

# How effective is framing public service announcements using identity-based messaging in increasing the likelihood of compliance with COVID-19 guidelines?

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<b>Registration date</b> 07/04/2021	<b>Overall study status</b> Completed	<input type="checkbox"/> Protocol
<b>Last Edited</b> 13/01/2022	<b>Condition category</b> Infections and Infestations	<input type="checkbox"/> Statistical analysis plan
		<input checked="" type="checkbox"/> Results
		<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

The purpose of this study is to understand how people respond to COVID-19 public service announcements (PSA) advocating wearing a mask and staying at home. The study will test whether adding a short phrase that links compliance as being consistent with the subject's identity as a Christian or someone motivated by the economy will increase the likelihood of complying with the guidance.

### Who can participate?

Amazon Mechanical Turk members holding an Amazon Masters classification

### What does the study involve?

The study will be conducted over the internet using the Amazon Mechanical Turk (MTurk) crowdsourcing marketplace. The study will first collect demographic information, then ask about the extent to which participants identify with the economy and as a Christian, and the extent to which they trust three PSA sources: the US Public Health Service (PHS), the Senate Chaplain, and the US Chamber of Commerce (CoC). Then, participants will be shown two PSA about COVID-19 and asked to provide their likelihood of complying with the public health guidelines provided by each PSA. One PSA will be a control PSA from the PHS and the other will be framed with a Christian identity from the Senate Chaplain, or framed with the economy identity from the CoC (this will be aligned with the participant answers from the first part of the study to match if the subject trusts the source and holds the identity). Participation in the study will take 5-8 min.

### What are the possible benefits and risks of participating?

There are no benefits to participants anticipated, however, participants will be paid 50 cents for participating. It is hoped that the study will provide information that will help scientists in the future.

There are no risks to participants anticipated, however, some participants may feel uncomfortable reading about COVID-19 or answering questions about it.

Where is the study run from?  
Indiana University Bloomington (USA)

When is the study starting and how long is it expected to run for?  
From July 2020 to August 2020

Who is funding the study?  
Indiana University Bloomington (USA)

Who is the main contact?  
Prof Alan Dennis, [ardennis@iu.edu](mailto:ardennis@iu.edu)

## Contact information

**Type(s)**  
Scientific

**Contact name**  
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## Additional identifiers

## **Clinical Trials Information System (CTIS)**

Nil known

## **ClinicalTrials.gov (NCT)**

Nil known

## **Protocol serial number**

2004499544

# **Study information**

## **Scientific Title**

Assessment of the effectiveness of identity-based public health announcements in increasing the likelihood of complying with COVID-19 guidelines

## **Study objectives**

Does framing a PSA using a Christian social identity or an economically-motivated personal identity increase the likelihood of compliance with COVID-19 guidelines by individuals who hold those identities?

## **Ethics approval required**

Old ethics approval format

## **Ethics approval(s)**

Approved as exempt 29/04/2020, Indiana University Institutional Review Board (Human Research Protection Program, Office of Research Compliance, Indiana University, 2218 N. Dunn St., Bloomington, Indiana 47408; +1 (812) 856-4242; irb@iu.edu), ref: 2004499544

## **Study design**

Within- and between-subjects controlled randomized cross-sectional online study

## **Primary study design**

Interventional

## **Study type(s)**

Prevention

## **Health condition(s) or problem(s) studied**

Non-compliance with public service announcements regarding COVID-19 prevention

## **Interventions**

The study will be conducted over the internet using the Amazon Mechanical Turk (MTurk) crowdsourcing marketplace. The study will first collect demographic information, then ask about the extent to which participants identify with the economy and as a Christian, and the extent to which they trust three PSA sources: the US Public Health Service (PHS), the Senate Chaplain, and the US Chamber of Commerce (CoC).

Participants will receive two COVID-19 public service announcements (PSAs), one advocating wearing a mask and one calling on people to stay at home, in random order. The treatment order and assignment of which PSA was the control and which was the treatment will be randomized

in Qualtrics. One PSA was a control PSA with information purportedly from the US Public Health Service and the other was an identity-framed PSA (either Christian-framed or economics-framed). After reading each PSA, participants reported to what extent they would engage in the advocated behavior. Participation in the study will take 5-8 min.

**Intervention Type**

Behavioural

**Primary outcome(s)**

Likelihood of complying with Public Service Announcement measured using seven items adapted from prior research delivered via the online platform immediately after viewing the PSA

**Key secondary outcome(s)**

There are no secondary outcome measures

**Completion date**

01/08/2020

**Eligibility****Key inclusion criteria**

Amazon Mechanical Turk member holding an Amazon Masters classification

**Participant type(s)**

Healthy volunteer

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

All

**Total final enrolment**

300

**Key exclusion criteria**

Fail  $\geq 1$  of the three online attention checks (that asked participants to select specific answers)

**Date of first enrolment**

01/07/2020

**Date of final enrolment**

01/08/2020

**Locations****Countries of recruitment**

United States of America

**Study participating centre**  
**Indiana University Bloomington**  
1309 E 10th  
Bloomington  
United States of America  
47405

## Sponsor information

**Organisation**  
Indiana University Bloomington

**ROR**  
<https://ror.org/02k40bc56>

## Funder(s)

**Funder type**  
University/education

**Funder Name**  
Indiana University Bloomington

**Alternative Name(s)**  
IU Bloomington, State Seminary, Indiana College, Indiana University, Indiana, Indianensis  
Universitas, IU, IUB

**Funding Body Type**  
Government organisation

**Funding Body Subtype**  
Universities (academic only)

**Location**  
United States of America

## Results and Publications

## Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study are/will be available upon request from Prof. Alan Dennis (ardennis@indiana.edu). The data will be available from 1/1/2021 for five years in Excel format for any researcher who requests a copy. All data are anonymous. All participants consented to participate.

## IPD sharing plan summary

Available on request

## Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>		13/04/2021	13/01/2022	Yes	No
<a href="#">Participant information sheet</a>		01/04/2020	04/05/2021	No	Yes
<a href="#">Participant information sheet</a>	Participant information sheet	11/11/2025	11/11/2025	No	Yes