

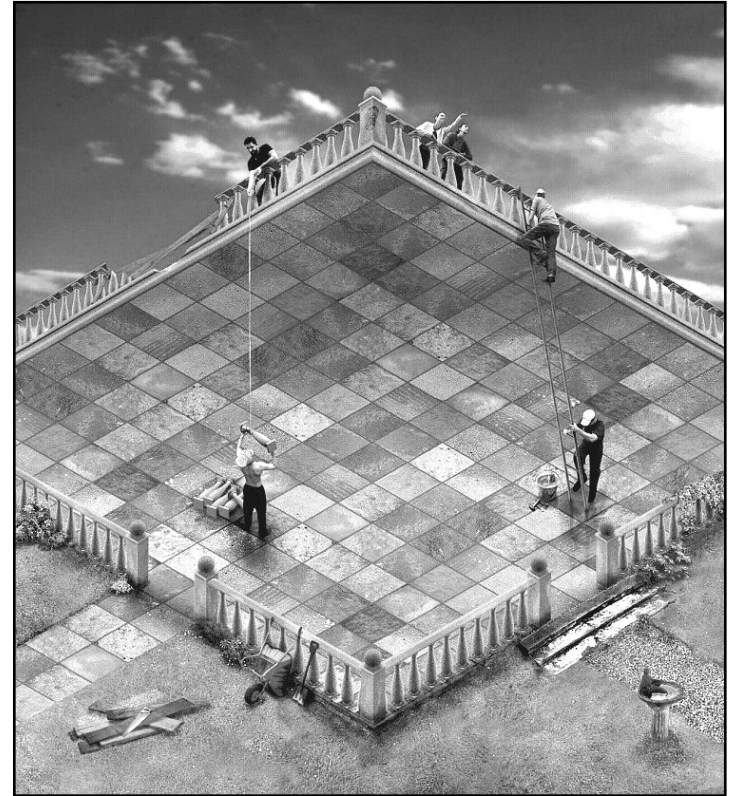
Stat of the Month:

66%

of students have not had alcohol in the last 30 DAYS!

Sometimes perceiving reality means taking a closer look and questioning your assumptions. What do you see in this picture? →

You have to look closely and think about what you perceive - so why not look closely and think about how many people you perceive as drinking?



PERCEPTION: NOUN – PER·CEP·TION

1 A : A RESULT OF OBSERVATION

B : A MENTAL IMAGE : CONCEPT

OR AS ETHAN THE POWER OF CHOICE GADFLY SAYS

“WHAT YOUR EYES AND EARS TELL YOU”

MISPERCEPTION: MIS·PER·CEP·TION

NOUN

1 A : A RESULT OF AN INCORRECT OR INACCURATE

INTERPRETATION OF AN OBSERVATION

OR AS ETHAN SAYS “SOMETIMES WHAT YOU THINK YOU

SEE AND HEAR JUST ISN’T WHAT’S GOING ON”

COMMON SOURCES OF

MISPERCEPTION:

1. RUMORS & GOSSIP
2. EXAGGERATIONS
3. THE MEDIA
4. NEGATIVE BEHAVIORS RECEIVING EXTRA ATTENTION
5. INACCURATE INFORMATION
6. ASSUMPTIONS BASED ON ALL OF THE ABOVE

Perceive Reality! The Majority of your Peers Are Making Healthy Choices most of the time!

