

Normative re-education: Electronic/mailed personalized normative feedback (PNF)—Generic/other

PNF programs provide all students with personalized information about their alcohol use in comparison with actual use by their peers. This information is represented graphically (with charts and text, showing personal behavior juxtaposed with normative information). Delivery of PNF interventions is done without the involvement of a facilitator, and students are allowed to consider this information on their own.

-**Effectiveness:** ★★ = Higher

-**Cost:** \$ = Lower

-**Barriers:** ## = Moderate

-**Research Amount:** **** = 11+ studies

-**Public Health Reach:** Broad

-**Primary Modality:** Online/offsite

-**Staffing Expertise Needed:** Coordinator

-**Target Population:** Individuals, specific groups, or all students

-**Duration of Effects:** Short-term (< 6 months); long-term (≥ 6 months) effects

See the [FAQs](#) to learn more about generic PNF strategies and how to develop and implement them.

Potential Resources:

For information about intervention designs and implementation, check the articles in the References tab. Also see the FAQs for more information on generic PNF interventions.

References:

Larimer, M.E.; and Crouce, J.M. Identification, prevention, and treatment revisited: Individual-focused college drinking prevention strategies 1999–2006. *Addictive Behaviors*, 32:2439–68, 2007.

-Neighbors, C.; Larimer, M.E.; and Lewis, M.A. **Targeting misperceptions of descriptive drinking norms: Efficacy of a computer-delivered personalized normative feedback intervention.** *Journal of Consulting and Clinical Psychology*, 72(3):43447, 2004.

-Neighbors, C.; Lewis, M.A; Bergstrom, R.L.; and Larimer, M.E. **Being controlled by normative influences: Self-determination as a moderator of a normative feedback alcohol intervention.** *Health Psychology*, 25(5):5719, 2006.

-Walters, S.T.; Vader, A.M.; and Harris, T.R. **A controlled trial of Web-based feedback for heavy drinking college students.** *Prevention Science*, 8(1):838, 2007.

Crouce, J.M.; and Larimer, M. Individual-focused approaches to the prevention of college student drinking. *Alcohol Research and Health* 34(2):210–21, 2011.

-Lewis, M.A.; Neighbors, C.; Oster-Aaland, L; Kirkeby, B.S.; and Larimer, M.E. **Indicated prevention for incoming freshmen: Personalized normative feedback and high-risk drinking.** *Addictive Behaviors*, 32(11):2495–508, 2007.

Additional studies not identified in prior reviews

-Moreira, M.T.; Oskrochi, R.; and Foxcroft, D.R. **Personalised normative feedback for preventing alcohol misuse in university students: Solomon three-group randomized controlled trial.** *PLoS ONE*, 7(9):e44120, 2012.

-Werch, C.E.; Pappas, D.M, Carlson, J.M.; DiClemente, C.C.; Chally, P.S.; and Sinder, J.A. **Results of a social norm intervention to prevent binge drinking among first-year residential college students.** *Journal of American College Health*, 49(2):85–92, 2000.

-Neighbors, C.; Lewis, M.A.; Atkins, D.C.; Jensen, M.M.; Walter, T.; Fossos, N.; et al. **Efficacy of Web-based personalized normative feedback: A two-year randomized controlled trial.** *Journal of Consulting and Clinical Psychology* 78(6):898–911, 2010.

References from 2019 update

-Collins, S.E.; Kirouac, M.; Lewis, M.A.; et al. **Randomized controlled trial of web-based decisional balance feedback and personalized normative feedback for college drinkers.** *Journal of Studies on Alcohol and Drugs* 75(6):982–992, 2014.

-LaBrie, J.W.; Lewis, M.A.; Atkins, D.C.; et al. **RCT of web-based personalized normative feedback for college drinking prevention: Are typical student norms good enough?** *Journal of Consulting and Clinical Psychology* 81(6):1074–1086, 2013.

-Lewis, M.A.; Patrick, M.E.; Litt, D.M.; et al. **Randomized controlled trial of a web-delivered personalized normative feedback intervention to reduce alcohol-related risky sexual behavior among college students.** *Journal of Consulting and Clinical Psychology* 82(3):429–440, 2014.

-Martens, M.P.; Smith, A.E.; and Murphy, J.G. **The efficacy of single-component brief motivational interventions among at-risk college drinkers.** *Journal of Consulting and Clinical Psychology* 81(4):691–701, 2013.

-Miller, M.B.; Leavens, E.L.; Meier, E.; et al. **Enhancing the efficacy of computerized feedback interventions for college alcohol misuse: An exploratory randomized trial.** *Journal of Consulting and Clinical Psychology* 84(2):122–133, 2016.

-Neighbors, C.; Lewis, M.A.; LaBrie, J.; et al. **A multisite randomized trial of normative feedback for heavy drinking: Social comparison versus social comparison plus correction of normative misperceptions.** *Journal of Consulting and Clinical Psychology* 84(3):238, 2016.

-Pedersen, E.R.; Neighbors, C.; Atkins, D.C.; et al. **Brief online interventions targeting risk and protective factors for increased and problematic alcohol use among American college students studying abroad.** *Psychology of Addictive Behaviors* 231:220–230, 2017.

-Prince, M.A.; Maisto, S.A.; Rice, S.L.; and Carey, K.B. **Development of a face-to-face injunctive norms brief motivational intervention for college drinkers and preliminary findings.** *Psychology of Addictive Behaviors* 29(4):825–835, 2015.

Taylor, M.J.; Vlaev, I.; Maltby, J.; et al. **Improving social norms interventions: Rank-framing increases excessive alcohol drinkers' information-seeking.** *Health Psychology* 34(12):1200–1203, 2015.