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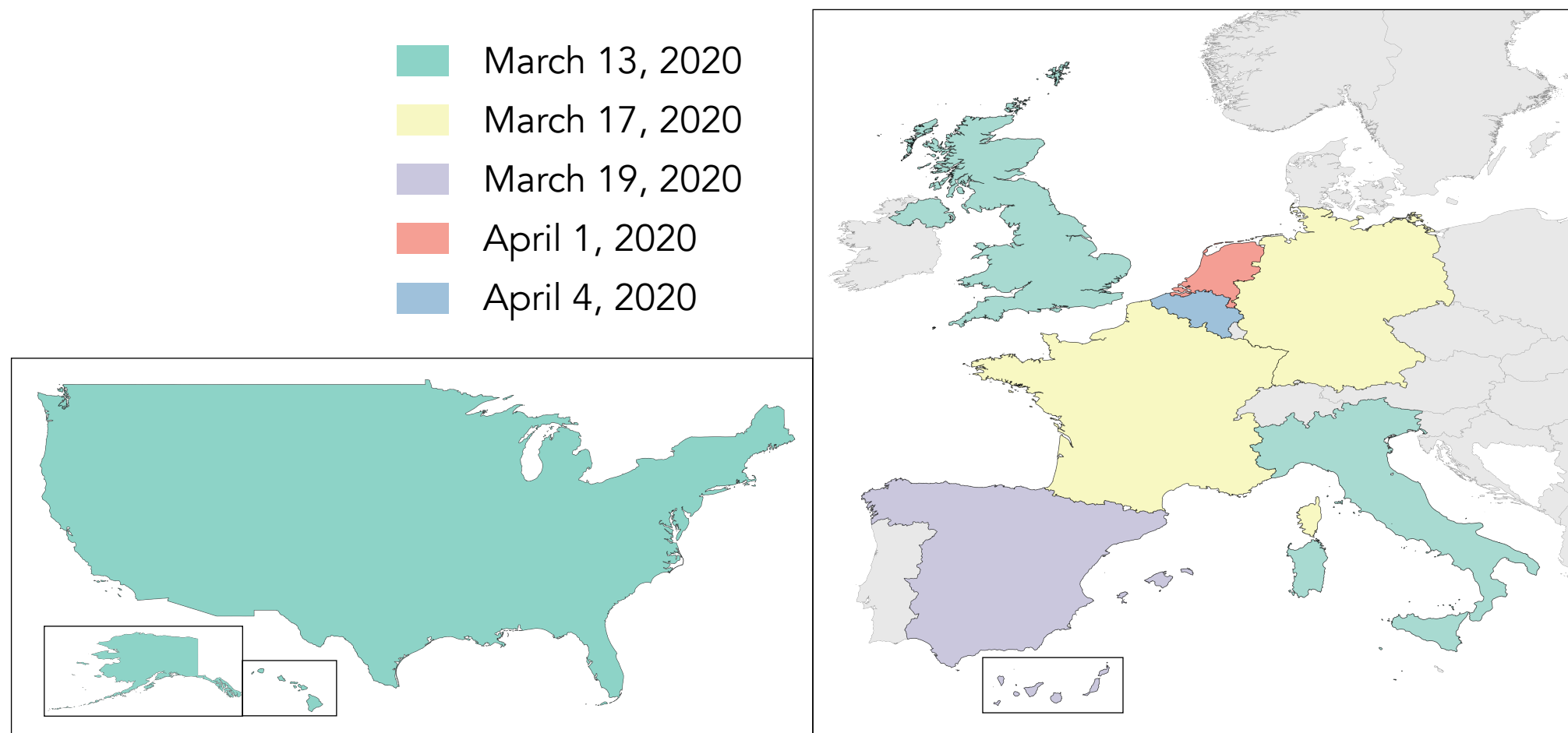
Behaviours and attitudes in response to the COVID-19 pandemic: Insights from a cross-national Facebook survey

Daniela Perrotta, André Grow, Francesco Rampazzo, Jorge Cimentada,
Emanuele Del Fava, Sofia Gil-Clavel, Emilio Zagheni

PAA Webinar Series
July 15, 2020

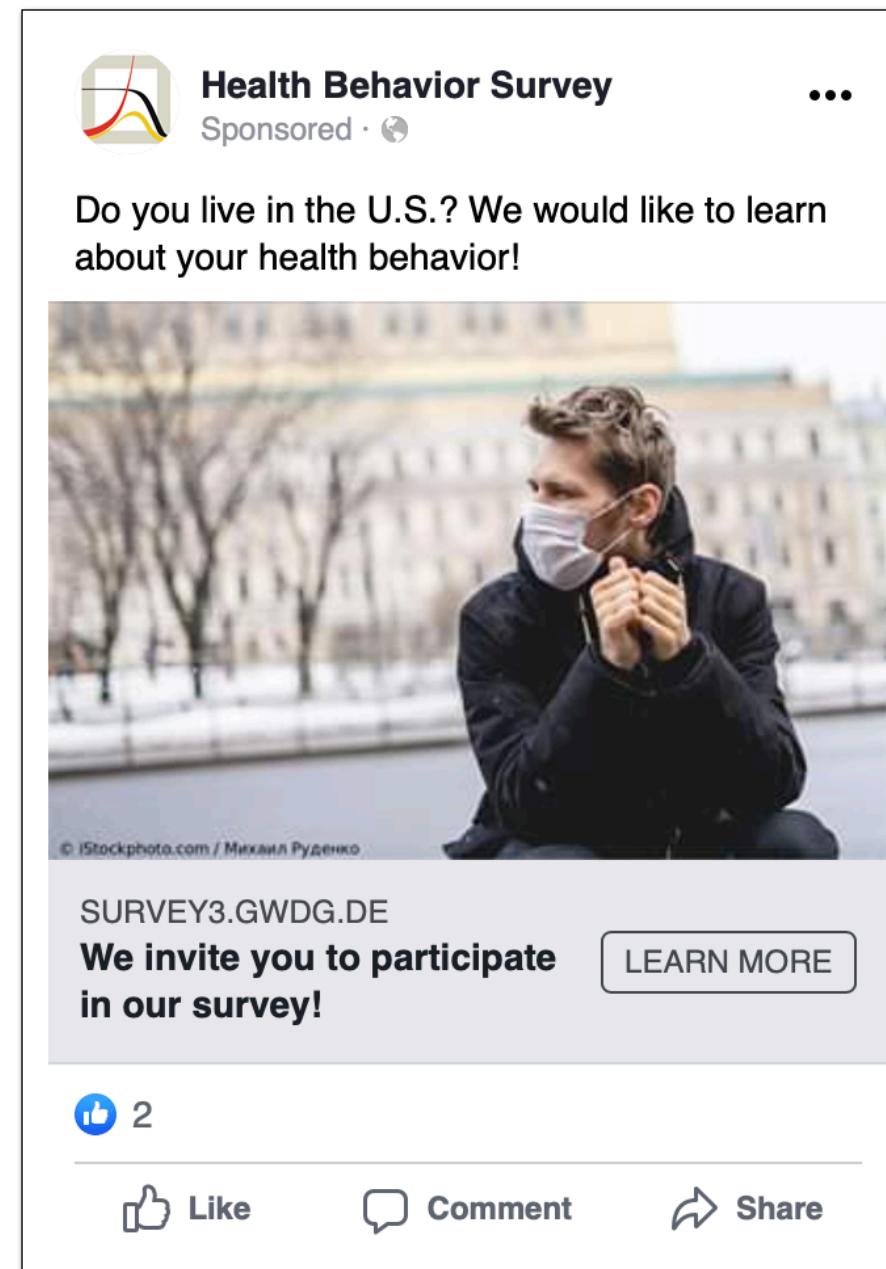
COVID-19 Health Behavior Survey (CHBS)

- ▶ Rapid data collection & continuous monitoring system
- ▶ Topics: socio-demographics, health, behaviours, attitudes, social contacts
- ▶ Since March 13, 2020 (ongoing): over 125,000 questionnaires
- ▶ Large cross-national survey



Participants recruitment via Facebook Ads

- ▶ Facebook ads to rapidly reach large samples of respondents
- ▶ Flexible and controlled environment for participant recruitment and budget allocation
- ▶ Data protection: participation is anonymous, no personal information is collected
- ▶ Ethics: study approved by the Ethics Council of the Max Planck Society



Example of Facebook ad in the US.

Demographics and representativeness

Time period : March 13 - April 19, 2020

N = 71,612 completed questionnaires

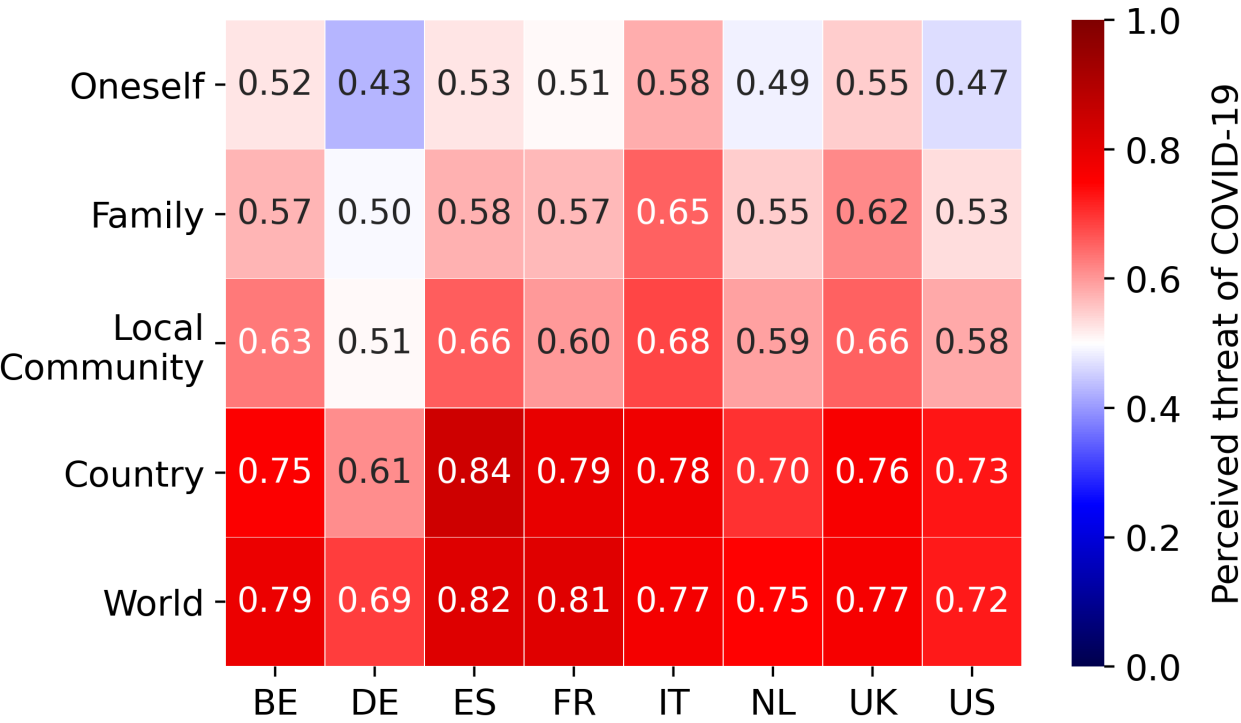
	BE	FR	DE	IT	NL	ES	UK	US
No. participants	6,253	6,691	12,442	9,741	5,292	7,491	8,753	14,949
Sex								
Female	67%	70%	62%	65%	66%	68%	65%	66%
Male	33%	30%	38%	35%	34%	32%	35%	34%
Age group								
18-24	16%	18%	21%	21%	13%	7%	8%	11%
25-44	30%	31%	38%	41%	24%	37%	24%	27%
45-64	35%	33%	27%	27%	38%	41%	41%	34%
65+	19%	18%	14%	12%	25%	15%	26%	28%
Education								
Primary school or lower	5%	2%	2%	4%	4%	4%	1%	0%
Secondary school	43%	20%	61%	49%	58%	25%	37%	38%
University level	47%	71%	32%	42%	18%	60%	46%	60%
Other	5%	6%	5%	5%	20%	11%	15%	2%

- ▶ non-representative data: sex ratio skewed towards females, mainly adults aged 25-64y
- ▶ post-stratification weighting on age, sex, and region of residence

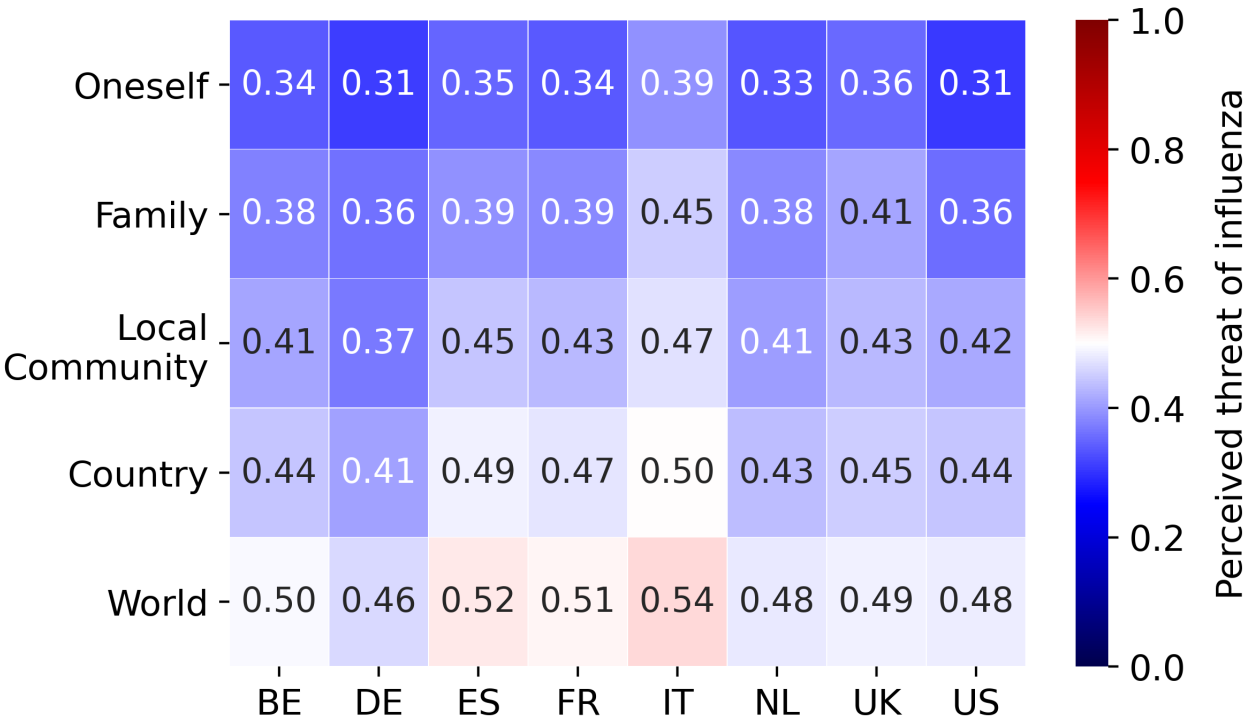
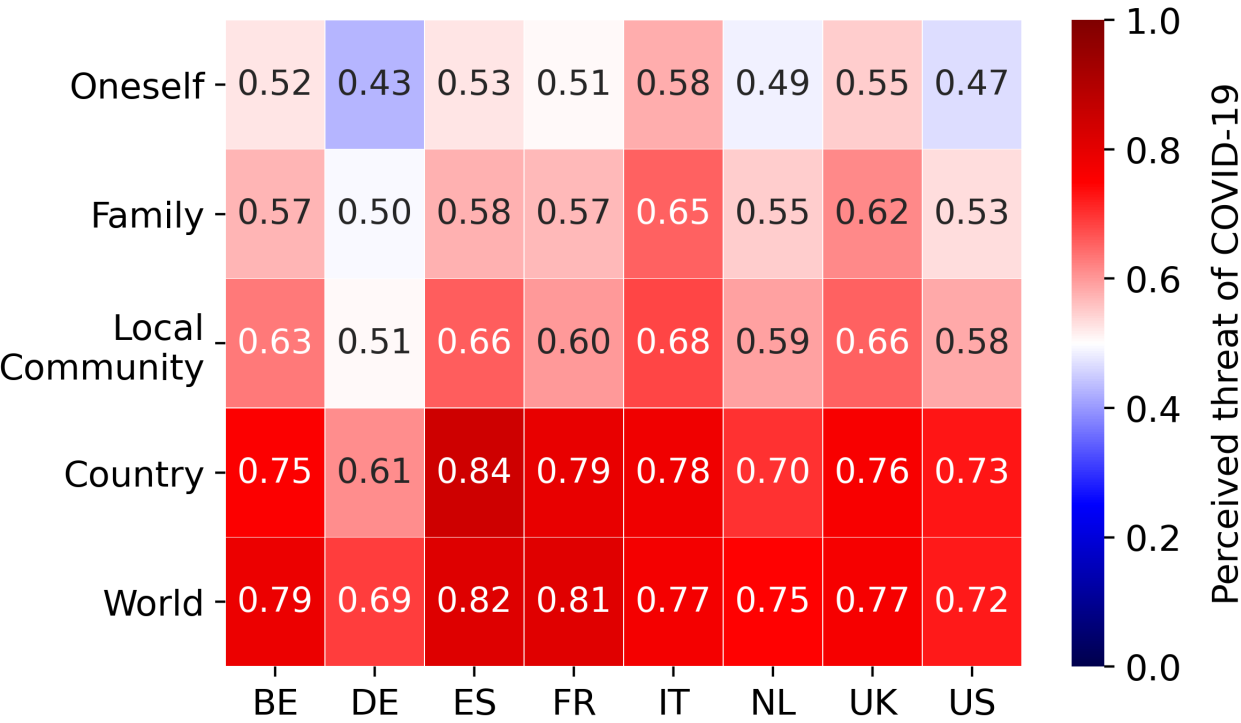
Perrotta, et al. *Behaviors and attitudes in response to the COVID-19 pandemic: Insights from a cross-national Facebook survey.* medRxiv (2020)

Threat perception of COVID-19

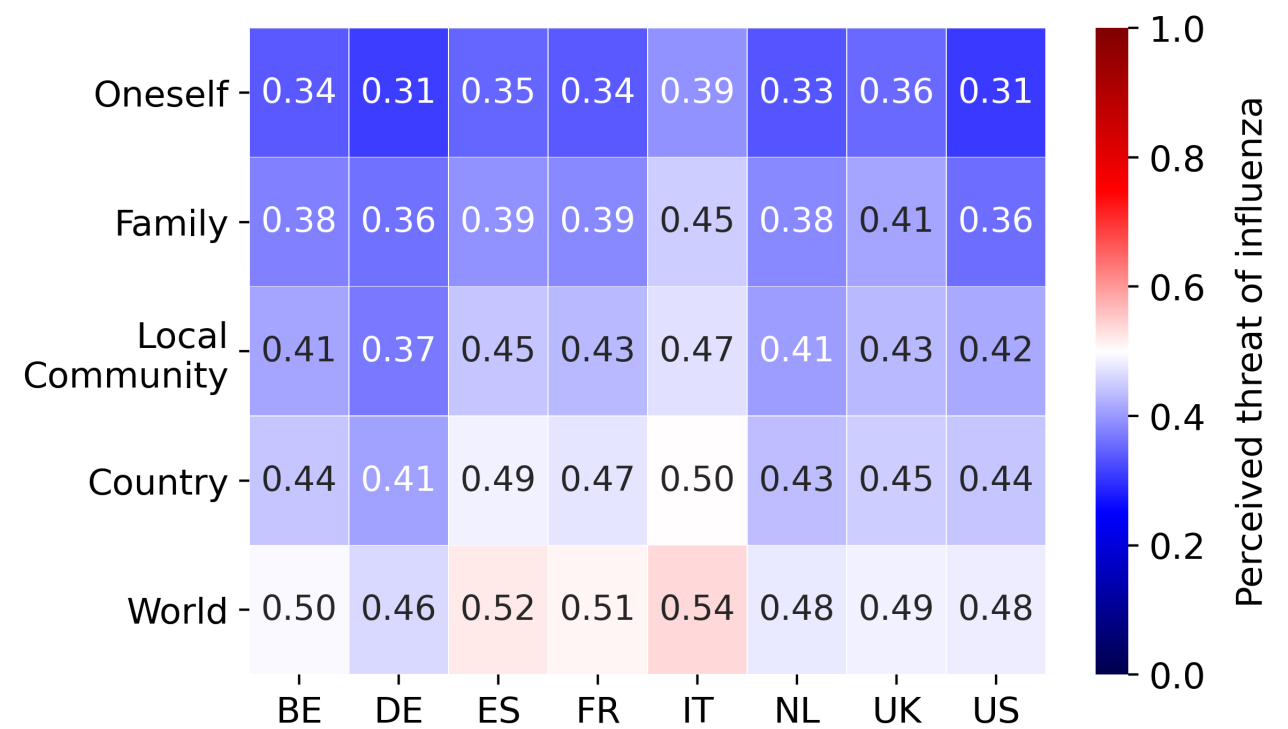
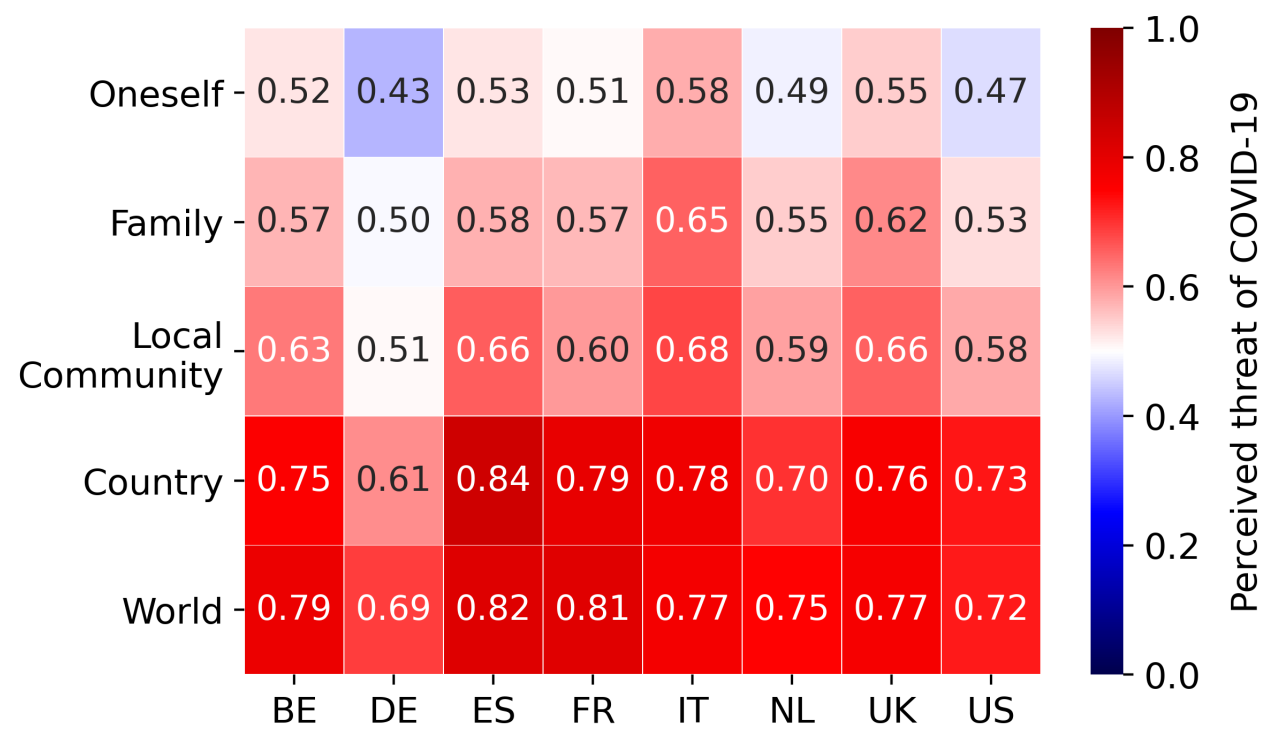
Threat perception of COVID-19



Threat perception of COVID-19

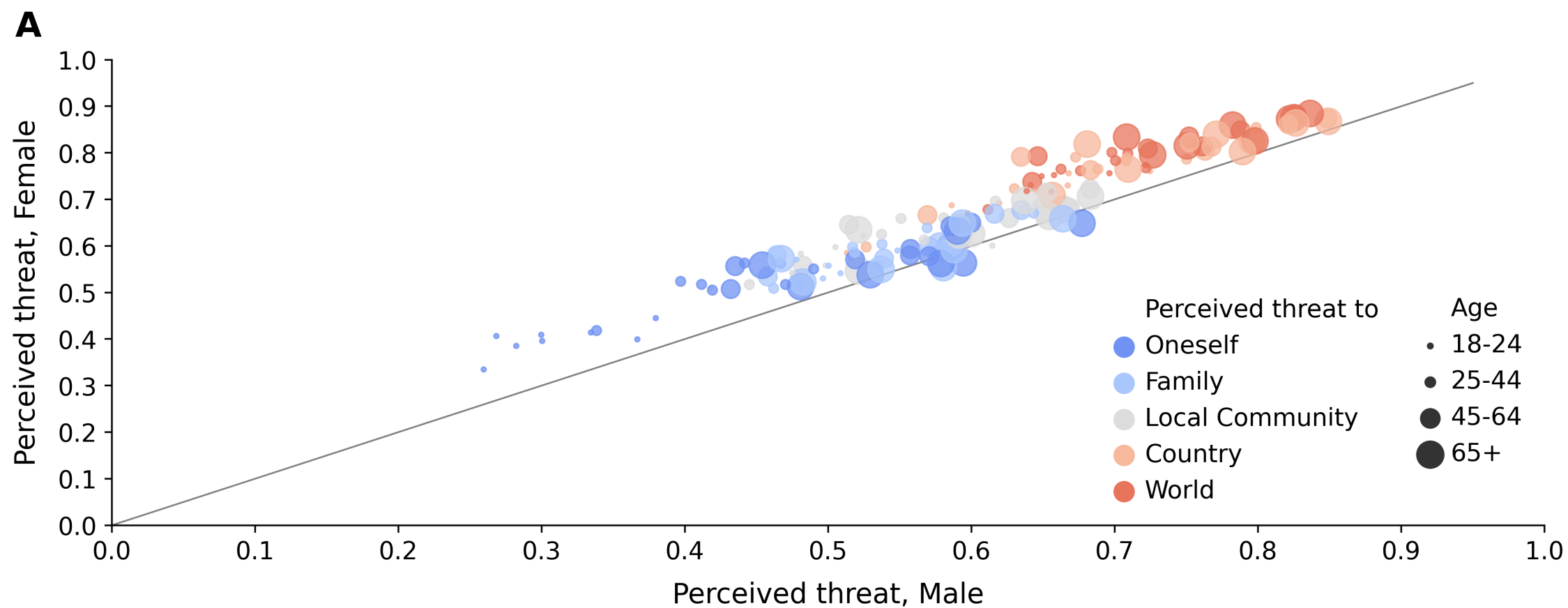


Threat perception of COVID-19

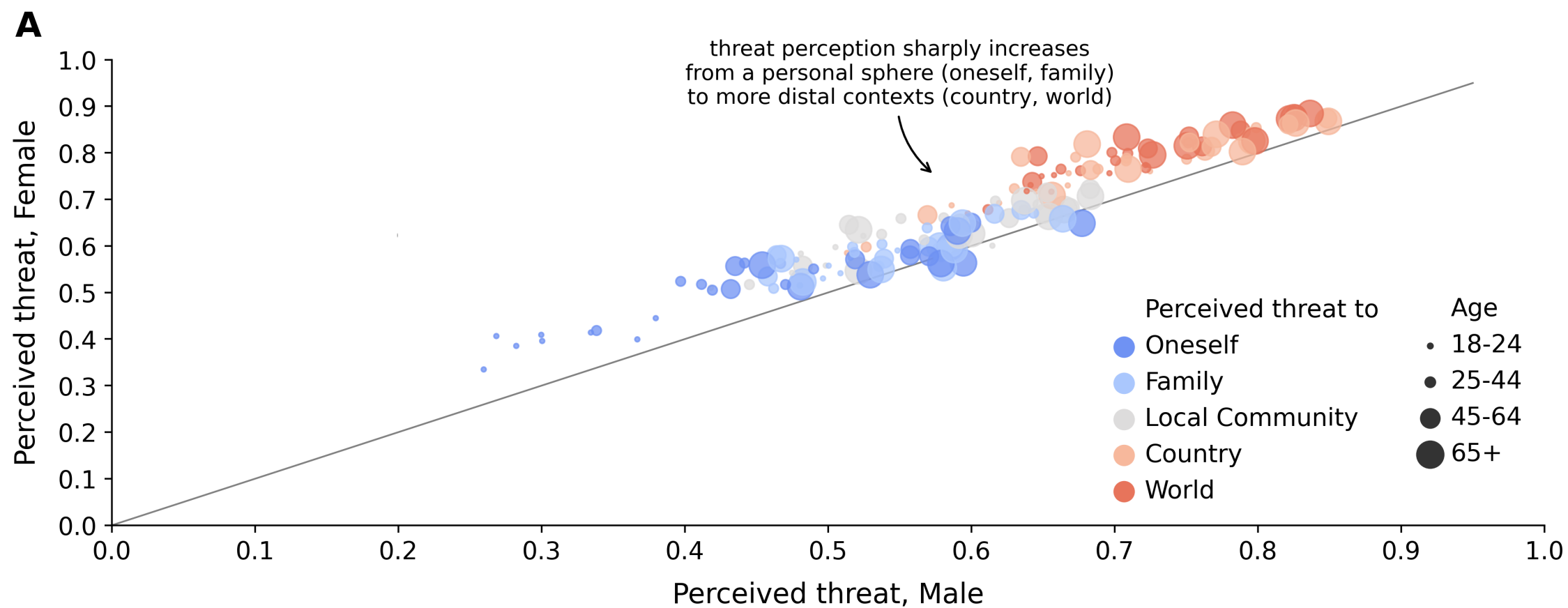


- 📌 The perceived threat on a personal level may be an indicator of how people engage with protective behaviours and adhere to the recommended measures

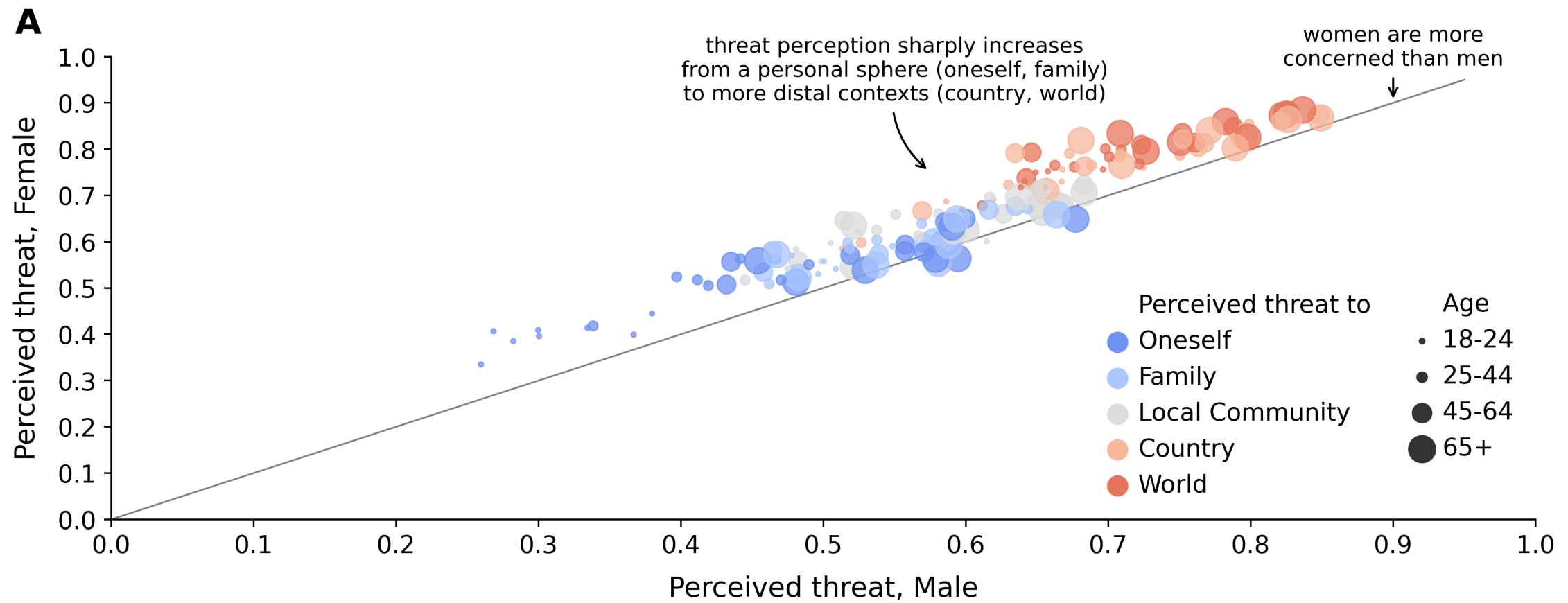
Threat perception of COVID-19



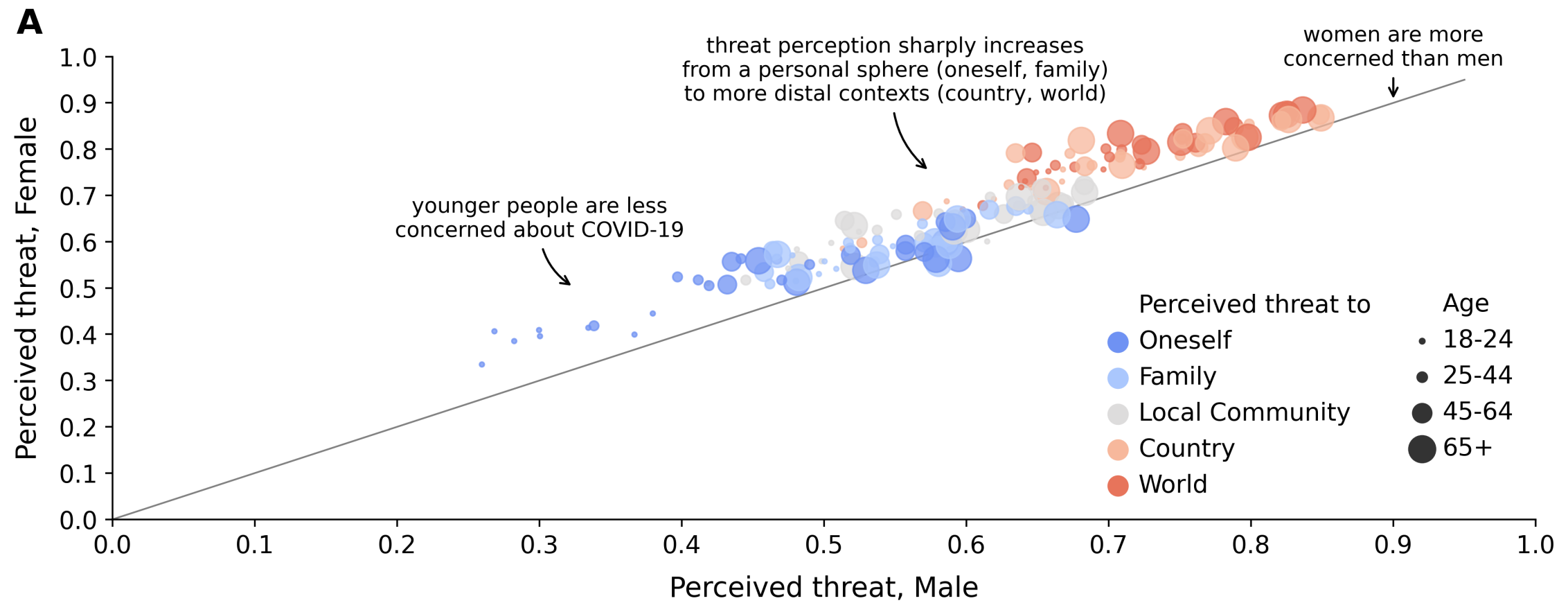
Threat perception of COVID-19



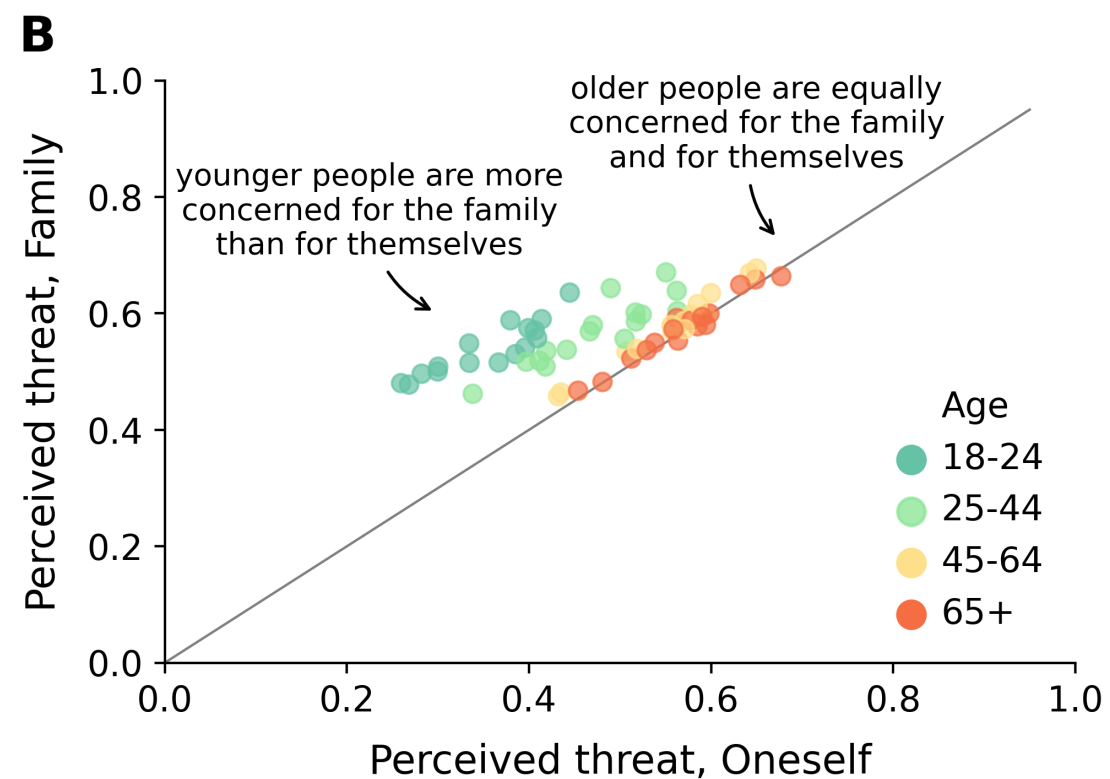
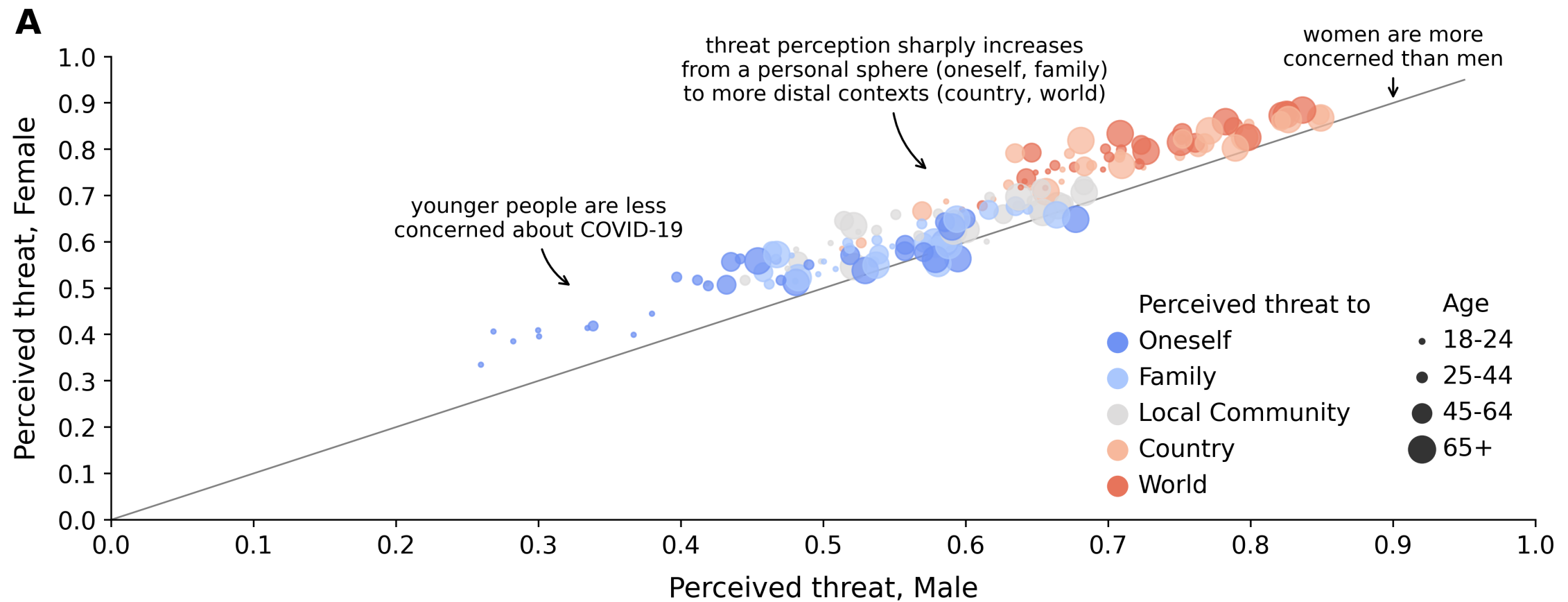
Threat perception of COVID-19



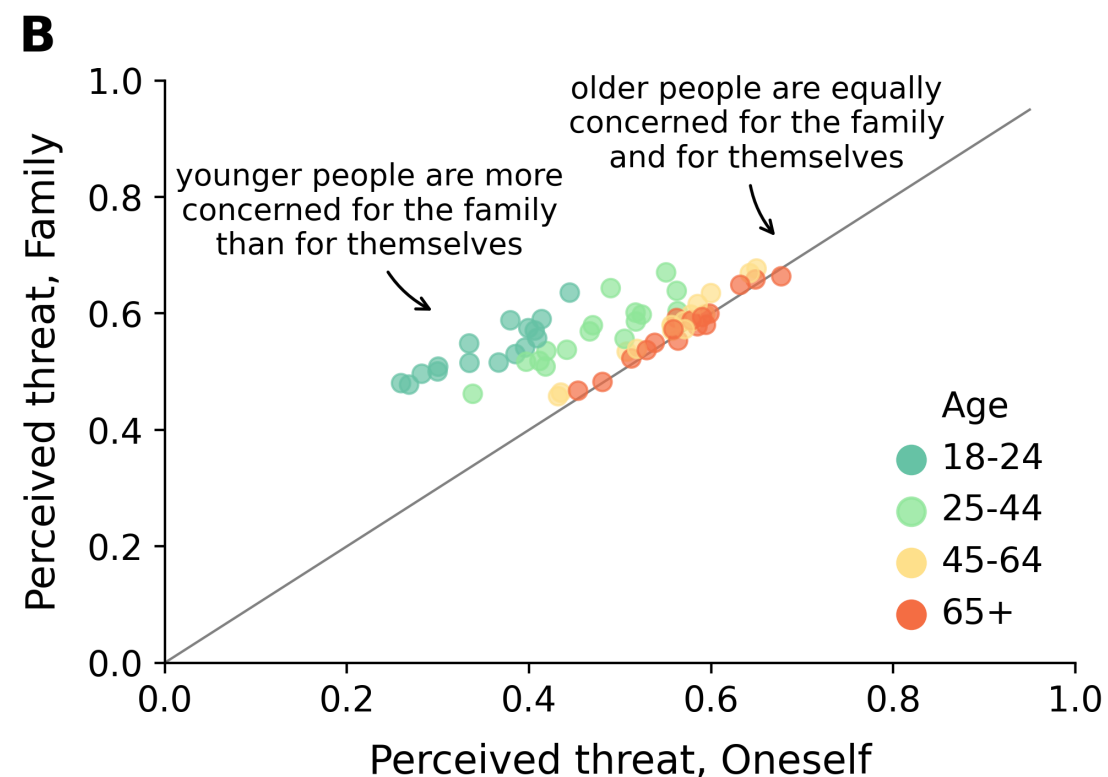
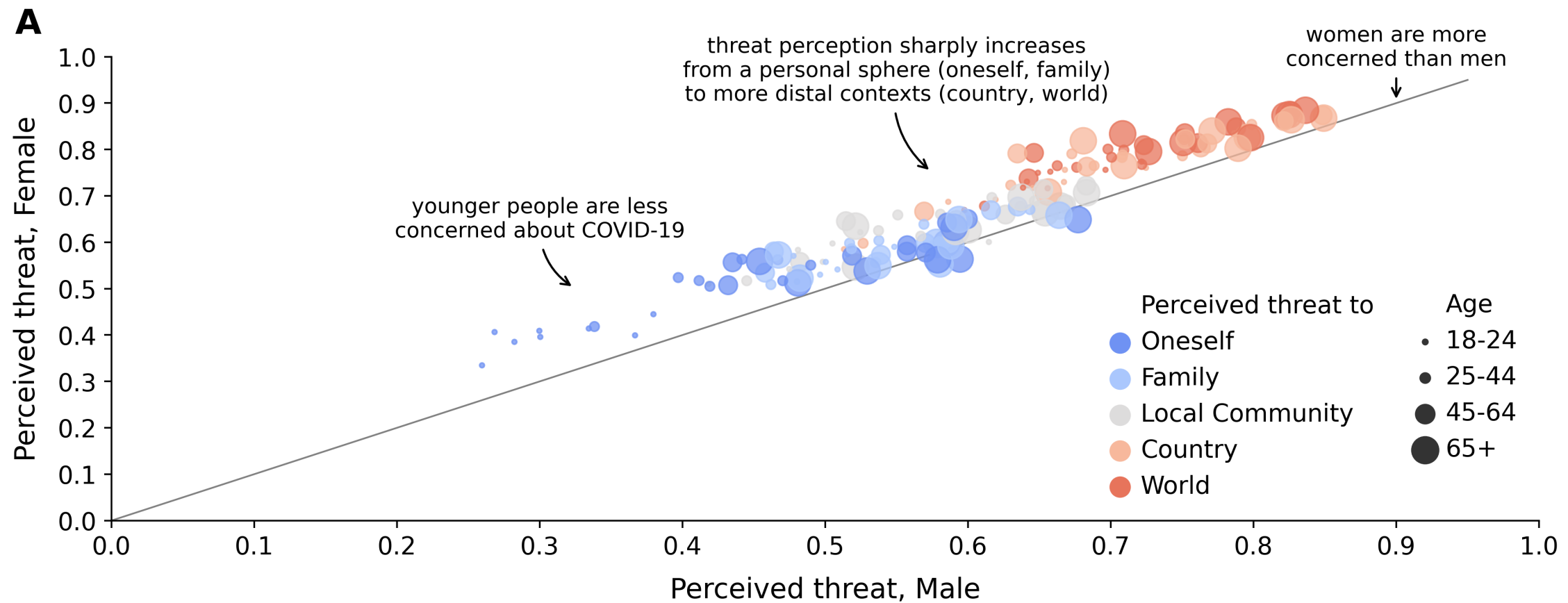
Threat perception of COVID-19




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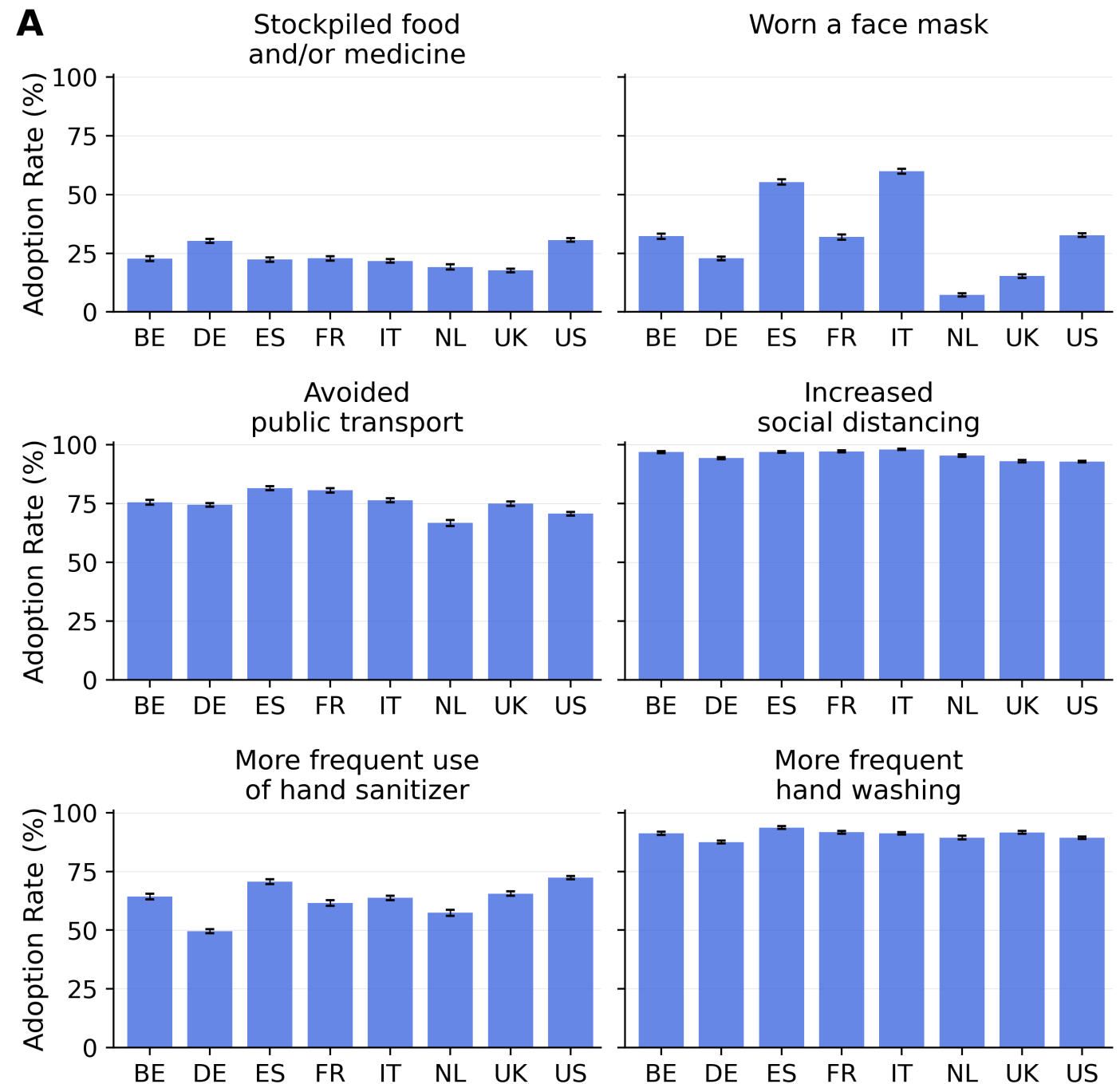
Threat perception of COVID-19



 Age- and sex-specific patterns in threat perception are relevant for capturing the level of awareness and concern of the population and efficacy of communication campaigns

Preventive Behaviours

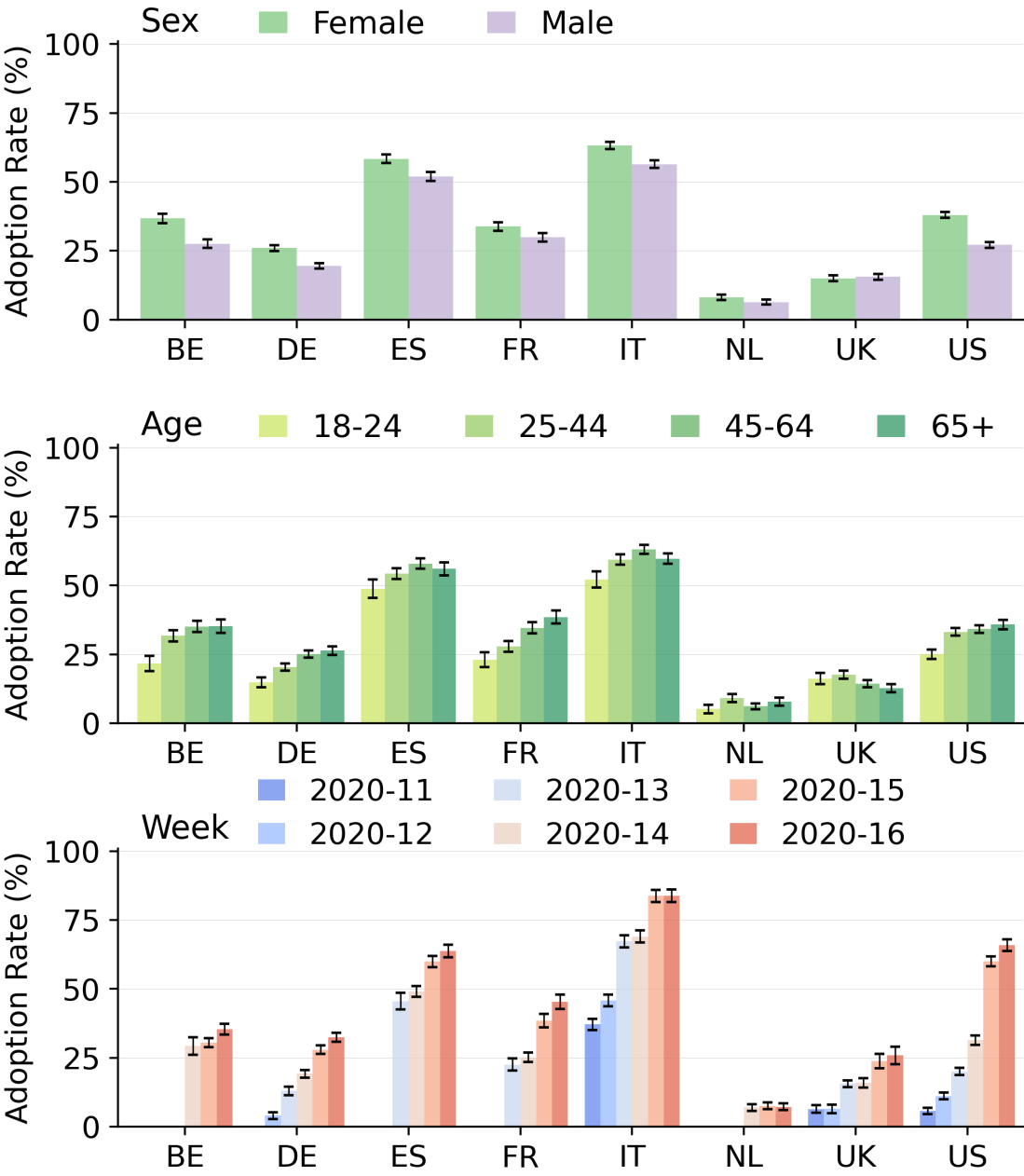
- ▶ Measuring the uptake of preventive behaviours is key for policy makers and scenario analysis
- ▶ Adoption of preventive behaviours across socio-demographic groups and over time
- ▶ Adoption of protective behaviours VS non-pharmaceutical interventions



Data featured in: *Face masks and coverings for the general public: Behavioural knowledge, effectiveness of cloth coverings and public messaging*. The Royal Society, 2020

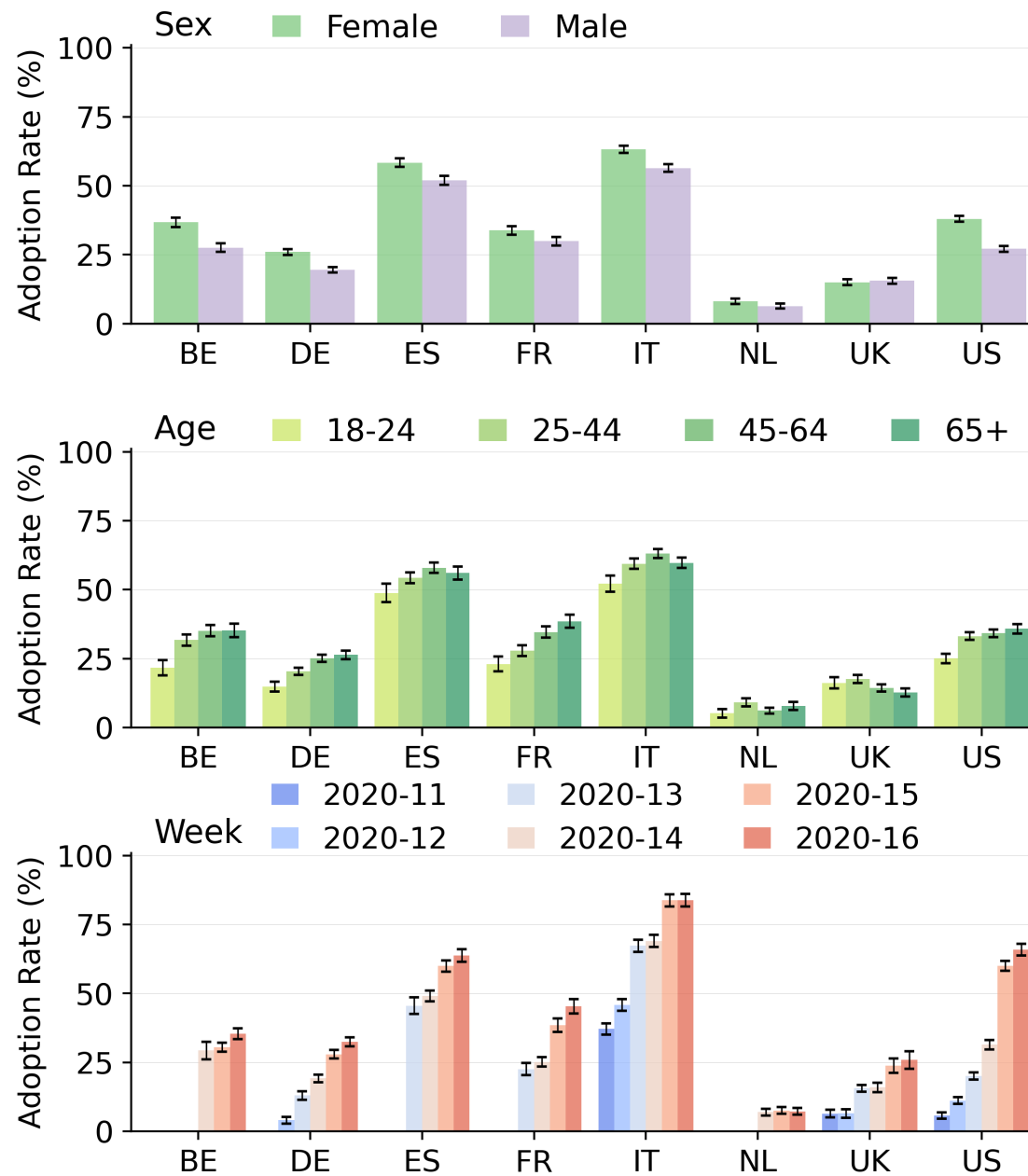
Use of face masks

B



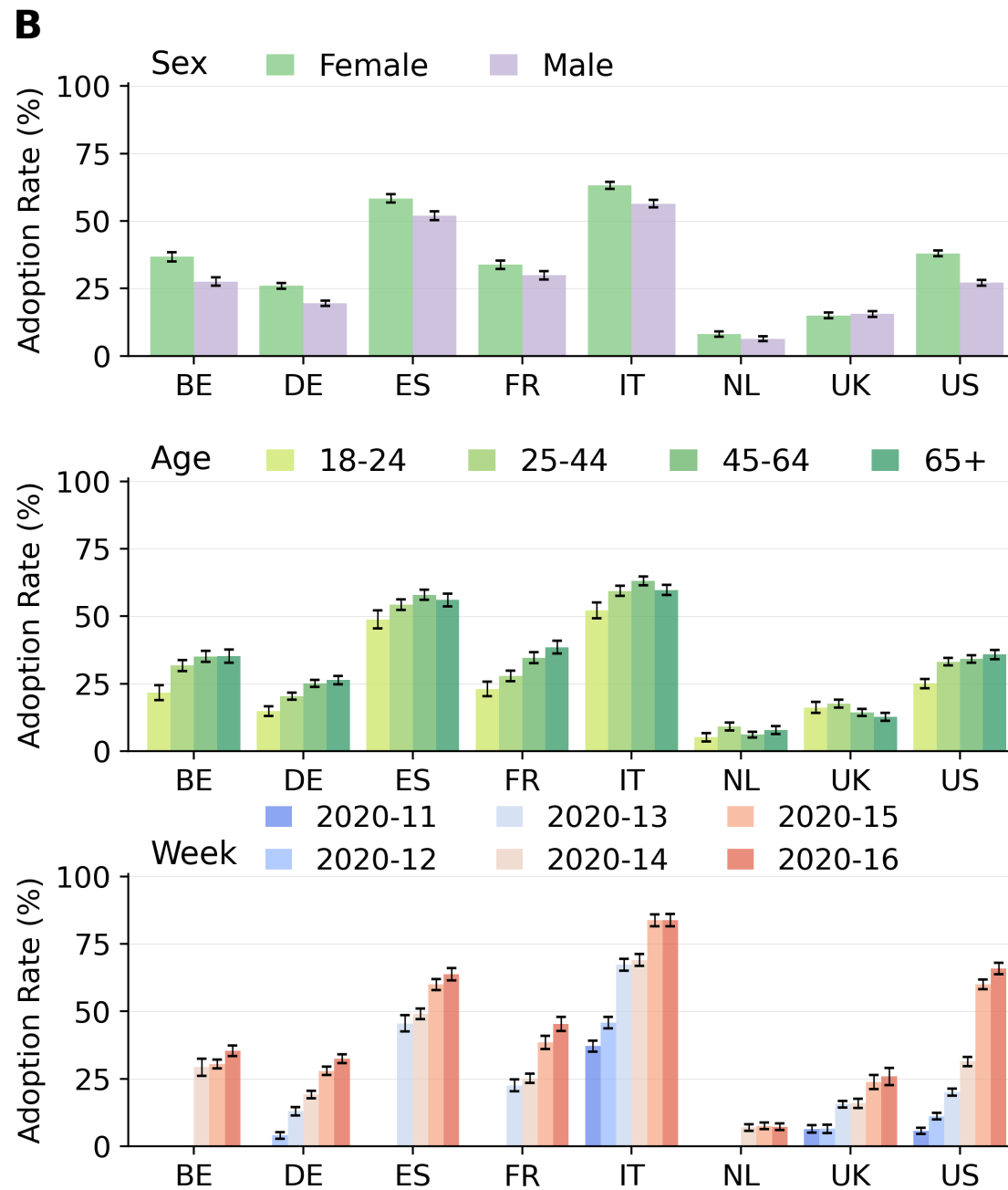
Use of face masks

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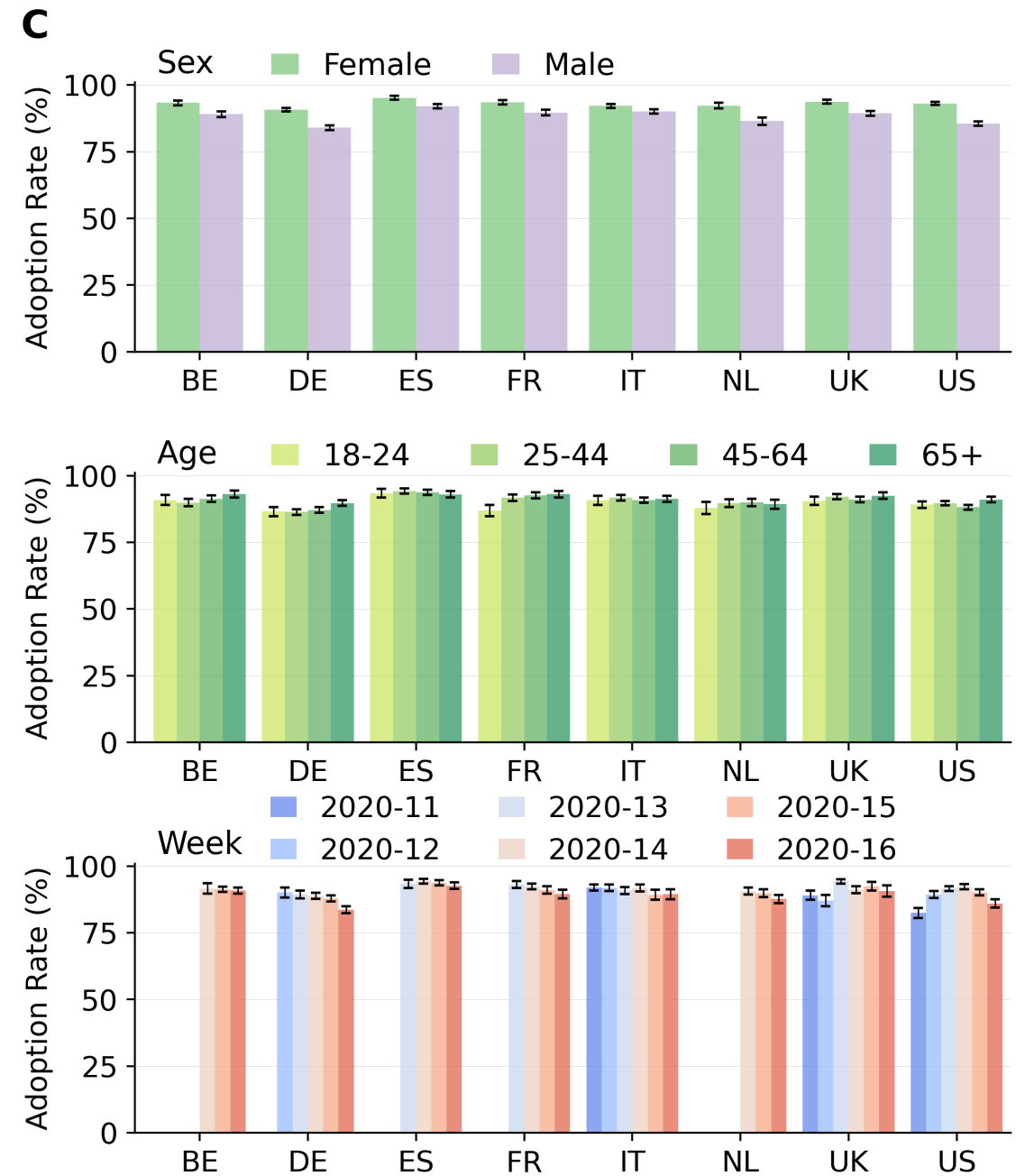


Rapid change in behaviours in the population

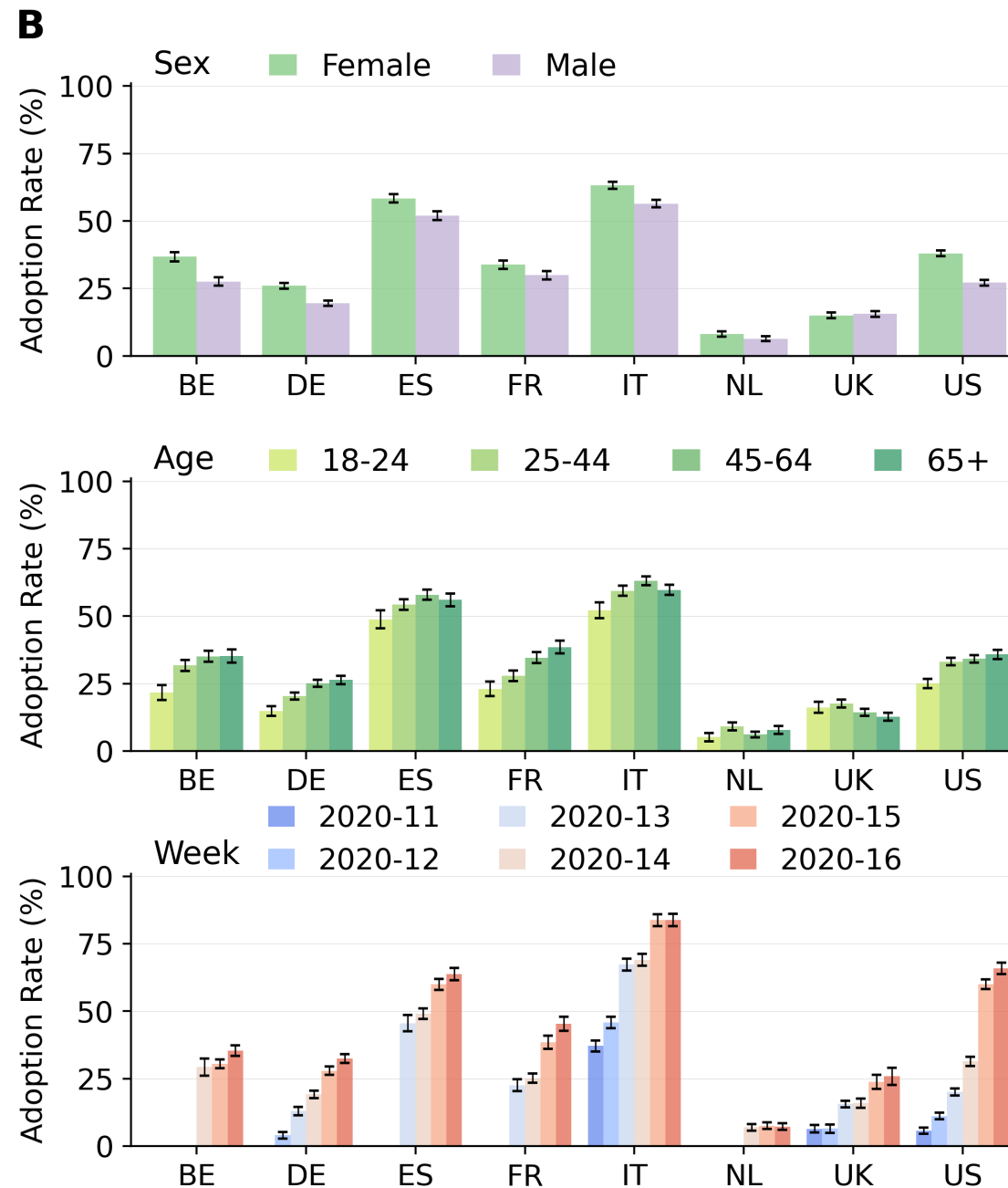
Use of face masks



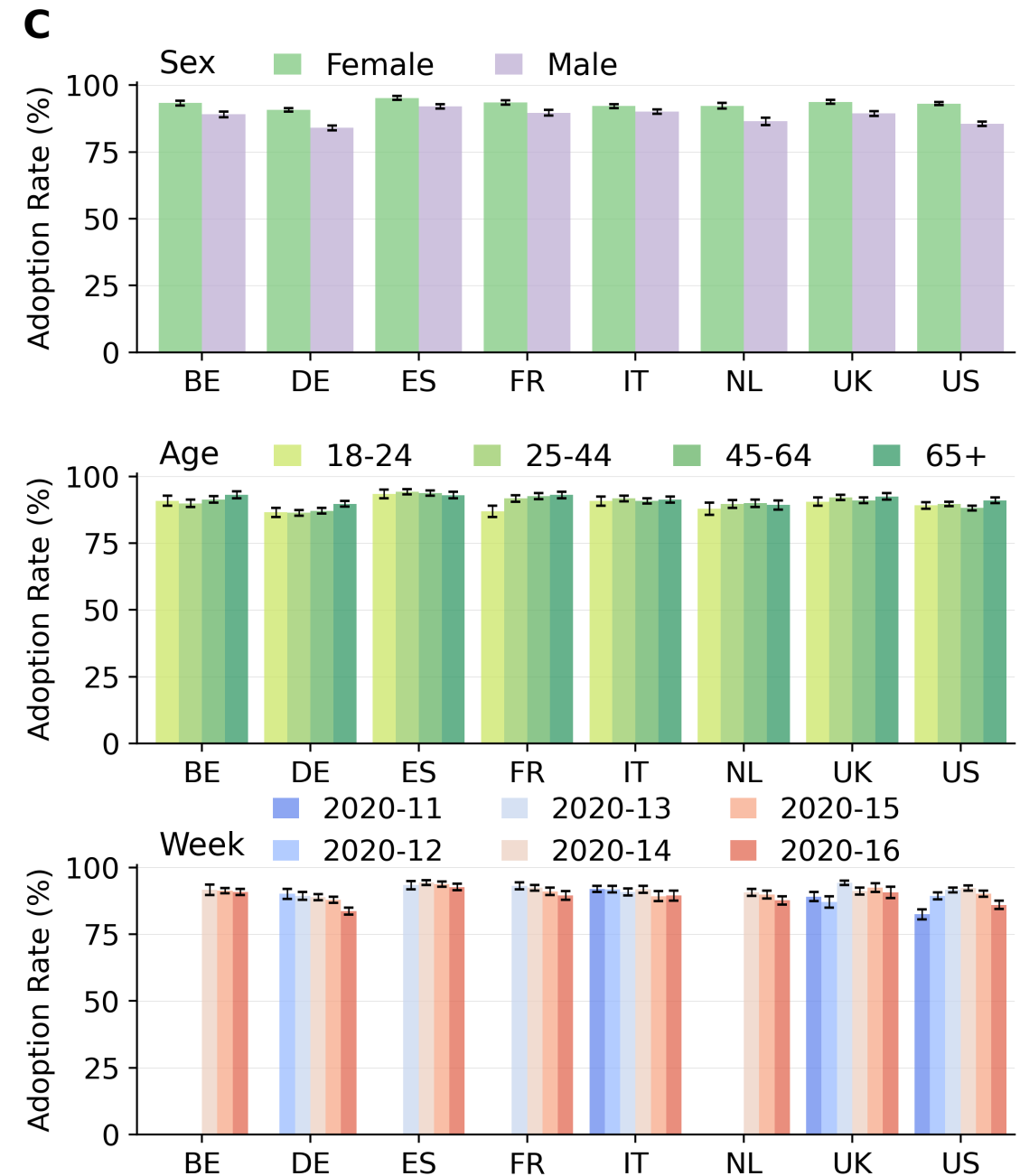
Increased hand washing




Use of face masks






Increased hand washing



 Rapid change in behaviours in the population

 Women more likely to adopt protective behaviours

Take home messages

-  Facebook ads allows to quickly recruit large and diverse samples of respondents and maintain the data collection over time
-  Cross-national comparison are important to capture differences due to different epidemics and control strategies
-  Insights from rapid online surveys can be critical for policy makers to design effective communication campaigns (e.g. age- and sex-specific patterns)



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Temporal patterns

