

# Survey of Student Norms

## Statement about Data Cleaning Procedures

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[www.AlcoholEducationProject.org](http://www.AlcoholEducationProject.org)  
[www.YouthHeathSafety.org](http://www.YouthHeathSafety.org)  
[www.SocialNormSurveys.org](http://www.SocialNormSurveys.org)

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When surveys are received for scanning and coding as paper surveys or when received electronically in a data base as web based surveys, each submission is examined regarding its validity as an honest and conscientious submission by the student. Automated procedures for identifying questionable submissions and visual inspection of submissions are both used in the screening process. Responses to individual questions are examined to determine if they are within the possible or plausible ranges for each item individually and in relation to each other (eg. grade level, age, weight, and height). If a single invalid item is identified, the response is coded as a response error and treated as missing in the data, but the rest of the responses from the respondent are retained. If multiple errors are identified, then the entire survey from the respondent is rejected. Patterns of responses across other survey items are also inspected for insincere responses such as the following circumstances: 1) responses that create designs on paper survey response grids, 2) a uniform response pattern where the highest level of response for every item on every question about alcohol, tobacco, or other drugs was chosen to represent the respondent's personal behavior as well as his or her perceptions for all other category of students presented in the survey, or 3) contradictions where the respondent indicates personal abstinence on some survey items and significant personal use on other measures. In any of these circumstances the entire survey is also excluded from the data base.