

Evaluating and Increasing Mask-Wearing on Penn's Campus

Introduction

Most attempts to increase mask-wearing during the pandemic have focused on targeting correlates of mask compliance. We focused on correlates of mask *non*-compliance.

Study 1 explored correlates of mask-wearing behavior.

Study 2 tested two different PSAs focused on authority figures who encouraged mask-wearing.

Methods

Study 1: Surveyed 100 Penn undergrads on:

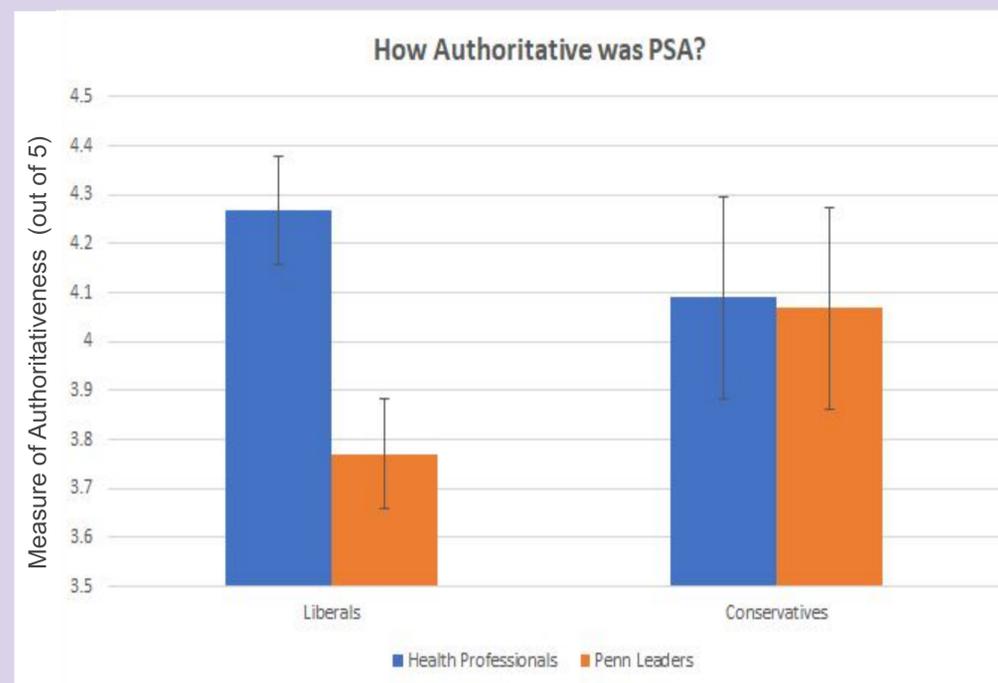
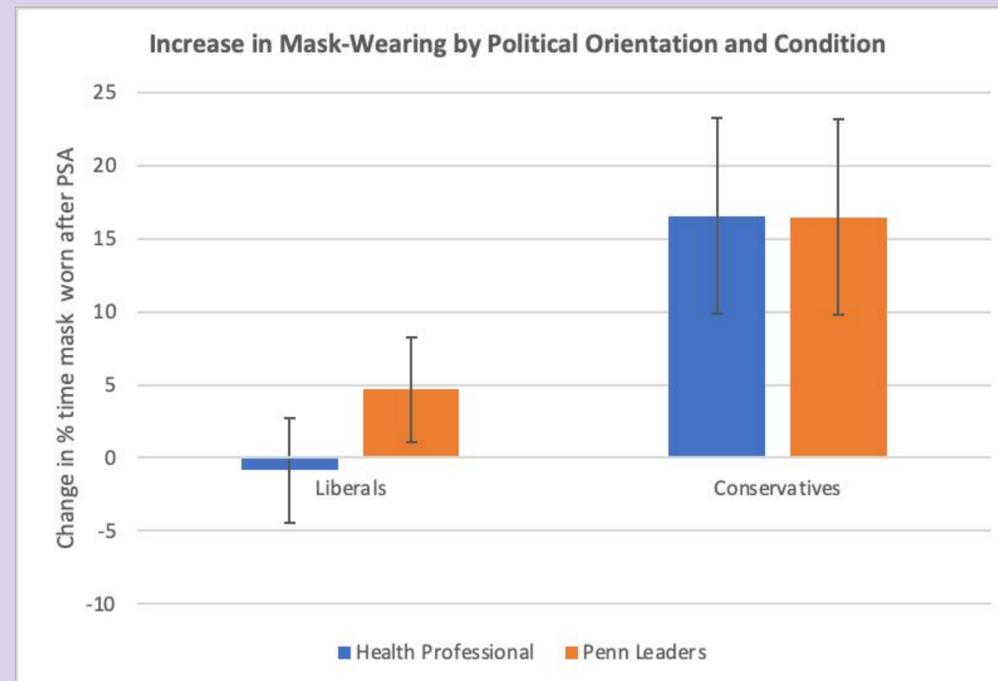
- Political Party/Political Leaning
- Core Moral Values
- Fear of COVID-19
- Health Anxiety
- Health Locus of Control
- Self-efficacy
- Mask-Wearing Behavior

Study 2: Randomly assigned 102 Penn students to one of two PSAs:

- **PSA 1** - National (Dr. Fauci) and local (Dr. Dubé) health authorities along with CDC video
- **PSA 2** - Peer and campus leaders (presidents of Penn College Republicans, Undergraduate Assembly, a Fraternity and a Sorority, and popular Wharton professor)

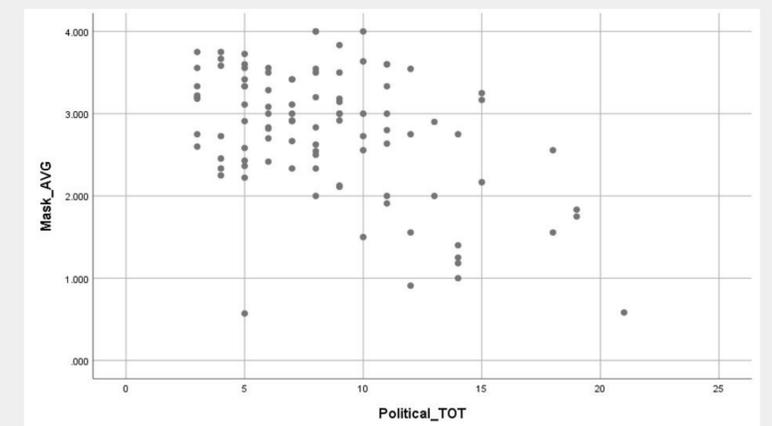
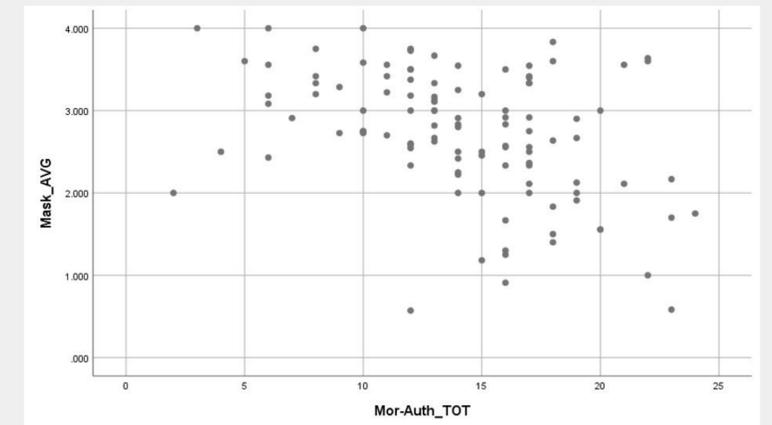
For both studies, students also completed longitudinal daily surveys of mask-wearing for one week.

PSAs featuring local and national authorities increased mask-wearing in politically conservative students.



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Study 1 Results:



Conclusion

Our study found that targeting moral values associated with *non*-compliance is an effective strategy to increase mask wearing in previously non-compliant mask wearers. We also replicated the common finding that Republicans and politically conservative individuals are the least mask compliant. The core value of respect for authority was negatively correlated with mask-wearing and accounted for much of the variance.