

The Effect of News and Perceptions of Others on COVID-19 Precautionary Actions

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Predictors of Precautionary Action

- **Lessons from SARS, N1H1, and H5N1**
 - Fear and perceived threat to oneself
 - Exposure to media
 - Perception of media effects on others

(Jiang et al., 2009; Liu & Lo, 2014; Wise et al., 2020; Wong & Sam, 2011)

Current Study

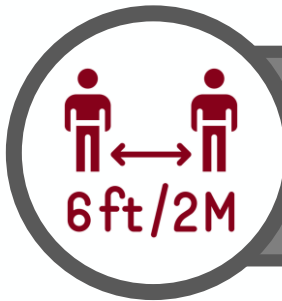
Research Questions:

- Does *news exposure* affect perceived threat to oneself and beliefs about others' perception of threat?
- How does perceived threat to oneself vs. beliefs about others' perception of threat impact *COVID-19 precautionary actions*?
- Are there differences between *socially desirable* and *undesirable behaviors*?

Method

- **Sample** ($N = 375$)
 - Qualtrics Panel, matched to US population on key demographics
 - **Measures**
 - News exposure
 - Perceived COVID-19 threat to oneself
 - Beliefs about others' perception of COVID-19 threat/risk
 - Engagement in 12 COVID-19 precautionary behaviors
 - Demographics (sex, age, race/ethnicity, income, education, political leaning)
- *Not in the presentation today, but we can address in Q&A
- Trust in government, medical establishment, and media
 - COVID-19 complacency

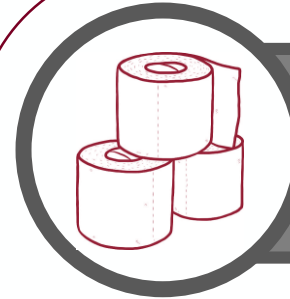
Precautionary Behaviors



Physical distancing



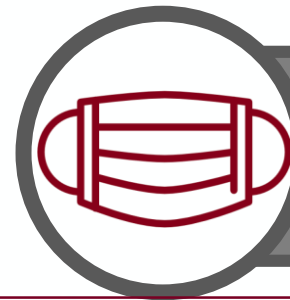
Hygiene behaviors



Stockpiling



Weapon acquisition



Facial mask wear



DON'T BE A
COVIDIOT



CHAPMAN
UNIVERSITY

General Findings

Predictors of engagement in precautionary behaviors:

Age:

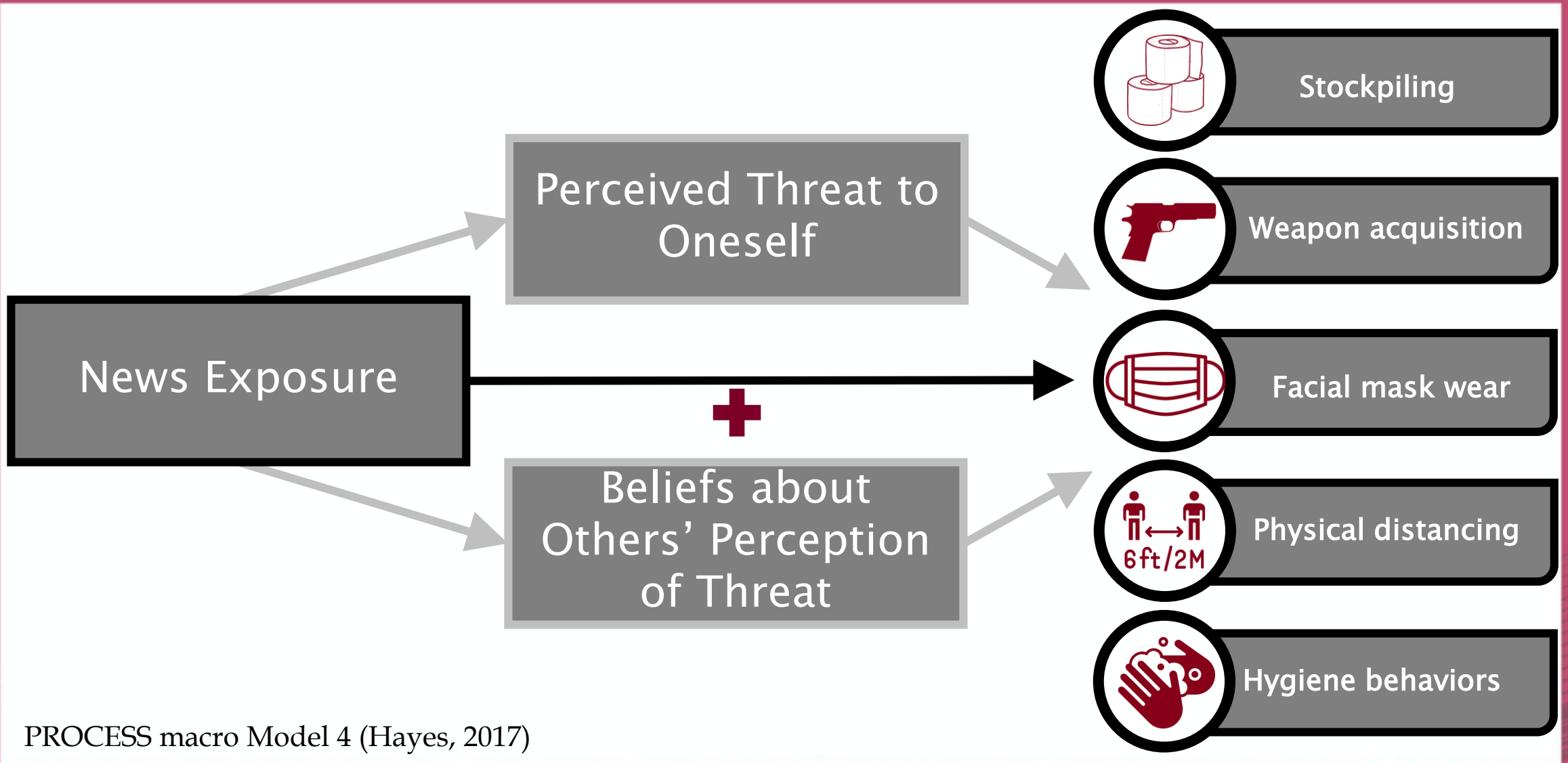
- ▲ CDC-recommended behaviors
- ▼ Socially undesirable behaviors
- ▲ White/Caucasian – stockpiling
- ▲ Conservative – weapon acquisition
- ▼ Women – facial mask wear

Nancy Pelosi Masters the Art of the Color-Coordinated Face Mask

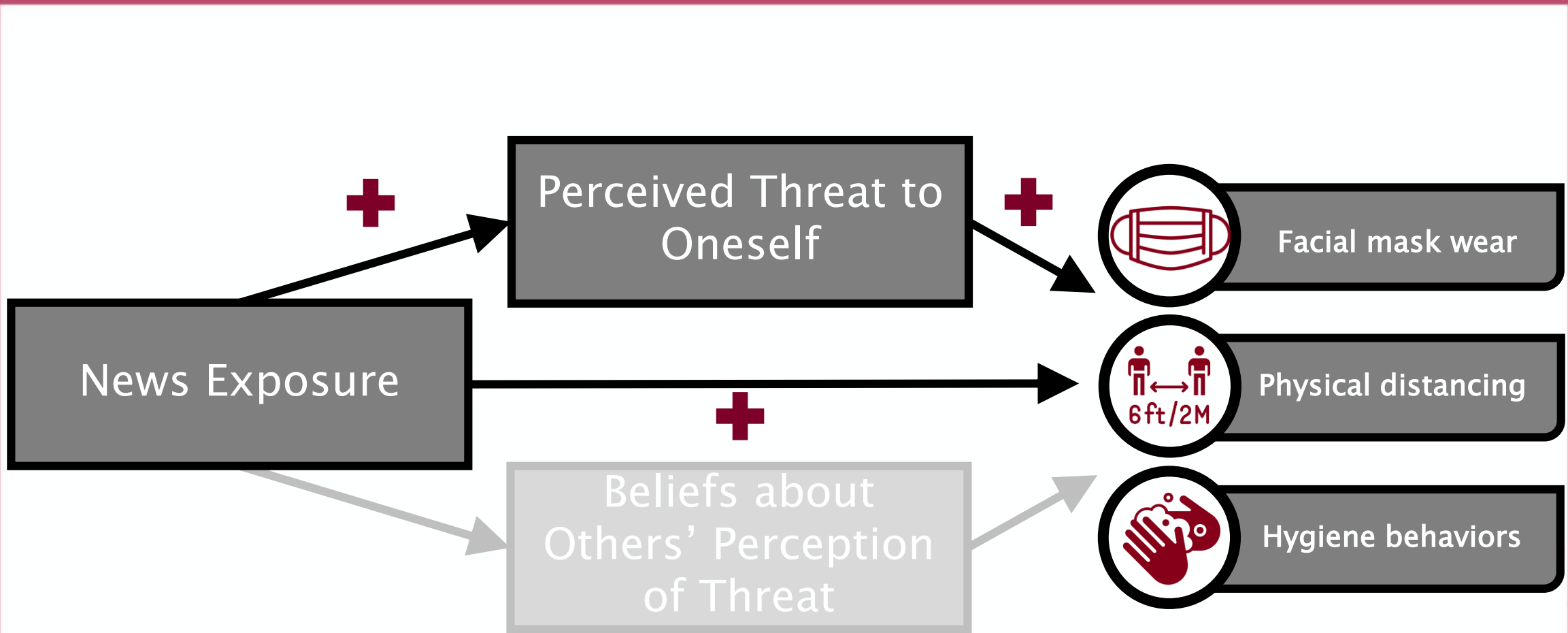
BY LIAM HESS

May 13, 2020

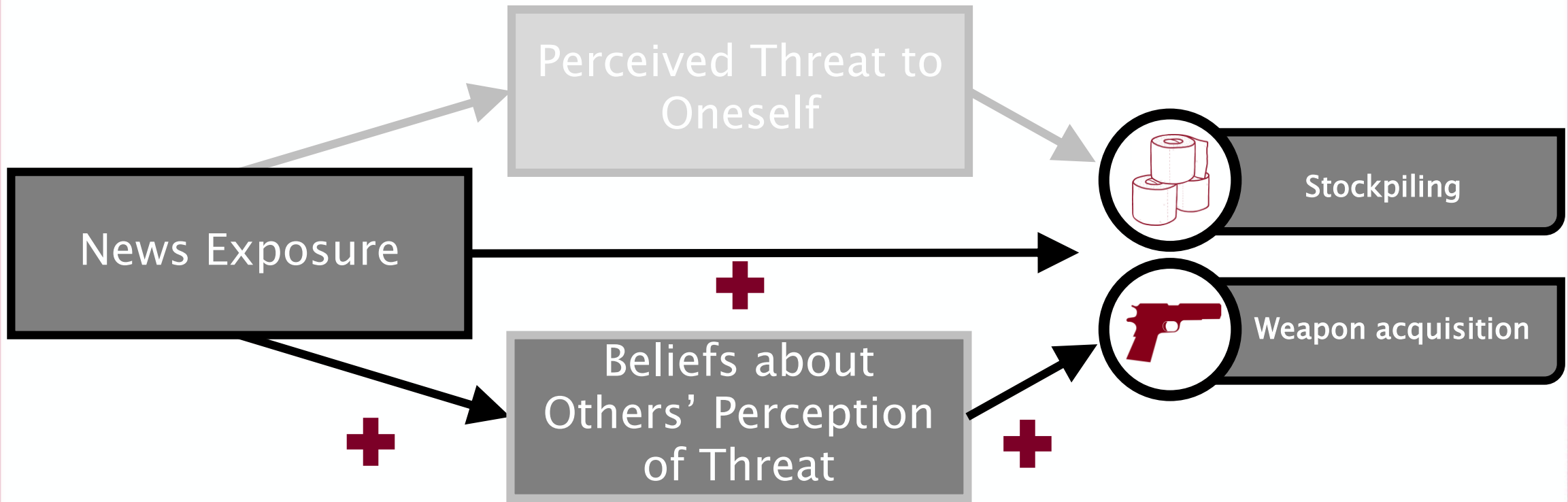




PROCESS macro Model 4 (Hayes, 2017)



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PROCESS macro Model 4 (Hayes, 2017)

Conclusions

- **Media affect both compliance with recommendations and engaging in socially undesirable behaviors through distinct mechanisms:**

Threat to self → protective health behaviors

Threat on others → seeking protection from others



Thank you!

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