

# BEHAVIORAL SCIENCE IN COVID-19

Make your safety a priority



1

## THREAT PERCEPTION

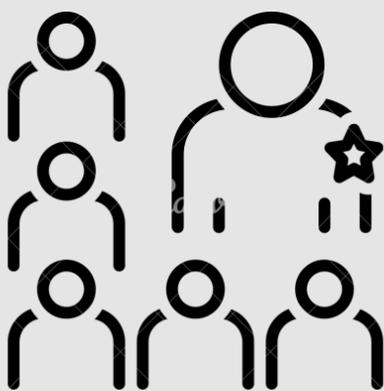
Strong fear appeals produce the greatest behavior change when people feel a sense of efficacy. When people exhibit optimism bias, people underestimate the chance of contracting the disease.



2

## LEADERSHIP

Leaders should highlight support for COVID-related measures, as there is a need for more targeted public health information within marginalized communities.



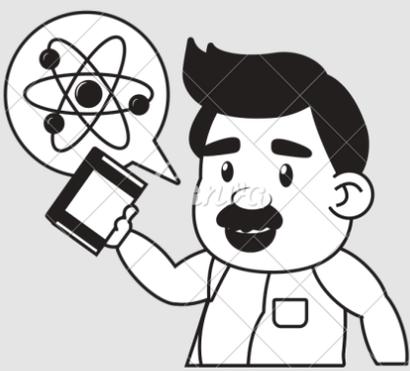
3

## INDIVIDUAL AND COLLECTIVE INTERESTS

Mechanisms of social enforcement encourage people to embrace and internalize shared guidelines, making them motivated to do what is considered right while avoiding behaviors that seem wrong.

4

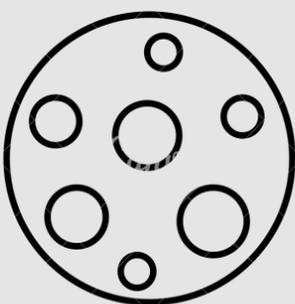
## SCIENCE COMMUNICATION



It is important to maintain strong science communication. Sources should be credible in order to maintain trustworthiness. Methods to increase certainty include helping people feel knowledgeable about their new attitude.

5

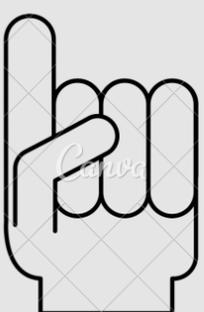
## SOCIAL CONTEXT



Social networks can amplify the spread of behaviors that are both harmful and beneficial during an epidemic.

6

## STRESS AND COPING



To minimize stress, it is important to maintain social connections that will ultimately help people regulate emotions, cope with stress, and remain resilient during difficult times.