

Trust in COVID-19

Findings from the UK's largest study on the psychological and social impact of the pandemic

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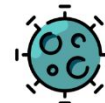
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**COVID-19
Social Study**





COVID-19 Social Study



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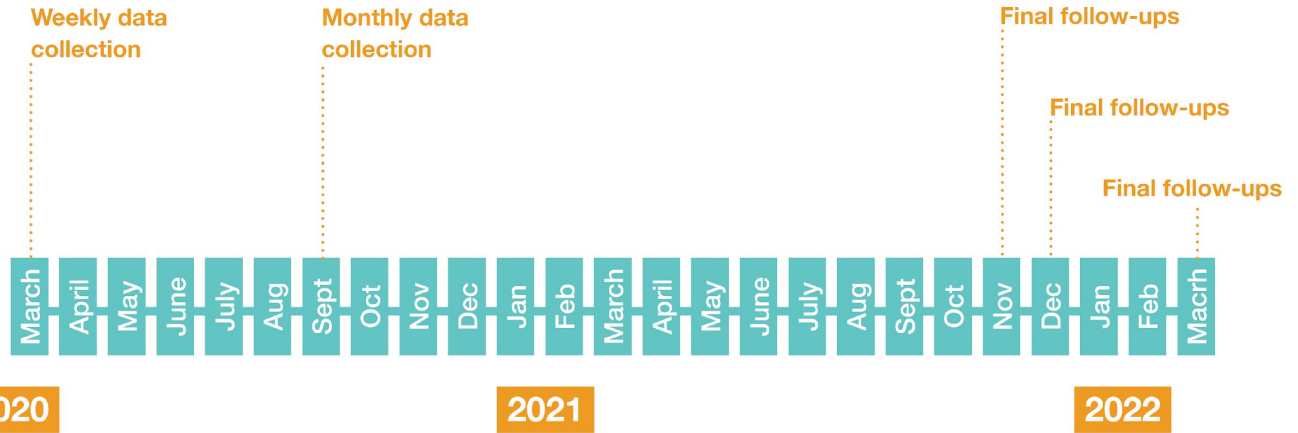
70,000 participants

1.2m surveys over 105 weeks

400 interviews, 100 papers

40+ reports, 24+ keynotes

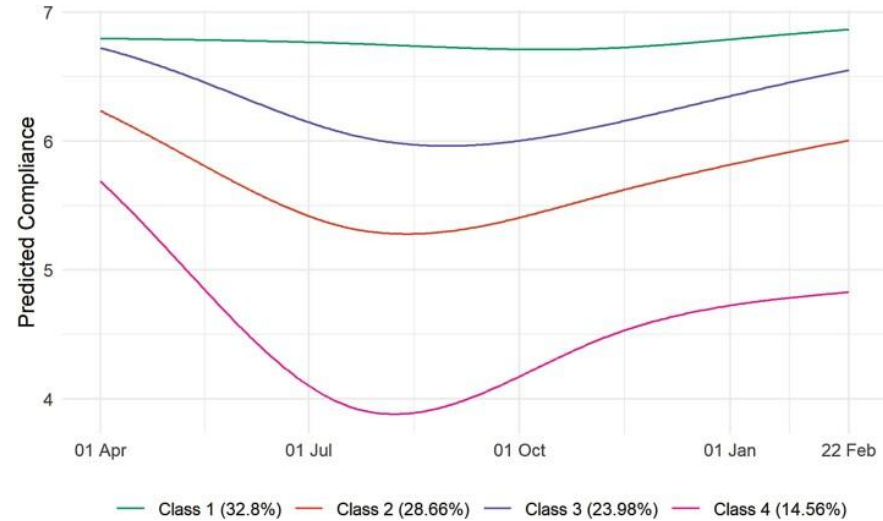
1,000 media advice



Topics in the study:



Trust in the public and compliance

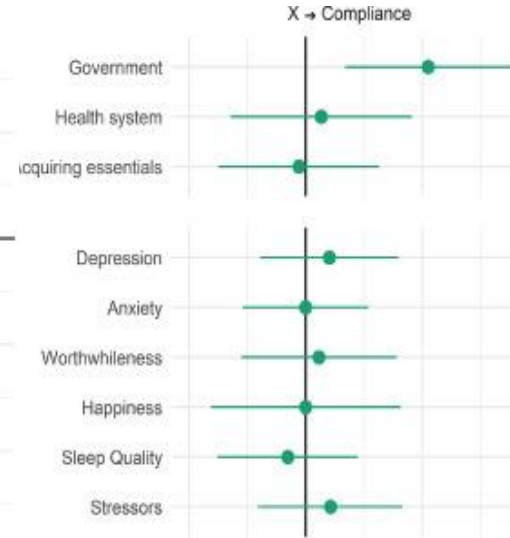
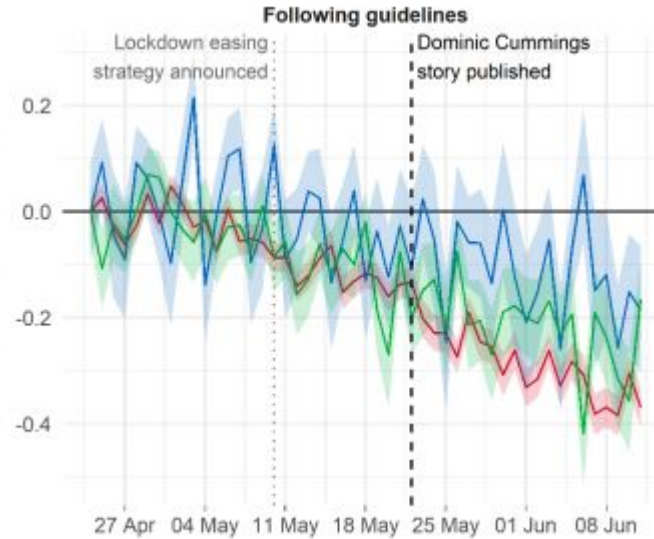
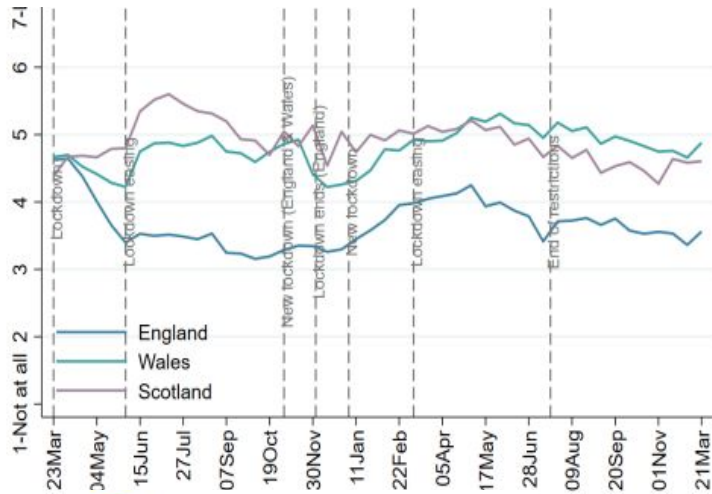


Facilitators (F) and Barriers (B) to compliance

COM-B domain	Theme
Capability	
Psychological capability	Inconsistent rules (B) Informational support (F) Unintended consequences of control measures (B) ^a Wearing-off effect (B)
Physical capability	-
Opportunity	
Physical opportunity	Lived environment and shared spaces (B&F)
Social opportunity	Influence of others (B&F) Availability of practical support (B&F)
Motivation	
Reflective motivation	Beliefs about the consequences of non-adherence (B&F) Caring responsibilities (B) Social responsibility (F) Trust in government (B&F)
Automatic motivation	The need for emotional support (B)

Wright et al. BMC PH 2022
Wright et al. ABM 2022

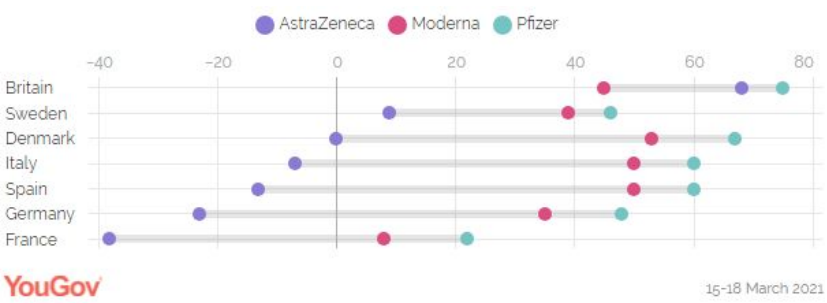
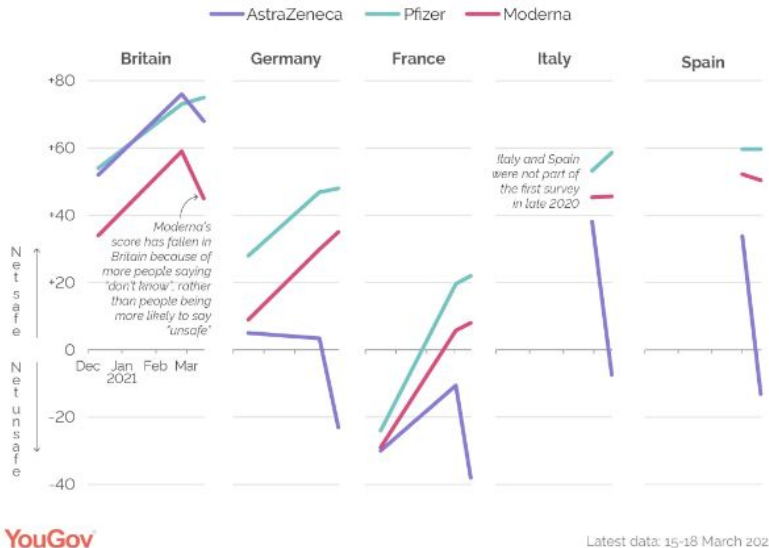
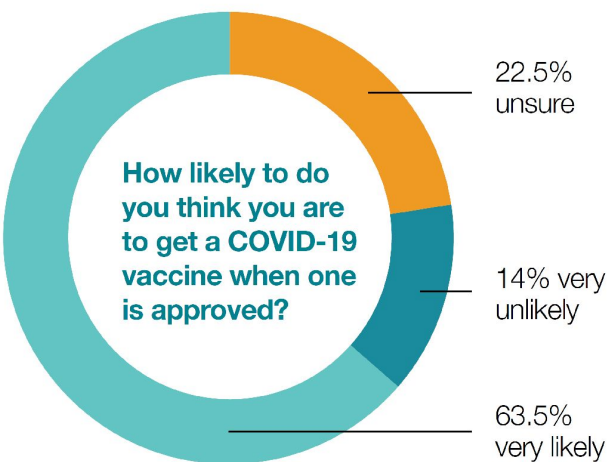
Trust in the government & compliance



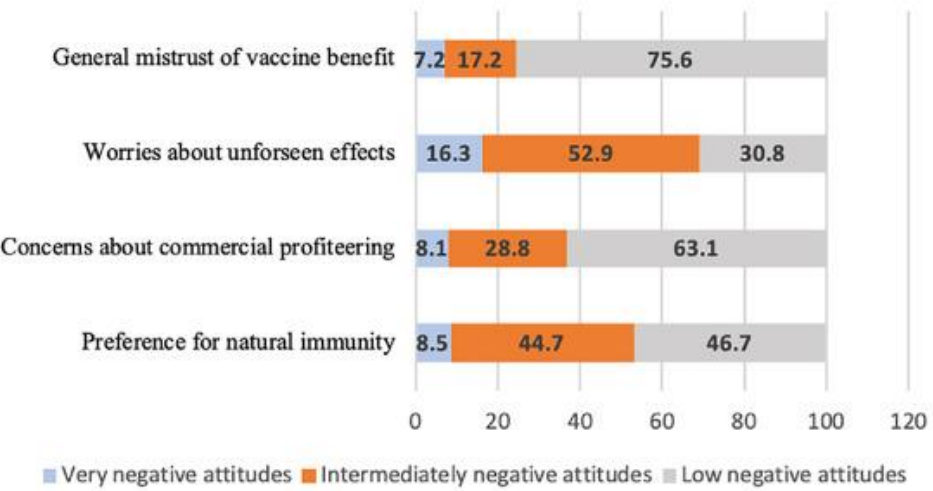
“ We decided that... we are going to the pub to meet, that we are going to see our children and grandchildren. If it's all right for one of the chief advisors of the government then it must be okay.”
(Male, aged 60-64)

“ Even though I have followed all their guidelines, I still find myself questioning everything they say and do.”
(Female, retired, aged 60-65)

Trust, compliance & vaccines



Negative attitudes towards vaccines



I think that there's been a lot of things, for example, not in the media, but social media that's trying to make people not want to have it

Takeaways

- Trust is crucial in pandemics if people are to accept and cooperate with the rules they are given by officials
- Trust has to be mutual
- Behaviours that imply a lack of trust from either party precipitate a loss of reciprocal trust
- Statements of mistrust are hard to subsequently overcome, especially in the face of misinformation

Tracking the Psychological and Social Consequences of the COVID-19 Pandemic across the UK Population

Findings, Impact, and Recommendations from the COVID-19 Social Study
(March 2020 – April 2022)



 COVID-19 Social Study



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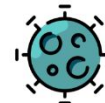
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