

2009 National Social Norms Institute Dissertation Fellowship Recipients

Edward L. Glazer, for:

The Social Norms Approach and Peer Referent Groups Online and Off: Drinking Moderation, Involvement, and Reactance (proposed title)



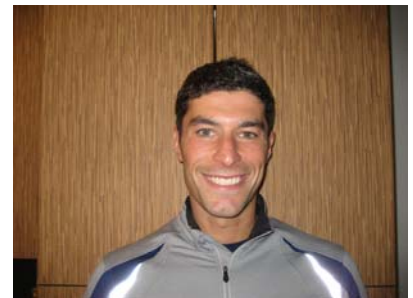
Edward L. Glazer (M.A. Digital Media Arts & Technology, Michigan State University) is a graduate student in the Department of Communication at Michigan State University. His academic work has focused on constructing and designing effective of health messages for a variety of audiences. A life-long computer nerd, Ed has been interested in using online social networking sites to accurately measure normative perceptions of alcohol consumption behavior among close friends. He met the social norms approach in 2003, when he partnered with the team at Michigan State University to produce a video PSA towards completion of his M.A.

Ed has also worked as a technology instructor, journalist, and most recently as a video/media producer for clients ranging from Harley- Davidson Motorcycles, to the State of Michigan Community Mental Health, Michigan's Developmental Disabilities Council, National Association of Family and Child Care, and the Alcohol Research Information Service.

Joel Grossbard, for:

Conform to the Norm? Normative Misperceptions of Drinking, Substance Use and Body Image among College Students Over Time (proposed title)

Prior to entering the doctoral program at the University of Washington, Joel earned a BA in psychology from Colby College and subsequent MA in developmental psychology from Tufts University. His current research focuses on the integration of health psychology and addictive behaviors, and under the supervision of Dr. Mary Larimer, Joel has worked on NIAAA funded grants investigating the efficacy of social norms-based interventions.



His independent research has focused on the influence of athlete and nonathlete normative perceptions of alcohol use on specific drinking patterns, and he has explored associations between drinking and risky sexual behavior, body image and eating disorders, and the influence of social norms on alcohol, tobacco, and marijuana use. Joel's dissertation focuses on normative perceptions of alcohol, substance use, body image and eating disorders, and the covariation of such behaviors among college students. In addition to his research, Joel was recently nominated for a Graduate Student Distinguished Teaching Award at the University of Washington and is preparing for clinical internship at the Seattle VA. Joel and his wife enjoy an active lifestyle in the Pacific Northwest, as they are both avid marathon runners and practice yoga as a way to achieve life balance.