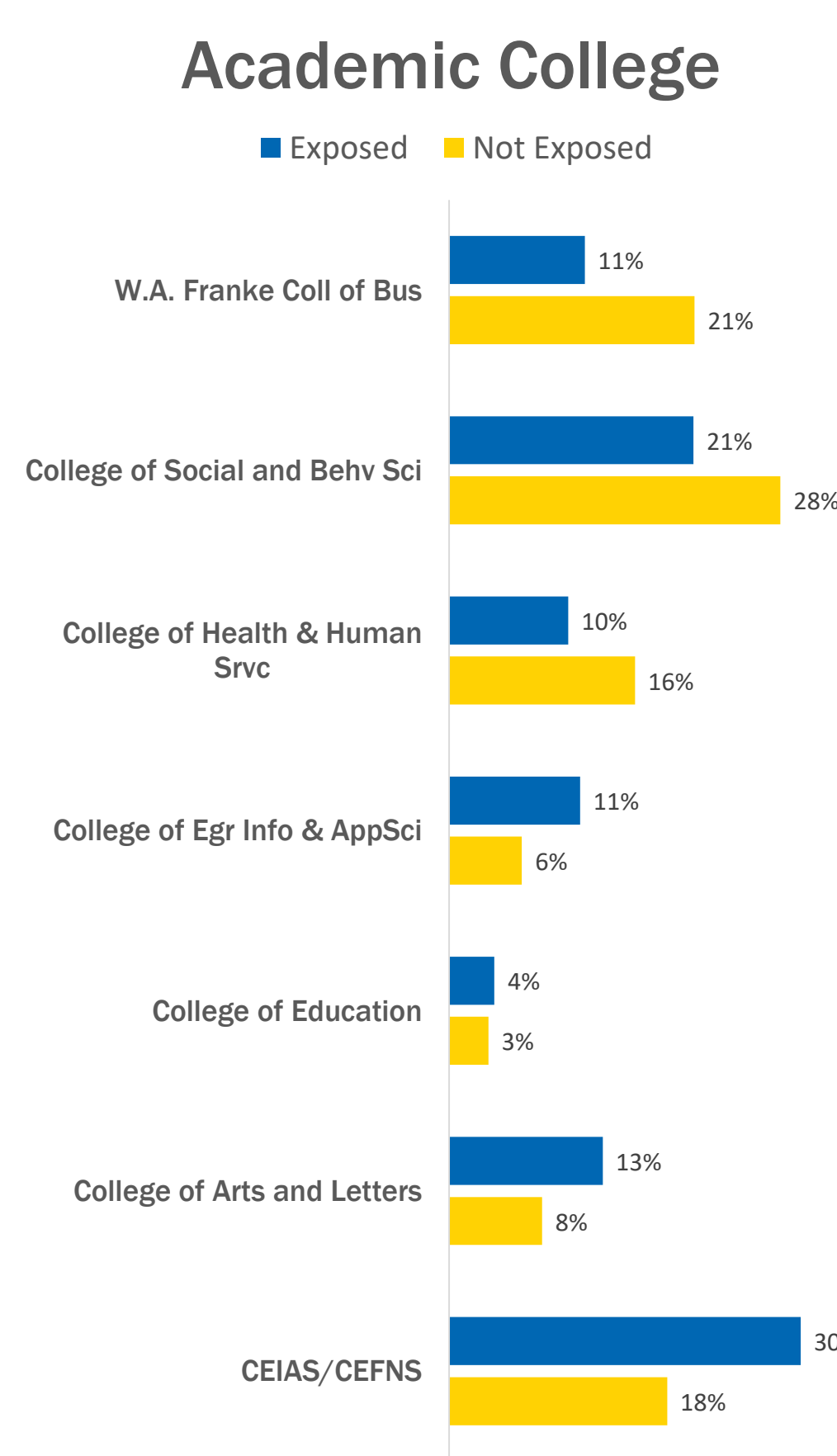
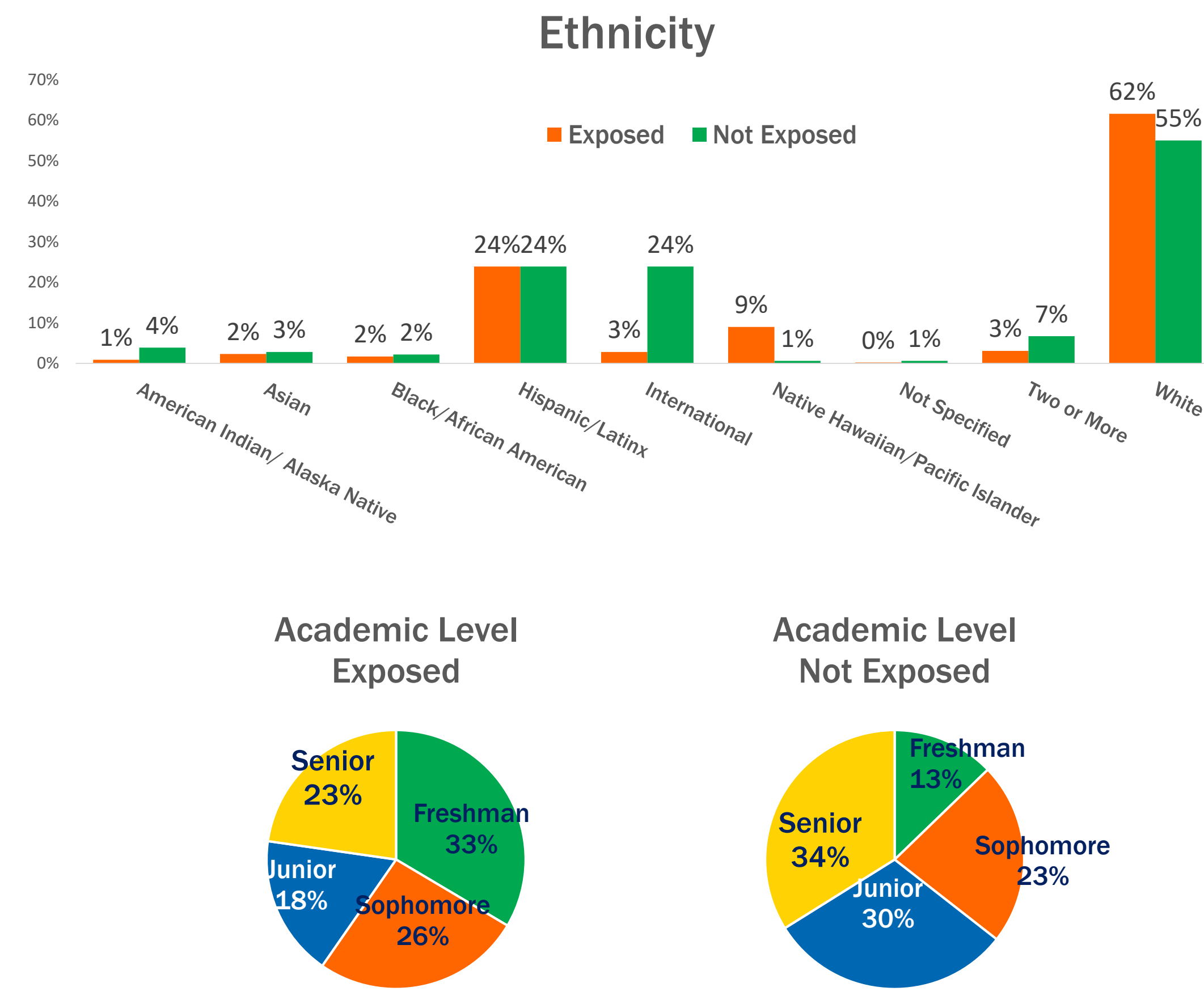
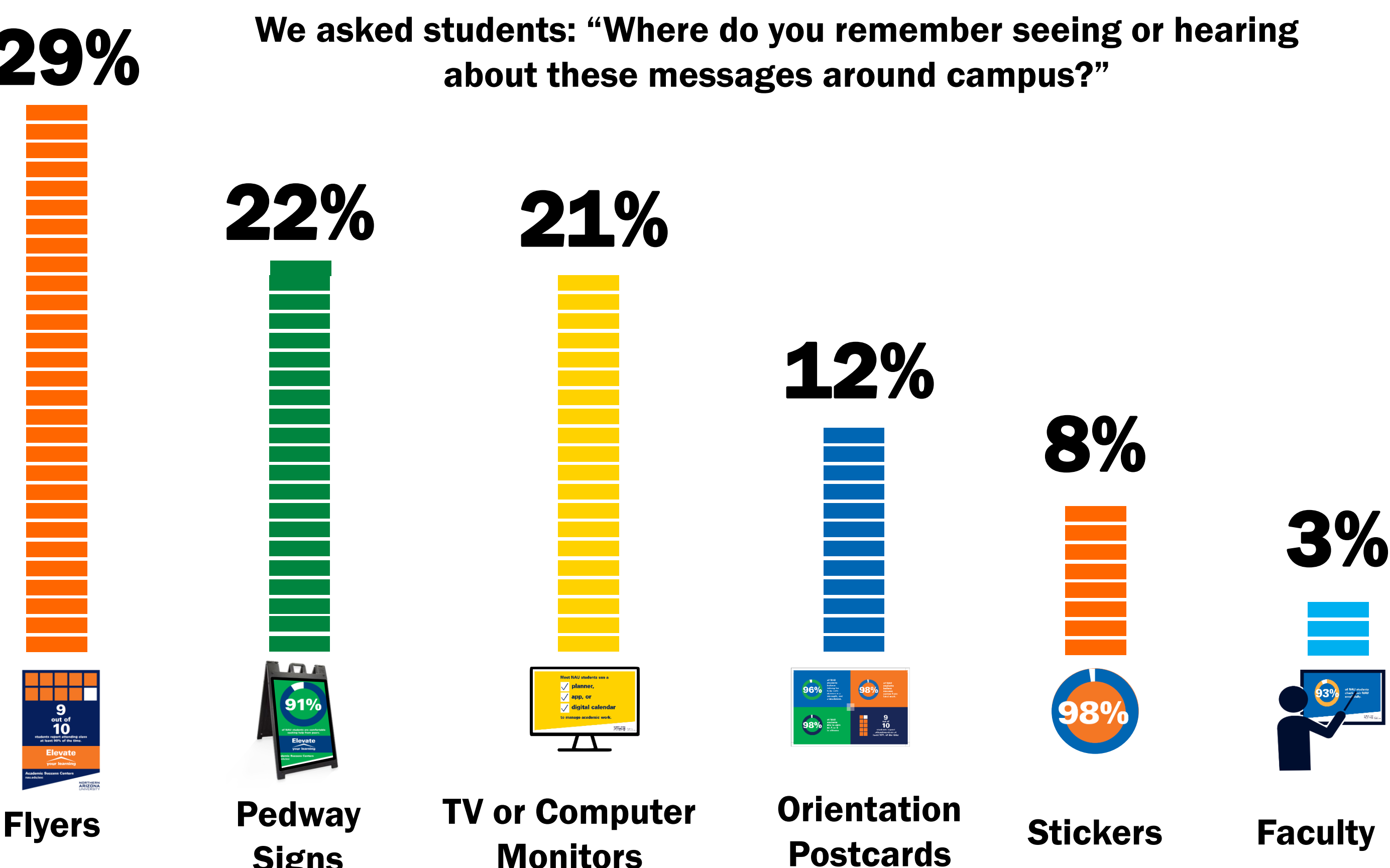
75% Of follow-up survey respondents were exposed to campaign



Campaign Exposure

Respondent Demographics

Next Steps



- Evaluate impact of campaign on students’ perceptions and behaviors based on G.P.A.
- Compare responses of students who took both versions of the survey, and evaluate if behaviors or perceptions changed.
- Strategize how to improve learning strategies for deficit areas, such as completing multiple drafts for a paper, study time, and starting assignments days before the due date.
- Increase faculty use of norming materials.
- Review and address barriers to seeking academic support.