

WHAT ARE WE MOST SCARED OF - THE VIRUS OR THE VACCINE?

UNDERSTANDING PUBLIC ATTITUDES TO A COVID VACCINE IN THE UK, USA + GERMANY

Jan-21

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THE TIMES Today's sections Past six days Explore Times Radio

Covid-19 vaccination rate will more than double to 500,000 a day

SUNDAY EXPRESS

FREE INSIDE ALAN TITCHMARSH'S 2021 GARDENING CALENDAR PLUS 5 MAGAZINE

Oxford job is here and ready to roll out as PM declares...

THIS IS YEAR WE WILL DEFEAT COVID!

NHS first health service in world to deliver vaccine

Teaching unions demand all schools remain closed

THE SUNDAY TIMES

2021

SPORT CLARKSON HAS COVID

Postcode lottery for life-saving job

Great at 6% if you like it more! Judge you

sky news

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COVID-19: Midlands hands out most COVID jobs as North East and Yorkshire leads total coverage - here's how England's regions compare

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UK Covid job rollout may not hit target pace for two weeks, say officials

News narrows chances of hitting goal of protecting more than 13 million of most vulnerable people by 15 February

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SOLENT UNIVERSITY SOUTHAMPTON

Are you thinking about

Job done,
...right?



People on one side of an argument find it virtually impossible to see any value or legitimacy in the views of people on the other.



**The path to the
extreme begins
in normality**



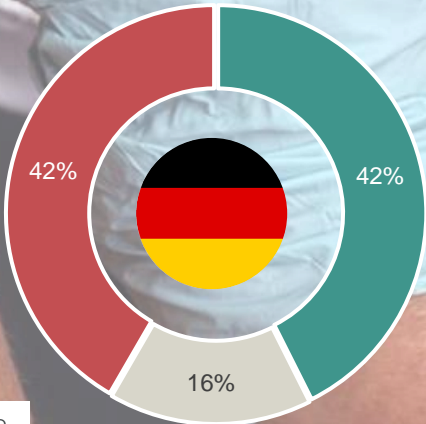
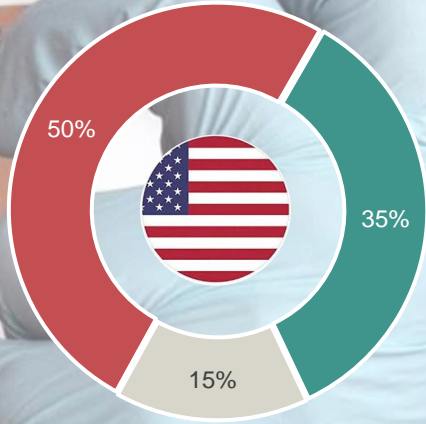
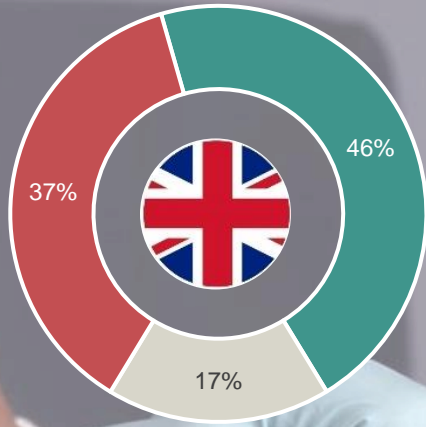
Fertile soil

Trust

Issue identity

Tribalism

Fake news



3 stances

Pro

Yes, maybe, but...

Anti

Pro-vaccine

Conditionally Pro

Anti-vaccine

Cultural context

Core influences



TRUST



SELF + SOCIETY



FEAR



Personal priorities



BACK TO LIFE



VALUES + IDEOLOGY



VACCINE EFFICACY



"I have been vaccinated for years. It did me good. But I will certainly not be vaccinated against corona so quickly and thoughtlessly if there is a vaccine. Wait and see if there are any side effects. But I am against compulsory vaccination. For self-determination. It's "my body"."

Conditional, USA

Core influences

Trust

Self + society

Fear

Personal priorities

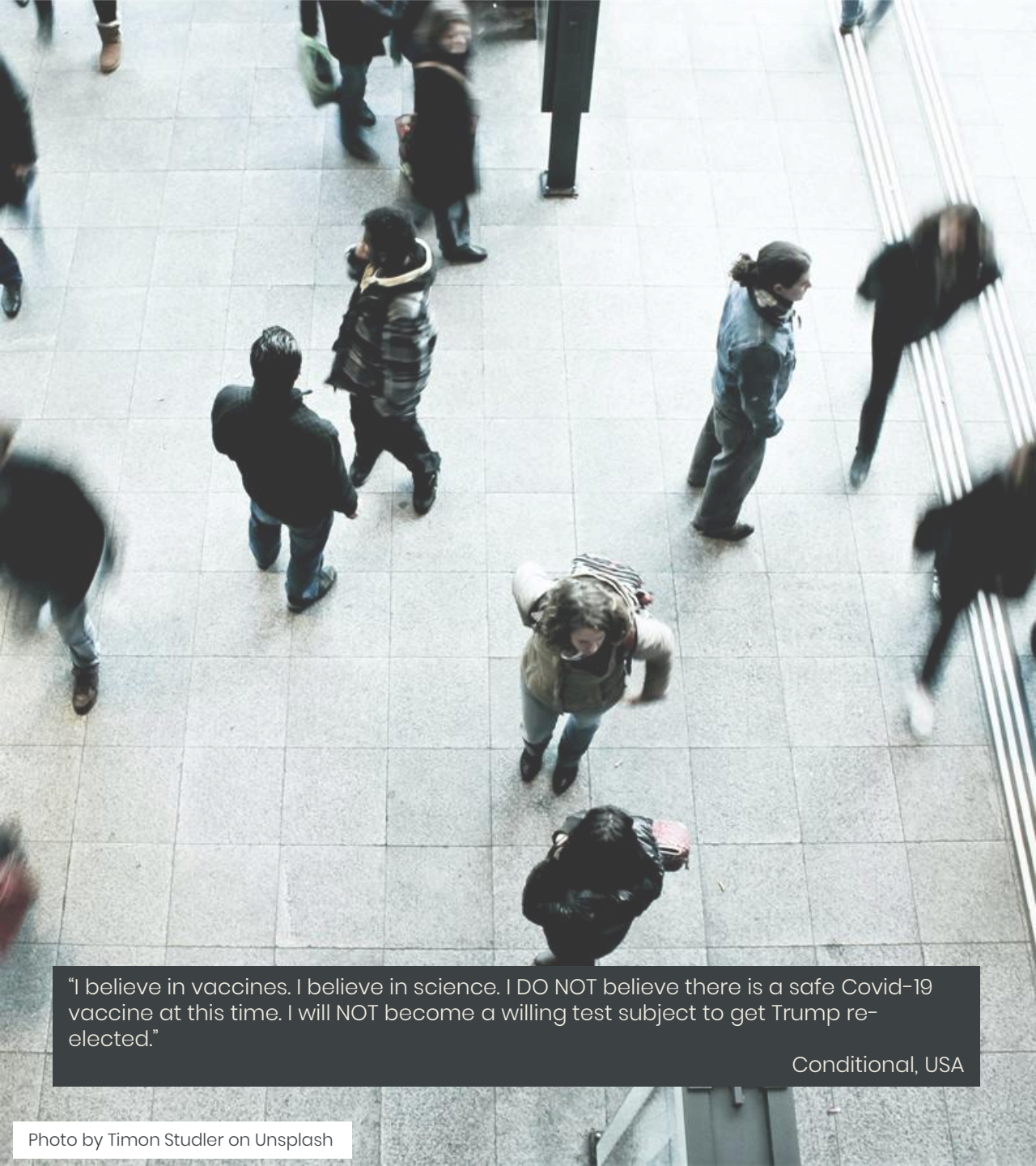
Back to life

Values + ideology

Vaccine efficacy

"I wouldn't have the vaccine either, at least not for a good 5 years while they use the old and vulnerable as guinea pigs. It's not like it's been developed over a decade and gone through stringent safety testing like flu vaccines have. If the older gen are vaccinated, and younger people tend to not be affected then that's good enough for me."

Conditional, UK



“I believe in vaccines. I believe in science. I DO NOT believe there is a safe Covid-19 vaccine at this time. I will NOT become a willing test subject to get Trump re-elected.”

Conditional, USA

Cultural context



Kantar			
	Fear Virus	Undecided	Fear Vaccine
USA	36%	23%	41%
Germany	45%	27%	28%
UK	46%	23%	31%

Listen + Learn			
	Pro-vac	Conditional	Anti-vac
USA	35%	15%	50%
Germany	43%	16%	42%
UK	46%	17%	37%



$$\frac{\partial p}{\partial t} + \frac{\partial}{\partial x}(e u) = 0$$

$$\frac{\partial u}{\partial t} + u \frac{\partial u}{\partial x} = -\frac{1}{\rho} \frac{\partial p}{\partial x}$$

$$\frac{\partial}{\partial t} \left(\rho \left(\frac{1}{2} u^2 + \frac{p}{\rho} \right) + u \frac{\partial}{\partial x} \left(\rho \left(\frac{1}{2} u^2 + \frac{p}{\rho} \right) \right) \right) = 0$$

Potential

The potential for your message to influence behaviour will depend on...

=

Trust

Their predisposition combined with what and who they listen to.

+

Values

The moral compass, what they hold to be right or wrong.

+

Context

The social dynamics and cultural and historic backdrop.



EVERYTHING IS GOING TO BE ALRIGHT

LISTEN + LEARN
RESEARCH

THANK YOU

Questions?

You can download the [full report here](#):

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