

Impact of COVID-19 vaccine information on intentions (#56882)

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1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?

Our proposed study addresses the following research question. Does highlighting the limitations of COVID-19 vaccines and the need to maintain protective behaviours (e.g. social distancing) once vaccinated reduce willingness to vaccinate and/or intentions to engage in other protective behaviours once vaccinated?

3) Describe the key dependent variable(s) specifying how they will be measured.

Key dependent variables are the willingness to receive a COVID-19 vaccine (7-item Oxford Vaccine Hesitancy scale) and reported intention of engaging in protective behaviours post-vaccination (recorded both as responses to a single 7pt item about adherence to existing rules and guidelines and a set of individual protective behaviours).

4) How many and which conditions will participants be assigned to?

Participants will be randomly assigned to one of the following seven conditions:

1. Control - no message at all (will be double the size of other conditions)
2. Long message: "Unqualified certainty about vaccine effectiveness, no mention of need for behavioural caution"
3. Long message: "Qualified certainty about vaccine effectiveness, mention of need for behavioural caution"
4. Long message: "High uncertainty about vaccine effectiveness, urge for behavioural caution"
5. Short social-media message: "Unqualified certainty about vaccine effectiveness, no mention of need for behavioural caution"
6. Short social-media message: "Qualified certainty about vaccine effectiveness, mention of need for behavioural caution"
7. Short social-media message: "High uncertainty about vaccine effectiveness, urge for behavioural caution"

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

For each of the key dependent variables, means will be compared between a) short message and control groups, b) and long message and control groups, separately using one-way ANOVA with Tukey's post hoc comparisons. We will also compare long vs short messages using a 2(message length)x3(message content) two-way ANOVA.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

Participation will be limited to individuals who report living in the UK and have not received a COVID-19 vaccine. Only participants who complete the survey will be included in analyses. Participants who fail an instructional attention check (e.g. please select agree) or report being younger than 18 years old or an unrealistically high age (> 100 years) will be excluded from analyses.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

A total of 2,500 participants will be recruited through an online panel (Respondi).

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

Alongside basic demographic information, including numeracy, the following secondary outcomes will also be collected: Perceived efficacy of COVID-19 vaccines; Perceived public importance of COVID-19 vaccines; Estimates of the efficacy of 'best' COVID vaccine ('percent of cases prevented'); Confidence regarding decision to vaccinate (adapted from the decisional conflict scale); Vaccine intention (single binary yes/no item); Hypothetical worry associated with various activities associated with high-risk of catching or passing on COVID-19 if vaccinated

For information conditions (i.e. not control): Time spent on information page; Emotional response to information; Perceived trustworthiness, believability and quality of evidence underlying message; Self-rated effort required to read information; Self-rated understanding of information presented.