

## CURRICULUM VITAE

**DAVID WHEELER CRAIG**  
**Professor Emeritus**  
**Department of Chemistry**  
**Hobart and William Smith Colleges**  
**Geneva, New York 14456**  
**(585) 733-8849 craig@hws.edu**

### **EDUCATION:**

1972-1977 Ph.D. in Biochemistry; University of California, Riverside  
"The Kinetic and Regulatory Properties of  $\alpha$ -Ketoglutarate  
Dehydrogenase from Cauliflower"  
minor in Physical Chemistry; G.P.A. - 3.8 out of 4.0

1968-1972 A.B. in Chemistry; California State University, Chico  
G.P.A. - 3.6 out of 4.0

### **PROFESSIONAL EMPLOYMENT:**

2020-present Hobart and William Smith Colleges, Geneva, New York 14456,  
Professor Emeritus of Chemistry

1991-2020 Hobart and William Smith Colleges, Geneva, New York 14456,  
Professor of Chemistry

1985-1991 Hobart and William Smith Colleges, Geneva,  
New York 14456, Associate Professor of Chemistry

1979-1985 Hobart and William Smith Colleges, Geneva,  
New York 14456, Assistant Professor of Chemistry

1977-1979 Cornell University, Ithaca, New York 14853  
Postdoctoral Fellow in laboratory of  
Dr. G.G. Hammes, Department of Chemistry

### **AWARDS AND HONORS:**

- 2015-2016: \$62,000 United States Air Force (Award No. E14-043561)  
Consultant to Develop Training Materials to Implement a U.S. Air Force Social  
Norms Intervention to Reduce Alcohol Abuse and Assist in Dissemination
- 2011-2013: \$65,000 United States Air Force (Award No. S12157) Implementing  
and Assessing the Effectiveness of a U.S. Air Force Social Norms Intervention to  
Reduce Alcohol Abuse
- 2005: \$95,000 U.S. Department of Education Alcohol and Other Drug Prevention  
Models on College Campuses Grant Competition
- 2001-2004: \$252,000 U.S. Department of Education Safe and Drug Free  
Schools grant "Most Valuable Players: A Project Reinforcing Norms, Correcting  
Misperceptions, and Reducing High Risk Drinking Among Student-Athletes"
- 2000-2005: Selected as first named chair in the science division: Philip Moorad  
'28 and Margaret N. Moorad Professor of Science

- 2000: Selected as Center Associate for the U.S. Department of Education Higher Education Center for the Prevention of Alcohol and Drug Abuse
- 1999: \$74,434 U.S. Department of Education Alcohol and Other Drug Prevention Models on College Campuses Grant Competition
- 1998: \$15,000 Dreyfus Foundation Instrument Grant
- 1997 Faculty Community Service Prize
- 1997-1999: \$40,000 National Science Foundation - Instrument grant
- 1996-1998: \$65,000 Department of Education FIPSE grant "Reducing Misperceptions and Raising Curricular Interest About Drinking and Other Drug Use and Violence on Campus", Wesley Perkins and David Craig
- 1994 - 1996: \$56,367 National Science Foundation - Instrument grant (#DUE-9452135)
- 1994 -1995: \$50,000 National Science Foundation - Systemic Change Planning Grant (#DUE-9450658)
- 1991: Best Innovation in Problem Solving Assessment, Presented at Second Annual National Conference on Problem Solving Across the Curriculum
- 1989: Hobart and William Smith Colleges Faculty Teaching Prize
- 1986: \$52,000 National Science Foundation - coauthor instrument grant (#CSI-8650349)
- 1984-1986 \$30,000 United States Department of Agriculture - Geneva Plant Introduction, Geneva, N.Y. Specific Cooperative Agreement
- 1980: \$20,000 National Science Foundation - instrument grant (#CDP-80000290)
- 1975: University of California Chancellor's Patent Fund
- 1974-1977: University of California Regent Intern Fellow
- 1972, 1973: University of California Graduate Fellow
- 1972: Cum Laude graduate at California State University, Chico
- 1971: National Science Foundation Undergraduate Summer Research Fellow

### **FACULTY GOVERNANCE/ADMINISTRATIVE EXPERIENCE**

2013-2018	Chairperson, Institutional Review Board
2010-2011	Chairperson, Institutional Review Board
2007-present	Chair, Board of Directors Rosepark Cottages Homeowners Association, Inc.
1999-2005	Chairperson, Department of Chemistry
1998-present	Steering Committee, Hewlett Collaborative Internships
1997-1998	Chairperson, Department of Chemistry
1997-1998	Member, Committee on Faculty
1996-present	Co-Director of HWS Alcohol Education Project
1996-2004	Board of Directors, Geneva Area Chamber of Commerce
1996	Treasurer and Facilities Coordinator for Faculty Retreat
1995	Treasurer and Facilities Coordinator for Faculty Retreat
1994-1995	Chairperson, Committee on Athletics
1995	Chairperson, Committee on Academic Affairs
1993	Chairperson of National Problem Solving Across the Curriculum Conference

1990-1992	Chairperson, Committee on Academic Affairs
1990-1992	Member, Sexual Harassment Grievance Board
1989-1990	Member, Committee on Academic Affairs
1990-1991	Coordinator, First Year General Education
1987-1989	Chairperson, Department of Chemistry
1985-1992	Member, Computer Advisory Committee
1983-1987	Member, Hobart Dean's Committee

### **TEACHING EXPERIENCE:**

I have taught lecture/laboratory courses in chemistry at the undergraduate level including first-year Chemistry for science majors, chemistry and society for nonmajors, and a two-term senior level Biochemistry course with laboratory. I have taught interdisciplinary courses in the general curriculum dealing with issues of philosophy and ethics in science and their relationship to the other disciplines including first year "Alcohol in College", sophomore "AIDS: Scientific Investigation and Human Experience" co-taught with Religious Studies professor Susan Henking and "Alcohol Use and Abuse: Causes and Consequences" co-taught with Sociology professor Wesley Perkins, and senior colloquium "The Nature of Scientific Controversy" co-taught with psychology professor Joel Wachtler. In addition, I contribute 10-20 chemical magic shows each year to area schools and community festivals. During the COVID-19 pandemic I developed online learning strategies to conduct my courses online using zoom, Canvas, and narrated lectures using PowerPoint.

### **RESEARCH PROGRAMS**

Late Night Breath Alcohol Measurements on a College Campus. This research has been ongoing between 2003 and 2019. Students participate in the data collection to provide data on the distribution of alcohol exposure to HWS college students. Data has been collected on every night of the week during the academic term and shows that the majority make responsible choices regarding alcohol.

Alcohol Abuse Prevention. This research focuses on delivering a social norms intervention to college, U.S. Air Force, and high school populations to reduce high risk drinking. Successful programs have been developed for these populations that include media campaigns, electronic message delivery, online surveys that collect normative data and provide personalized normative feedback.

Public Health Social Norms Applications. This research has focused on applying a social norms approach to prevention in youthful populations in middle school and high school on obesity and nutrition, on bullying, and on weapons in schools.

Alcohol Education Project (<http://www.alcoholeducationproject.org>) 1996-present.

This project is an ongoing collaboration with Professor Wes Perkins in the Department of Sociology at HWS. This web site documents all of the research projects, programs, and resources to support colleges and secondary schools with alcohol prevention.

Social Norms Surveys Online (<http://www.socialnormsurveys.org>).

This project describes data collection resources available through our project. More than 150 schools have participated in this project collecting data from over 90,000 secondary students in the US and UK.

Fluorescence Resonance Energy Measurements in Proteins. This research focuses on the design of fluorescent affinity labels that modify the active site and regulatory sites of important regulatory enzymes. Distance measurements between modified sites inform the nature of structural changes that must occur to establish communication between the sites.

**OTHER PERSONAL INFORMATION:**

Date of Birth: December 2, 1949

Marital Status: Married, 3 children

Citizenship: U.S.A.

**PUBLICATIONS:**

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. (advance access online November 25, 2019). "Norms and Attitudes About Being an Active Bystander: Support for Telling Adults About Seeing Knives or Guns at School Among Greater London Youth," *Journal of Youth and Adolescence*, <https://doi.org/10.1007/s10964-019-01127-7>.

Perkins, Jessica M., H. Wesley Perkins, Jordan Jurinsky, and David W. Craig. 2019. "Adolescent Tobacco Use and Misperceptions of Social Norms Across Schools in the United States," *Journal of Studies on Alcohol and Drugs*, Vol. 80, No. 6, pp. 659-668. <https://doi.org/10.15288/jsad.2019.80.659>.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2019. "A Code of Silence? Misperceptions Regarding Peer Support for Telling Authorities about Weapons at School Among Middle and High School Students in the United States." *Youth and Society*, Vol. 51, No. 6, pp. 814-839 (advance access online July 9, 2017). <https://doi.org/10.1177/0044118X17714808>.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2018. "Misperceived Norms and Personal Sugar-Sweetened Beverage Consumption and Fruit and Vegetable Intake among Students in the United States," *Appetite*, Vol. 129, No. 1, pp. 82-93. <https://doi.org/10.1016/j.appet.2018.06.012>.

Craig, David W. and H. Wesley Perkins. 2018. "Accuracy of Estimated Blood Alcohol Concentration Norms from College Student Drinking Survey Data: Verification Using Matched Late Night Breath Measurements," *Journal of Studies on Alcohol and Drugs*,

Vol. 79, No. 3, pp. 455-464. <https://www.jsad.com/doi/abs/10.15288/jsad.2018.79.455>.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2015. "Misperception of Peer Weight Norms and Its Association with Overweight and Underweight Status Among Adolescents." *Prevention Science*, Vol. 16, No. 1, pp. 70-79. <https://doi.org/10.1007/s11121-014-0458-2>

Perkins, H. Wesley, Jessica M. Perkins, and David W. Craig. 2014. "No Safe Haven: Locations of Harassment and Bullying Victimization in Middle Schools." *Journal of School Health*, Vol. 84, No. 12, pp. 810-818. <https://doi.org/10.1111/josh.12208>.

Perkins, H. Wesley and David W. Craig. 2012. "Student-Athletes' Misperceptions of Male and Female Peer Drinking Norms: A Multi-Site Investigation of the 'Reign of Error'." *Journal of College Student Development*, Vol. 53, No. 3, pp. 367-382.

Perkins, H. Wesley, David W. Craig, and Jessica M. Perkins. 2011. "Using Social Norms to Reduce Bullying: A Research Intervention in Five Middle Schools." *Group Processes and Intergroup Relations*, Vol. 14, No. 5, pp. 703-722.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2010. "Misperceptions of Peer Norms as a Risk Factor for Sugar-Sweetened Beverage Consumption among Secondary School Students." *Journal of the American Dietetic Association*, Vol. 110, No. 12, pp. 1916-1921.

Perkins, Jessica M., H. Wesley Perkins, and David W. Craig. 2010. "Peer Weight Norm Misperception as a Risk Factor for Being Over- and Underweight Among UK Secondary School Students." *European Journal of Clinical Nutrition*, Vol. 64, pp. 965-971.

Craig, David and H. Wesley Perkins. 2008. "Learning about Student Alcohol Abuse and Helping to Prevent It through Service-Learning Initiatives." In Rimmerman, Craig A. (Ed.) *Service-Learning and the Liberal Arts*, Lanham: Lexington Books, pp. 151-169.

Perkins, H. Wesley, and David Craig. 2006. "A Successful Social Norms Campaign to Reduce Alcohol Misuse among College Student-Athletes." *Journal of Studies on Alcohol*, Vol. 67, pp. 880-888.

Perkins, H. Wesley, and David W. Craig. 2003 "The Imaginary Lives of Peers: Patterns of Substance Use and Misperceptions of Norms among Secondary School Students." In H. W. Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians*, San Francisco: Jossey-Bass, pp209-223.

Perkins, H. Wesley, and , David W. Craig. 2003. "The Hobart and William Smith Colleges Experiment: A Synergistic Social Norms Approach Using Print, Electronic Media and Curriculum Infusion to Reduce Collegiate Problem Drinking." In H. W. Perkins (ed.), *The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians*, San

Francisco: Jossey-Bass, pp 35-64.

Perkins, H. Wesley, and David W. Craig. 2002. *A Multifaceted Social Norms Approach to Reduce High-Risk Drinking: Lessons from Hobart and William Smith Colleges*. Newton, MA: The Higher Education Center for Alcohol and Other Drug Prevention and the U.S. Department of Education.

H. Wesley Perkins and David W. Craig, "Campus Factoids" software for social norms promotion marketed by Campus Factoids. 2000

David W. Craig, "PDB Modeler/Browser" 3D Protein Modeling Computer Program in development for marketing release.

Susan Henking and David Craig, "A Pedagogy of AIDS: Teaching in Two Voices" Problem Solving Across the Curriculum Proceedings, 1993. (William J. Tastle, ed.) pp51-61, Hobart and William Smith Colleges Press (1993)

John Venesky and David Craig, "An Interactive Protein Modeling Program for the Display of Brookhaven National Laboratory Protein Data Bank Files" Proceedings of the Sixth National Conference on Undergraduate Research, Vol III, University of North Carolina Press (1992)

David W. Craig, "Simulation" in Learning Through Problem Solving, (Daniel K. Apple, Steven W. Beyerlein, and Mark A. Schlesinger ed.) pp333-353 Pacific Crest Software (1992)

David W. Craig, "A Concept-Modeling Problem Solving Workshop Project for the First Year Chemistry Laboratory" Problem Solving Across the Curriculum Proceedings, 1990.  
David W. Craig, "Ways of Knowing: A General Education Course of All First Year Students" Problem Solving Across the Curriculum Proceedings, 1990.

Bart Fiori and David W. Craig, "Relationship Between Color Intensity of Leaf Supernatants from Resistant and Susceptible Birch Trees and Rate of Oviposition by the Birch Leafminer (Hymenoptera: Tenthredinidae)" J. Econ. Ent., 80, 1331 (1987).

David W. Craig and Gordon G. Hammes, "Structural Mapping of Rabbit Muscle Phosphofructokinase. distance between the Adensine Cyclic 3', 5'-Phosphate Binding Site" Biochemistry, 19, 330 (1980).

David W. Craig and Randolph T. Wedding, "Regulation of the 2-oxoglutarate Dehydrogenase-Lipoate Succinyl Transferase Complex from Cauliflower. Steady State Kinetic Studies," J. Biol. Chem., 255, 5763 (1980).

David W. Craig and Randolph T. Wedding, "Regulation of the 2-oxoglutarate Dehydrogenase-Lipoate Succinyl Transferase Complex from Cauliflower, Pre-Steady State Kinetics and Physical Studies," J. Biol. Chem. 255, 5769 (1980).

David W. Craig and Randolph T. Wedding, "Regulatory Properties of Cauliflower Oxoglutarate Dehydrogenase," Fed. Proc. 36, 875 (1977).

## **CONFERENCE AND INVITED PRESENTATIONS**

“Misperceiving Marijuana Use Among Peers and Personal Use Frequency Among U.S. Students,” poster presentation by Perkins, J.M., Jurinsky, J., Perkins, H.W., & Craig, D.W. at the American Psychological Association Annual Conference, 2019, Chicago, IL.

“Misperceiving Marijuana Use as Common and Personal Use Across US Middle and High School Students.” Poster presentation by Jessica Perkins, H. Wesley Perkins, Jordan Jurinsky, and David Craig at the Annual Meeting of the Society for Behavioral Medicine, Washington DC, March 9, 2019.

“Personal Drinking Behavior and The ‘Reign of Error’ in Adolescents’ Perceptions of Peer Drinking Norms in US Secondary Schools.” poster presentation by by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the American Psychological Association Annual Conference, August 9-12, 2018, San Francisco, CA.

“Misperceptions of Peer Norms for Tobacco Use and Personal Use: Evidence from Students in Grades 6-12 across 63 Schools in the United States.” oral presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the Society of Prevention Research Annual Meeting, May 29 - June 1, 2018, Washington, DC.

“The ‘Reign of Error’ in Adolescents’ Perceptions of Peer Drinking Norms in US Secondary Schools.” oral presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the Society of Prevention Research Annual Meeting, May 29 - June 1, 2018, Washington, DC.

“The ‘Reign of Error’ in Adolescents’ Perceptions of Peer Drinking Norms in US Secondary Schools.” oral presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the Society for Behavioral Medicine Annual Conference, April 12, 2018, New Orleans, LA.

“Misperceptions of Peer Norms for Tobacco Use and Personal Use: Evidence from Students in Grades 6-12 across 63 Schools in the United States.” Poster presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the American Academy of Health Behavior annual meeting, March 4-7, 2018, Portland, OR.

“The ‘Reign of Error’ in Adolescents’ Perceptions of Peer Drinking Norms in US Secondary Schools.” Poster presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the American Academy of Health Behavior annual meeting, March 4-7, 2018, Portland, OR.

“Misperceptions of Peer Norms for Tobacco Use and Personal Use: Evidence from Students in Grades 6-12 Across 63 Schools in the US,” presentation by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the 38th Annual Meeting of the Society of Behavioral Medicine in San Diego, CA, March 30, 2017.

“Misperception of Peer Norms is Key to Predicting Adolescent Tobacco Use Across Diverse School Settings and Student Types,” Poster Presentation by Jessica Perkins ( Harvard T. H. Chan School of Public Health, Cambridge, MA) and H. Wesley Perkins



and David W. Craig at 2015 APHA 143rd Annual Meeting conference, Chicago Ill, November 4, 2015.

"Accuracy of drinking behavior recall: Comparing late night BAC by breath analysis to estimated BAC from linked survey responses in a residential college environment," presentation by David Craig, and H. Wesley Perkins at the APHA 141st Annual Meeting and Expo, Boston, MA, November 5, 2013.

"Reporting of weapon carrying at school among US youth: Personal attitudes and perceptions of peers' attitudes," presentation by Jessica Perkins, H. Wesley Perkins, and David Craig at the APHA 141st Annual Meeting and Expo, Boston, MA, November 4, 2013.

"USAF Social Norms Project: Reducing Alcohol Abuse Among Airmen Age 18-24," presentation by H. Wesley Perkins and David Craig at the AFMOA Mental Health Division Annual Research Review Meeting, San Antonio, Texas, January 30 - February 1, 2013.

"Bullying Behavior Norms, Perceived Bullying Norms, and Personal Victimization Among UK Youth as Predictors of Self-Assessed Isolation at School," presentation by H. Wesley Perkins, Jessica Perkins, and David Craig at The British Sociological Association Annual Conference, University of Leeds, United Kingdom, April 11-13, 2012.

"Risks Associated with Distorted Perceptions of Body Weight Norms Among UK Youth," presentation by Jessica Perkins, H. Wesley Perkins, and David Craig at The British Sociological Association Annual Conference, University of Leeds, United Kingdom, April 11-13, 2012.

"Confronting the 'Reign of Error': The Social Norms Approach to Drug and Alcohol Prevention," presentation by H. Wesley Perkins and David Craig at the 2012 Annual US Air Force Mental Health Division Research Meeting, San Antonio, Texas, February 7-9, 2012.

"Using Social Norms to Prevent Bullying in Middle Schools," workshop led by H. Wesley Perkins and David Craig at the Office of Safe and Drug Free Schools National Conference, Making the Connection - Creating and Maintaining Conditions for Learning, sponsored by the U.S. Department of Education in Washington, DC., August 9, 2011.

"Alcohol Use and Sexual Risk Taking: Survey Methods to Examine Misperceived Norms in a College Population," workshop presented by David W. Craig and H. Wesley Perkins at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11-13, 2010.

"Achieving and Demonstrating AOD Prevention Impact from a Social Norms Intervention with Survey Research in Diverse Secondary Schools," workshop presented by H. Wesley Perkins and David W. Craig at the 2010 National Conference on the Social Norms Approach, Philadelphia, PA, July 11-13, 2010.

"Emerging Topics in the Social Norms Approach to Problem Drinking and Health Promotion in College," presentation by H. Wesley Perkins and David W. Craig at the New England Deans Meeting, Hobart and William Smith Colleges, Geneva, NY, March 25, 2010.

"Where Does Bullying Take Place among Adolescents When They are at School?" presented by H. Wesley Perkins, Jessica Perkins, and David Craig at the American Public Health Association Annual Meeting, Philadelphia, PA, November 11, 2009.

"Misperceptions of Weight Norms as a Risk Factor for Overweight and Underweight Status among Secondary School Students," presented by Jessica Perkins, H. Wesley Perkins and David Craig at the American Public Health Association Annual Meeting, Philadelphia, PA, November 10, 2009.

"Misperceptions of Bullying Norms as a Risk Factor Associated with Violence among Middle School Students," presented by H. Wesley Perkins, David Craig and Jessica Perkins at the American Public Health Association Annual Meeting, Philadelphia, PA, November 10, 2009.

"Misperceptions of Sweet Drink Consumption Norms as a Risk Factor for Personal Consumption and Overweight Status among Secondary School Students," breakout session presented by Jessica Perkins, H. Wesley Perkins, and David Craig at The 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 14, 2009.

"Multi-site Social Norms Intervention for Student Athletes: An Analysis of the Effect of Program Exposure on High Risk Drinking," breakout session presented by David Craig and H. Wesley Perkins at The 2009 National Conference on the Social Norms Approach, Minneapolis, MN, July 13, 2009.

"Ten-Years of Risk Behavior Results from an Online Survey Assessing Secondary School Norms and Misperceptions: The Pervasive 'Reign of Error' Among U.S. 6 -12th Graders," breakout session presented by H. Wesley Perkins, and David W. Craig at the 2008 National Conference on the Social Norms Approach, Hyatt Regency San Francisco Airport, CA, July 22, 2008

"Assessing Weight Norms, Misperceptions, and Body Mass Index: Comparing the Importance of School Context and Composition Versus Individual Perception," breakout session presented by Jessica Perkins, H. Wesley Perkins, and David W. Craig at the 2008 National Conference on the Social Norms Approach, Hyatt Regency San Francisco Airport, CA, July 22, 2008

"Student-Conducted Research on Alcohol as Service Learning: Curricular Strategy to Expand Available Data for Social Norms Programming," breakout session presented by David W. Craig at the 2008 National Conference on the Social Norms Approach, Hyatt Regency San Francisco Airport, CA, July 20-22, 2008

"Assessing Bullying In New Jersey Secondary Schools: Applying The Social Norms Model To Adolescent Violence," breakout session presented by David W. Craig and H.

Wesley Perkins at the 2008 National Conference on the Social Norms Approach, Hyatt Regency San Francisco Airport, CA, July 21, 2008

"Assessing Bullying In New Jersey Secondary Schools: Applying The Social Norms Model To Adolescent Violence," breakout session presented by David W. Craig and H. Wesley Perkins at the 2008 National Conference on the Social Norms Approach, Hyatt Regency San Francisco Airport, CA, July 21, 2008

"Results from a Study Measuring Late Night Blood Alcohol Levels in a Residential College," presented by David W. Craig at the Campus Alcohol Education and Wellness Initiatives Conference, RIT, Rochester, NY, April 4, 2008

"Using Clickers in the Curriculum and Co-Curricular Programming to Promote Greater Credibility of Alcohol Norms Messages," presented by David W. Craig at the Campus Alcohol Education and Wellness Initiatives Conference, RIT, Rochester, NY, April 3, 2008

"A First Year Seminar Class Builds Campaign Credibility Using Alternative Data Collection Strategies: Breathalyzers and Clickers," seminar presented by David W. Craig at The National Conference on the Social Norms Model, Cambridge, MA, July 17, 2007.

"The 'Reign of Error' in Student-Athlete Alcohol Use: A Multi-Site Study at Institutions of Higher Education in the U. S.," seminar presented by H. Wesley Perkins and David W. Craig at The National Conference on the Social Norms Model, Cambridge, MA, July 17, 2007.

"Using Late Night BAC Measurements, Clickers, and Curriculum Infusion to Build Campaign Credibility," breakout workshop by David W. Craig at the Social Norms on College/University Campuses Conference, Montclair State University, Montclair, NJ, April 17, 2007.

"Creating New Data for Social Norms: Results from Late Night Breathalyzer Testing," poster presentation by Kathryn McIntosh and David Craig at the Social Norms on College/University Campuses Conference, Montclair State University, Montclair, NJ, April 17, 2007.

"Successful Social Norms Campaign to Reduce High Risk Drinking and Tobacco Use Among Intercollegiate Student-Athletes," poster presentation by David W Craig and H. Wesley Perkins at the American Public Health Association 134th Annual Meeting and Exposition, Boston, MA, November 7, 2006

"Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes," poster presentation by H. Wesley Perkins and David W. Craig at the U.S. Department of Education's 20th Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, at the Hyatt Regency Crystal City, in Arlington, Virginia, October 19-22, 2006

"Measuring Late Night Blood Alcohol Levels in a College Setting," poster presentation by David W. Craig at the U.S. Department of Education's 20th Annual National Meeting

on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education at the Hyatt Regency Crystal City, in Arlington, Virginia, October 19-22, 2006

"Differential Discrimination between Five+ Heavy Drinking Measure and Estimated Blood Alcohol Concentration as Measures of Risk Due to Alcohol Consumption in a College Population," poster presentation by David W. Craig and H. Wesley Perkins at the U.S. Department of Education's 20th Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education at the Hyatt Regency Crystal City, in Arlington, Virginia, October 19-22, 2006

"Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2006", workshop presented by H. Wesley Perkins and David W. Craig at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006

"Assessing Bullying in Secondary Schools with a New Online Survey: Applying the Social Norms Model to Adolescent Violence," workshop presented by H. Wesley Perkins and David W. Craig at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006

"Results from a Study Measuring Late Night Blood Alcohol Levels in a Residential College," workshop presented by David W. Craig at The National Conference on the Social Norms Model, Denver, CO, July 28, 2006

"Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes: Results from a U. S. Department of Education 2005 Model Program," workshop presented by H. Wesley Perkins and David W. Craig at The National Conference on the Social Norms Model, Denver, CO, July 27, 2006

"Using Social Norms to Reduce High-Risk Drinking Among College Student-Athletes" seminar by H. Wesley Perkins and David W. Craig at the American College Personnel Association Conference, Indianapolis, IN, March 20, 2006.

"Body Weight and the Effects of Misperceived Norms on Personal Body Image in Adolescence: Results from an Online Assessment Tool for Secondary Schools," breakout session presented by H. Wesley Perkins and David W. Craig at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 15, 2005.

"Measuring Late Night Blood Alcohol Levels in a College Setting," breakout session presented by David W. Craig at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 15, 2005.

Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2005," breakout session presented by H. Wesley Perkins and David W. Craig at The North American Conference on the Social Norms Approach, Toronto, Ontario, July 14, 2005.

"Principles of Social Norms An Education Model for Successful Alcohol, Tobacco, and other Drug Prevention in Middle and High School," address by David W. Craig to the Parent Teachers Association at George Stevens Academy, Blue Hill, ME, March 23, 2005.

"Survey Results," address by David W. Craig to the student body at George Stevens Academy, Blue Hill, ME, March 23, 2005.

"Social Norms Approach to Promoting a Healthy School Environment," presentation by H. Wesley Perkins and David W. Craig for faculty and staff at the Brebeuf Jesuit Preparatory School, Indianapolis, IN, August 13, 2004.

"Using Social Norms to Promote Health Among College Student-Athletes: Results from the HWS Most Valuable Players Project and the NCAA STARR Project," breakout session by H. Wesley Perkins, David W. Craig and Sarah MacInnis at the National Social Norms Conference, Chicago, IL, July 22, 2004.

"Principles of Social Norms: Applications to Traffic Safety," workshop presentation by David W. Craig to the Maryland State Highway Administration staff in Baltimore, MD, October 30, 2003.

"Principles of Social Norms: An Education Model for Successful Alcohol, Tobacco, and other Drug Prevention in Middle and High Schools," workshop presentation by David W. Craig to The Park School administrative staff, teachers, and students in Baltimore, MD on October 30, 2003.

"A Role for Faculty Leadership in ATOD Prevention," workshop presentation by David W. Craig to Goucher College dean staff, health center staff, and faculty in Baltimore, MD on October 30, 2003.

"Strategies for Using Electronic Media in Alcohol Prevention," workshop presentation by David W. Craig to administrative staff, faculty, and ROTC officers at Maine Maritime Academy in Castine, ME on October 24, 2003.

"Strategies for Using Electronic Media in Alcohol Prevention," workshop presentation by David W. Craig to dean staff, athletic staff, and health center staff at Eastern Maine Community College in Bangor, ME on October 23, 2003.

"Strategies for Using Electronic Media in Alcohol Prevention," workshop presentation by David W. Craig to dean staff and athletic staff at the University of Southern Maine in Portland, ME on October 22, 2003.

"Most Valuable Players -- Using Social Norms to Target Athletes as a High-Risk Sub-Population," Workshop presentation by H. Wesley Perkins, David W. Craig, and David Diana for the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Austin, TX, October 18, 2003.

"Most Valuable Players – Using Social Norms to Target Student-Athletes as a High-Risk Subpopulation," workshop presented by H. Wesley Perkins and David Craig at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.

"Using a Web-Survey Strategy to Expose Actual and Perceived Social Norms among Middle and High School Students," workshop presented by H. Wesley Perkins and David Craig at the 6th National Conference on the Social Norms Model sponsored by the BACCHUS & GAMMA Peer Education Network and the National Social Norms Resource Center, Boston, Massachusetts, July 16-18, 2003.

"Year 2 Assessment of NCAA STARR Social Norm Campaign" workshop presentation by H. Wesley Perkins and David W. Craig for project staff of Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program designed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Rochester, New York, July 11-12, 2003.

"Using Social Norms to Improve the Lives of Student-Athletes" Presentation by H. Wesley Perkins and David W. Craig at the Annual meeting of the American College Personnel Association, Minneapolis, Minnesota, April 2, 2003.

"Principles of Social Norms and a Model for Faculty Leadership in Prevention" Presentation by David W. Craig to Drug Task Force at Scarsdale High School, Scarsdale, New York, March 5, 2003.

"Using Social Norms to Improve the Lives of Student-Athletes" Presentation by H. Wesley Perkins and David W. Craig at the Annual meeting of the American College Personnel Association, Minneapolis, Minnesota, April 2, 2003.

"Most Valuable Players -- Using Social Norms to Target Athletes as a High-Risk Sub-Population," Workshop presentation by H. Wesley Perkins, David Diana, and David W. Craig for the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education, Seattle, Washington, November 21-24, 2002.

"Comparing High-Risk Drinking Measures and Estimated BAC Levels as Predictors of Negative consequences in a State-Wide Survey of Young Adults," Paper presented by H. Wesley Perkins, David W. Craig, and Jeff Linkenbach (Montana State University) at the American Public Health Association National Meeting, Philadelphia, Pennsylvania, November 9-13, 2002.

"Faculty Leadership in Social Norms: A Workshop on Building a Strong and Healthy Community," Faculty development workshop presented by David W. Craig at Maine Maritime Academy, Castine, Maine, August 29, 2002

"Faculty Leadership in Social Norms: A Workshop on Building a Strong and Healthy Community," Faculty development workshop presented by David W. Craig at Unity College, Unity, Maine, August 28, 2002

"The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Student-Athlete Environments," workshop by H. Wesley Perkins and David W. Craig for the Athletic Association's Center for Academic & Tutorial Services at the University of Kentucky, Lexington, Kentucky, August 20, 2002.

"Exposing Substance Use Misperceptions Among Middle And High School Students Using A Web-Survey Strategy" workshop by David W. Craig and H. Wesley Perkins at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

"Using Social Norms To Target Athletes As A High-Risk Subpopulation," workshop by H. Wesley Perkins and David W. Craig at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network, Philadelphia, Pennsylvania, July 11-12, 2002.

"The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," Workshop by H. Wesley Perkins and David W. Craig for faculty, athletic staff, counselors, health educators, and student services administrators, Rockford College, Rockford, Illinois, July 9, 2002.

"The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," Workshop by H. Wesley Perkins and David W. Craig for faculty, counselors, health educators, and student services administrators, Goucher College, Baltimore, Maryland, June 21, 2002.

"The Social Norms Approach to Reducing Substance Abuse and Promoting Positive Campus Environments," Workshop by H. Wesley Perkins and David W. Craig for faculty, counselors, health educators, and student services administrators, Nebraska Wesleyan, Lincoln, Nebraska, June 6, 2002.

"Combining Electronic and Print Media with Curriculum Infusion to Deliver Social Norms Prevention in Middle and High School Settings" workshop presentation by David W. Craig to Pioneer School District, Yorkshire, New York, February 19, 2002.

"Combining Electronic and Print Media with Curriculum Infusion to Deliver Social Norms Prevention in Middle and High School Settings" workshop presentation by David W. Craig to Perry School District, Perry, New York, February 9, 2002.

"Using Campus Factoids(TM) in Social Norms Campaigns to Reduce Substance Abuse and Promote Positive Campus Cultures," Presentation by H. Wesley Perkins and David W. Craig for faculty, deans and directors of student life, and health service staff of the University of Arizona, Tucson, Arizona, January 24, 2002.

NCAA STARR Social Norm Campaign Workshop by H. Wesley Perkins and David W. Craig for Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program being developed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Rochester, New York, November 4, 2001.

"Encouraging Faculty Leadership in Prevention," Faculty Curriculum development workshop by David W. Craig for Kutztown University, Kutztown, PA, October 11-12, 2001.

NCAA STARR Social Norm Campaign Workshop by H. Wesley Perkins and David W. Craig for Division III colleges and universities selected by the National Collegiate Athletic Association for a pilot program being developed to promote awareness of positive norms and reduce alcohol abuse among college athletes, Indianapolis, Indiana, October 6-7, 2001.

"Promoting Positive Alcohol and Tobacco Norms in a School Environment," presentation to the Wyoming County Partnership for Substance Abuse Prevention, August 16, 2001 in Warsaw, NY.

"Using a Web-Based Survey to Rapidly Assess Middle School and High School Students' Norms for Substance Use and Other Health and Safety Concerns," workshop by H. Wesley Perkins and David W. Craig at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

"Using Electronic Media in Social Norms Campaigns to Promote Health," workshop by David W. Craig and H. Wesley Perkins at the National Conference on the Social Norms Model: Science-Based Prevention, sponsored by Bacchus & Gamma Peer Education Network and the California State University System, Anaheim, California, July 19, 2001.

"Social Norms 101...Science-Based Prevention: The Social Norms Model" and "Social Norms: Applied Examples, Methods & Campaign Strategies," Workshops by H. Wesley Perkins and David W. Craig, Western New York Regional Prevention Education Conference, Amherst, New York, May 24, 2001.

"The Social Norms Approach to Substance Abuse Prevention and Health and Safety Promotion," Presentations by H. Wesley Perkins and David W. Craig for student life staff and student peer educators of the University of California at San Diego sponsored by Student Health Services and the Student Safety Awareness Program, UCSD, La Jolla, California, May 11-12, 2001.

H. Wesley Perkins and David W. Craig, "Social Norms ATOD Prevention from Theory to Practice: A Workshop on Building a Strong and Healthy Campus Community," Workshop Presentation, Sponsored by the Student Health & Living Well Centers and The Alcohol Review Board 2000, University Inn & Conference Center, Amherst, New York, April 19, 2000.

David W. Craig, "The Social Norms Approach to Alcohol Abuse Prevention," Finger Lakes Community College, Canandaigua, New York, April 14, 2000.



David Craig and H. Wesley Perkins, "Implementation of Screen Saver Programs for Social Norms Media Campaigns," workshop for New Jersey Higher Education Consortium on Alcohol and Other Drug Prevention and Education, April 6-7, 2000

David W. Craig, "The Social Norms Prevention Model in Theory and Practice," Invited Guest Speaker, In-Service Training Workshop, Erie County Department of Health, Buffalo, New York, February 23, 2000.

David W. Craig, "The HWS Alcohol Education Project," Exhibit, Partnerships for Health in the New Millennium: Launching Healthy People 2010 Conference, Exhibition Hall, Omni Shoreham Hotel, Washington, D.C., January 25-27, 2000.

David W. Craig, "Using Electronic Media in a Social Norms Prevention Program." Invited Guest Speaker, Center Associates Annual Meeting 2000, Tampa, Florida, January 22, 2000.

H. Wesley Perkins and David W. Craig, "The Social Norms Approach to Prevention in Theory and Application," Workshop Sponsored by the Office of the Provost, Wagner College, Staten Island, New York, January 18, 2000.

### **IN THE NEWS (ARTICLES AND BROADCASTS FEATURING PROF. CRAIG RESEARCH)**

The New York Times, "The Destructive Influence of Imaginary Peers," by Tina Rosenberg, March 27, 2013.

McConnell Air Force Base, "Social norms intervention-Redefining the stereotype," Senior Airmen Laura L. Valentine, McConnell Air Force Base, Kansas, October 26, 2012.

Cranford Chronicle, "Cranford High School Students to Take Part in Social Norms Survey," Rui Diolinio, Cranford, New Jersey, March 6, 2012

Huffington Post, "Exaggerating Bullying Could Increase Bullying," Larry Magid, Technology journalist, October 26, 2011

Huffington Post, "Shooters, like bullies, can misperceive social norms," by Larry Magid, technical journalist, January 9, 2011

Messenger Post, "Bullying -- and concern -- escalate at Canandaigua Academy middle school," by Michele E. Cutri-Bynoe, staff writer, Canandaigua, NY, June 20, 2010

The Independent Florida Alligator, "Study shows that bullies act on assumptions," Gainesville, FL, November 23, 2009.

Poughkeepsie Journal, "Many kids feel threatened in the classroom," Poughkeepsie,

NY, November 22, 2009.

USNews.com, "Many kids feel threatened in the classroom," November 13, 2009.

The Finger Lakes Times "HWS survey shows bullying's not that prevalent," by David Taube, Finger Lakes Times Staff, November 8, 2009.

The Finger Lakes Times "Geneva middle school is a safer place, survey finds," Finger Lakes Times Staff, November 2, 2009.

The Sun Chronicle, Wrentham, VA, "Middle and high schools implementing new program," by Stephen Peterson, September 29, 2009.

South Florida Sun-Sentinel, "Real data-not scare tactics-may help reduce alcohol use among youths," by Baldur Hedinsson (Milwaukee Journal Sentinel), September 3, 2009.

The Kansas City Star, "Drinking study shows power of peer pressure," by Baldur Hedinsson (Milwaukee Journal Sentinel), August 3, 2009.

Milwaukee Wisconsin Journal Sentinel, "College drinkers given real data take notice: Study finds scare tactics don't help to reduce consumption," by Baldur Hedinsson, July 20, 2009.

The Gauntlet, University of Calgary student newspaper, "Think before you drink, why it's important to drown the myths behind student bender," by Cam Cotton-O'Brien, November 6, 2008.

Daily Messenger, Canandaigua, NY, "Take a 'legal' swig at 20?," by Mike Maslanik, October 11, 2008.

Washingtonpost.com, Washington, DC, "The Impassive Bystander," by DeNeen L. Brown, July 16, 2008.

NewsRX, "Studies from Hobart and William Smith Colleges provide new data on addictive behavior," November 3, 2007.

The Boston Globe, Boston, MA, "In Praise of peer pressure: How a new form of marketing, using the appeal of fitting in, may persuade people to drink less--and turn down their thermostats," by Christopher Shea, April 29, 2007.

National School Boards Association, "Social norms' approach helps schools promote positive behavior," by Carol Chmelynski, November 7, 2006.

Education Week, "'Social Norms' seen to keep students on right track," by Debra Viadero, Vol. 26, No. 2, September 6, 2006.

Delta Sky Magazine, "Tipple Play, How Alcoholic Spirits Do Their Work," by Robert Ebisch, August, 2005.

New York Times, NY, "The Hard Stuff Now Includes Wine," by Eric Asimov, pg F1, April 13, 2005.

New York Times, NY, "Just Say No? No need here," by Abigail Sullivan Moore, section 4A, pgs. 17-19, January 16, 2005.

The St. Louis Post-Dispatch, St. Louis, MO, "Colleges switch tactics to fight alcohol abuse," by Michele Munz, October 25, 2004

The Pilot-Independent, Walker, MN, "Reduce high risk behavior by using social norms," by Val Farmer, September 21, 2004

The Chronicle of Higher Education, Washington, DC, "Studies Find 'Social Norms' Strategy Reduces Drinking at Colleges," by Eric Hoover, Page A32, Vol. 50, No. 49, August 13, 2004.

The NCAA News, Indianapolis, IN, "STARR theories shine encouraging light in Division III study," by Beth Rosenberg, June 21, 2004.

The NCAA News, "Alcohol-education pilot has a sobering effect in Division III," By Beth Rosenberg, October 13, 2003.

Finger Lakes Sunday Times, "Local peer studies in new book," by Kevin DeValk, March 13, 2003.

Shape Magazine, "20 ways to have a healthier summer," Ron Geraci, July, 2002.

he Sun Chronicle, "Making alcohol 'uncool' key to educating teens," Rick Foster, June 18, 2002.

Arizona Daily Wildcat (University of Arizona), "Alcohol-use "factoids" may appear on campus computer screens," by Lydia Hallay, January 28, 2002.

ABC News 20/20, Dr. Tim Johnson, "Serving Up Facts: How much can you drink?" broadcast a drinking demonstration with men and a discussion with David Craig of the biological factors that determine BAC, December 26, 2001.

Finger Lakes Times, "An Idea That Matters," by Kevin DeValk, p1A, December 17, 2001.

New York Times Magazine, "Social Norms Marketing," by Mark Frauenfelder. The Year in Ideas, An encyclopedia of innovations, conceptual leaps, harebrained schemes, cultural tremors and hindsight reckonings that made a difference in 2001, p 100,

December 9, 2001.

U.S. News and World Report, "Alcohol and the Brain," by Susan Brink, May 7, 2001.

Men's Health, "Who will get drunk first?" by Katrin McDonald, January/February, 2001.

ABC News 20/20, Dr. Tim Johnson, "The Drinking Game," broadcasted a drinking demonstration with men and a discussion with David Craig of the biological factors that determine BAC, December 29, 2000.

Newsweek, "Scouting a dry campus," by Daniel McGinn, November 27, 2000.

Cornell Daily Sun, "From Zero to Three," by Devin Smith, October 4, 2000.

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Chronicle (Higher Education Center for Alcohol and Other Drug Prevention), "Study confirms college students perceptions of campus drinking rates are inaccurate," September 20, 2000.

The Ithaca Journal, "Alcohol Abuse and Solutions," Gary Stewart (Opinion Editor), August 28, 2000.

The Chronicle of Higher Education, "Colleges Use Peer Pressure to Encourage Healthy Behavior. 'Social norms' marketing, first used against alcohol abuse, now focuses on smoking and sex," by Leo Reisberg, p. A60-A61, July 28, 2000.

The Post Standard, "Binge Drinking Targeted. SU uses student norm in new campaign," by Sarah Layden (staff writer), July 26, 2000.

Democrat and Chronicle, "Geneva Prof joins U.S. drug prevention effort. David Craig of Hobart William Smith will tell other schools about a local program," by Meaghan McDermott, July 26, 2000.

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York Sunday News, "Colleges turn to marketing techniques for intervention," by Karen Muller, April 9, 2000.

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CNN.com health, Steve Salvatore, M.D. (CNN Medical Correspondent) and The Associated Press, "Frequent binge drinking rises among U.S. college students, but abstaining also increases," March 14, 2000.

Finger Lakes Times, Geneva, NY, "HWS professor receives national recognition," December 12, 1999.

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