

Incentives, Anxiety, Political Trust, and Protective Behavior during COVID-19

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**USC CESR COVID-19 Work in Progress Conference
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Question & Argument

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What leads to change in behavior and/or beliefs in response to COVID-19?

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Argument

People need to learn from a persuasive information source to be convinced to change their behavior.

Explaining persuasion

Change in beliefs/behavior require persuasion

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- 1 Persuasion requires information

Explaining persuasion

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- ① Persuasion requires information
- ② People acquire information if they perceive an incentive to do so

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 - 1 Incentives can be anxiety and/or material effects

Explaining persuasion

Change in beliefs/behavior require persuasion

- 1 Persuasion requires information
- 2 People acquire information if they perceive an incentive to do so
 - 1 Incentives can be anxiety and/or material effects
- 3 Information can persuade if from a trusted and knowledgeable source

Hypotheses

- 1 Individuals who experience effects of COVID-19 will be more likely to be knowledgeable about the disease than those who did not experience its effects.

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- 1 Individuals who experience effects of COVID-19 will be more likely to be knowledgeable about the disease than those who did not experience its effects.
- 2 Individuals who experience effects of COVID-19 will be more likely to trust official sources of information than those who have not experienced such effects.
- 3 Individuals who experience effects of COVID-19 will be more likely to take protective actions than those who have not experienced such effects.

DVs: Knowledge, Trust, and Behavioral Change

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- Knowledge of symptoms & effectiveness of protective measures
- Trust in CDC to provide reliable information on COVID-19
- Protective behavior in past 7 days

IVs: Economic Effects and Felt Anxiety

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IVs: Economic Effects and Felt Anxiety

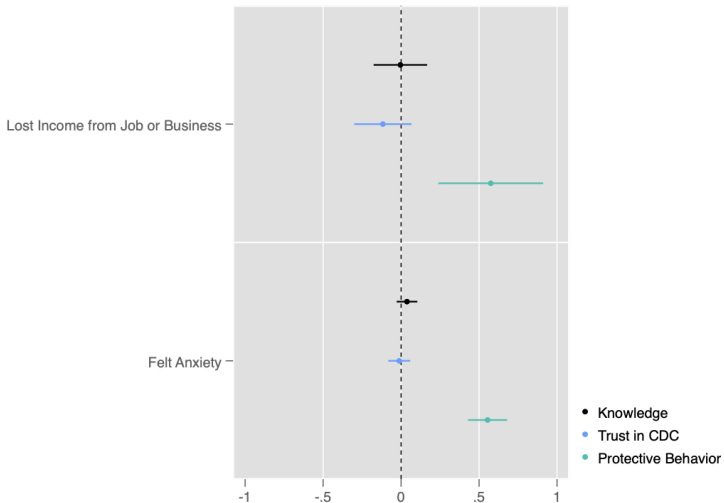
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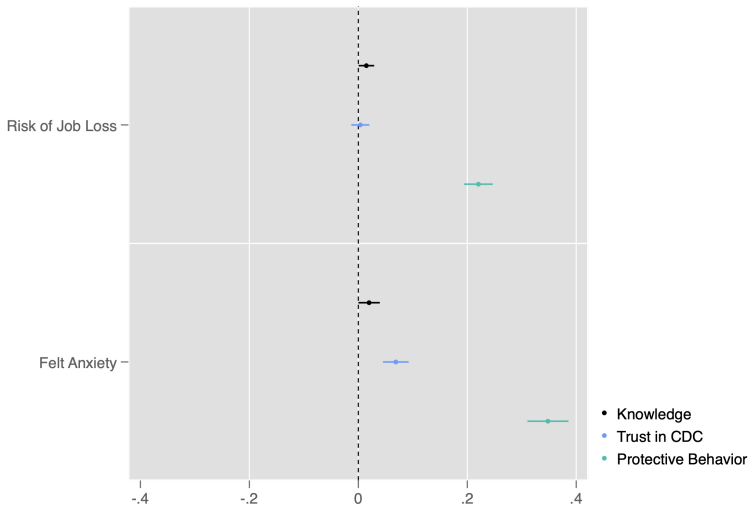
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Control variables: sex, age, marital status, income, education, race, ethnicity

Kaiser Family Foundation



Understanding America Survey



Discussion

Next steps

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- Add political control variables

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- Examine changes over time

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- Examine mediated effects of knowledge and trust on protective behavior

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We welcome any questions or comments!