

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

Submission date 06/04/2021	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered
Registration date 07/04/2021	Overall study status Completed	<input type="checkbox"/> Protocol
Last Edited 13/01/2022	Condition category 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

Contact information

Type(s)
Scientific

Contact name
Prof Alan Dennis

ORCID ID
<https://orcid.org/0000-0002-6439-6134>

Contact details
Indiana University
Bloomington
United States of America
47405
+1 812-855-2691
ardennis@indiana.edu

Type(s)
Public

Contact name
Prof Alan Dennis

Contact details
Indiana University
Bloomington
United States of America
47405
+1 812-855-2691
ardennis@indiana.edu

Additional identifiers

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 ≥ 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?
Results article		13/04/2021	13/01/2022	Yes	No
Participant information sheet		01/04/2020	04/05/2021	No	Yes