

UNDERSTANDING AND SHIFTING CULTURE OF HEALTH MINDSETS

Audience Survey and COVID-19 Message Testing

Detailed Findings



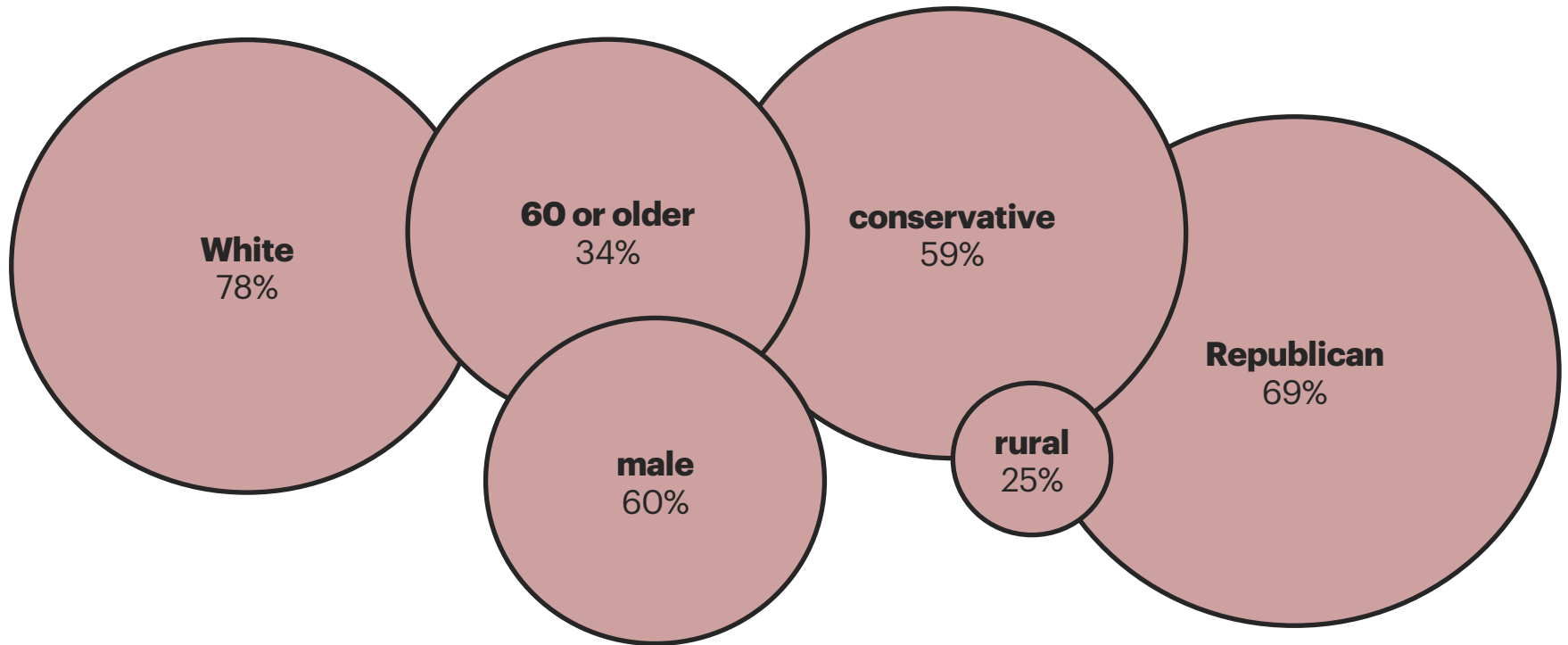
DETAILED FINDINGS: AUDIENCE SURVEY



DEMOGRAPHICS AND CORE BELIEFS

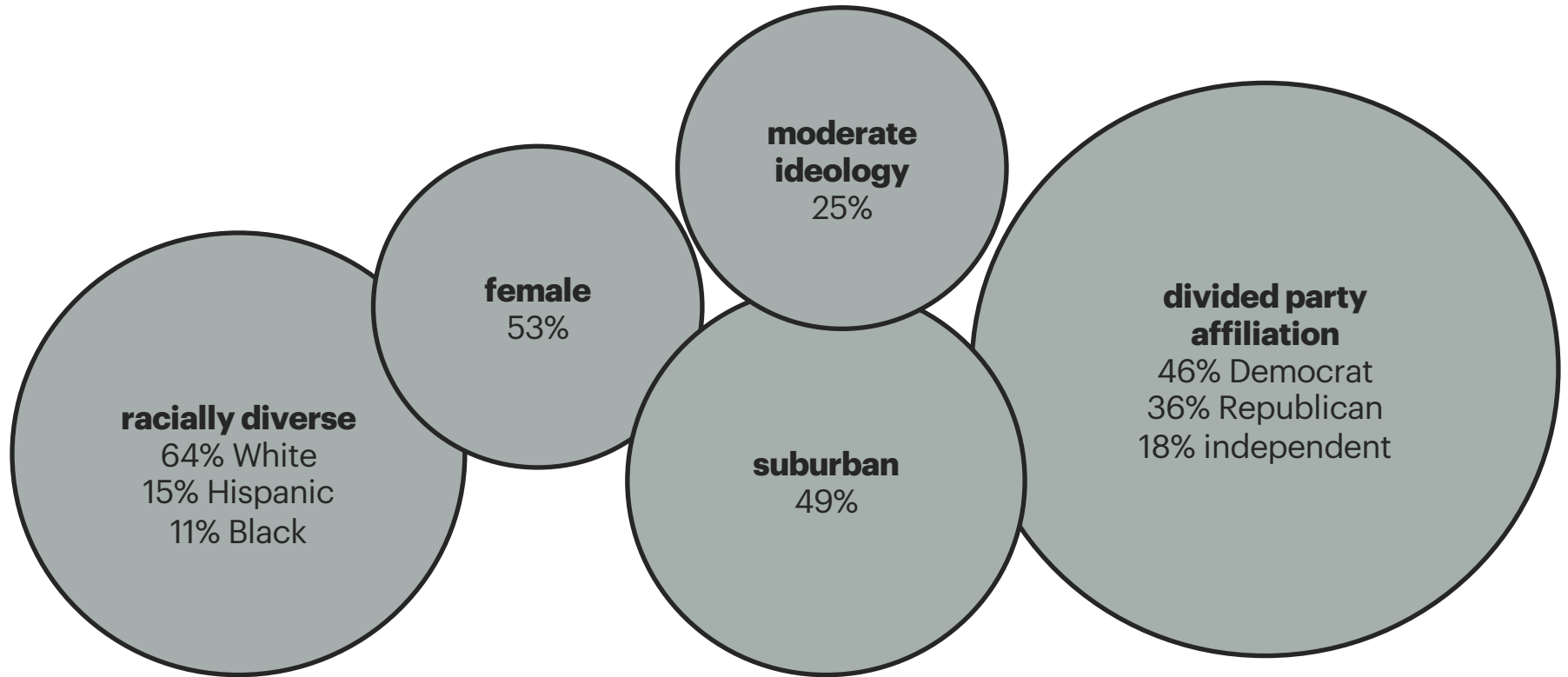


RUGGED INDIVIDUALISTS



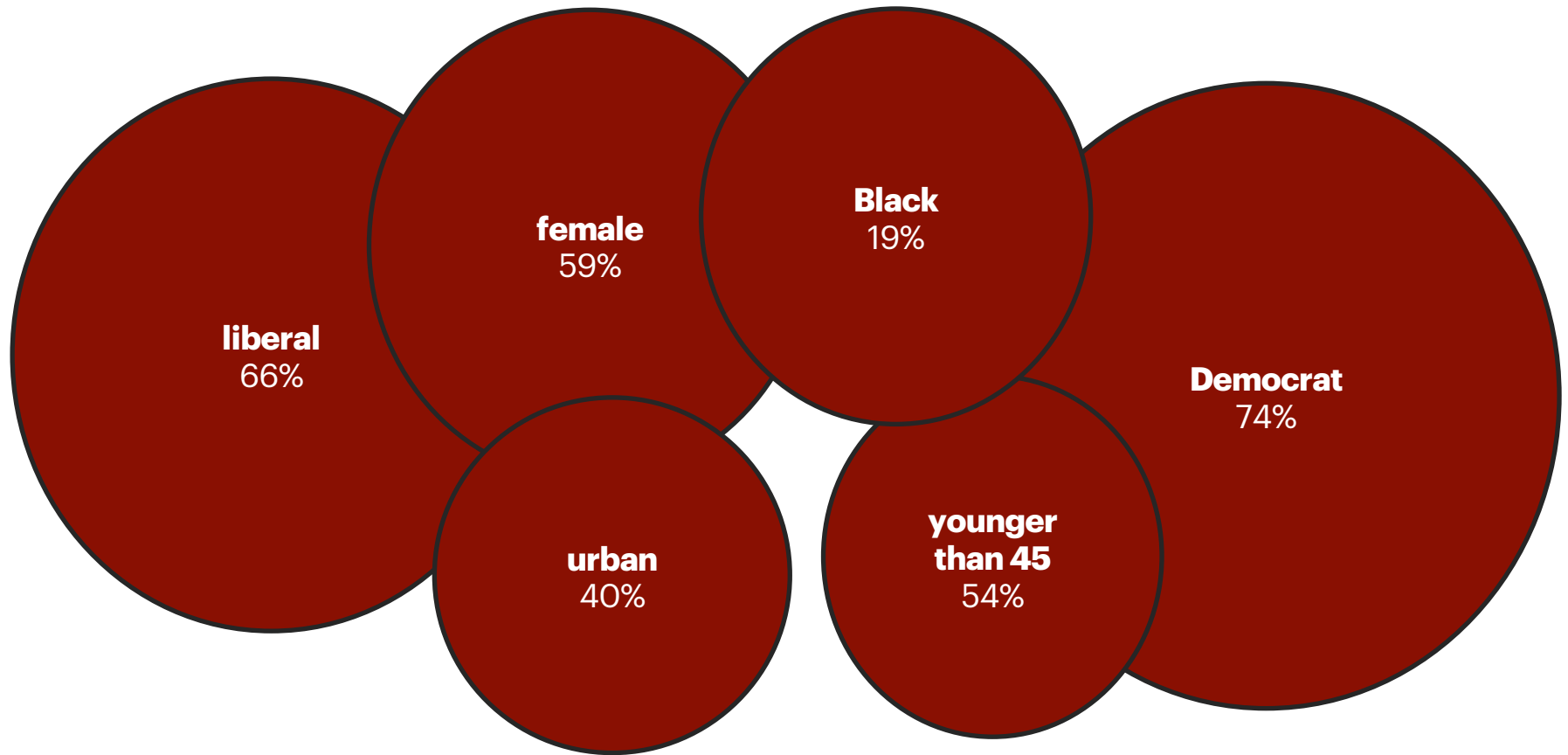


OPTIMISTIC MODERATES



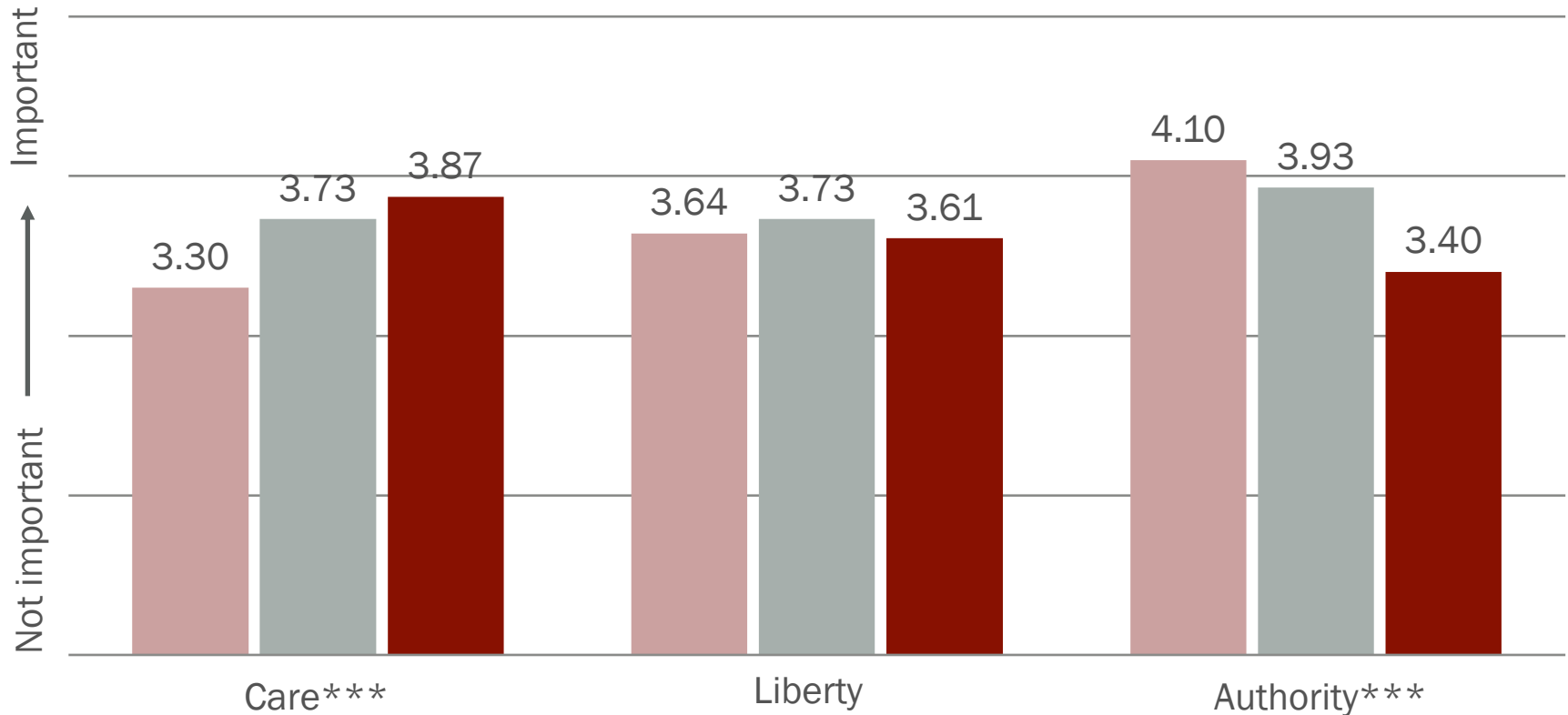


WITNESSES TO INJUSTICE



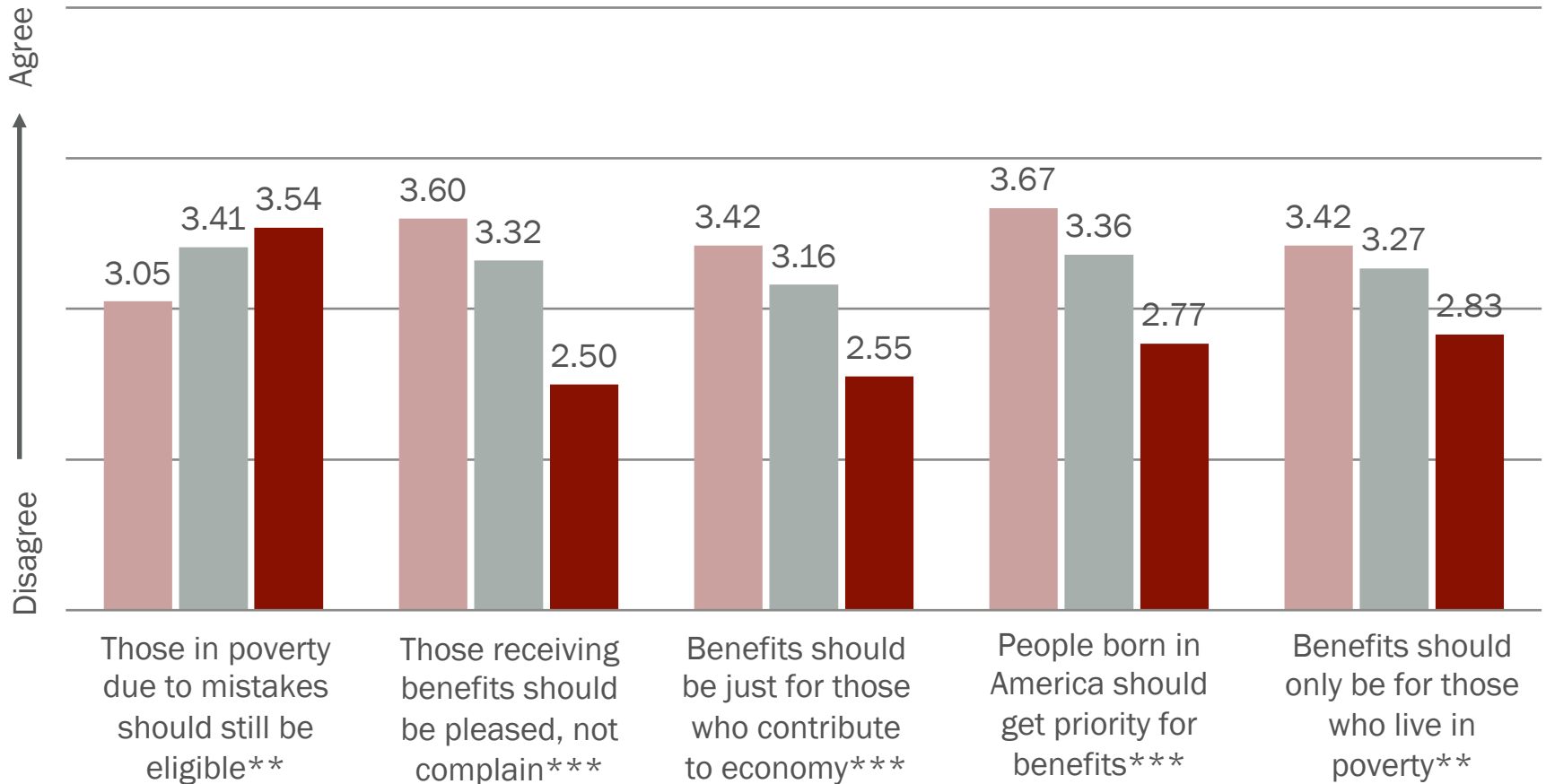
CORE MORALS

WIs rely more on the morality of care or compassion,
while RIs rely more on the morality of authority



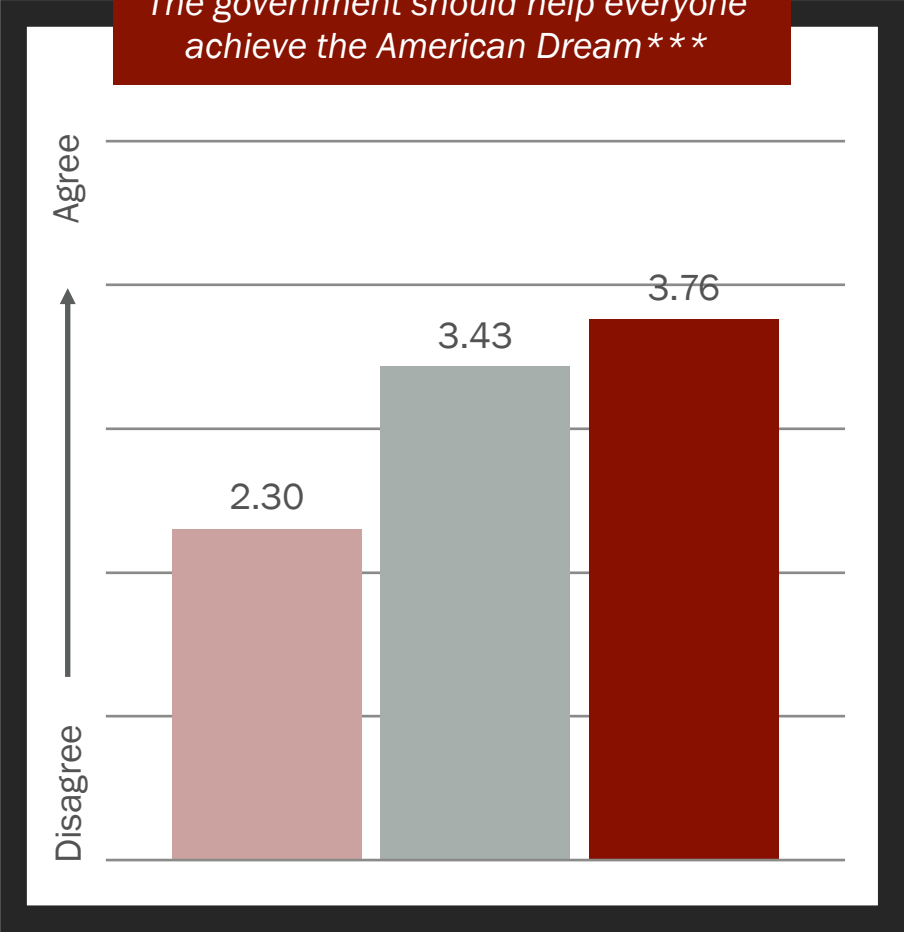
GOVERNMENT BENEFITS: DESERVINGNESS

WIs are the most likely, and RIs the least likely, to perceive those receiving government benefits as deserving

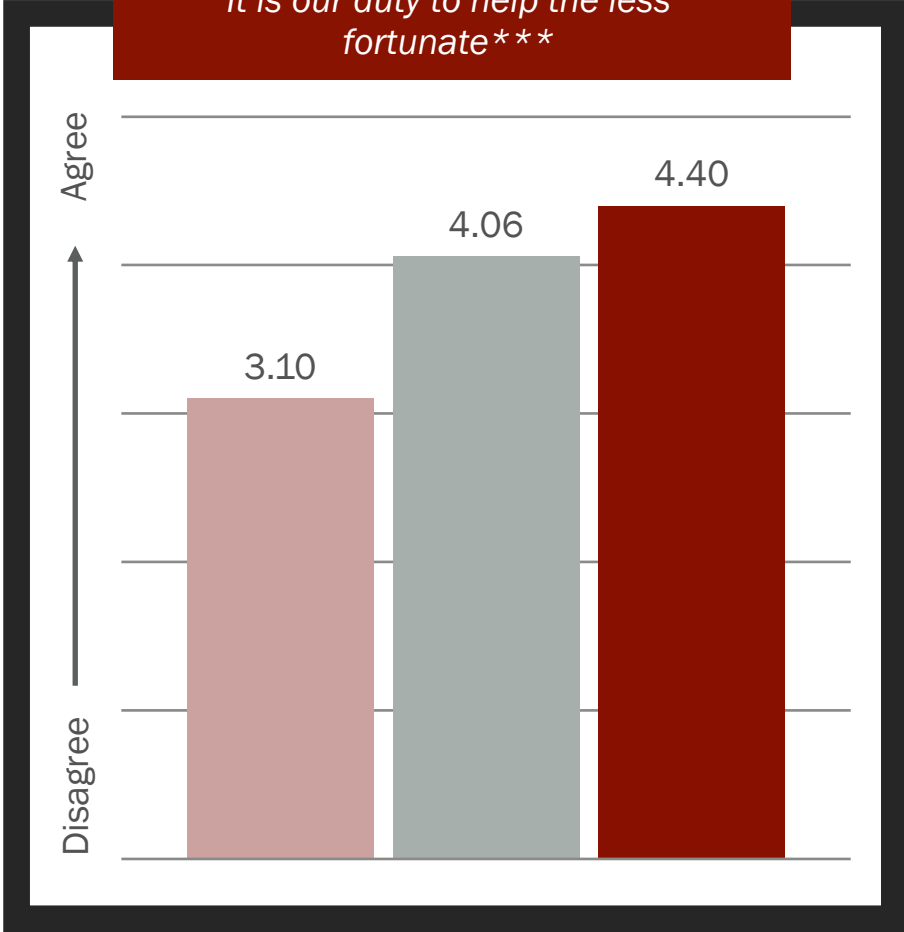


GOVERNMENT / OUR DUTY TO HELP OTHERS

The government should help everyone achieve the American Dream***

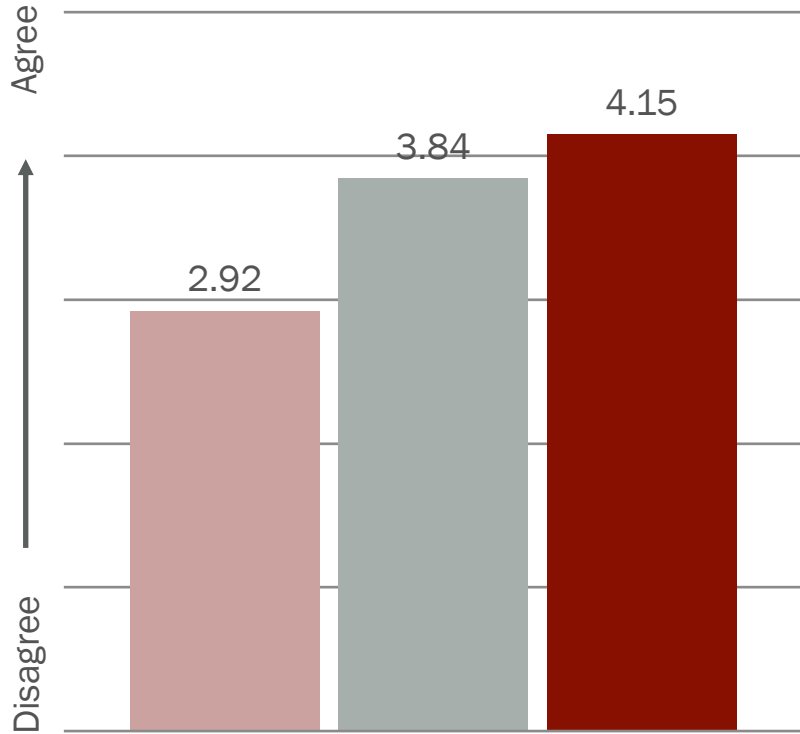


It is our duty to help the less fortunate***

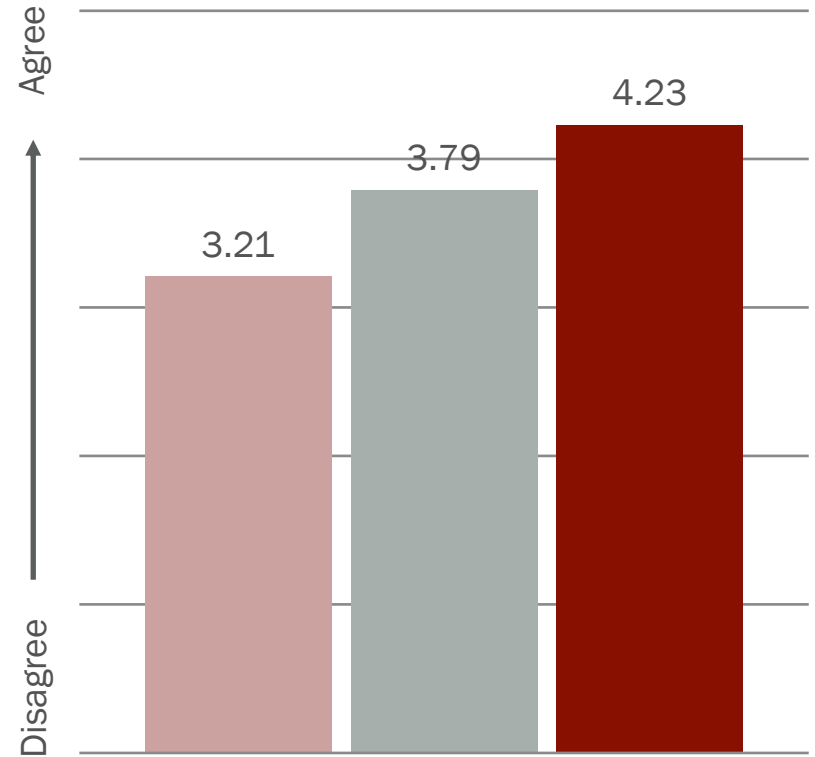


HEALTH EQUITY ATTITUDES

*Unjust if some people have more of an opportunity to be healthy****



*Everyone should have an equal opportunity to be healthy****

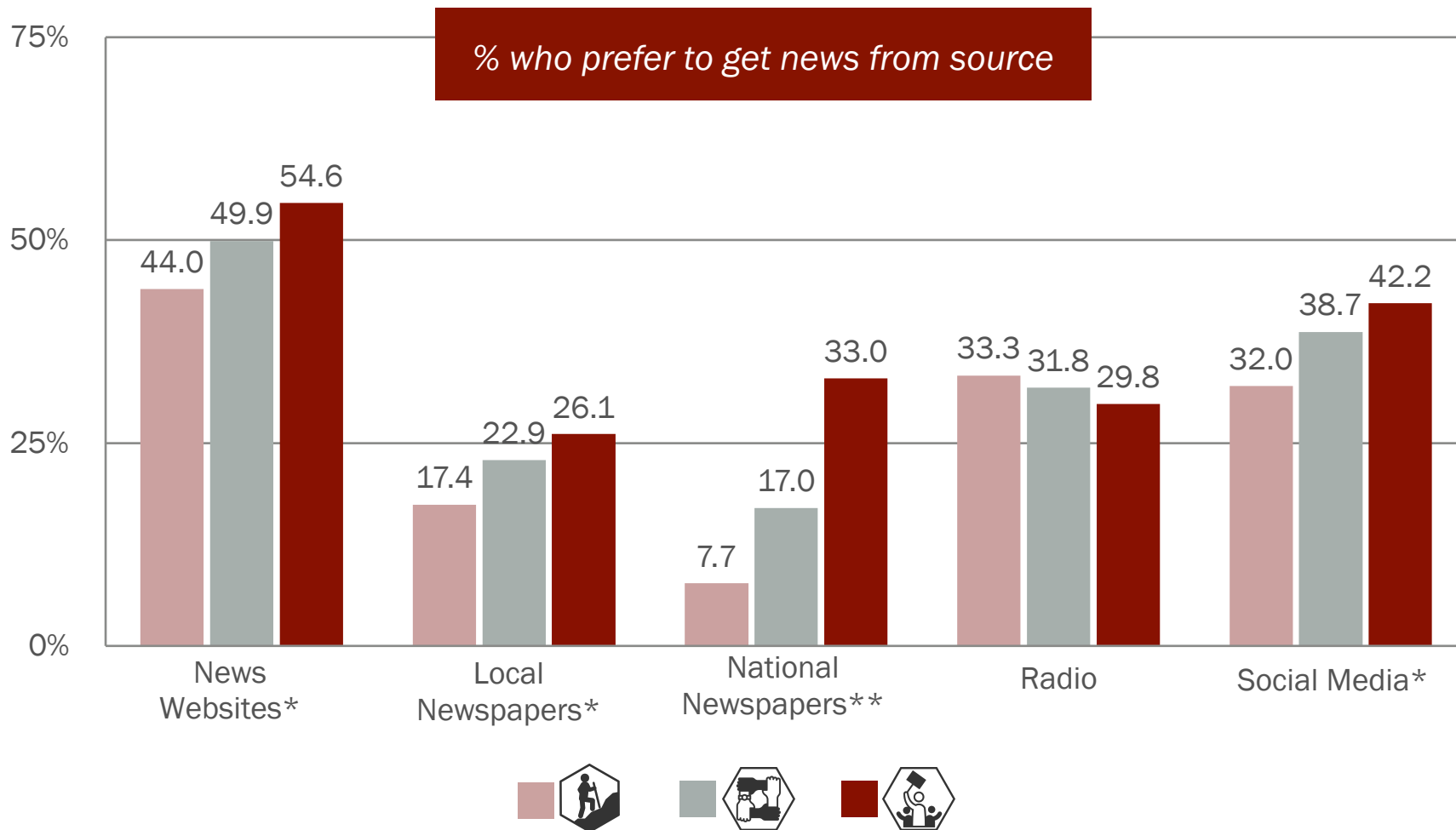




NEWS PREFERENCES

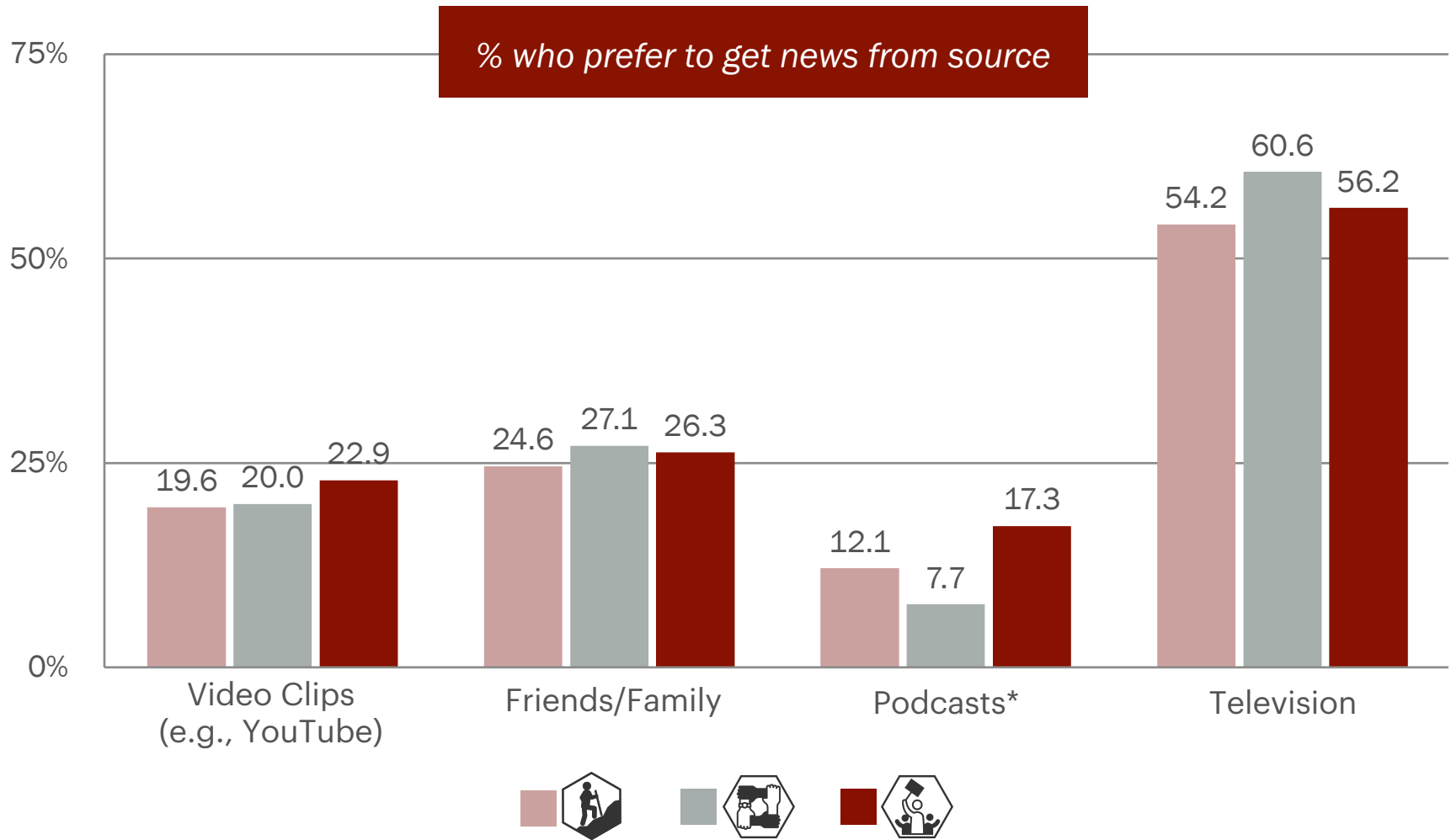
NEWS PREFERENCES

Whs are more likely to get news from most sources, especially national newspapers



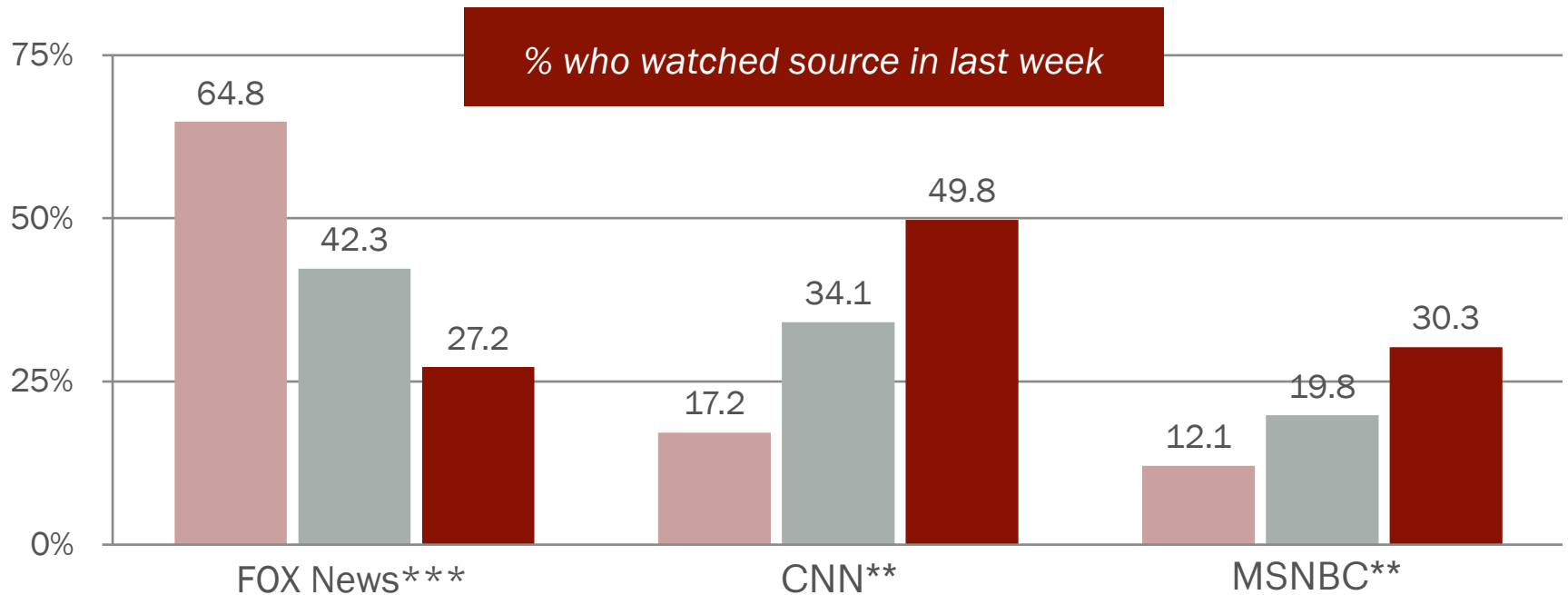
NEWS PREFERENCES

Over half of all groups prefer to get their news from television



TELEVISION NEWS PREFERENCES†

RIs are more likely to get their news from FOX,
while WIs turn to CNN and MSNBC

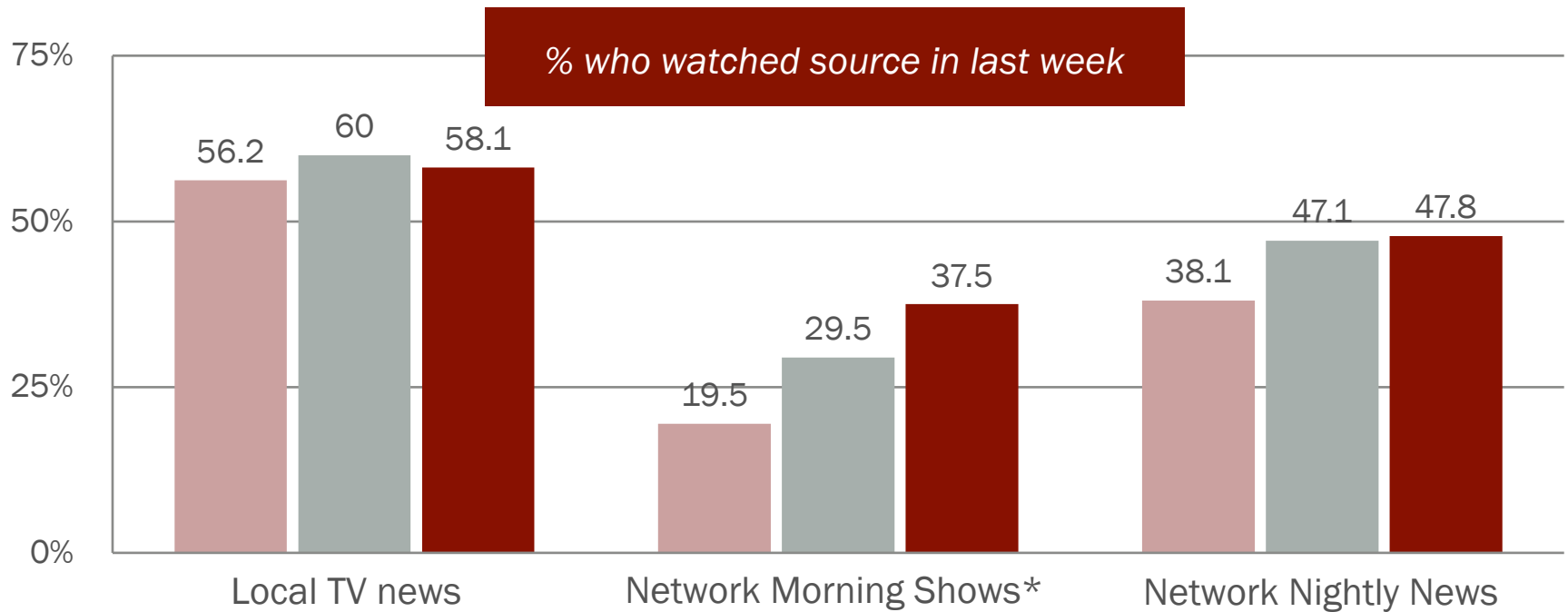


†Only participants who said they prefer to get their news from television were asked which TV sources they turn to for news.



TELEVISION NEWS PREFERENCES†

Over half of all groups got their news from local television news in the past week



†Only participants who said they prefer to get their news from television were asked which TV sources they turn to for news.





TV PREFERENCES & CULTURE OF HEALTH STORYLINES

TELEVISION PREFERENCES

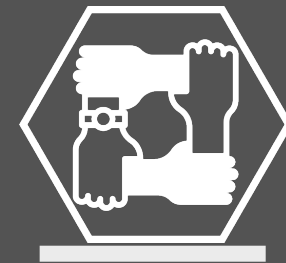
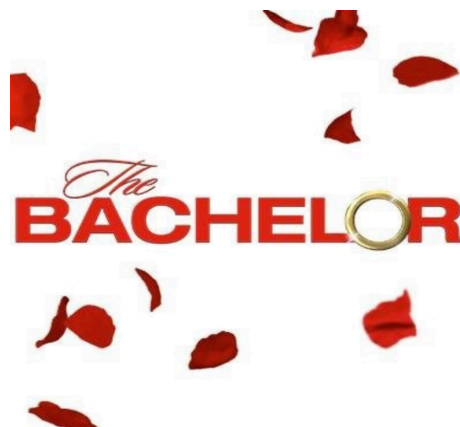
- **We asked participants about 45 popular television shows**
- **Participants were first asked if they had watched each show enough to have an opinion about.**
- **Participants who had watched the show were then asked how much they liked the show.**
- **A full list of shows can be found in Appendix A.**



RUGGED INDIVIDUALISTS

Entertainment preferences

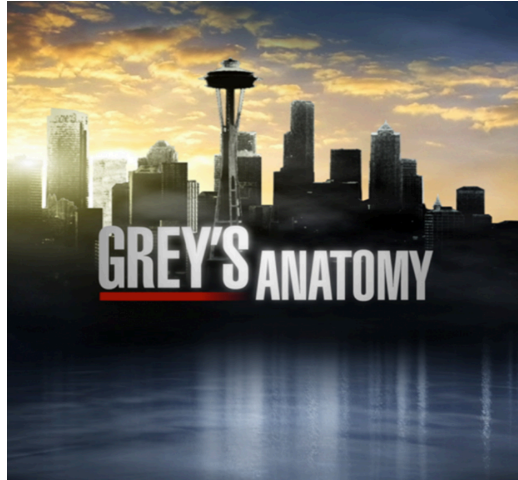
what do they watch?



OPTIMISTIC MODERATES

Entertainment preferences

what do they watch?

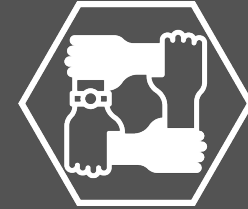
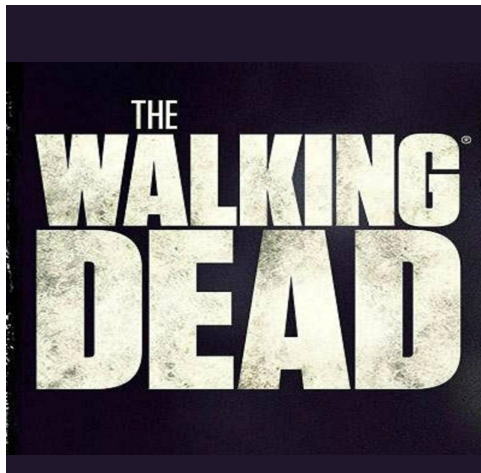
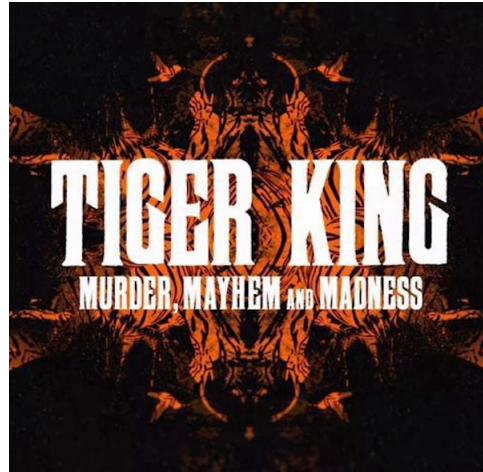


WITNESSES TO INJUSTICE

Entertainment preferences

what do they watch?

The graphic features a white icon of a person holding a graduation cap, with two smaller figures below, all enclosed in a white hexagonal border. Below the icon is a white horizontal line. The text "WITNESSES TO INJUSTICE" is in large, bold, white, all-caps font. Below it, "Entertainment preferences" is in a smaller, italicized white font. At the bottom, "what do they watch?" is in a white, italicized font inside a dark red rectangular box.



ALL GROUPS

Entertainment preferences

what do they watch?

CULTURE OF HEALTH SCRIPTED TV

Among RIs and OMs, seeing Culture of Health storylines was associated with stronger health equity attitudes

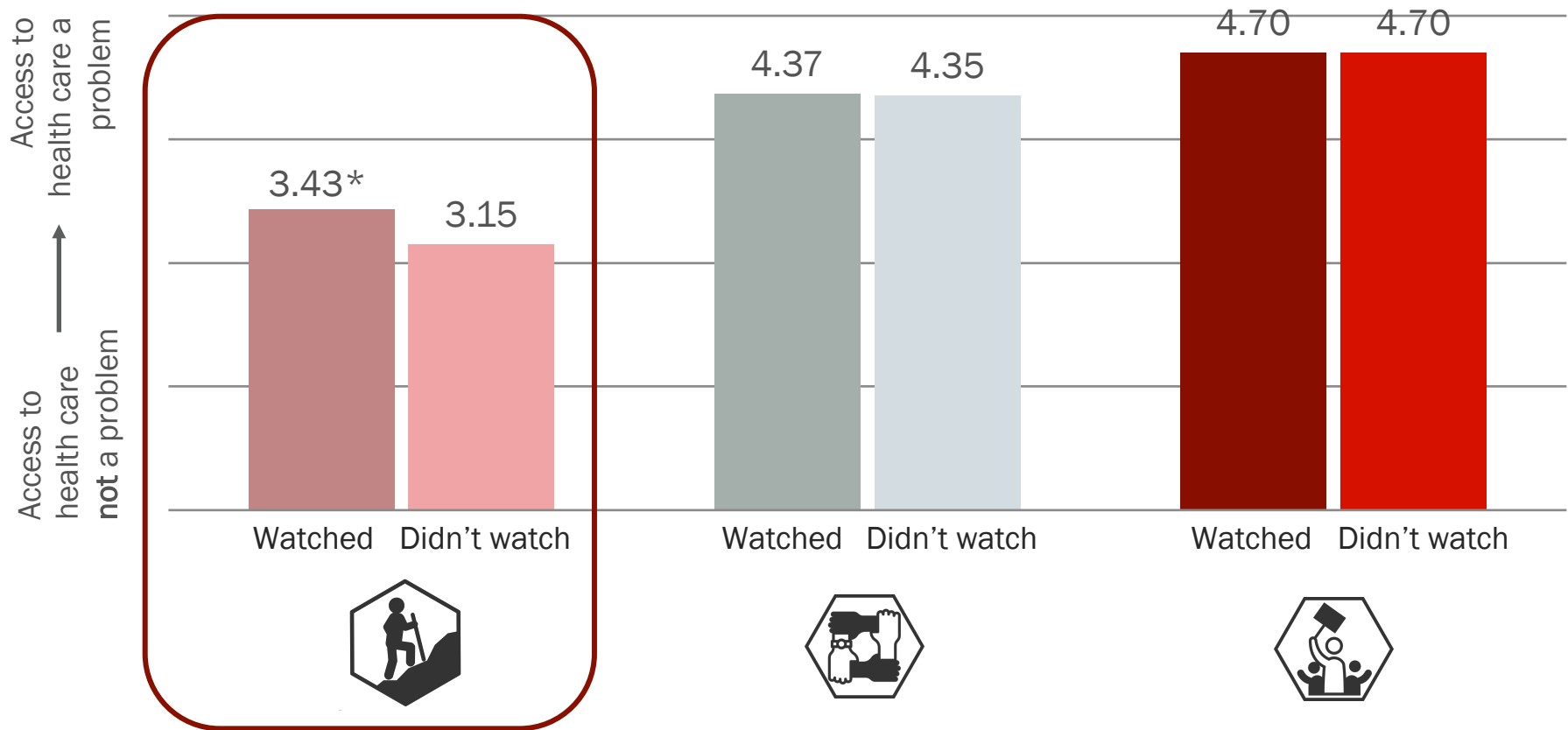


Belief that everyone should have an equal opportunity to be healthy.	+		
Belief that it would be unjust if some people had a greater opportunity to be healthy than others.	+		
Belief that the government should address lack of healthcare access in the United States.	+	+	

Note: A plus sign indicates there is a significant positive association between the number of shows with Culture of Health storylines and the belief or attitude. No symbol indicates no significant association. Association cannot be interpreted as impact.

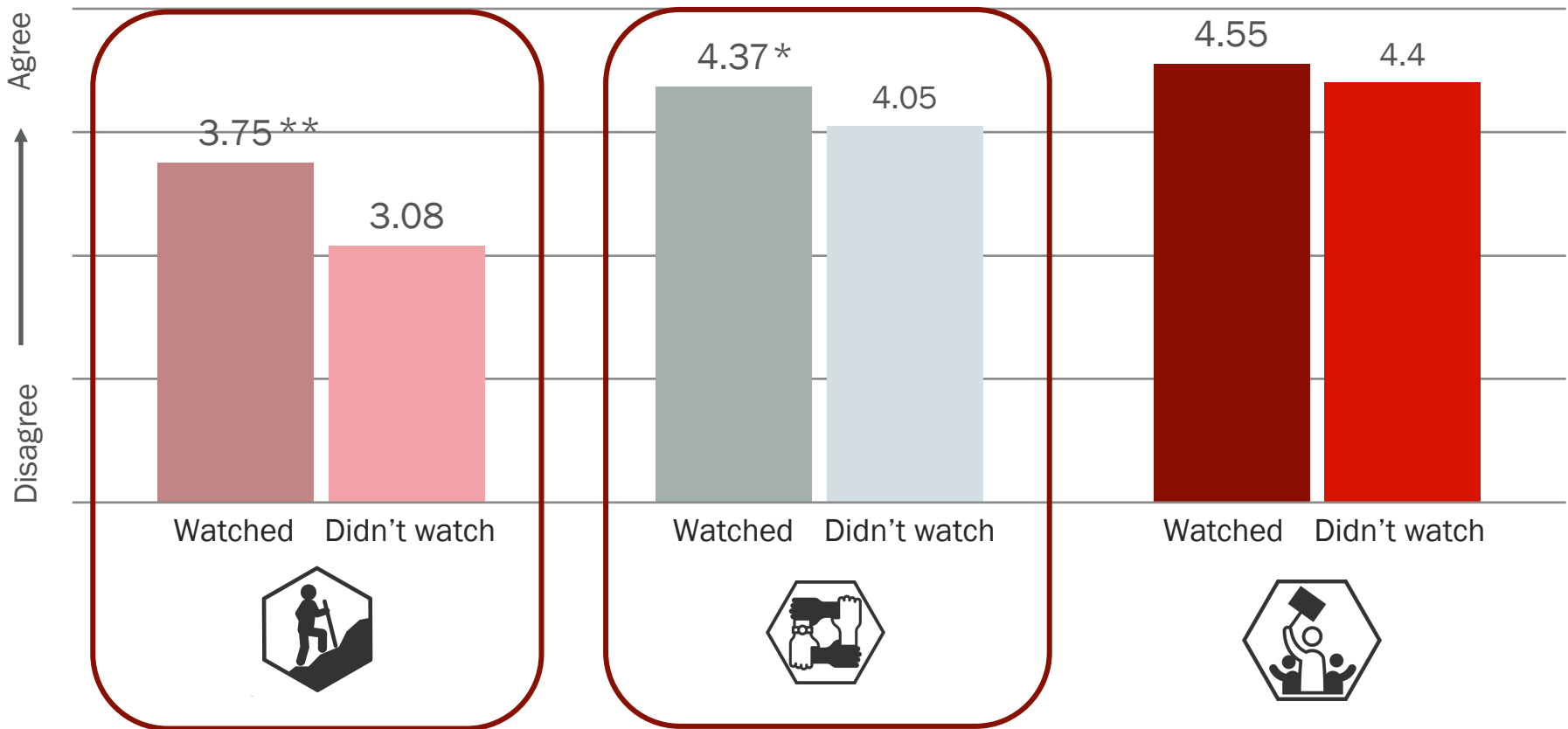
GREY'S ANATOMY

RIs who watched *Grey's Anatomy* thought lack of health care access was a more serious issue than RIs who didn't watch the show



UNBELIEVABLE

RIs and OMs who watched *Unbelievable* were more likely to agree that we should do everything possible to give an equal opportunity for health.

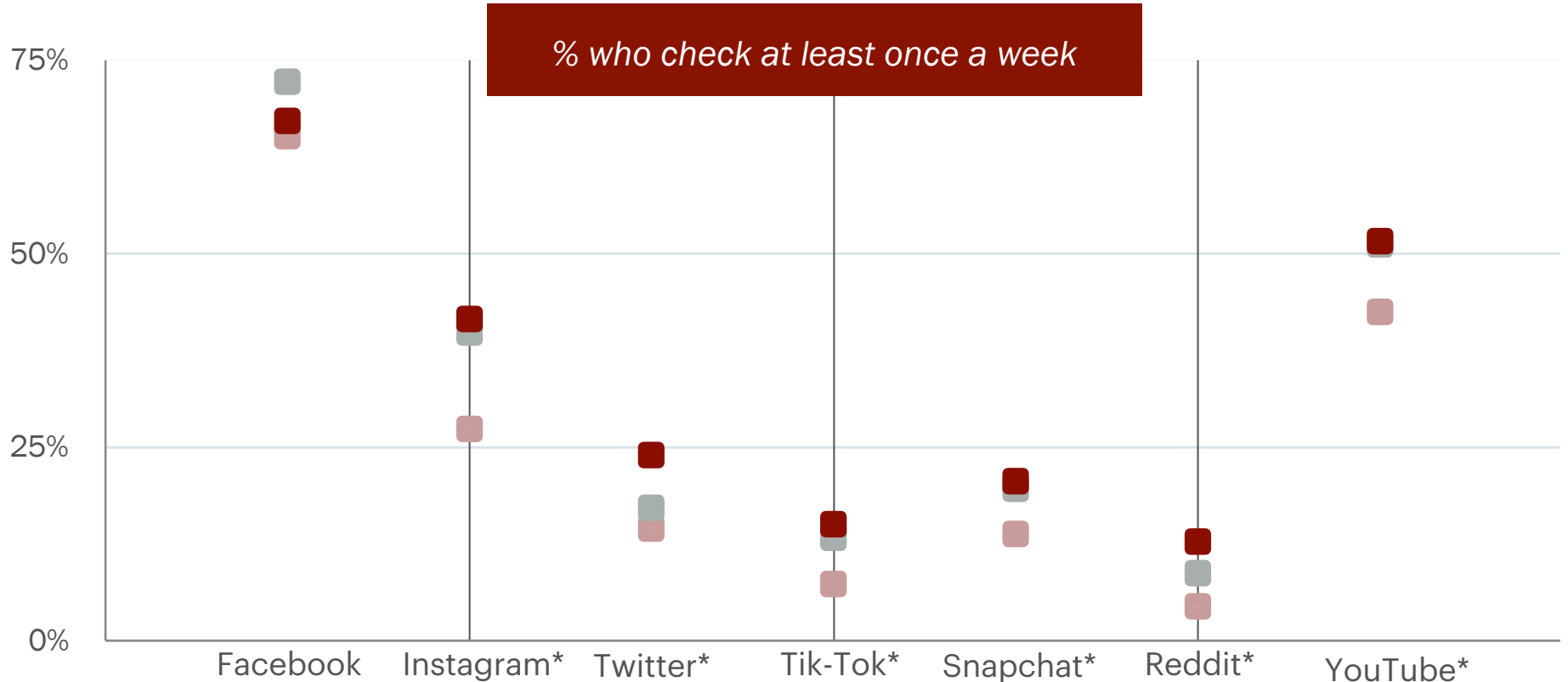




OTHER CULTURAL PREFERENCES

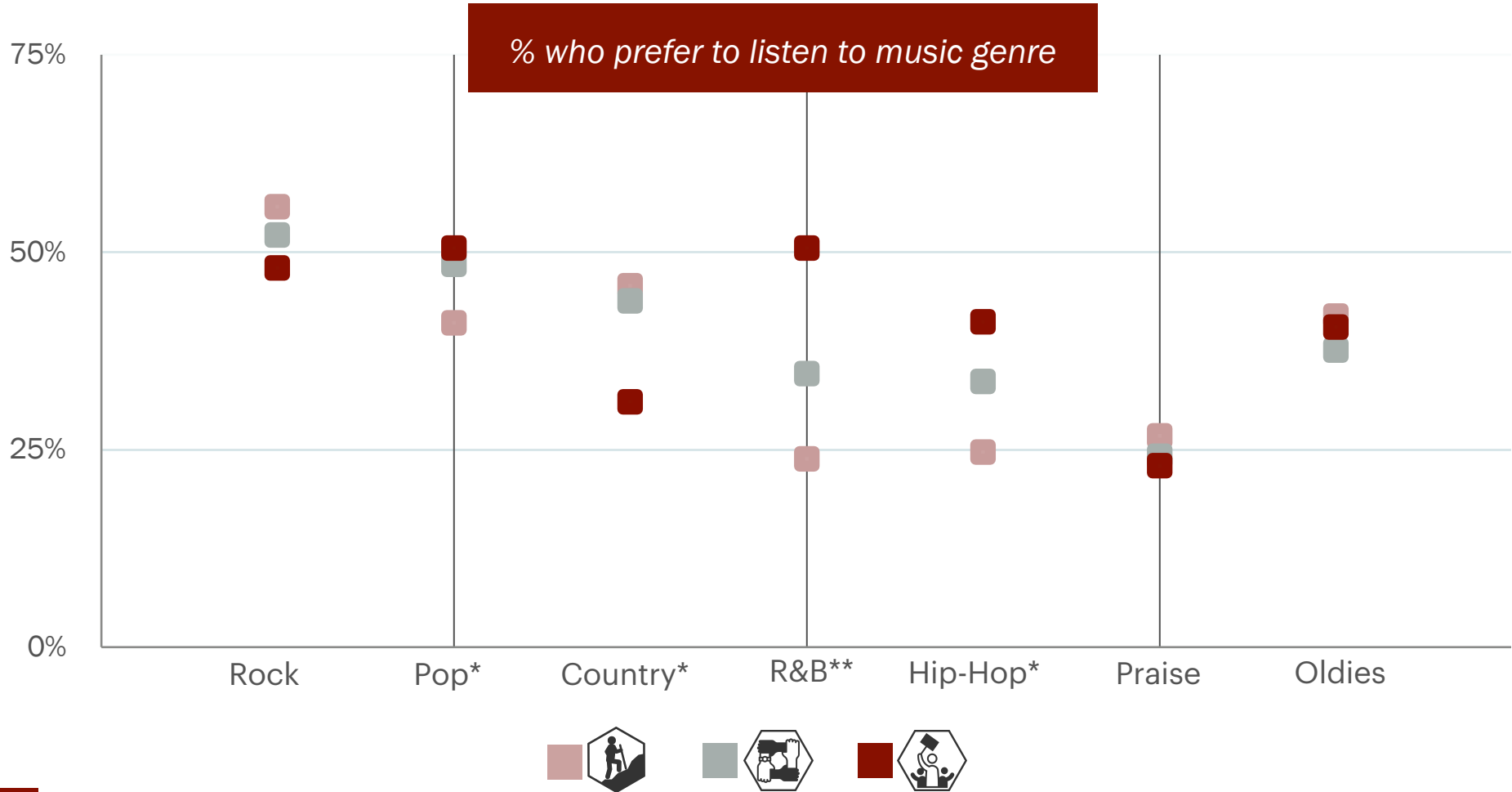
SOCIAL MEDIA PREFERENCES

Facebook remains the most popular social media platform for all groups



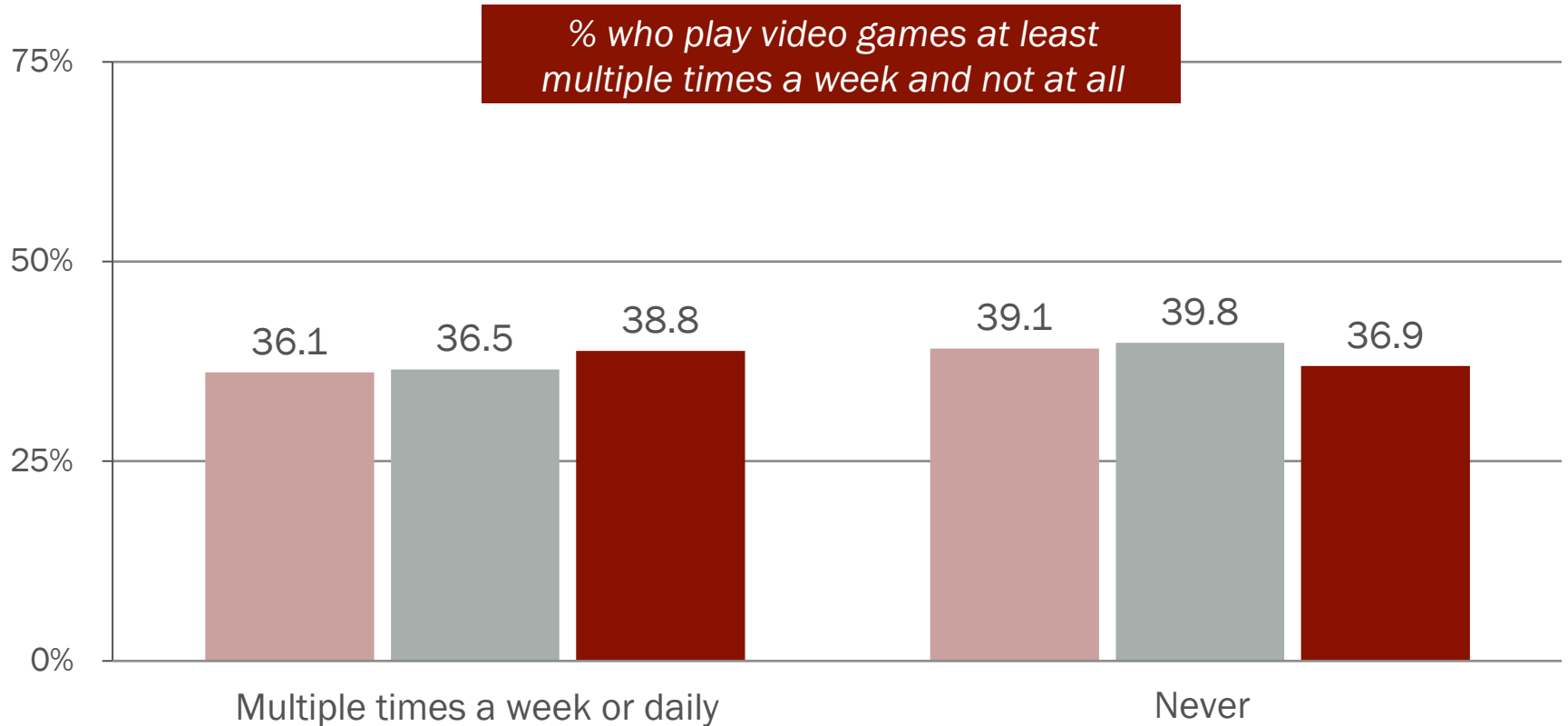
MUSIC PREFERENCES

WIs are less likely to prefer country music,
but most likely to prefer hip-hop and R&B/soul music



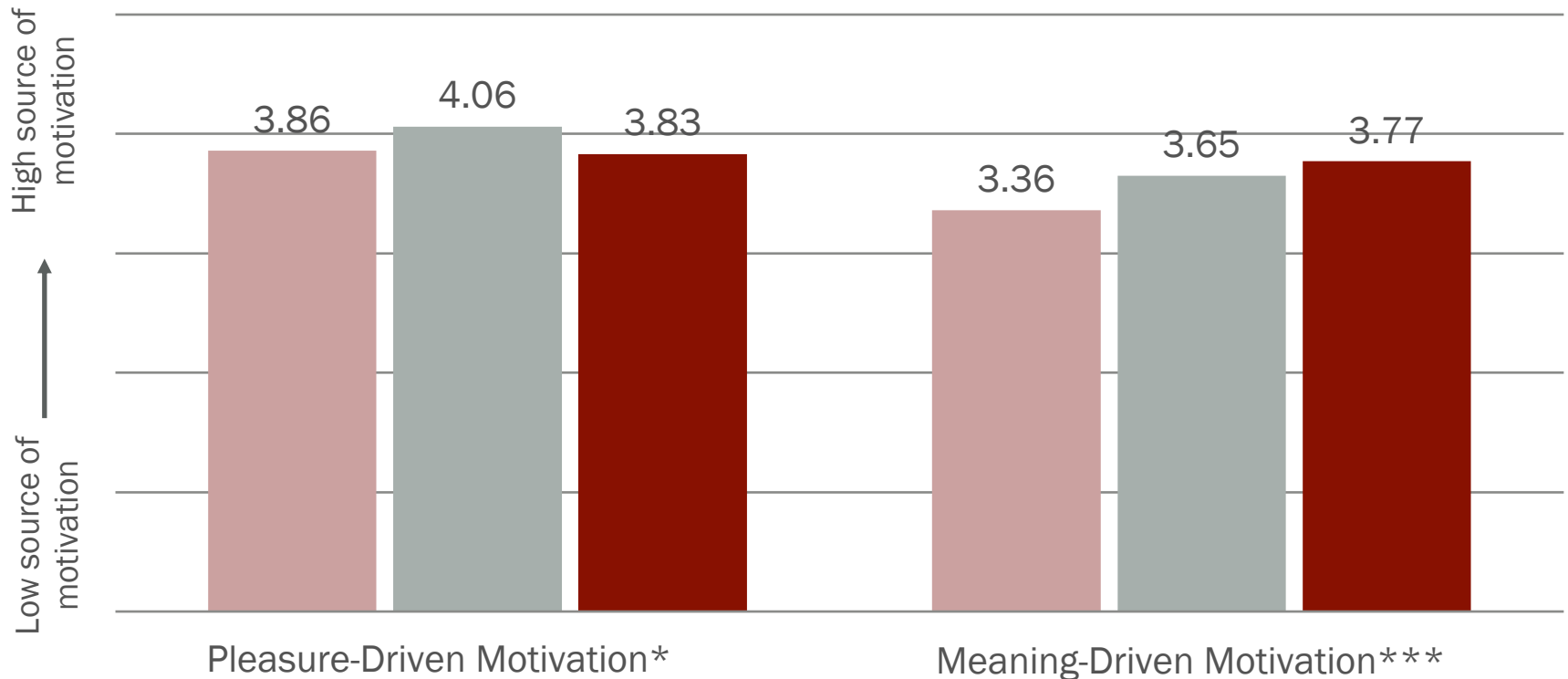
VIDEO GAMES

More than a third of all groups play video games at least multiple times a week, and another third of all groups never play video games



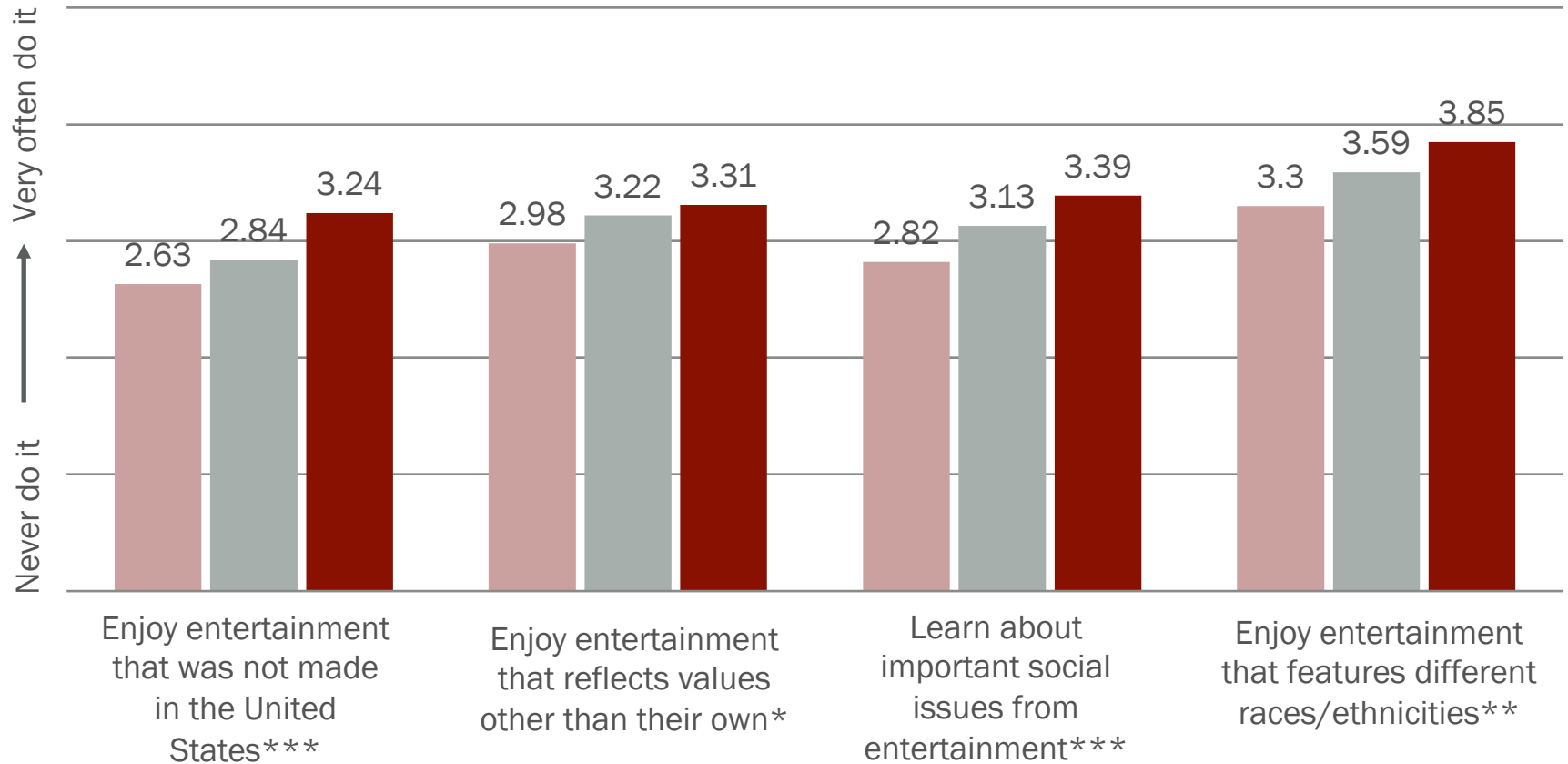
MOTIVATIONS FOR ENTERTAINMENT

OMs have the highest levels of pleasure-driven and
WIs have the highest levels of meaning-driven motivations for entertainment



OPENNESS TO ENTERTAINMENT

WIs most often enjoy different types of entertainment, while RIs are least likely to have this openness toward entertainment

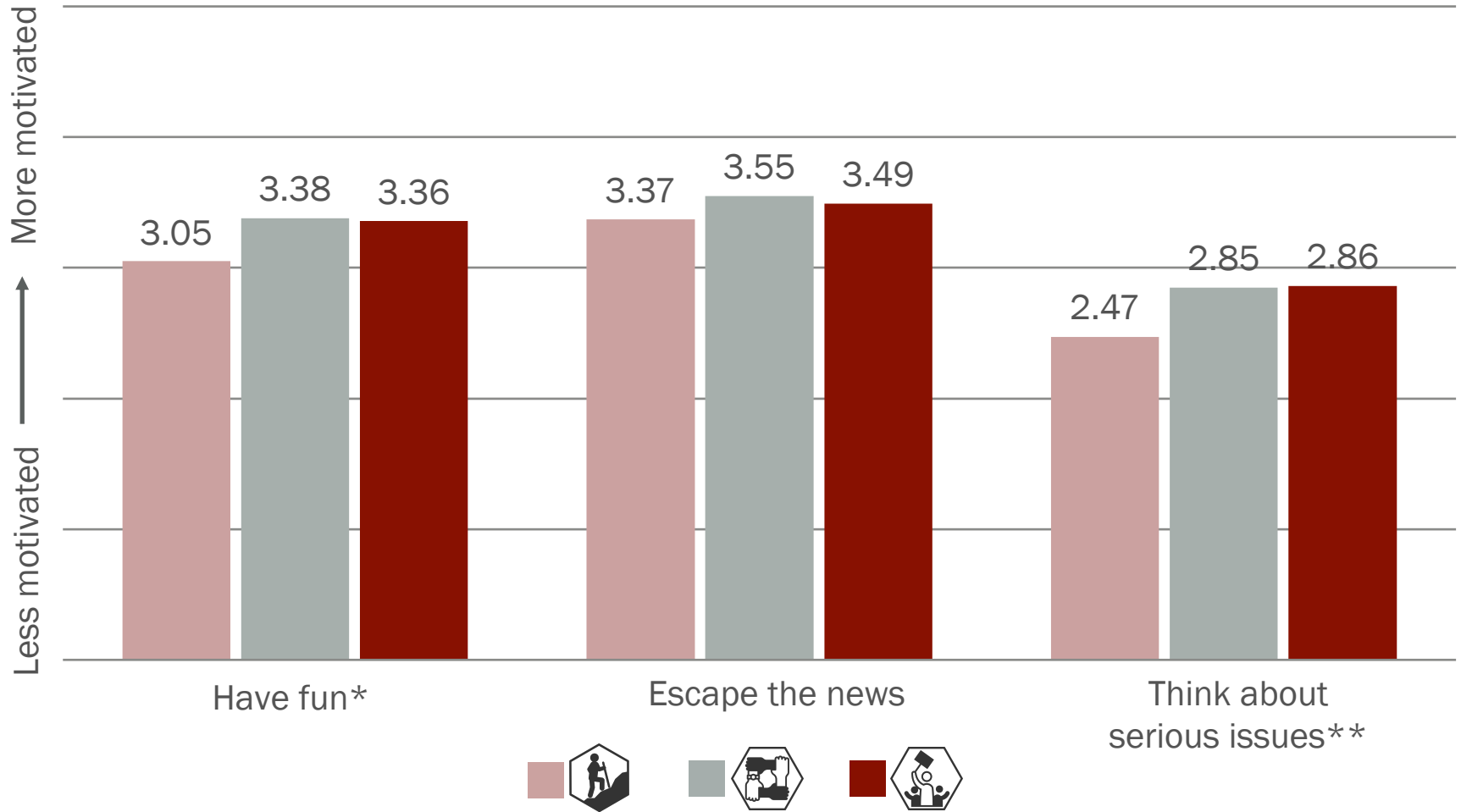




COVID-RELATED ENTERTAINMENT TRENDS

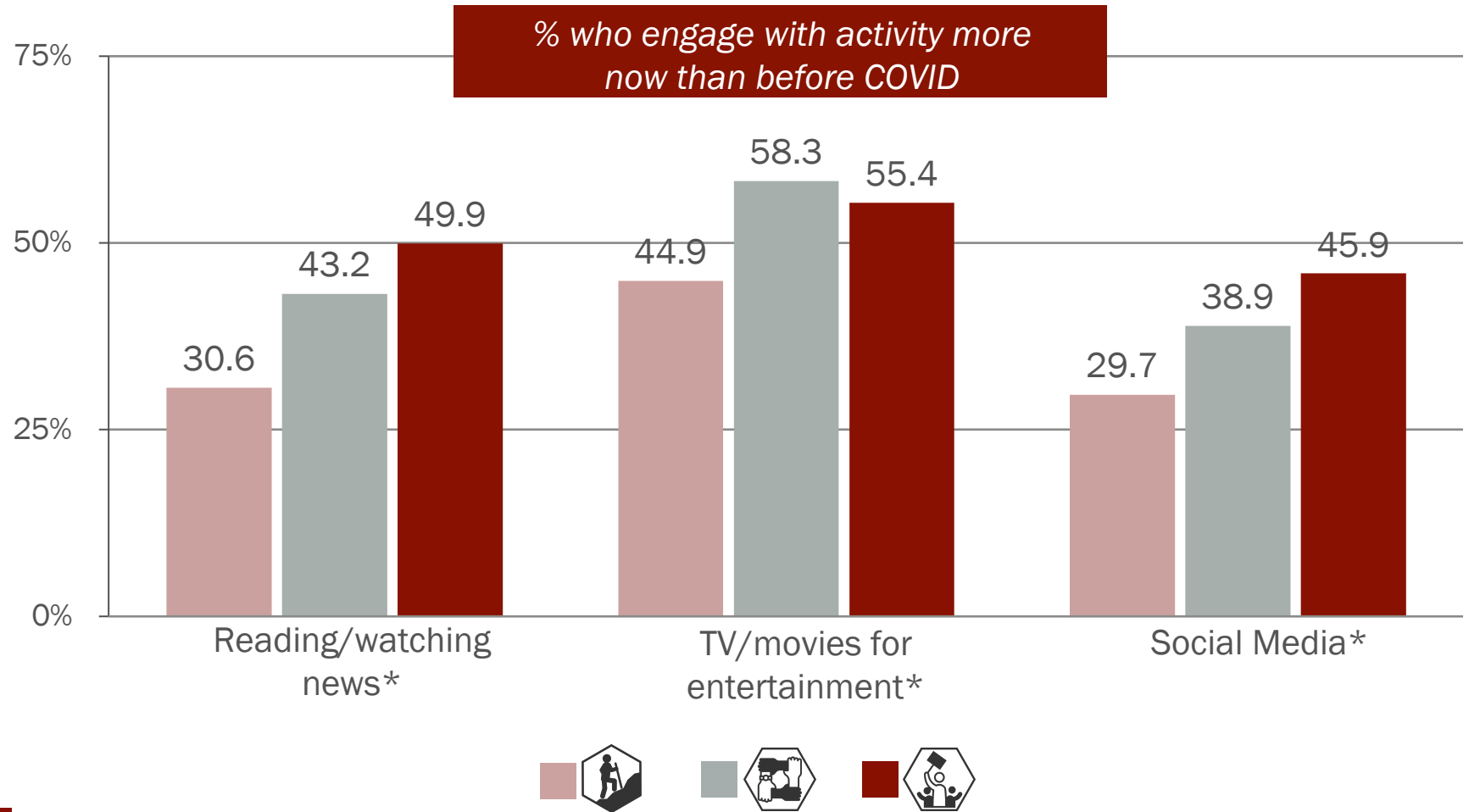
ENTERTAINMENT MOTIVATION CHANGES

RIs are less likely than OMs and WIs to think it's *more* important to have fun and explore serious issues in entertainment now than before COVID



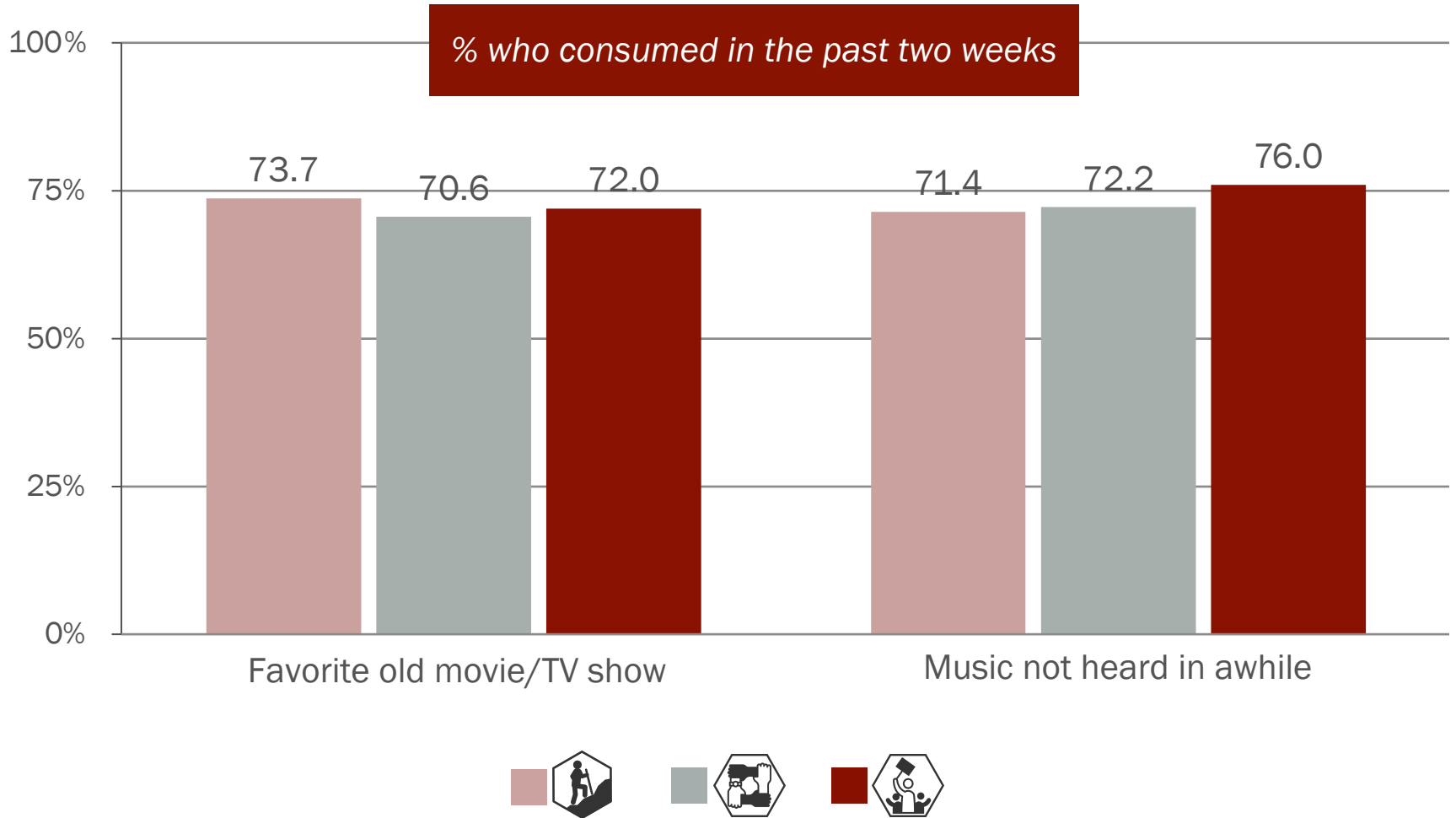
MORE TIME WITH ENTERTAINMENT

OMs are more likely spend more time watching TV/movies now, while WIs are more likely to engage with the news and social media more now



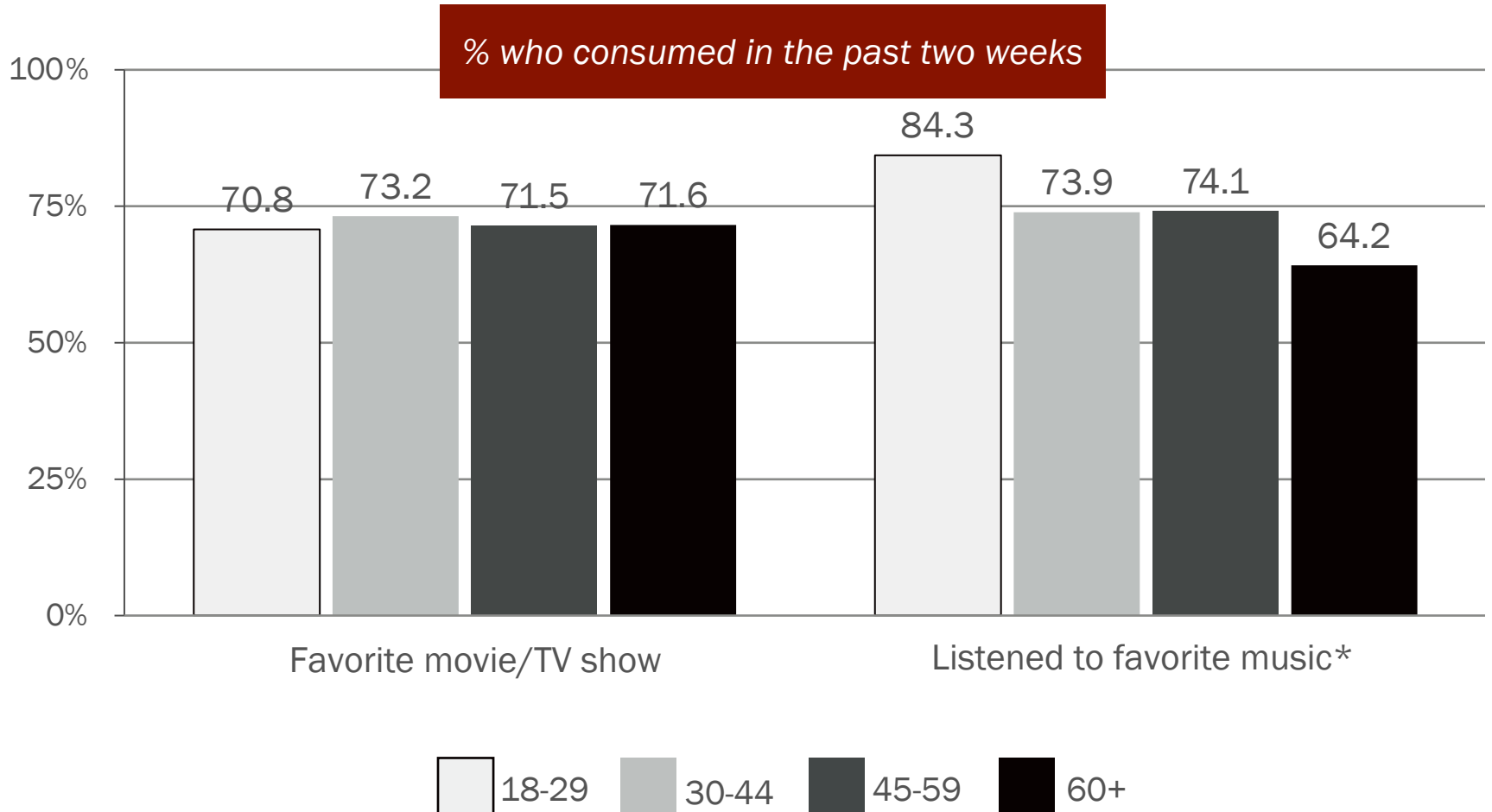
“COMFORT” ENTERTAINMENT CONSUMPTION

All groups are frequently consuming old favorite entertainment during the COVID-19 pandemic



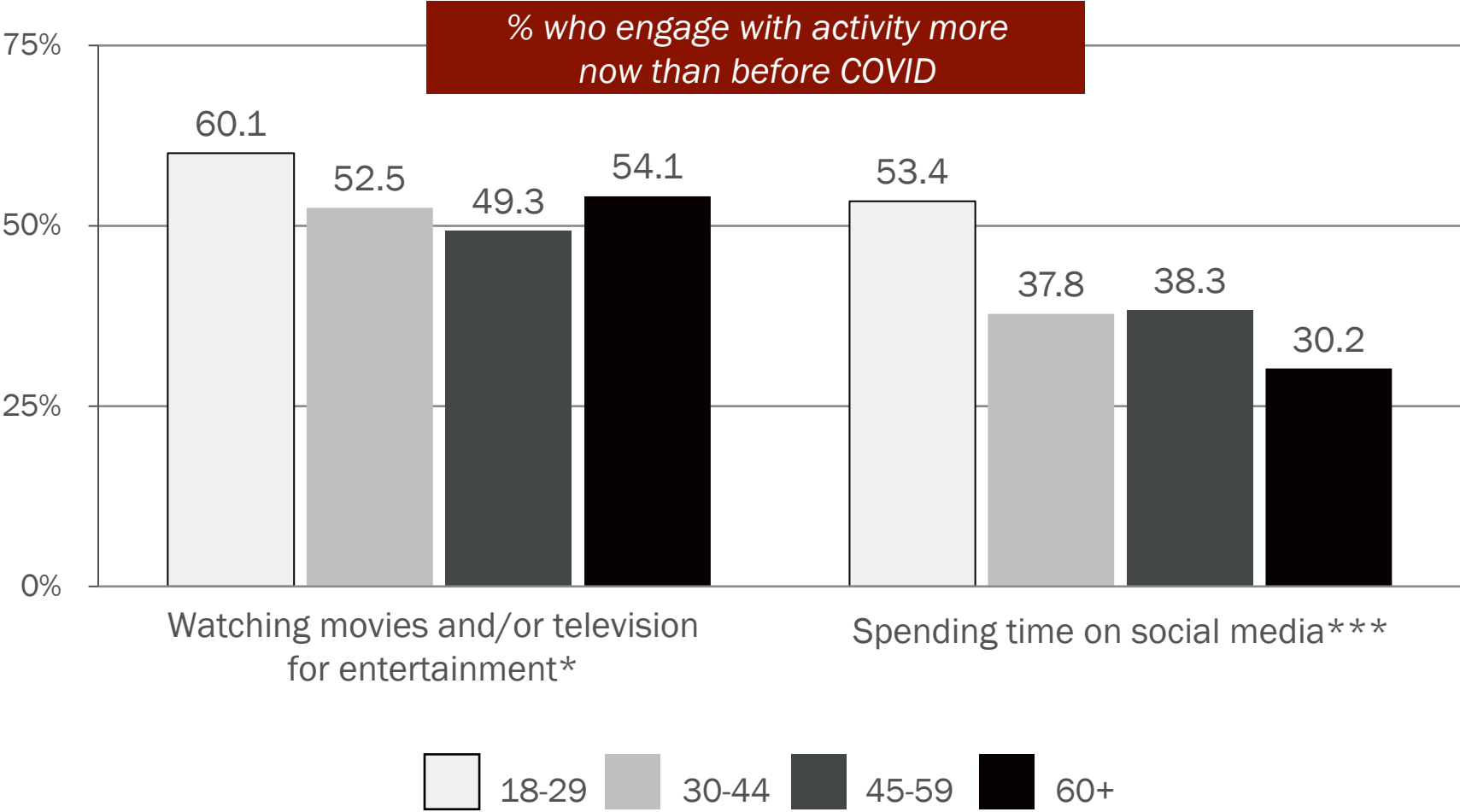
AGE DIFFERENCES IN COMFORT ENTERTAINMENT

Overall, younger Americans are more likely than older Americans to listen to favorite music. All ages enjoy watching an old favorite movie/TV show



AGE DIFFERENCES IN ENTERTAINMENT CHANGES

Younger Americans are most likely to be spending *more* time watching TV and on social media now than before the COVID outbreak

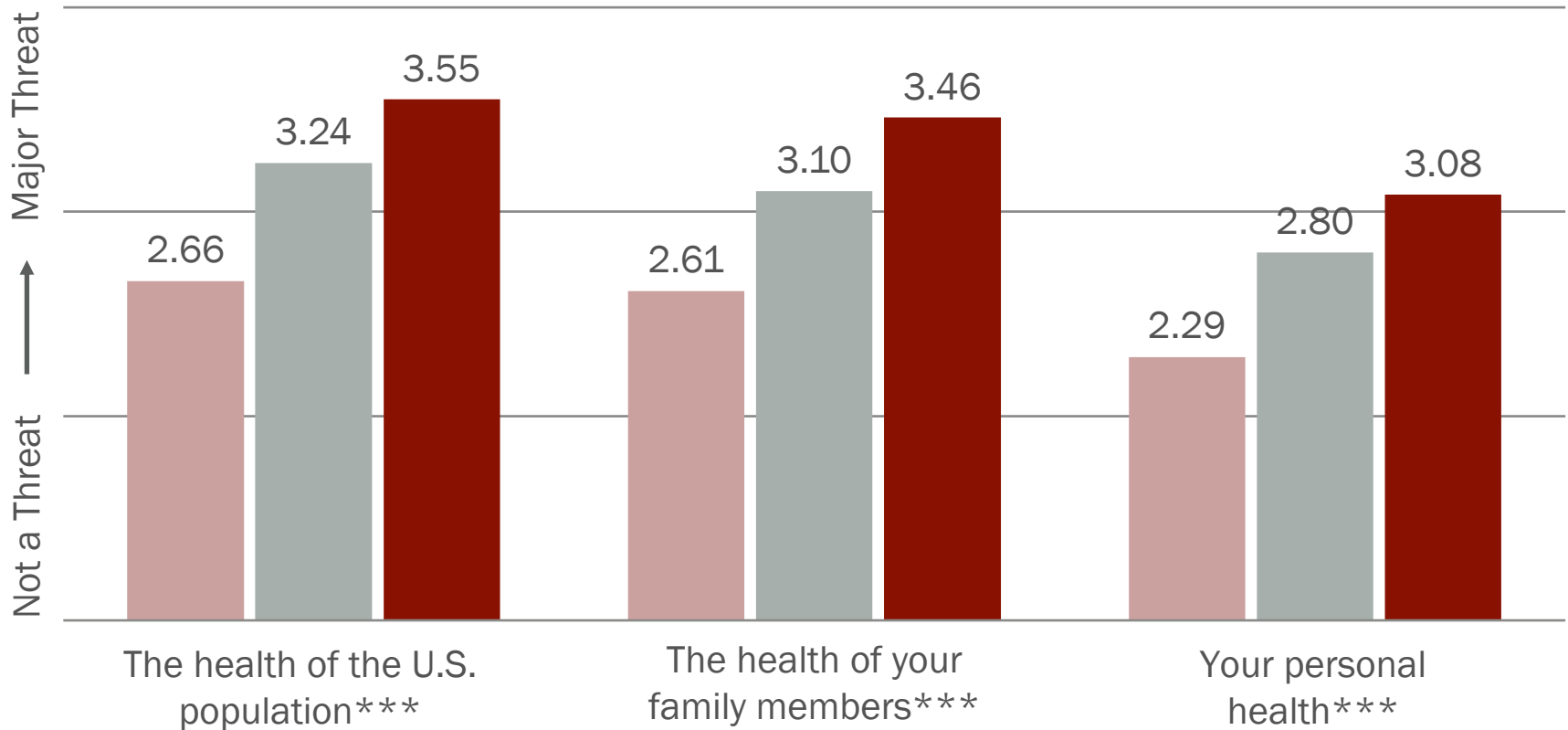




COVID AND RACIAL DISCRIMINATION BELIEFS

COVID THREAT (HEALTH)

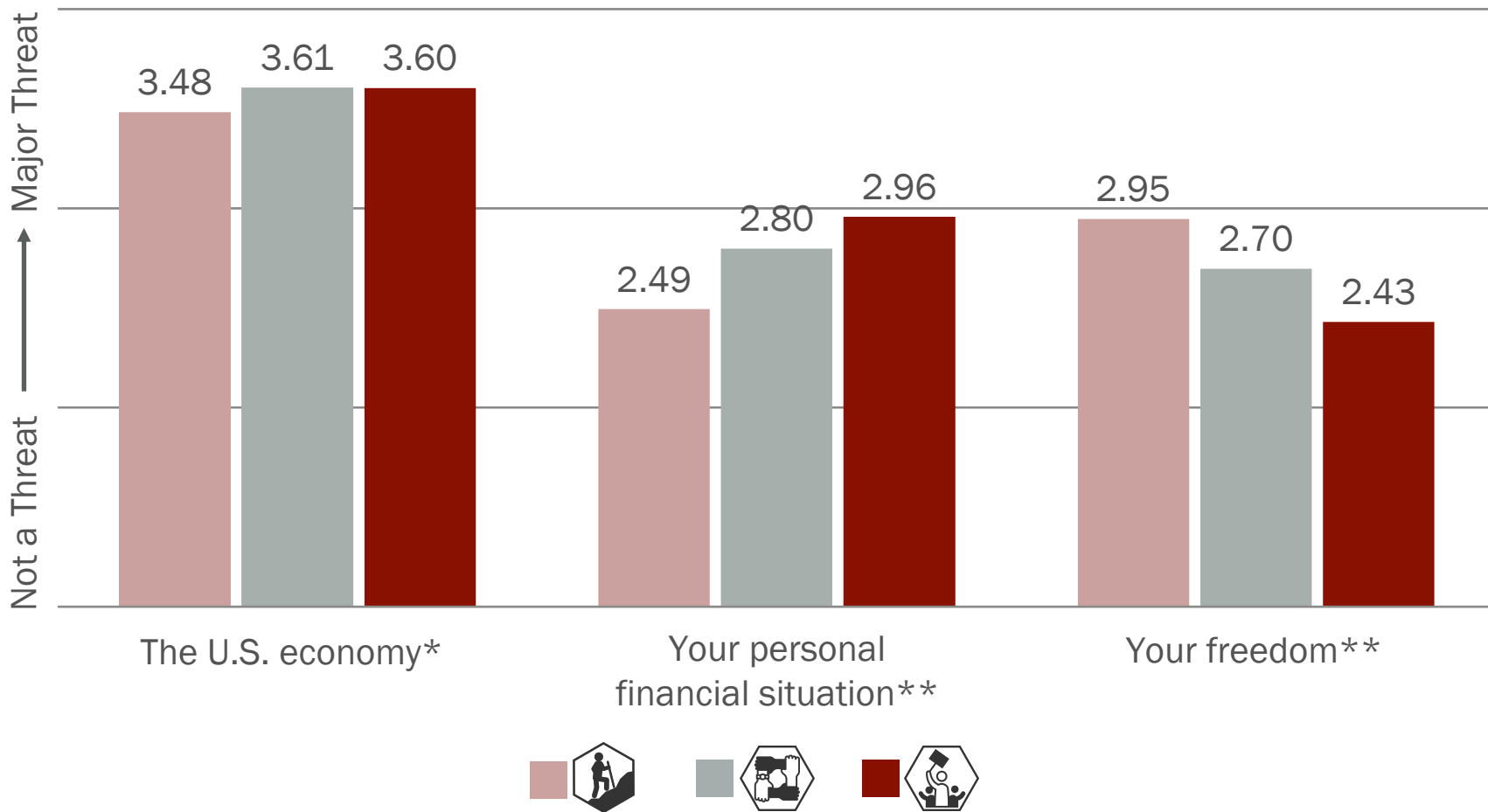
WIs are the most likely to see COVID as a threat to health at all levels, and RIs are the least likely to see COVID as a threat to health



**large effect

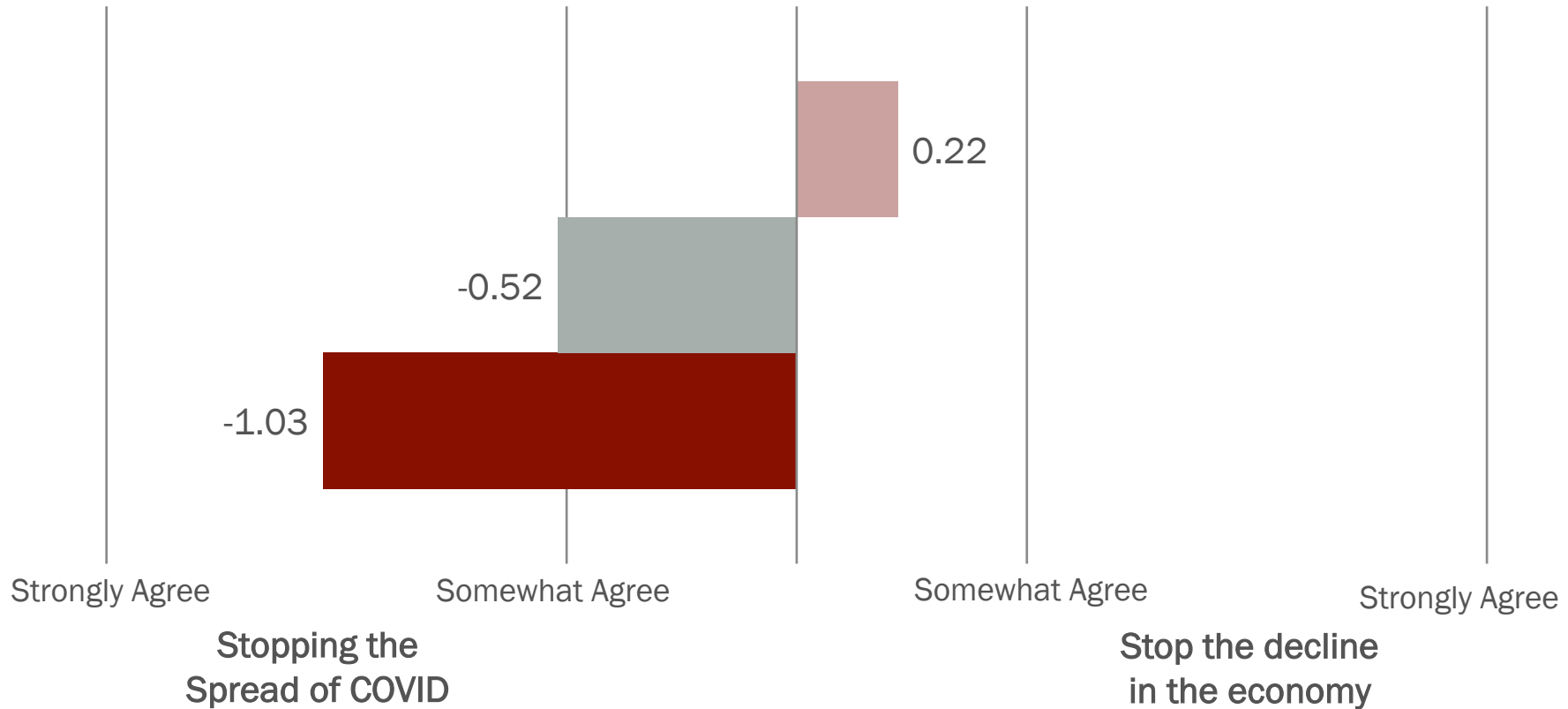
COVID THREAT (FINANCIAL/FREEDOM)

RIs are most likely to see COVID as a threat to their freedom, but least likely to see it as a threat to their finances



GOVERNMENT TOP PRIORITY

WIs are more likely to think that the government's top priority should be stopping the spread of COVID, while RIs place more importance on the economy

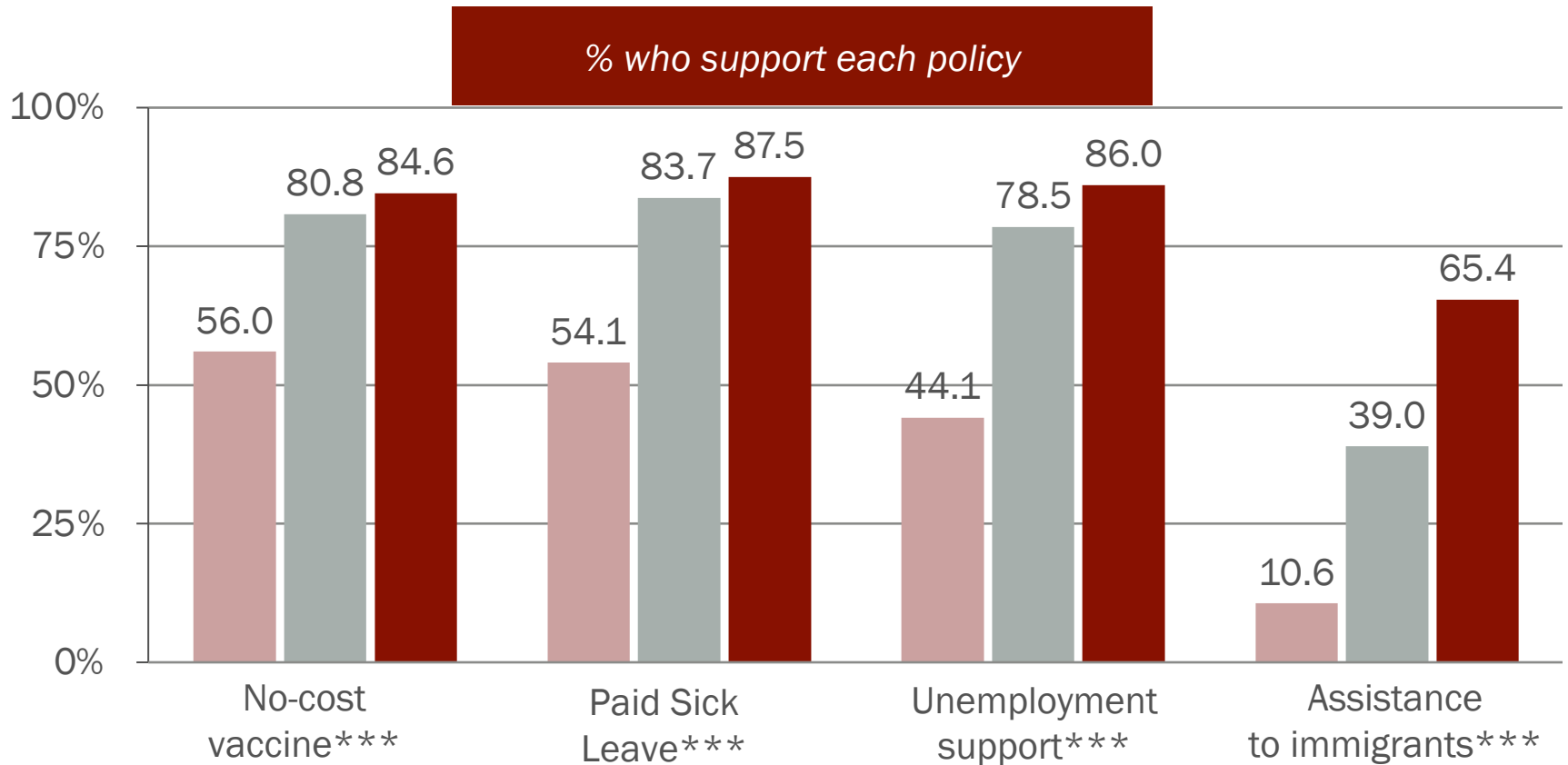


*What should be the government's top priority?****



SUPPORT FOR COVID POLICIES

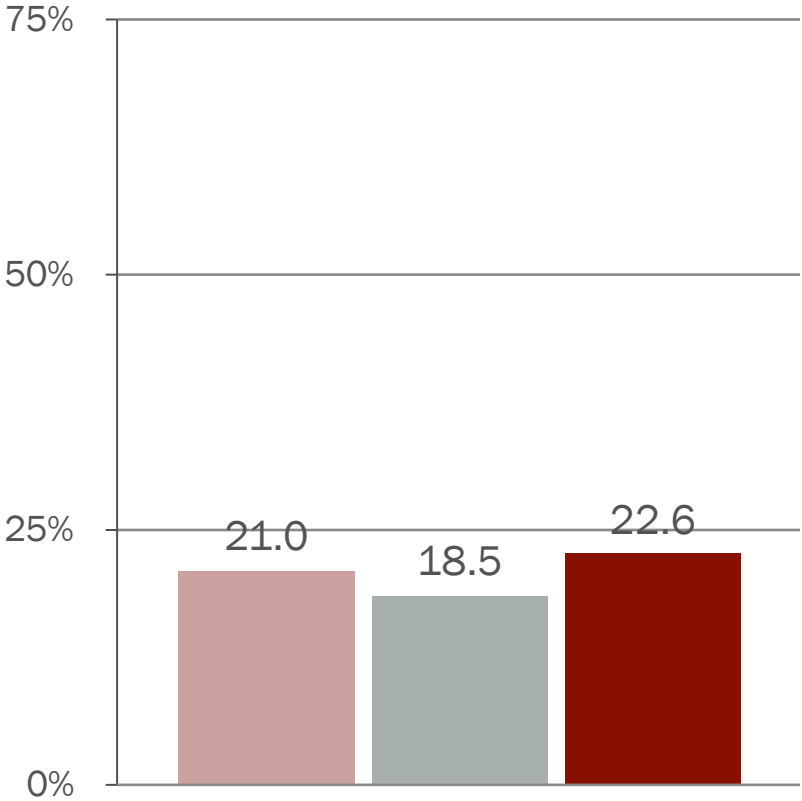
OMs and WIs generally support health equity COVID policies, while RIs are far less likely to support these policies



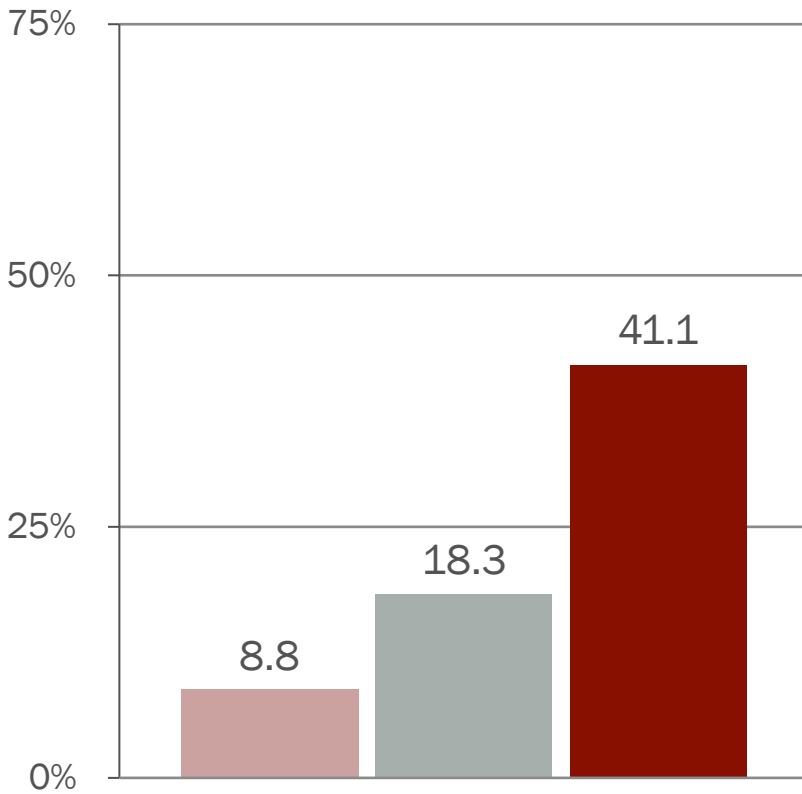
***large effect

REASONS FOR COVID-19 DISPARITIES

% who say lifestyle choices are a major reason for disparities

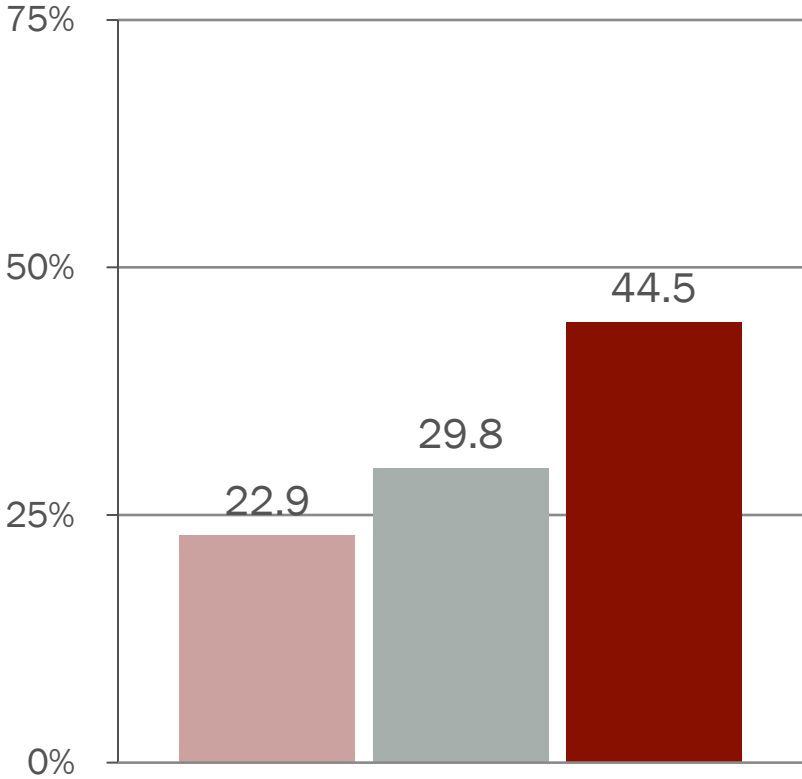


*% who say outside factors are a major reason for disparities****

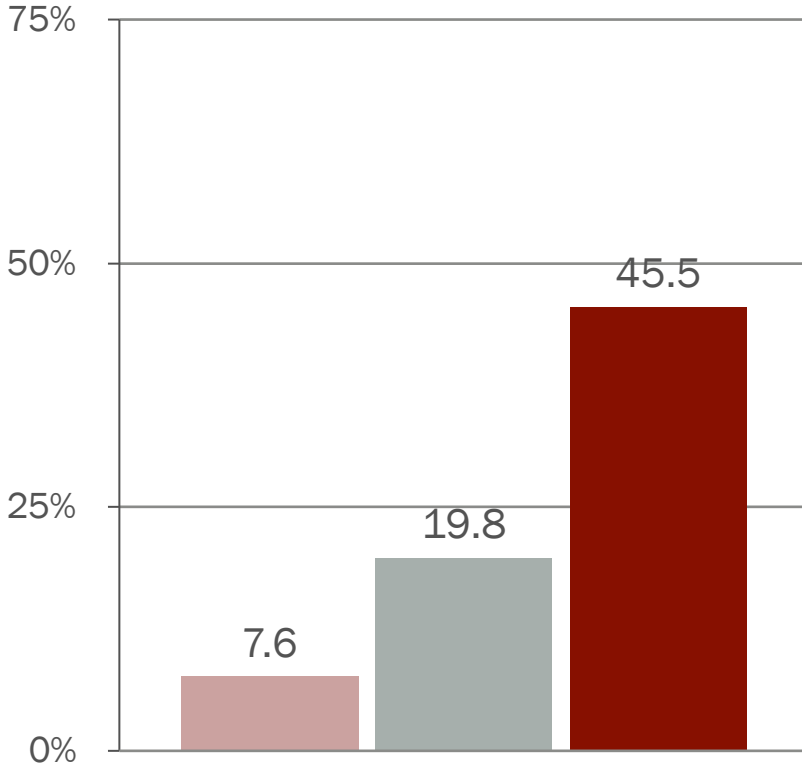


REASONS FOR COVID-19 DISPARITIES

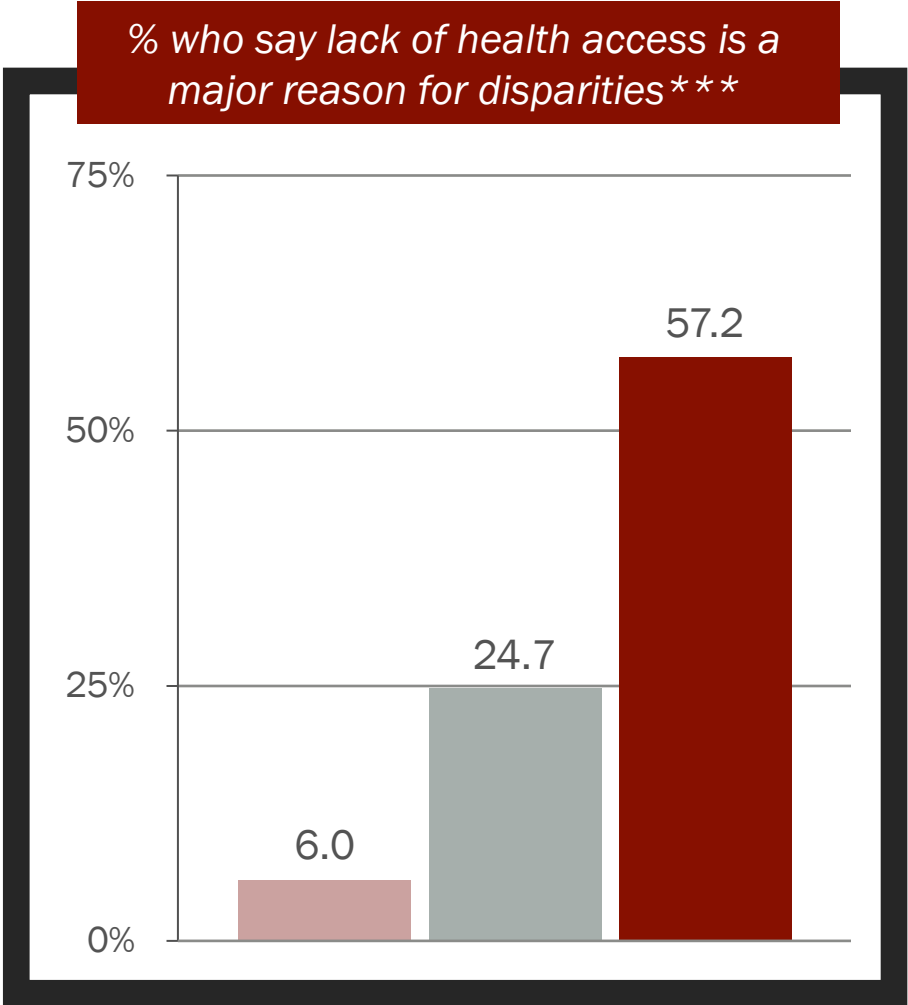
*% who say living in populated areas is a major reason for disparities***



*% who say work that requires contact is a major reason for disparities****



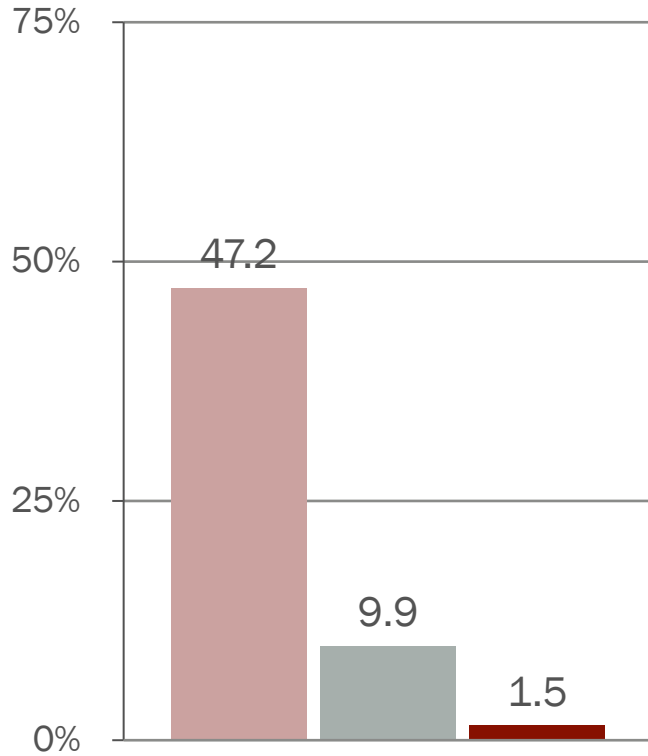
REASONS FOR COVID-19 DISPARITIES



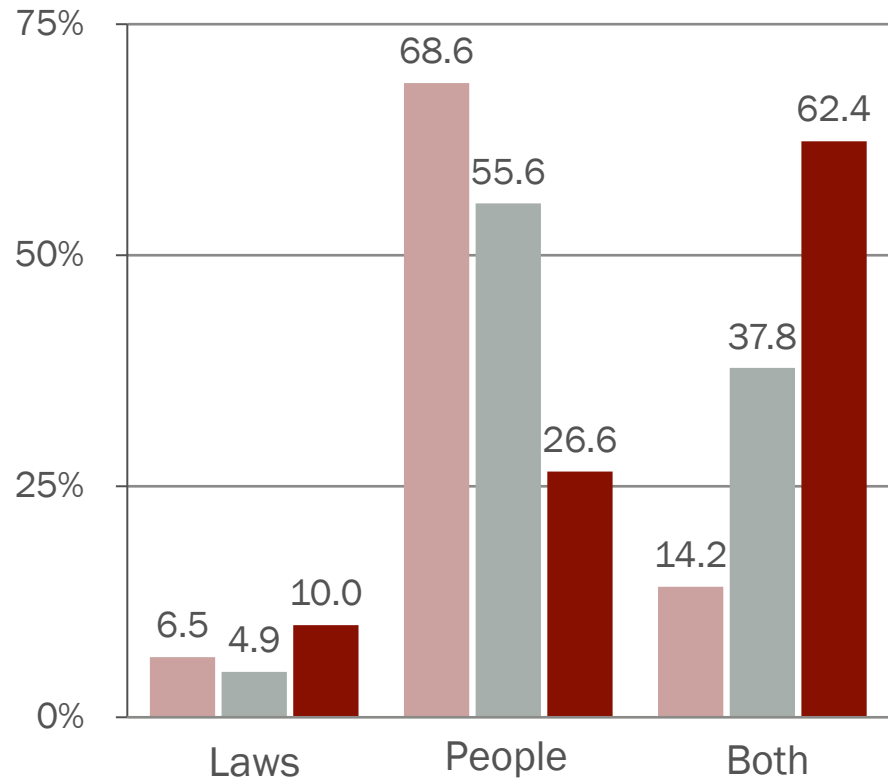
***large effect

BELIEFS ABOUT RACIAL DISCRIMINATION

*% who said there is NO racial discrimination in America****



*% who said that laws, people or both are the bigger discrimination problem****

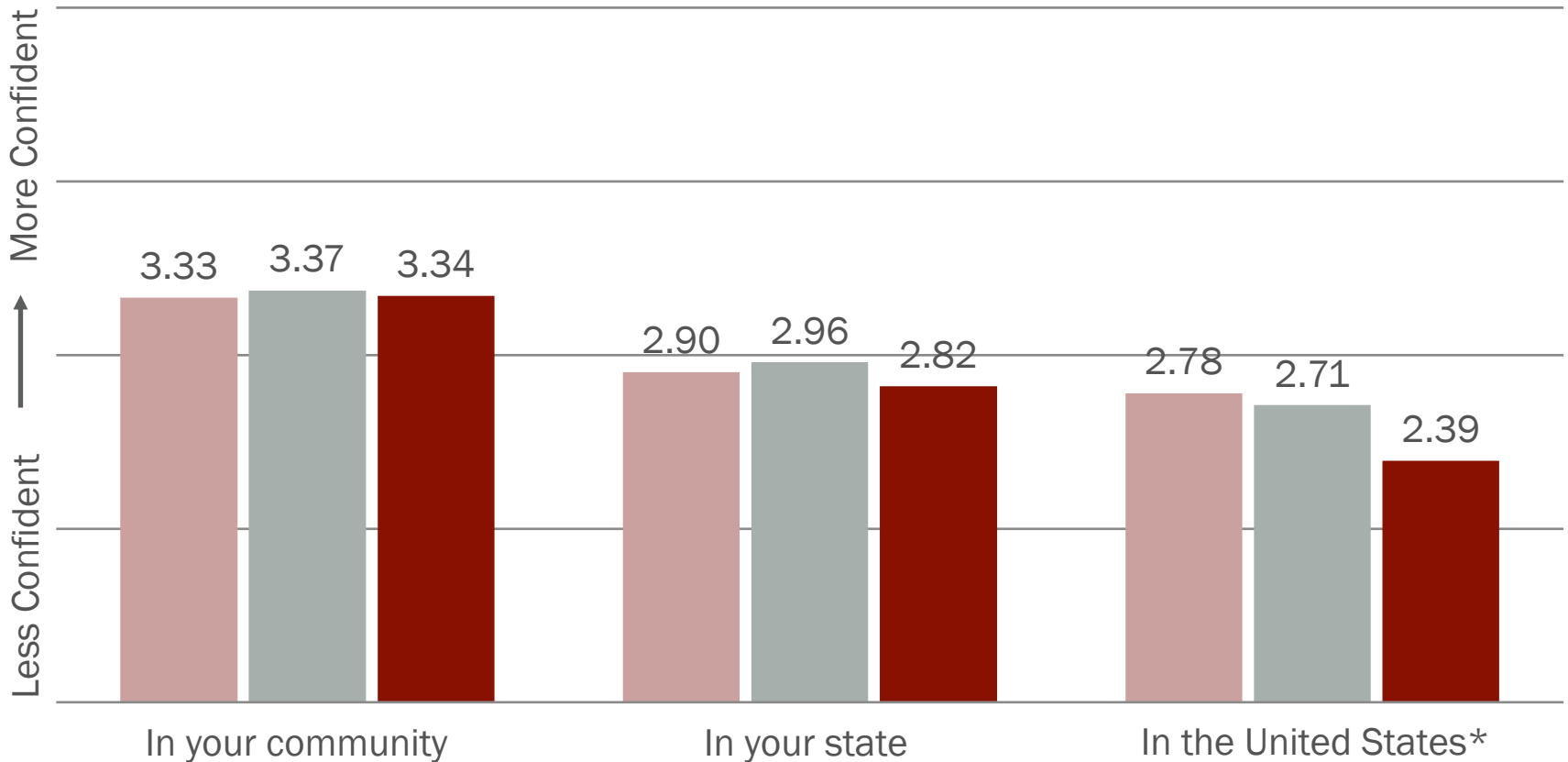




CIVIC ACTIONS & CONFIDENCE IN MAKING A DIFFERENCE

CONFIDENCE IN MAKING A DIFFERENCE

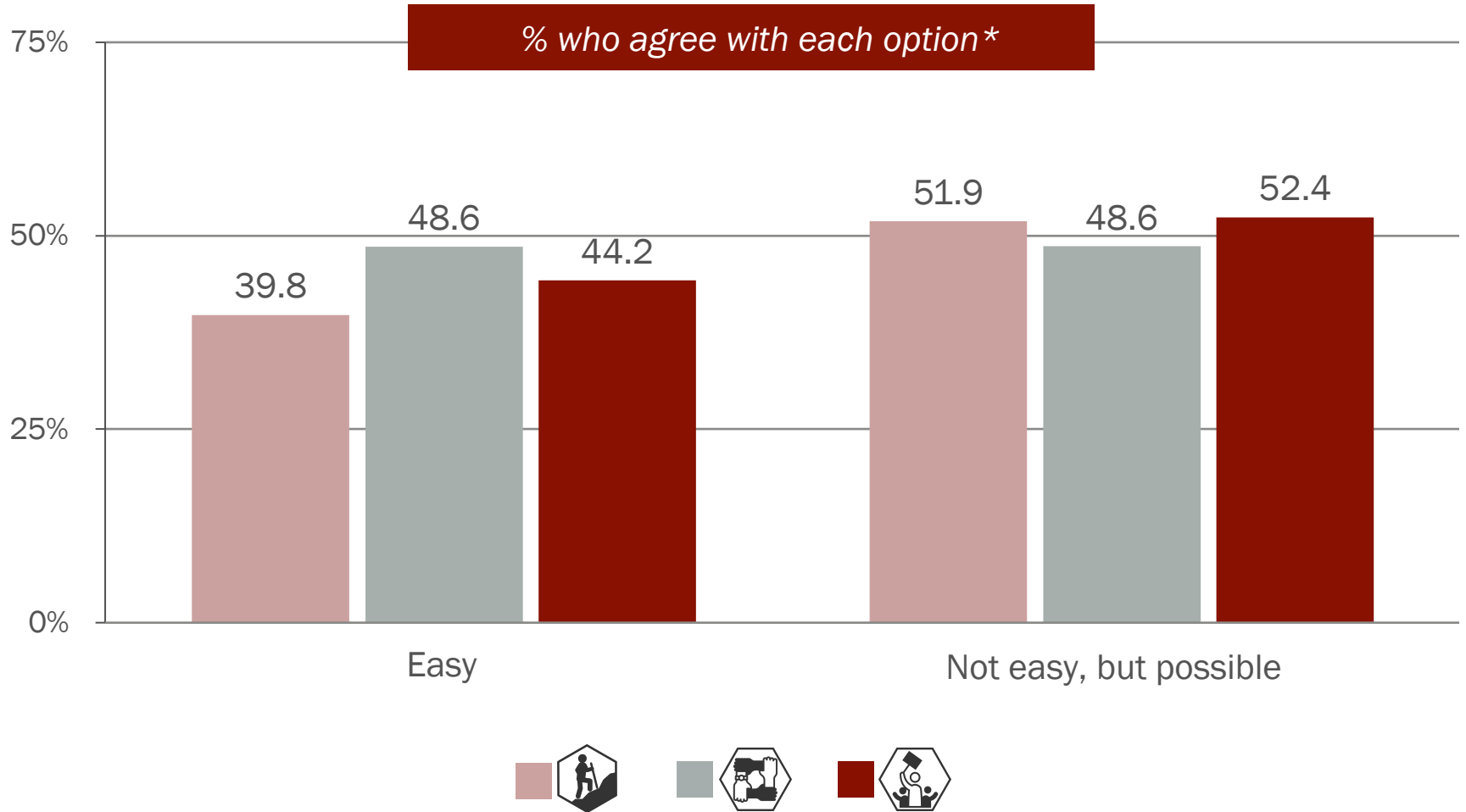
WIs are less confident than other groups that they could make a difference, but only at a national level



*small effect

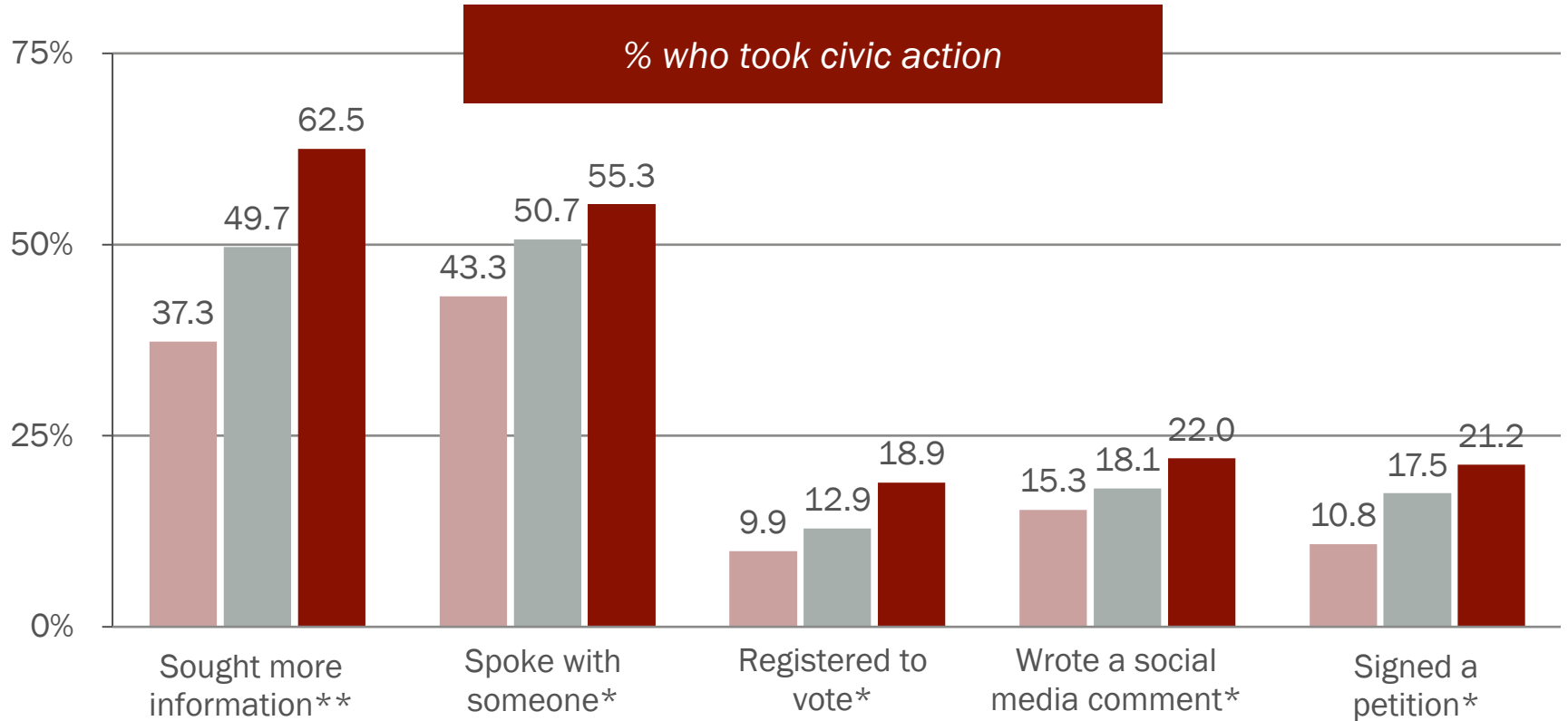
MAKING A DIFFERENCE TOGETHER

OMs are the most likely to believe that it would be easy to make their communities a better place to live if people worked together



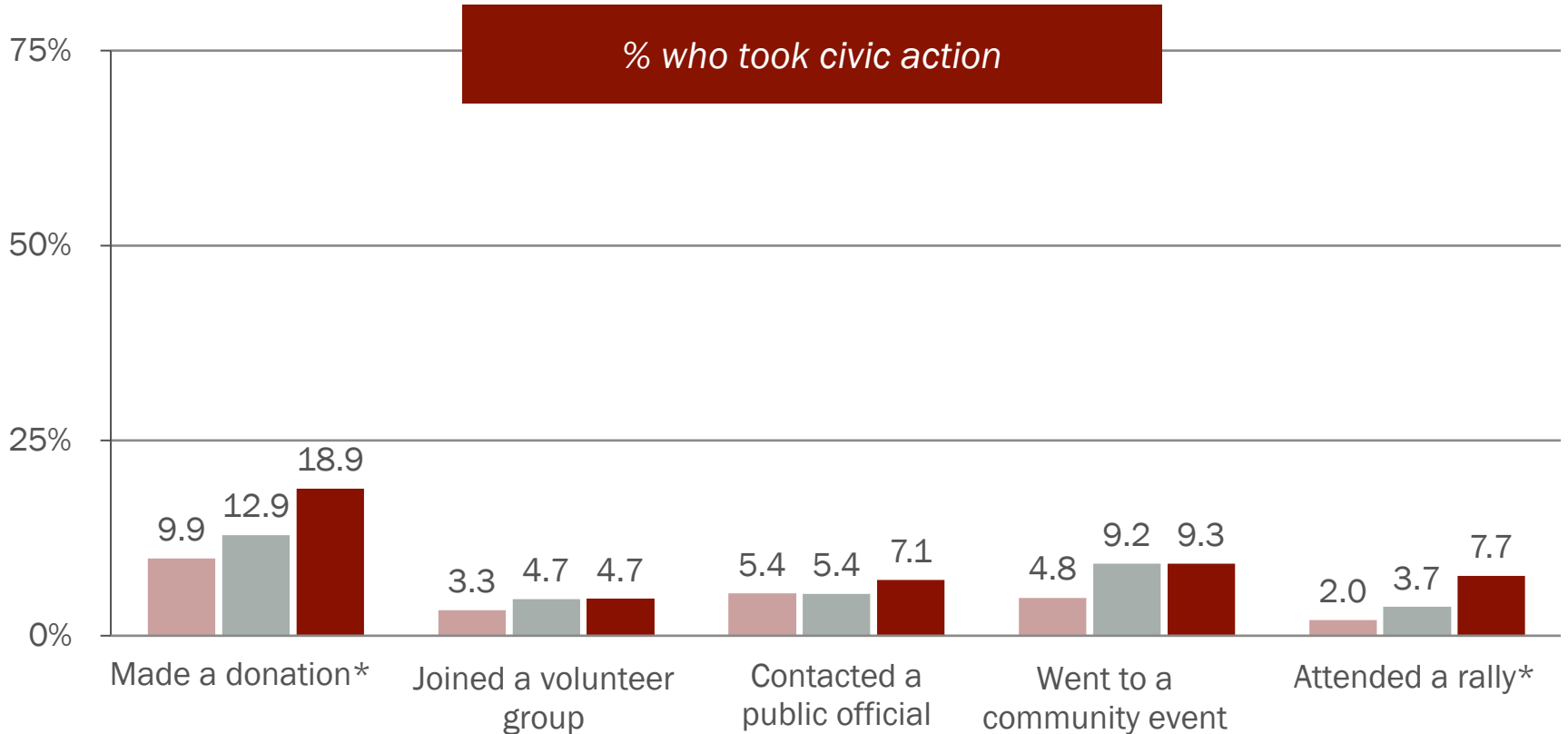
CIVIC ACTION

The most common action taken by all groups was seeking more information; WIs were most likely, and RIs least likely, to have taken all civic actions



CIVIC ACTION

WIs were more likely than other groups to have donated to a charity or attended a rally based on something they learned from movie/TV





DETAILED FINDINGS: COVID-19 MESSAGE TESTING

NARRATIVE DESCRIPTIONS

- **We tested four versions of a story about Nathan, a fast food worker, who goes to a BBQ and is exposed to COVID-19.**
- **In the story, he decided to stay home from work to protect his coworkers, even though he did not have paid sick leave or health insurance.**
- **The stories varied in two ways: 1) if the story attributed the COVID exposure only to Nathan's choices, or if it also included external factors; and 2) what type of solution (if any) the story provided.**

NARRATIVE DESIGN: NATHAN'S STORY

1

Personal Responsibility
No Solution

2

Hybrid
No Solution

3

Hybrid
Individual Solution

4

Hybrid
Systemic Solution

Story describes personal choices leading to protagonist's exposure to COVID-19



Story combines personal choices with external factors



See [Appendix B](#) for the full narratives used in this experiment design

Solution that puts responsibility on individuals

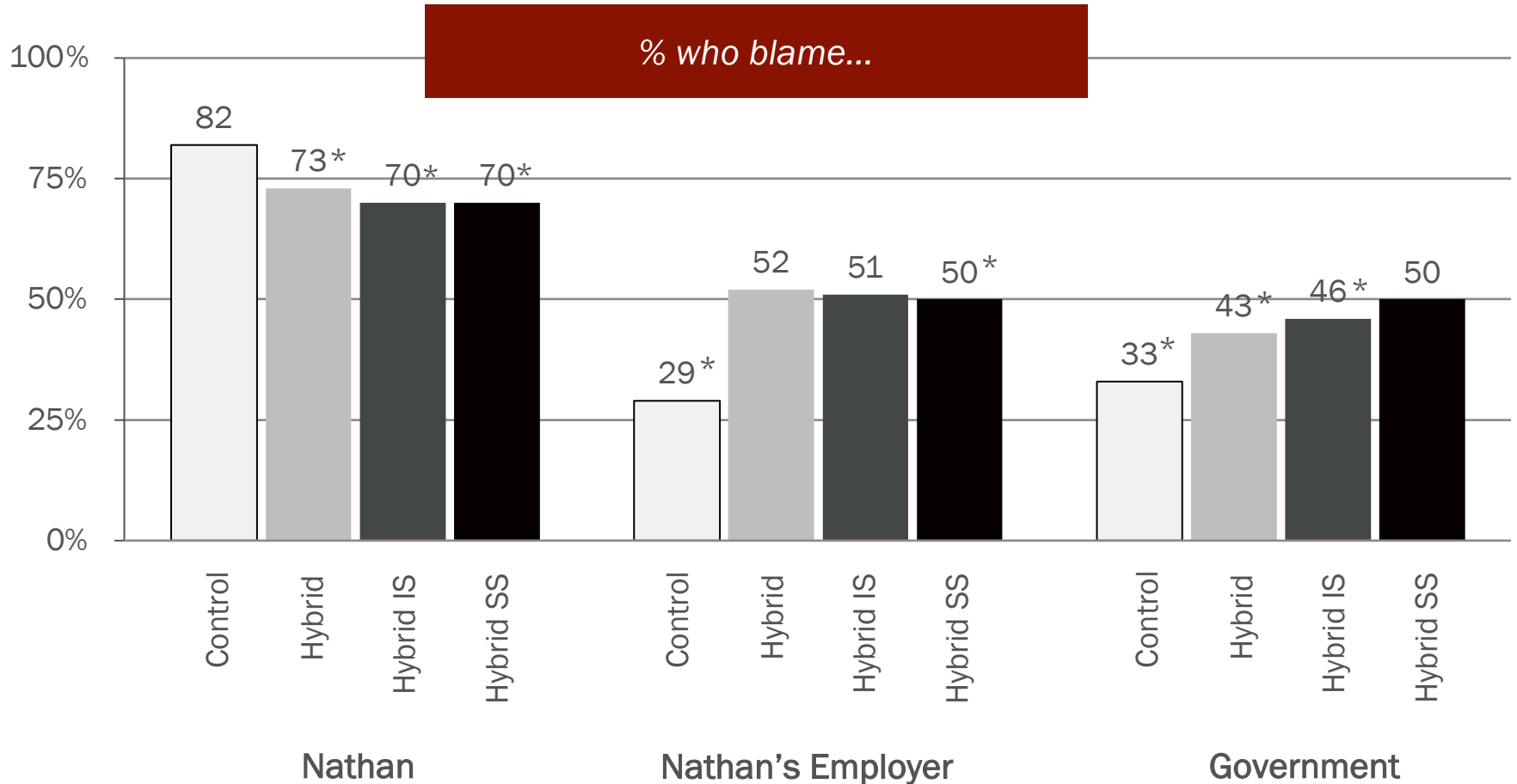
Solution that puts responsibility on systems



BLAME, RESPONSIBILITY AND ATTITUDES

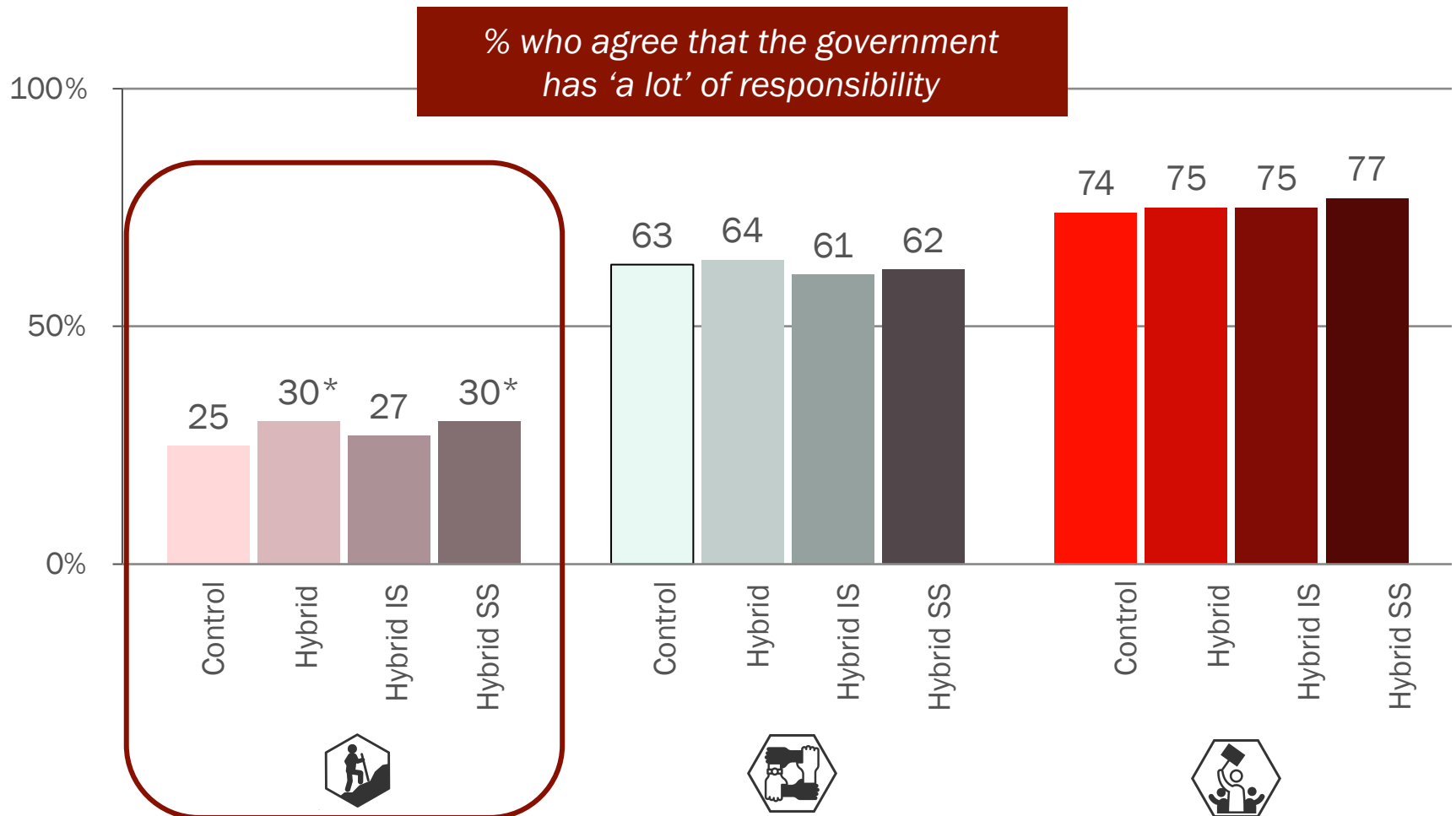
BLAME FOR NATHAN'S SITUATION

Those who read the hybrid stories were less likely to blame Nathan and more likely to blame Nathan's employer and governmental policies.



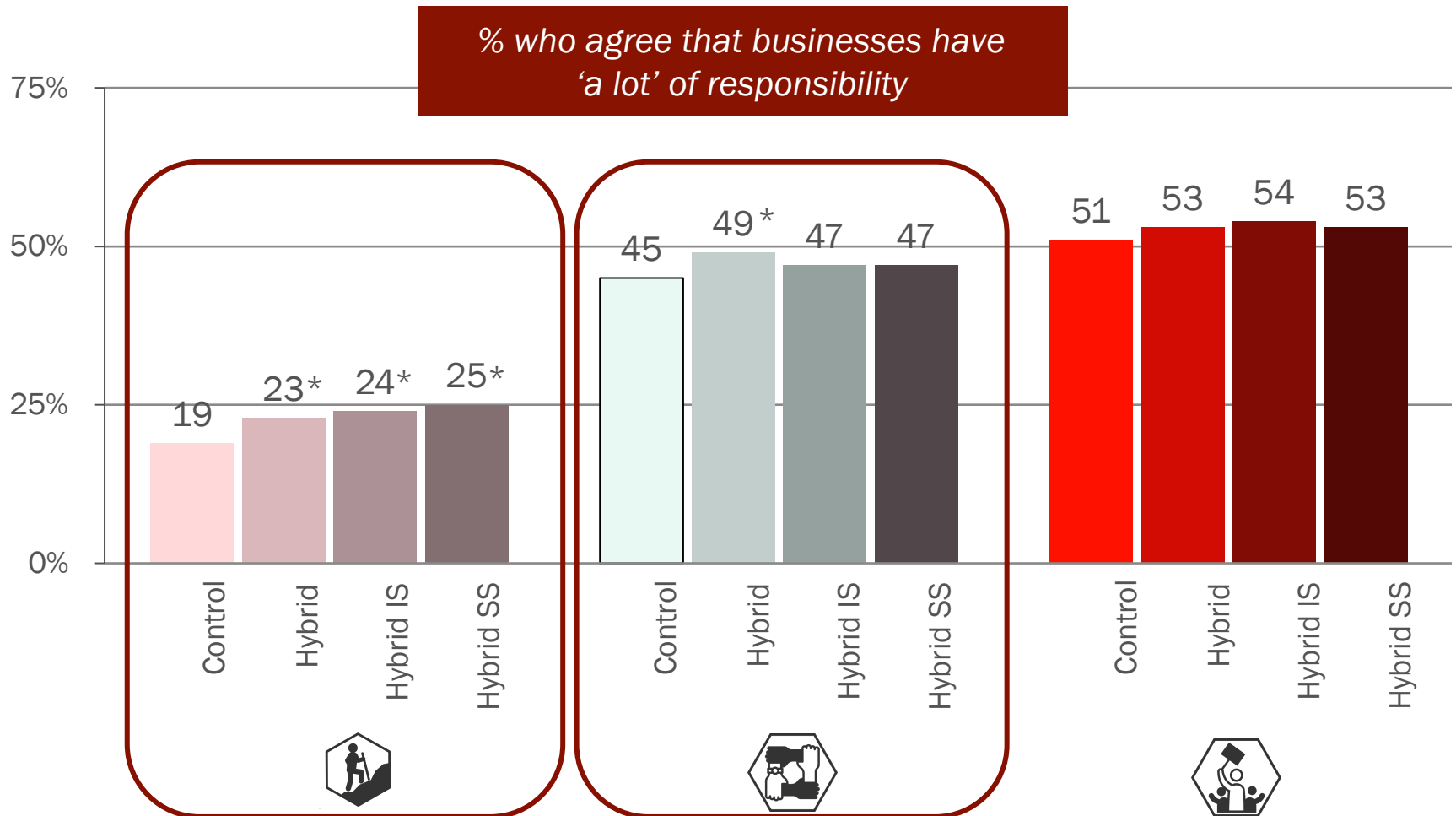
SOCIAL RESPONSIBILITY: GOVERNMENT

RIs who read the hybrid narratives were more likely to say the government has a social responsibility to ensure everyone is healthy



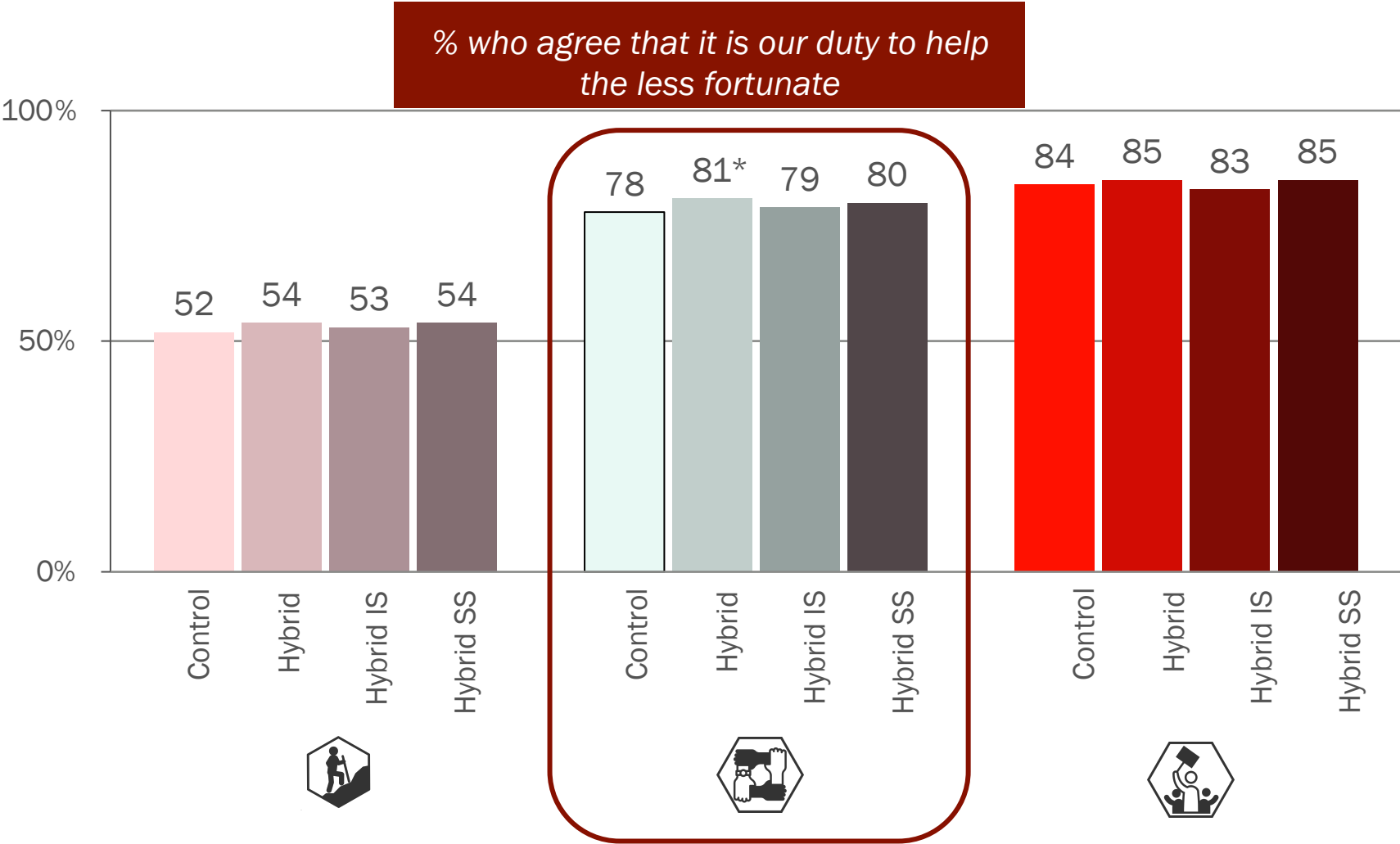
SOCIAL RESPONSIBILITY: BUSINESSES

RIs and OMs who read the hybrid narratives were more likely to say large businesses have a social responsibility to ensure everyone is healthy



OUR DUTY TO HELP

Those who read the hybrid narratives (alone or with a social solution) were more likely to believe it is our duty to help the less fortunate

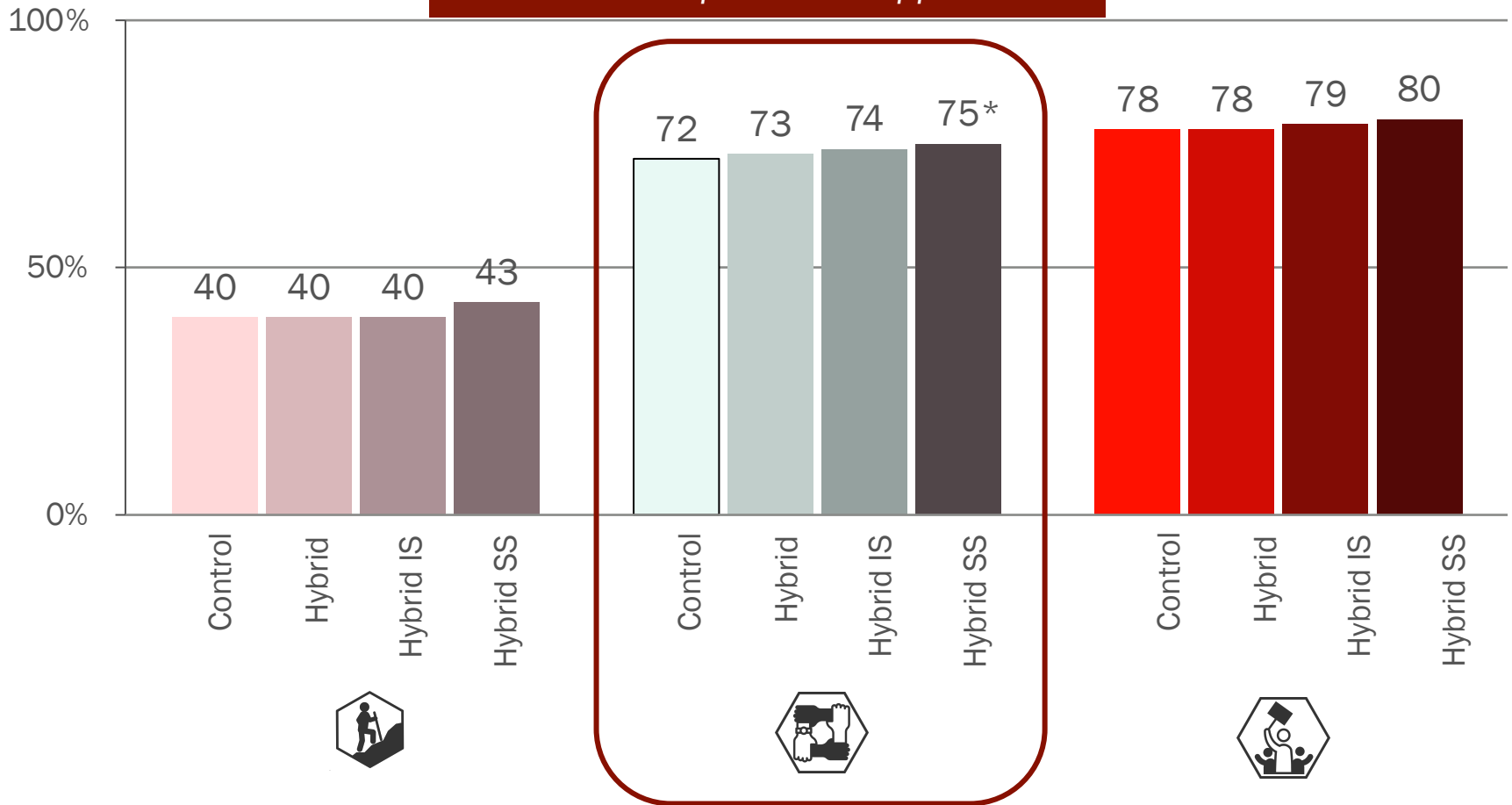


*statistically higher than the individual/control narrative (p<.05)

HEALTH EQUITY

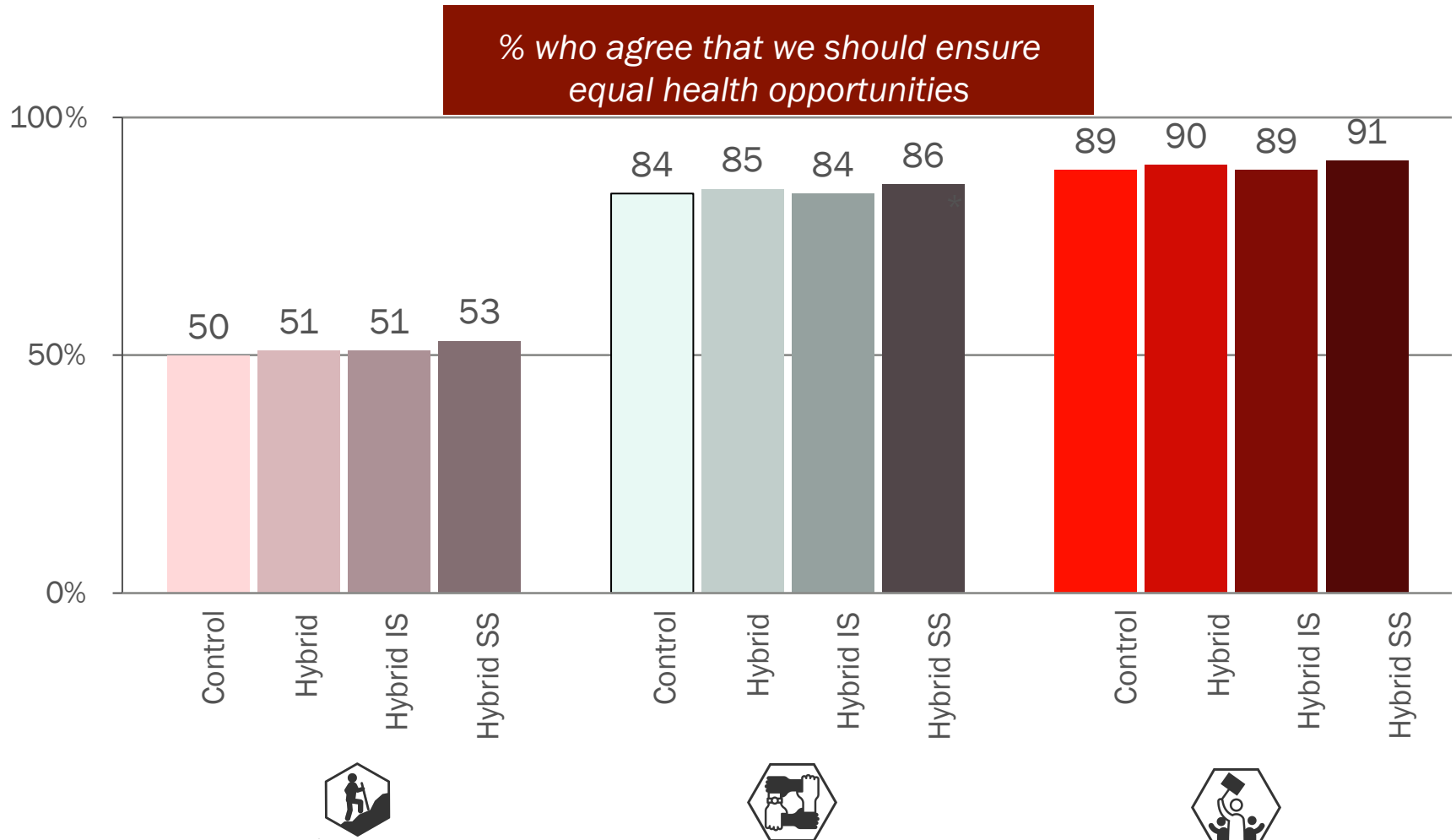
Those who read the hybrid narrative with a social solution were more likely to believe it would be unjust if some people had more of an opportunity to healthy

% who agree that it would be unjust if there were unequal health opportunities



EQUAL OPPORTUNITIES FOR HEALTH

Those who read the hybrid narrative with a social solution were more likely to believe our country should ensure equal health opportunities for everyone

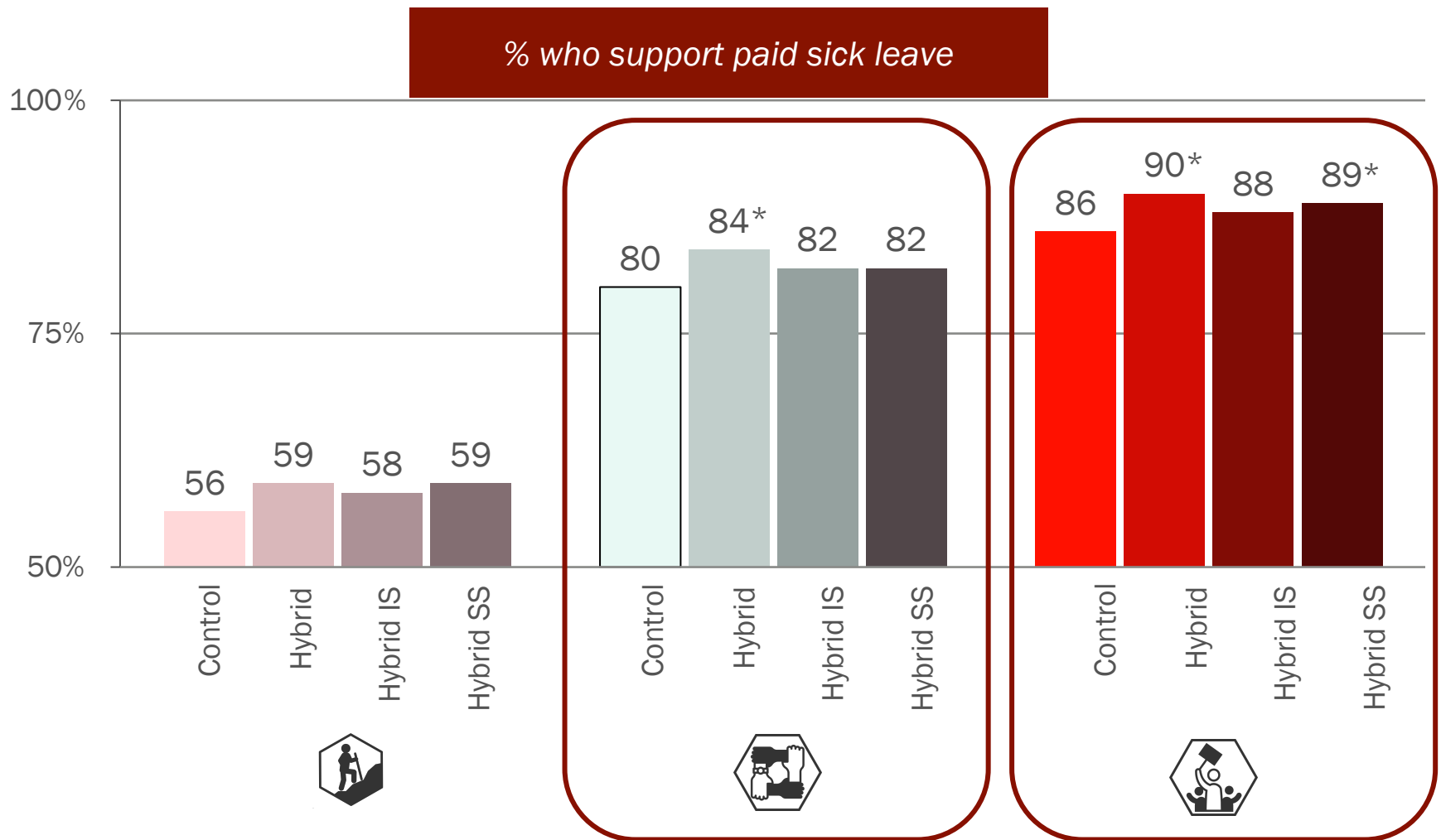




POLICY SUPPORT

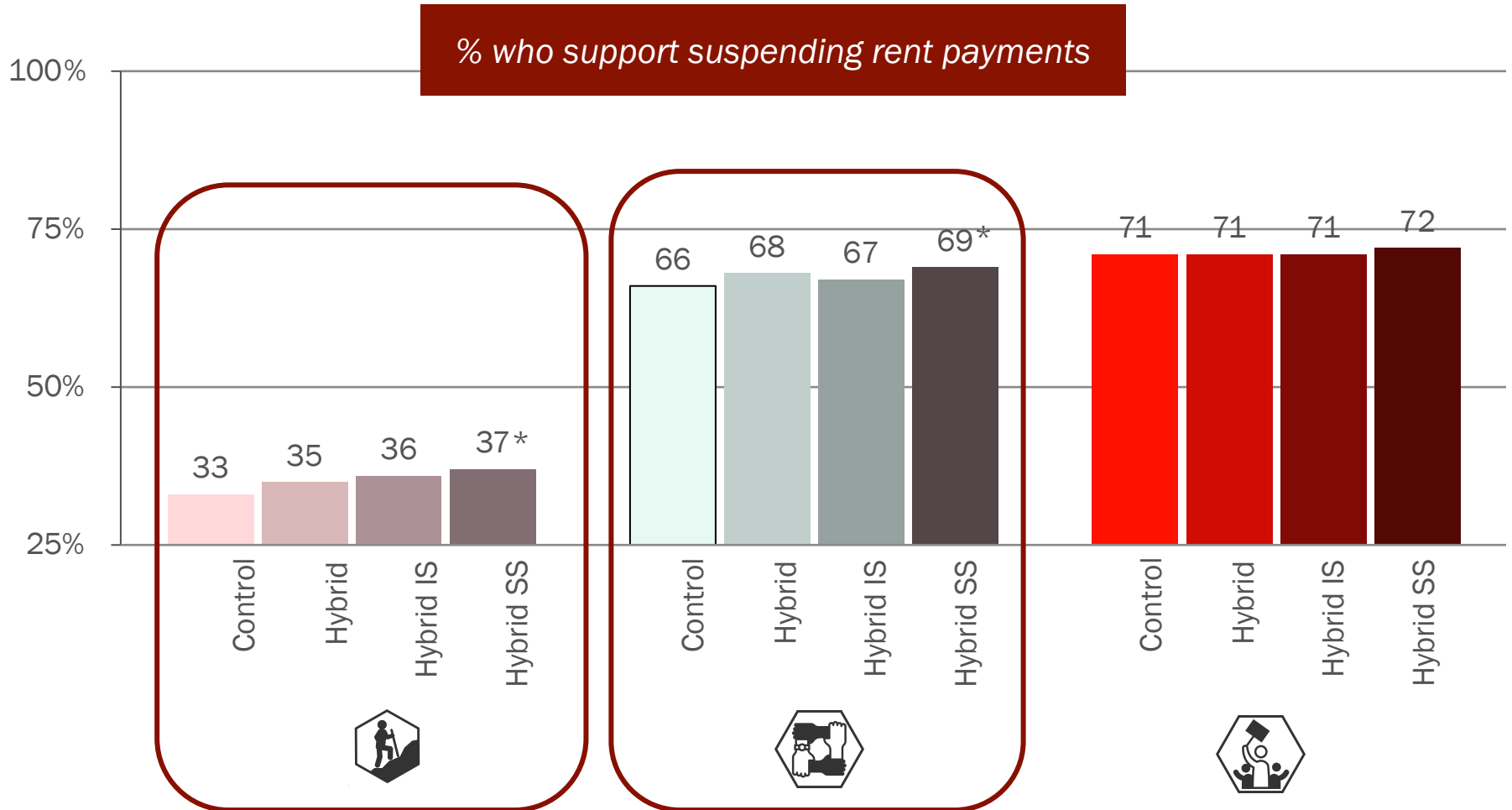
SUPPORT FOR PAID SICK LEAVE

OMs and WIs who read the hybrid narratives were more likely to say they support guaranteed sick leave for workers



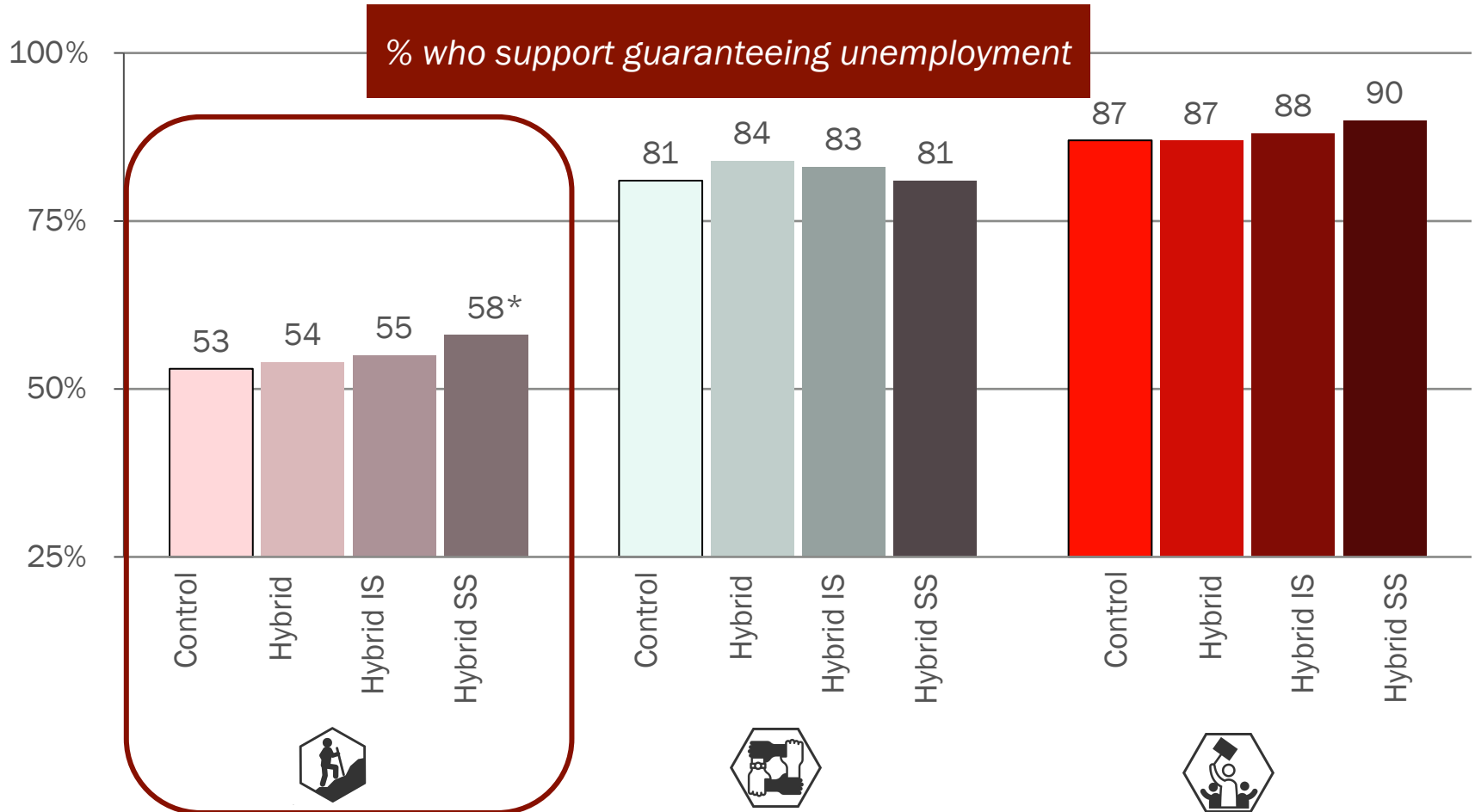
SUPPORT FOR SUSPENDING RENT PAYMENTS

RIs and OMs who read the hybrid + SS were more likely to say they support suspending rent payments than those in the individual narrative



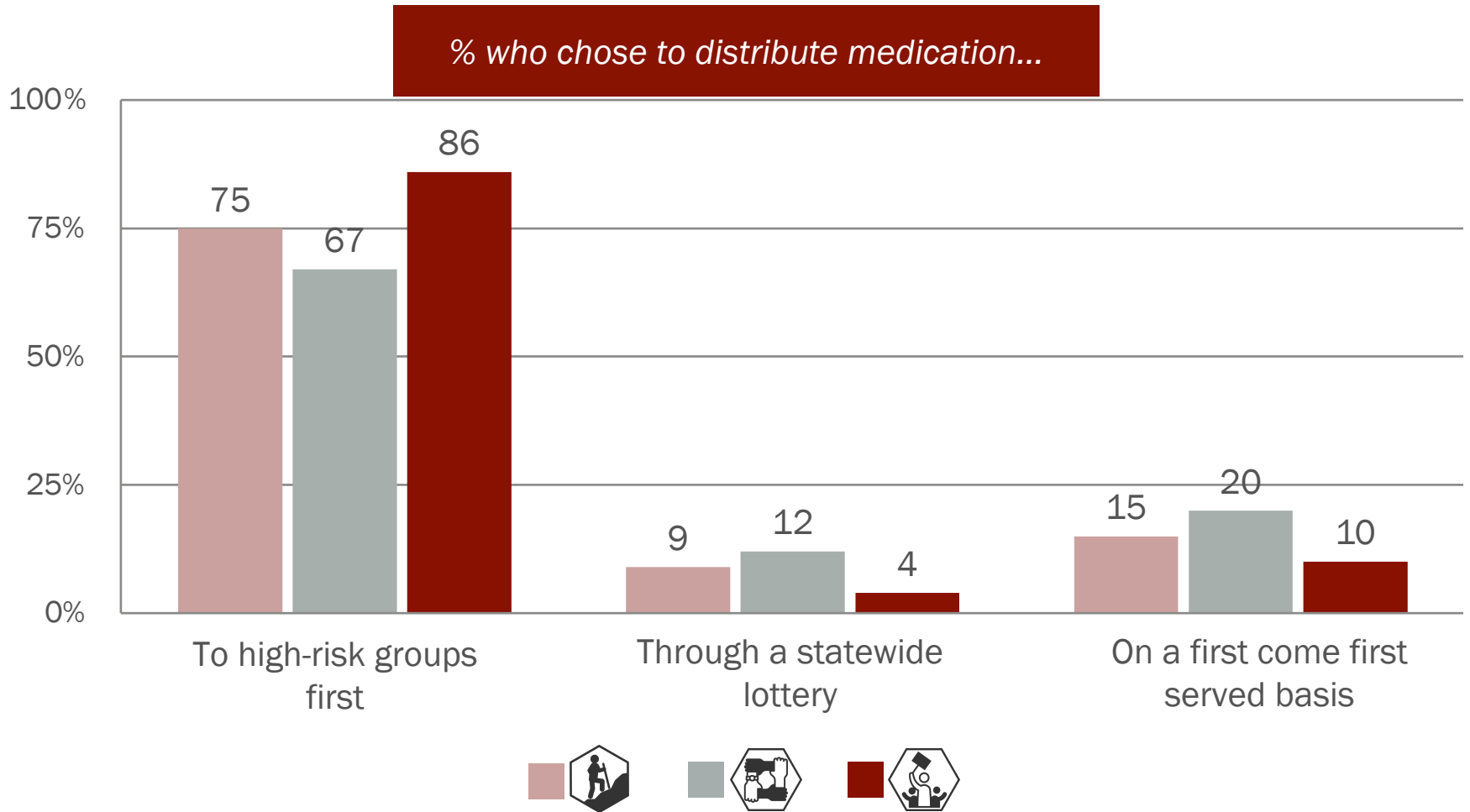
SUPPORT FOR GUARANTEEING UNEMPLOYMENT

RIs who read the hybrid + SS were more likely to say that they support guaranteeing unemployment than RIs in the individual condition



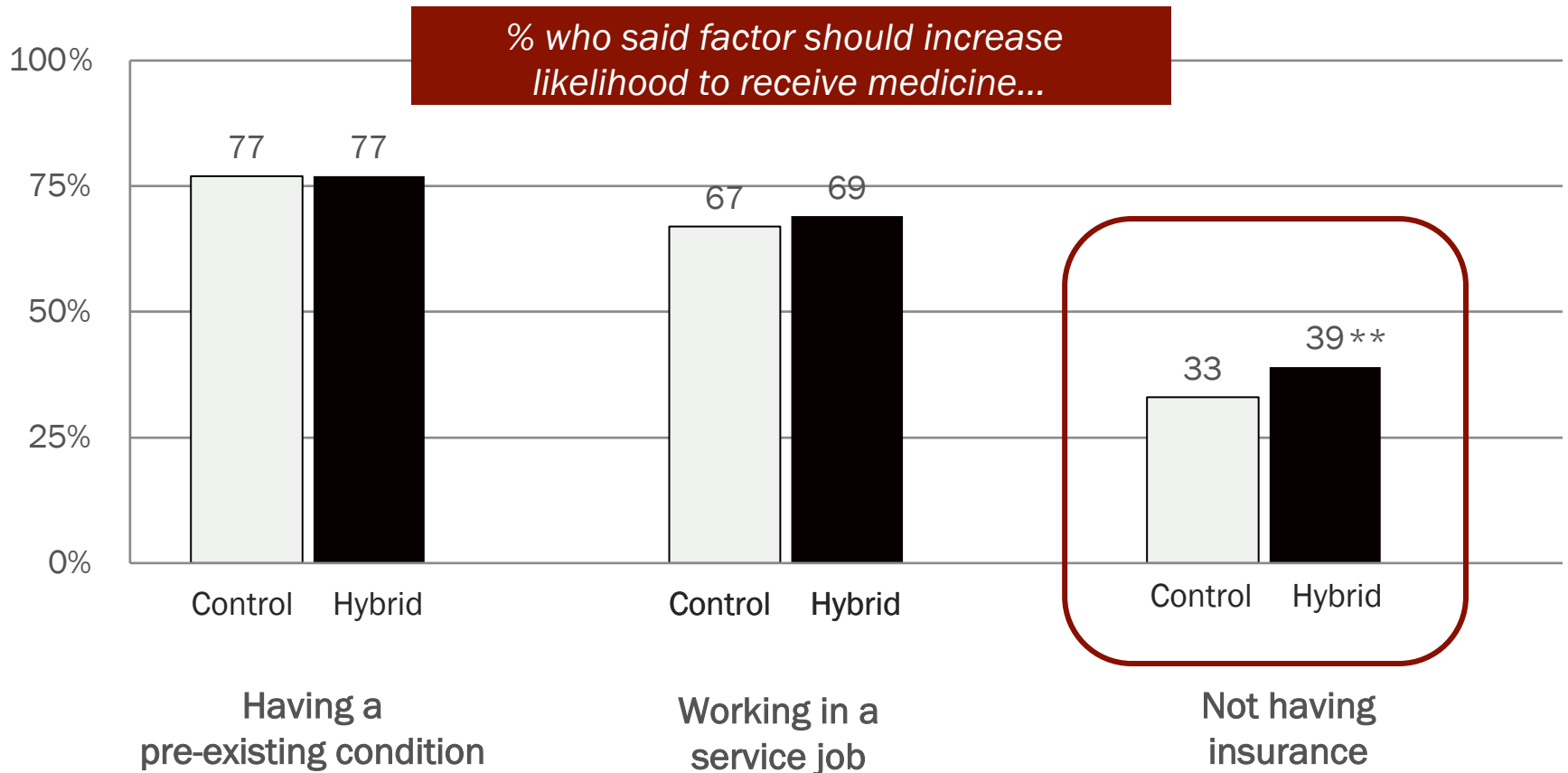
MEDICINE ALLOCATION STRATEGY

At least two-thirds of all groups opted to distribute the hypothetical medication to high-risk groups first



WHO IS HIGH RISK?

Participants who read the hybrid narratives were more likely to say that “not having insurance” should make someone more likely to receive the medicine



THANK YOU!

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Erica Rosenthal, PhD: erosenth@usc.edu




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APPENDIX A: DETAILED TELEVISION RESULTS




TOP 15 SHOWS: BROADCAST

Number and Percent who Watched

Show Name	 Rugged Individualists	 Optimistic Moderates	 Witnesses to Injustice
The Masked Singer (n=431; 16.3% of total)	12.94%	18.07%	17.07%
This is Us (n=415; 15.7% of total)	10.91%	16.49%	18.07%
The Bachelor (n=298; 11.3% of total)	10.29%	13.75%	9.65%
Grey's Anatomy (n=516; 19.5% of total)	14.47%	19.72%	23.65%
9-1-1 (n=382; 14.5% of total)	11.66%	16.20%	15.35%
Chicago PD (n=415; 15.7% of total)	15.12%	17.28%	14.23%
Survivor (n=375; 14.2% of total)	15.76%	16.50%	10.05%
Saturday Night Live (n=697; 26.3% of total)	16.58%	27.59%	32.11%
Chicago Fire (n=327; 12.4% of total)	12.90%	14.88%	9.18%
Lego Masters (n=149; 5.6% of total)	3.57%	5.15%	7.80%
9-1-1: Lone Star (n=207; 7.8% of total)	12.90%	14.88%	9.18%
Chicago Med (n=272; 10.3% of total)	5.01%	9.68%	8.39%
Bachelor in Paradise (n=140; 5.3% of total)	5.98%	5.43%	4.74%
The Voice (n=598; 22.6% of total)	20.34%	24.23%	23.06%
American Idol (n=671; 25.3% of total)	22.30%	25.77%	26.88%




TOP 15 SHOWS: CABLE

Number and Percent who Watched

Show Name	 Rugged Individualists	 Optimistic Moderates	 Witnesses to Injustice
American Horror Story (n=418; 15.8% of total)	9.13%	15.81%	21.03%
The Walking Dead (n=666; 25.2% of total)	23.30%	25.01%	26.99%
Mayans M.C. (n=110; 4.2% of total)	3.64%	4.88%	3.91%
The Curse of Oak Island (n=232; 8.8% of total)	12.88%	8.32%	6.02%
Snowfall (n=90; 3.4% of total)	2.40%	3.30%	4.10%
60 Days In (n=152; 5.7% of total)	3.53%	7.17%	5.80%
Better Call Saul (n=292; 11.0% of total)	11.29%	8.55%	13.05%
The Family Chantel (n=74; 2.8% of total)	1.78%	2.81%	3.30%
90 Day Fiancé (n=304; 11.5% of total)	7.47%	12.38%	13.52%
Top Chef (n=407; 15.4% of total)	10.88%	17.58%	16.66%
Married at First Sight (n=201; 7.6% of total)	4.86%	7.18%	10.30%
The Real Housewives of New Jersey (n=122; 4.6% of total)	3.81%	5.37%	4.54%
Live PD (n=426; 16.1% of total)	19.49%	18.90%	11.07%
Gold Rush (n=234; 8.8% of total)	12.35%	10.94%	4.24%
Vikings (n=217; 8.2% of total)	7.28%	8.15%	8.69%

TOP 15 SHOWS: STREAMING

Number and Percent who Watched

Show Name	 Rugged Individualists	 Optimistic Moderates	 Witnesses to Injustice
Tiger King: Murder, Mayhem and Madness (n=601; 22.7% of total)	18.05%	24.33%	24.62%
The Witcher (n=369; 14.0% of total)	9.09%	13.12%	17.84%
Killer Inside: The Mind of Aaron Hernandez (n=259; 9.8% of total)	7.44%	9.55%	11.70%
You (n=275; 10.4% of total)	7.08%	10.44%	12.63%
Don't F**k with Cats: Hunting an Internet Killer (n=187; 7.1% of total)	2.97%	7.95%	9.37%
The Trials of Gabriel Fernández (n=167; 6.3% of total)	2.07%	6.33%	9.54%
Love is Blind (n=206; 7.8% of total)	6.30%	6.85%	10.00%
Unbelievable (n=90; 3.4% of total)	2.26%	3.90%	3.79%
Ozark (n=485; 18.3% of total)	16.78%	17.04%	21.10%
Raising Dion (n=145; 5.5% of total)	2.12%	6.45%	7.03%
Outer Banks (n=211; 8.0% of total)	7.05%	9.98%	6.51%
Locke & Key (n=153; 5.8% of total)	3.90%	5.72%	7.36%
Tom Clancy's Jack Ryan (n=364; 13.8% of total)	16.65%	13.82%	11.64%
Living with Yourself (n=71; 2.7% of total)	1.68%	1.72%	4.51%
Self Made: Inspired by the Life of Madam C.J. Walker (n=128; 4.8% of total)	1.95%	4.81%	7.17%



APPENDIX B: NARRATIVES FOR BIT EXPERIMENT

NARRATIVE 1: INDIVIDUAL, NO SOLUTION

Please read the following story narrated by Nathan, a fast-food worker who lives in a medium-sized city in the United States:

I know I'm supposed to stay away from other people right now, but I'm really tired of quarantine. I made a choice to go to a barbeque for my friend's birthday last weekend. I didn't think it would be a huge risk since we would all be outdoors. But there were more people there than I expected and we ended up packed close together. I told myself it would all be ok but today I found out that someone I talked to at the barbecue tested positive for COVID. I think I may have made a big mistake by going.

I've mostly been feeling fine since then, but in the last couple of days I've noticed a scratchy feeling in the back of my throat. I thought it was probably just my asthma flaring up, since I've started smoking again recently. But now I'm wondering if I might have caught COVID at the barbecue.

I am getting tested for COVID today but I might not get the results for about a week. So I made the tough choice to stay home from work until I get the results, just in case I'm contagious. I really need the money and I don't know how I'm going to make this work. But it was my choice to go to the barbecue, so I'm the one who has to pay the price.

NARRATIVE 2: HYBRID, NO SOLUTION

Please read the following story narrated by Nathan, a fast-food worker who lives in a medium-sized city in the United States:

I know I'm supposed to stay away from other people right now, but I'm really tired of quarantine. I made a choice to go to a barbeque for my friend's birthday last weekend. I didn't think it would be a huge risk since we would all be outdoors. But there were more people there than I expected and we ended up packed close together. I told myself it would all be ok but today I found out that someone I talked to at the barbecue tested positive for COVID. I think I may have made a big mistake by going.

I've mostly been feeling fine since then, but in the last couple of days I've noticed a scratchy feeling in the back of my throat. I thought it was probably just my asthma flaring up, since I've started smoking again recently due to stress. Also, a factory recently opened near my apartment building, and the pollution seems to be making my asthma worse. But now I'm wondering if I might have caught COVID at the barbecue.

Then I then started thinking about other places I could have been exposed to contagious people. I don't have a car so I have to take the bus to work, and I remembered somebody was coughing loudly on the bus last week. I also remembered I have a neighbor down the hall who tested positive a couple of weeks ago. Plus I am around people all day at my fast food job, and who knows where they may have been.

I am getting tested for COVID today but I might not get the results for about a week. I know that some of my coworkers are at high risk for health problems if they catch it. So I made the tough choice to stay home from work until I get the results, just in case I'm contagious. I really need the money to buy groceries and refill my asthma medication and I don't know how I'm going to make this work. My company doesn't give us health insurance to pay for medication, and it doesn't give us paid sick time to stay home if we think we might have COVID. It was my choice to go to the barbecue, but all of the other places I might have been exposed were out of my control. No matter where I got it, I'm still the one who has to pay the price.

NARRATIVE 3: HYBRID, INDIVIDUAL SOLUTION (1/2)

Please read the following story narrated by Nathan, a fast-food worker who lives in a medium-sized city in the United States:

I know I'm supposed to stay away from other people right now, but I'm really tired of quarantine. I made a choice to go to a barbeque for my friend's birthday last weekend. I didn't think it would be a huge risk since we would all be outdoors. But there were more people there than I expected and we ended up packed close together. I told myself it would all be ok but today I found out that someone I talked to at the barbecue tested positive for COVID. I think I may have made a big mistake by going.

I've mostly been feeling fine since then, but in the last couple of days I've noticed a scratchy feeling in the back of my throat. **I thought it was probably just my asthma flaring up, since I've started smoking again recently due to stress. Also, a factory recently opened near my apartment building, and the pollution seems to be making my asthma worse.** But now I'm wondering if I might have caught COVID at the barbecue.

Then I then started thinking about other places I could have been exposed to contagious people. I don't have a car so I have to take the bus to work, and I remembered somebody was coughing loudly on the bus last week. I also remembered I have a neighbor down the hall who tested positive a couple of weeks ago. Plus I am around people all day at my fast food job, and who knows where they may have been.

NARRATIVE 3: HYBRID, INDIVIDUAL SOLUTION (2/2)

I am getting tested for COVID today but I might not get the results for about a week. I know that some of my coworkers are at high risk for health problems if they catch it. So I made the tough choice to stay home from work until I get the results, just in case I'm contagious. I really need the money to buy groceries and refill my asthma medication and I don't know how I'm going to make this work. My company doesn't give us health insurance to pay for medication, and it doesn't give us paid sick time to stay home if we think we might have COVID. It was my choice to go to the barbecue, but all of the other places I might have been exposed were out of my control. No matter where I got it, I'm still the one who has to pay the price.

3 weeks later

My coworkers found out about my decision to stay home from work to protect them. They were grateful that I was thinking about their health and safety, so they decided to find a way to help me pay for my expensive medication. They thought about banding together to support a proposed law that would pay essential workers like me who need to take time off due to COVID. But they decided instead that it should really be each of our responsibility as individuals to take care of our community and keep everyone healthy. So they started a GoFundMe campaign that ended up being successful. A few weeks later I received the \$300 that I needed to refill my asthma medication and buy groceries.

NARRATIVE 3: HYBRID, SOCIAL SOLUTION (1/2)

Please read the following story narrated by Nathan, a fast-food worker who lives in a medium-sized city in the United States:

I know I'm supposed to stay away from other people right now, but I'm really tired of quarantine. I made a choice to go to a barbeque for my friend's birthday last weekend. I didn't think it would be a huge risk since we would all be outdoors. But there were more people there than I expected and we ended up packed close together. I told myself it would all be ok but today I found out that someone I talked to at the barbecue tested positive for COVID. I think I may have made a big mistake by going.

I've mostly been feeling fine since then, but in the last couple of days I've noticed a scratchy feeling in the back of my throat. **I thought it was probably just my asthma flaring up, since I've started smoking again recently due to stress. Also, a factory recently opened near my apartment building, and the pollution seems to be making my asthma worse.** But now I'm wondering if I might have caught COVID at the barbecue.

Then I then started thinking about other places I could have been exposed to contagious people. I don't have a car so I have to take the bus to work, and I remembered somebody was coughing loudly on the bus last week. I also remembered I have a neighbor down the hall who tested positive a couple of weeks ago. Plus I am around people all day at my fast food job, and who knows where they may have been.

NARRATIVE 3: HYBRID, SOCIAL SOLUTION (2/2)

I am getting tested for COVID today but I might not get the results for about a week. I know that some of my coworkers are at high risk for health problems if they catch it. So I made the tough choice to stay home from work until I get the results, just in case I'm contagious. I really need the money to buy groceries and refill my asthma medication and I don't know how I'm going to make this work. My company doesn't give us health insurance to pay for medication, and it doesn't give us paid sick time to stay home if we think we might have COVID. It was my choice to go to the barbecue, but all of the other places I might have been exposed were out of my control. No matter where I got it, I'm still the one who has to pay the price.

3 weeks later

My coworkers found out about my decision to stay home from work to protect them. They were grateful that I was thinking about their health and safety, so they decided to find a way to help me pay for my expensive medication. They thought about banding together to start a GoFundMe to cover the cost of me taking time off due to COVID. But they decided instead that it should really be the government's responsibility to take care of the community and keep everyone healthy. So they attended a virtual government meeting and organized an online petition in support of a proposed law that would give essential workers like me some money so we could afford to stay home while we wait for our COVID test results. The bill ended up passing. A few weeks later I received a check for \$300, which I used to refill my asthma prescription and buy groceries.