

To vaccinate or not to vaccinate!?

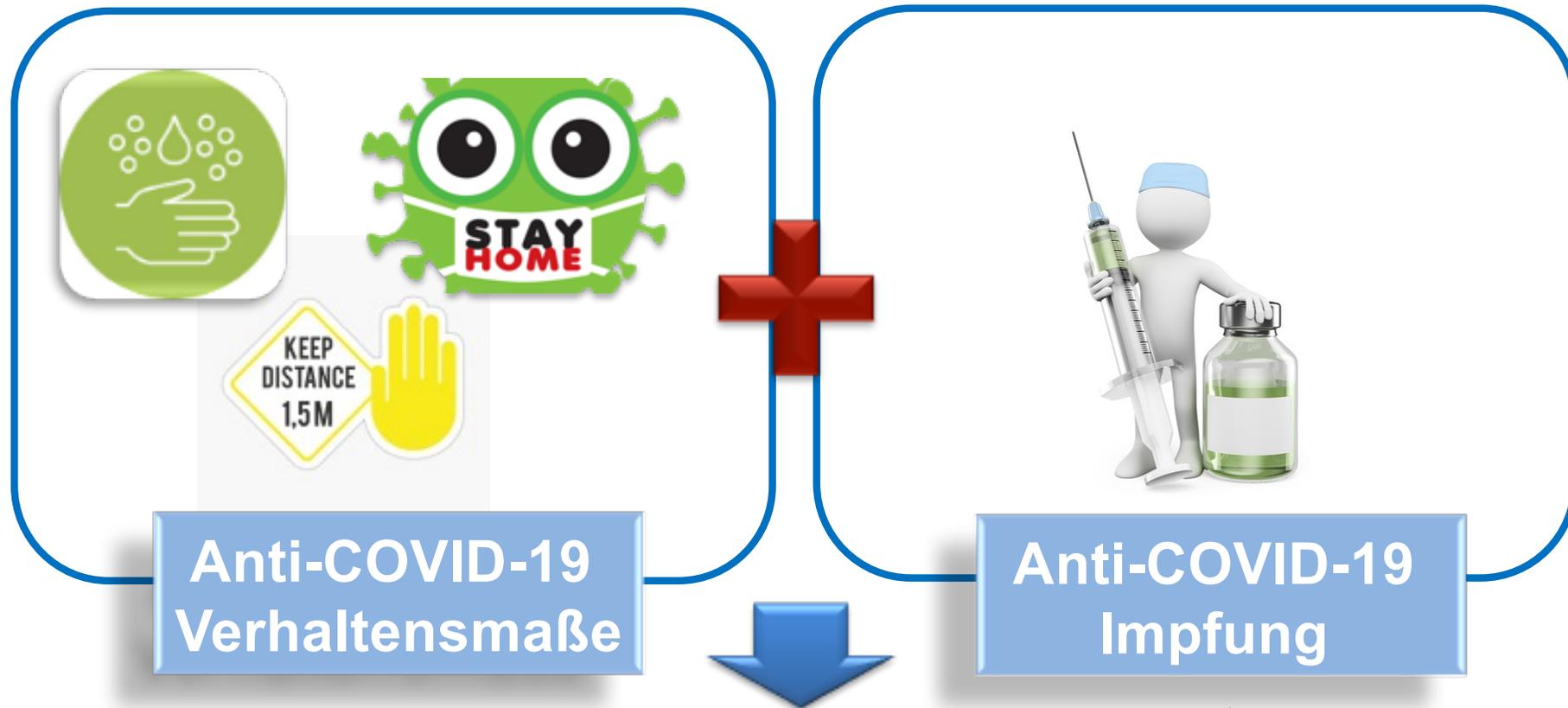
Prädiktoren der Impfbereitschaft gegen COVID-19 in Europa, USA und China

PD Dr. Julia Brailovskaia, Prof. Dr. Silvia Schneider
& Prof. Dr. Jürgen Margraf

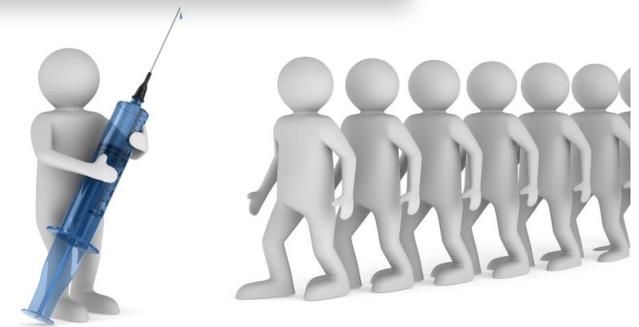
Forschungs- und Behandlungszentrum für psychische Gesundheit,
Fakultät für Psychologie, Ruhr-Universität Bochum

10.03.2022

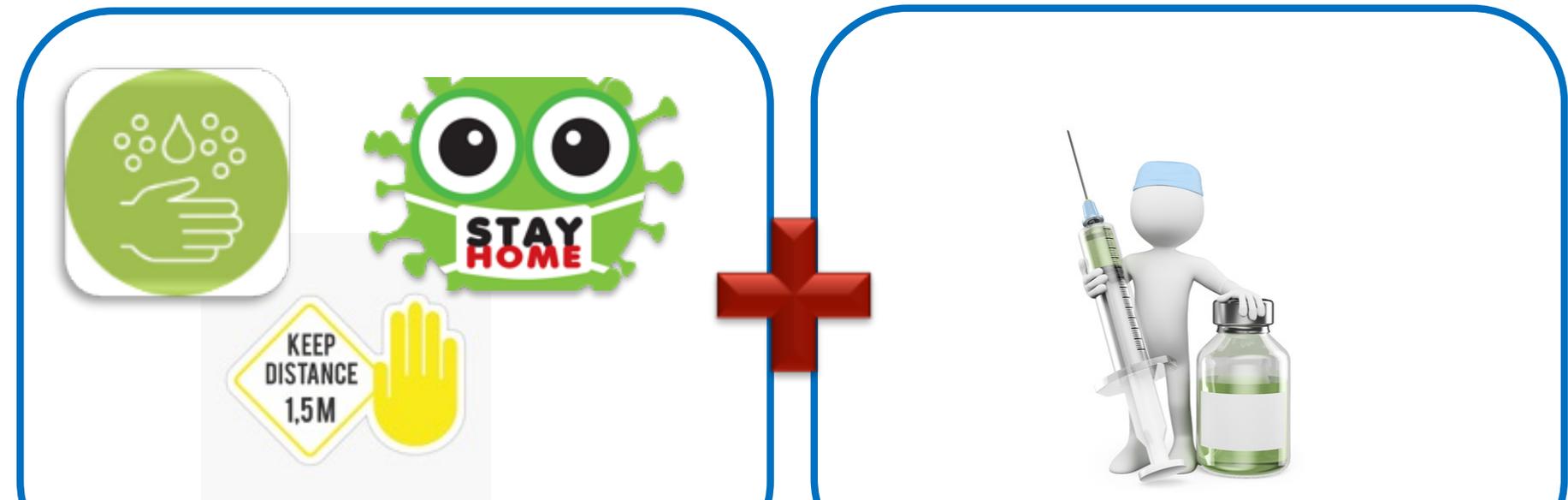
Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Einleitung



Bereitschaft?



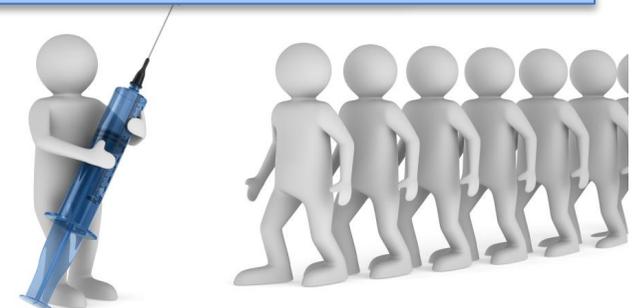
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Welche Faktoren beeinflussen die Impfbereitschaft?

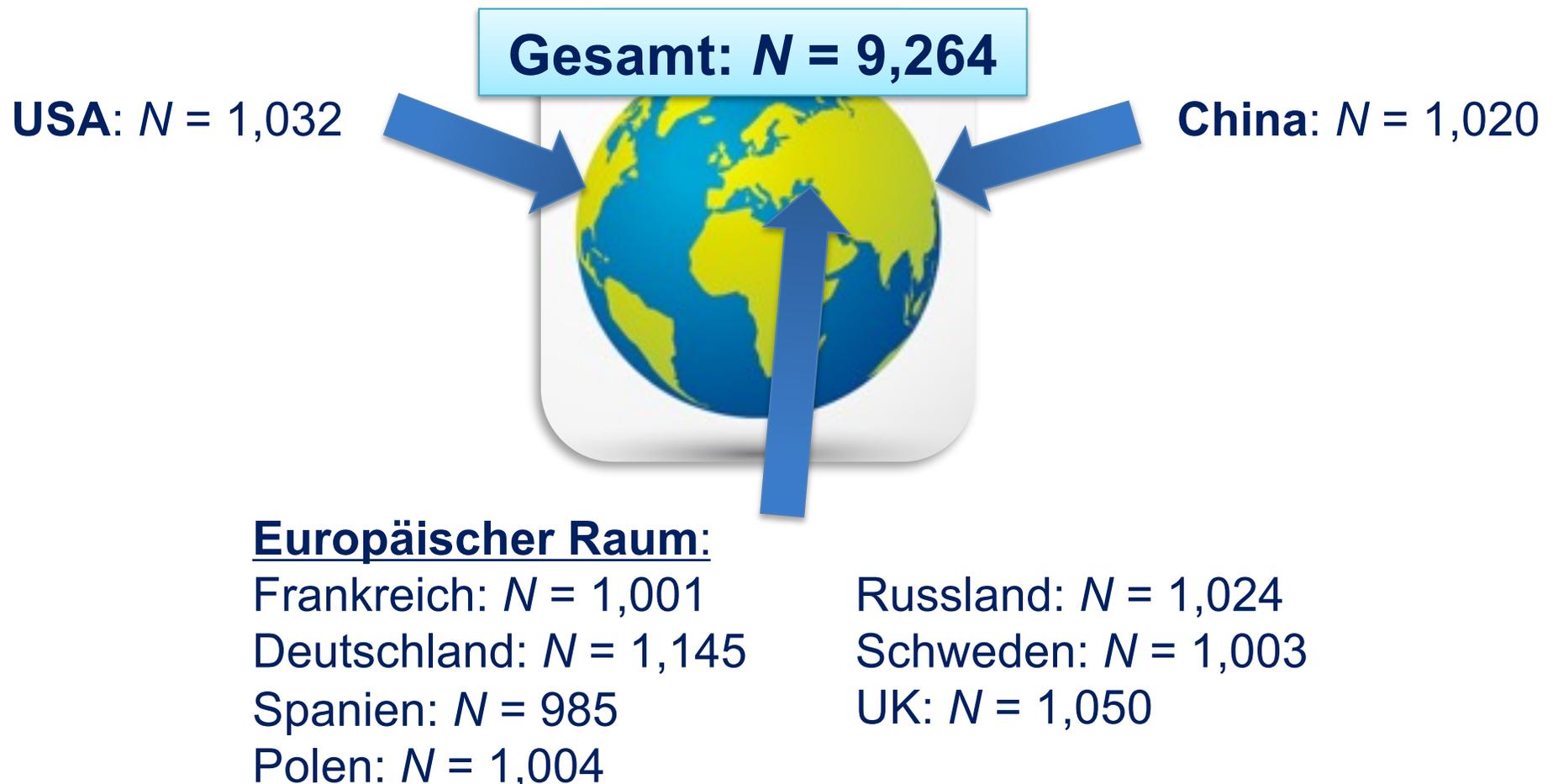


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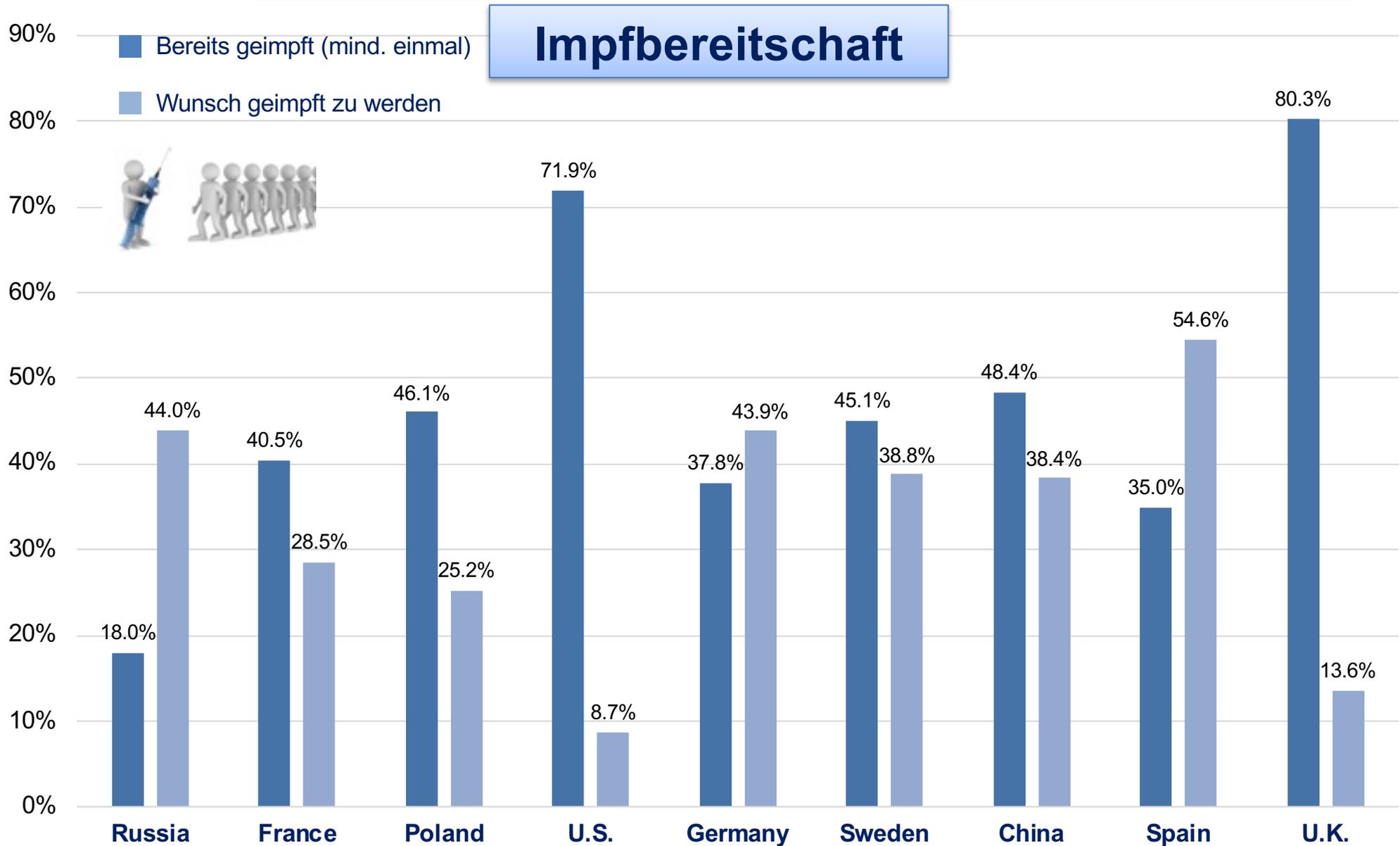


Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Methode

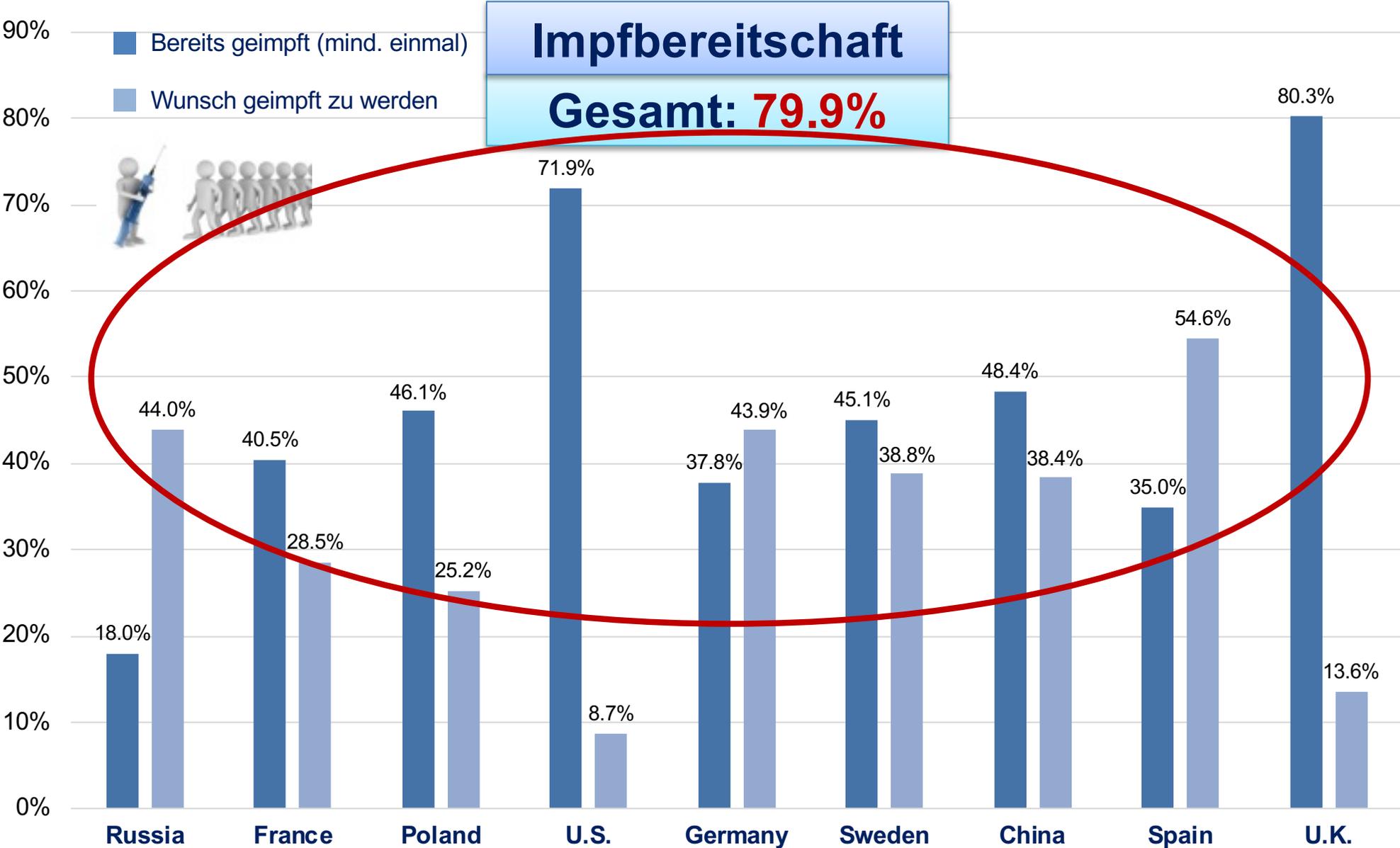
Mai 2021: Repräsentative Bevölkerungstichproben



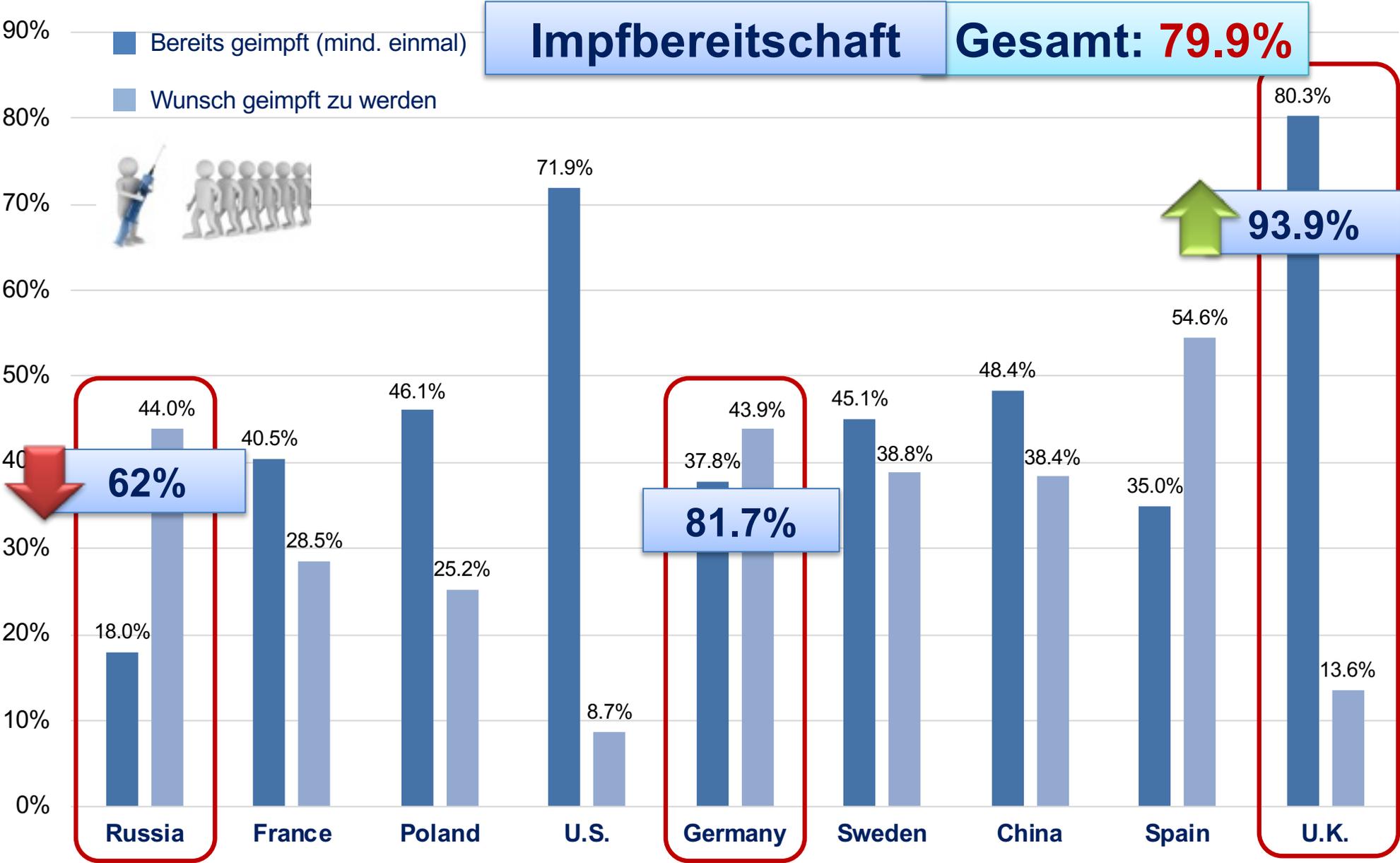
Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse



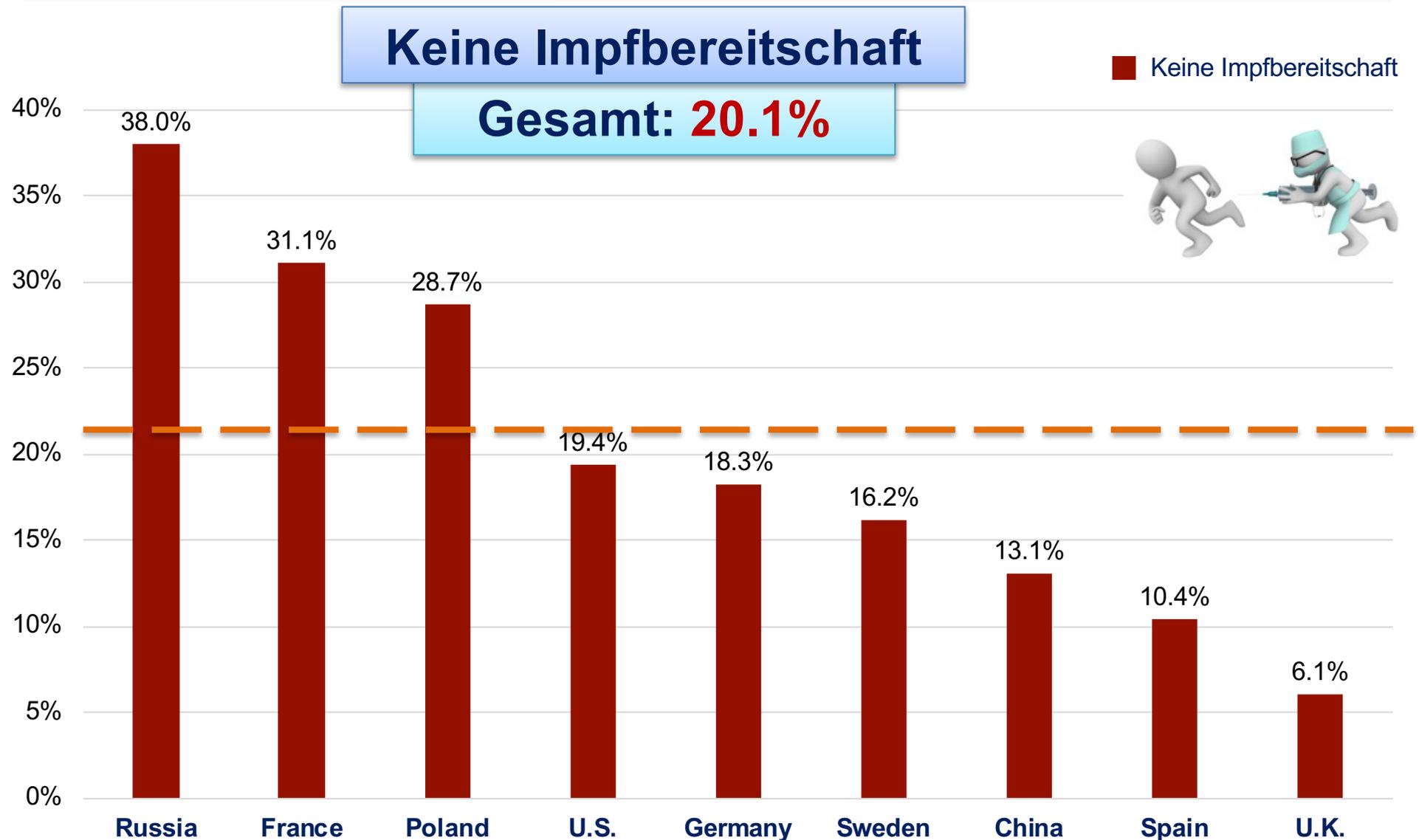
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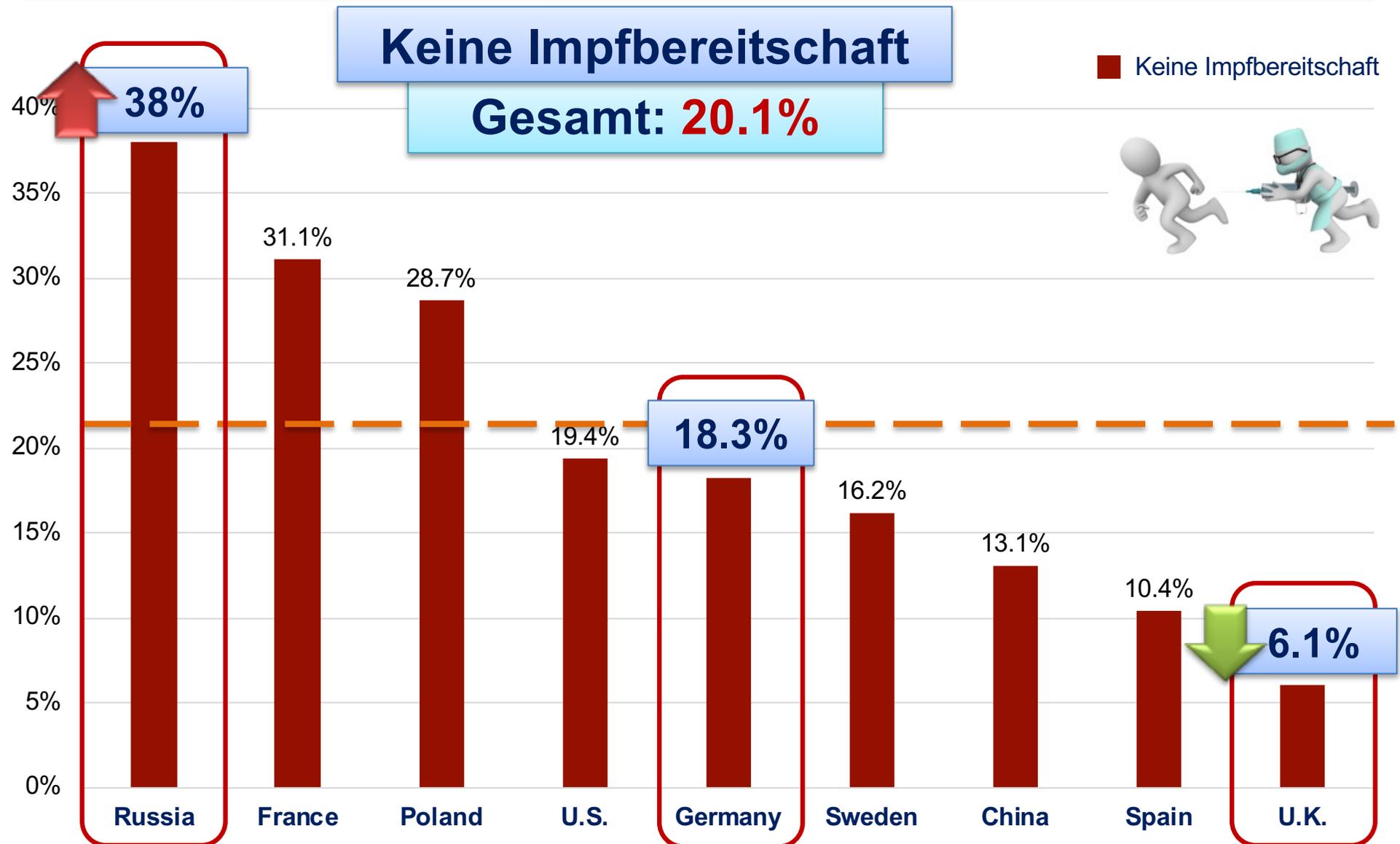
Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse



Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse



Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse



Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse

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	CH	FR	GE	PL	RU	ES	SV	UK	US
Step 1									
Gender	1.597*	.661*	.526**	.722	.417**	.778	.795	.539	.586*
Age Group	.791*	1.317**	1.107	1.094	.986	.985	1.140	1.229	.833
Marital Status	.608*	1.108	1.260	1.092	.640**	.493**	.684	.530*	1.057
Social Status	1.121	1.315**	1.083	1.134	1.164	.816	1.310**	1.367	1.344**
Urbanicity	1.024	.734	.980	.544**	.705*	1.185	.954	.502	.676
Step 2									
Risk Group	1.168	3.182**	1.488	1.134	1.339	1.811	2.000**	1.596	1.929**
Affected: Health	1.154	1.223*	1.040	1.141	1.208*	.889	.755*	1.095	.801*
Affected: Economically	.907	.802**	.949	.955	.896	.841	.948	.824	.801*
Affected: Mentally	1.008	1.184	1.086	1.176	.976	1.130	1.536**	.912	1.024
Depression Symptoms	1.070	1.044	1.036	1.017	1.031	1.059	.992	.962	1.010
Anxiety Symptoms	.964	.955	.992	.976	1.008	.962	1.029	1.114	1.055
Stress Symptoms	1.015	1.013	.913*	.958	.994	1.021	.962	.991	.909*
Psychological Burden by Covid-19	.766	.948	1.131	1.102	.967	1.066	1.076	1.084	.891
Positive Mental Health	1.047*	1.010	.957*	.991	1.017	1.023	1.001	.971	.921**
Info-Source: TV Report	.983	1.165**	1.163**	1.061	1.112*	1.216**	1.328**	1.298*	1.075
Info-Source: Print Media	1.041	1.083	1.065	1.246**	1.069	1.038	1.059	.996	1.078
Info-Source: Official Sites	1.285**	1.066	1.147*	1.065	1.015	.893	1.128	1.183	1.053
Info-Source: SM	.937	.924	.990	.886**	1.014	.919	.862*	1.018	.861*
Commun.: Clear & Understandable		.964	.752	.920	.851	1.172	.720*	1.006	.744*
Commun.: Credible & Honest		.980	1.175	.920	1.136	.917	1.796**	1.402	1.489*
Commun.: Guided by people's interests		.989	1.287	1.373*	1.205	1.215	.843	.775	1.201
Feel: ...well supported	1.129	1.130	.790	1.326*	.863	1.012	.941	1.179	1.098
Feel: ...well informed	1.239	1.144	1.224	1.161	1.156	.785	.903	1.203	1.035
Feel: ...taken seriously	.858	1.027	1.178	.592**	1.235	1.254	1.312	.814	1.301*
Feel: ...left alone	.910	.824**	.913	1.041	.991	.867	1.046	1.018	.944
Measures Usefulness	.960	1.480**	2.237**	1.535**	1.418**	2.006**	1.730**	2.049**	1.914**
Adherence to Measures	1.015	.968	1.026	1.546**	1.434**	1.512**	1.286*	1.432*	1.191
Nagelkerke R ²	.129	.351	.410	.360	.375	.290	.390	.379	.453

China (CH): N = 1,020, France (FR): N = 1,001, Germany (GE): N = 1,145, Poland (PL): N = 1,004, Russia (RU): N = 1,024, Spain (ES): N = 985, Sweden (SV): N = 1,003, the U.K. (UK): N = 1,050, the U.S. (US): N = 1,032; SM = Social Media; Commun. = Governmental Communication; Marital Status: reference "with partner";

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Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse

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Urbanicity	1.024	.734	.980	.544**	.705*	1.185	.954	.502	
Step 2									
Risk Group	1.168	3.182**	1.488	1.134	1.339	1.811**	1.811**	1.811**	1.811**
Affected: Health	1.154	1.223*	1.040	1.141	1.202*	1.002	1.029	1.114	1.055
Affected: Economically	.907	.802**	.949						
Affected: Mentally	1.008	1.184							1.024
Depression Symptoms	1.070							.962	1.010
Anxiety Symptoms						.994	1.021	.962	.991
Stress Symptoms						.994	1.021	.962	.991
Psychological Distress				1.102	.967	1.066	1.076	1.084	.891
Perceived Governmental Communication			.957*	.991	1.017	1.023	1.001	.971	.921**
Perceived Public Communication		1.165**	1.163**	1.061	1.112*	1.216**	1.328**	1.298*	1.075
Perceived Social Media Communication	1.041	1.083	1.065	1.246**	1.069	1.038	1.059	.996	1.078
Perceived Information Source	1.285**	1.066	1.147*	1.065	1.015	.893	1.128	1.183	1.053
Perceived Information Source (SM)	.937	.924	.990	.886**	1.014	.919	.862*	1.018	.861*
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Nagelkerke R ²	.129	.351	.410	.360	.375	.290	.390	.379	.453

Bewertung der Regierungsmaßnahmen als nützlich, Nutzung von TV als COVID-19 Informationsquelle

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Step 2									
Risk Group	1.168	3.182**	1.488	1.134	1.339	1.811	2.805**	1.912	1.801*
Affected: Health	1.154	1.223*	1.040	1.141	1.208*				
Affected: Economically	.907	.802**	.949	.955					
Affected: Mentally	1.008	1.184	1.086					.912	1.024
Depression Symptoms	1.070	1.044				.992	.962	.962	1.010
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Psychological Burden by				1.102	.967	1.066	1.076	1.084	.891
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Länderspezifisches Muster

Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Ergebnisse

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- Weibliche Personen,
- Niedrige Stresssymptome,
- Niedrige positive psychische Gesundheit,
- TV und offizielle Seiten als Infoquelle,
- Hohe Nützlichkeitswahrnehmung von Maßnahmen

China (CH): N = 1,020, France (FR): N = 1,001, Germany (GE): N = 1,145, Poland (PL): N = 1,004, Russia (RU): N = 1,024, Spain (ES): N = 985, Sweden (SV): N = 1,003, the U.K. (UK): N = 1,050, the U.S. (US): N = 1,032; SM = Social Media; Commun. = Governmental Communication; Marital Status: reference "with partner"; Urbanicity: reference "large city"; Gender: 0 = woman, 1 = man (reference);

**p < .01,

*p < .05.

Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Diskussion

Empfehlungen



Table 5. Recommended focus of vaccination companies for increase of vaccination willingness based on significant effects of the logistic regression analyses.

Recommended focus of vaccination companies:	Country								
	CH	FR	GE	PL	RU	ES	SV	UK	US
Persons who are/have/do...									
...female	X								
...male		X	X		X				X
...younger		X							
...older	X								
...a partner	X				X	X		X	
...a lower social status		X					X		X
...habitants of large cities				X	X				
...not belong to Covid-19 risk group		X					X		X
...affected by Covid-19 in terms of physical health							X		X
...not affected by Covid-19 in terms of physical health		X			X				
...affected economically by Covid-19		X							X
...not affected mentally by Covid-19							X		
...high stress symptoms			X						X
...low level of positive mental health	X								
...high level of positive mental health			X						X
...not use television reports as Covid-19 information source		X	X		X	X	X	X	
...not use print media as Covid-19 information source				X					
...not use official sites as Covid-19 information source	X		X						
...use social media as Covid-19 information source				X			X		X
...not perceive the governmental communication as credible and honest							X		X
...not perceive the governmental communication as guided by people's interests				X					
...feel themselves not supported by the government				X					
...feel themselves not taken seriously by the government									X
...feel themselves left alone by the government		X							
...not perceive the governmental Covid-19 measures as useful		X	X	X	X	X	X	X	X
...not adhere to the governmental Covid-19 measures				X	X	X	X	X	

CH = China, FR = France, GE = Germany, PL = Poland, RU = Russia, ES = Spain, SV = Sweden, UK = the U.K., US = the U.S.

<https://doi.org/10.1371/journal.pone.0260230.t005>

Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Diskussion

Empfehlungen



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Recommended focus of vaccination companies:	Country								
	CH	FR	GE	PL	RU	ES	SV	UK	US
Persons who are/have/do...									
...female	X								
...male		X	X		X				X
...younger		X							
...older	X								
...a partner	X				X	X			
...a lower social status		X							
...habitants of large cities				X					
...not belong to Covid-19 risk group		X							X
...affected by Covid-19 in terms of physical health							X		X
...not affected by Covid-19 in terms of physical health					X				
...affected economically by Covid-19									X
...not affected mentally by Covid-19							X		
...high stress symptoms			X						X
...low level of...	X								
...use official sites as Covid-19 information source		X	X		X	X	X	X	X
...use social media as Covid-19 information source				X					
...not use official sites as Covid-19 information source	X		X						
...use social media as Covid-19 information source				X			X		X
...not perceive the governmental communication as credible and honest							X		X
...not perceive the governmental communication as guided by people's interests				X					
...feel themselves not supported by the government				X					
...feel themselves not taken seriously by the government									X
...feel themselves left alone by the government		X							
...not perceive the governmental Covid-19 measures as useful		X	X	X	X	X	X	X	X
...not adhere to the governmental Covid-19 measures				X	X	X	X	X	

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Länderspezifisches Muster

Impfbereitschaft als Voraussetzung der Bewältigung der COVID-19 Krise: Diskussion

Empfehlungen



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Recommended focus of vaccination companies:	Country									
	CH	FR	GE	PL	RU	ES	SV	UK	US	
Persons who are/have/do...										
...female	X									
...male		X	X		X					X
...younger		X								
...older	X									
...a partner	X				X	X		X		
...a lower social status		X					X			X
...habitants of large cities				X	X					
...not belong to Covid-19 risk group		X					X			X
...affe										
...not										
...affe										
...not										
...high										
...low										
...high										
...not										
...not										
...not										
...use										
...not perceive the governmental communication as credible and honest							X			X
...not perceive the governmental communication as guided by people's interests				X						
...feel themselves not supported by the government				X						
...feel themselves not taken seriously by the government										X
...feel themselves left alone by the government		X								
...not perceive the governmental Covid-19 measures as useful		X	X	X	X	X	X	X	X	X
...not adhere to the governmental Covid-19 measures				X	X	X	X	X	X	

Fokus von Impfkampagnen:

- Männliche Personen,
- Hohe Stresssymptome,
- Hohe positive psychische Gesundheit,
- Weniger TV und offizielle Seiten als Infoquelle,
- Niedrige Nützlichkeitswahrnehmung von Maßnahmen

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Impfbereitschaft als Voraussetzung zur Bewältigung der COVID-19 Krise: Diskussion

Fokus von Impfkampagnen

- Alle Geschlechter und Altersgruppen,
- Großstadtbewohner,
- Wirtschaftlich betroffene Personen,
- Personen mit *niedrigem* Level der psychischen Gesundheit, aber auch mit *hohem* Level → **vs. falsches Gefühl der Sicherheit**,
- Betonung von **TV** und **öffentlichen Seiten** als COVID-19 Infoquelle,
- Warnung vor *negativen Folgen* der Nutzung von **sozialen Medien** als COVID-19 Infoquelle, stärkere Kontrolle von COVID-19 Inhalten auf sozialen Medien, Reduktion der Nutzung von sozialen Medien
- **Öffentliche COVID-19 Kommunikation**: Glaubwürdig, unterstützend, widerspruchsfrei, von Interessen der Bevölkerung geleitet,
- Stärken des **individuellen Kontrollerleben**

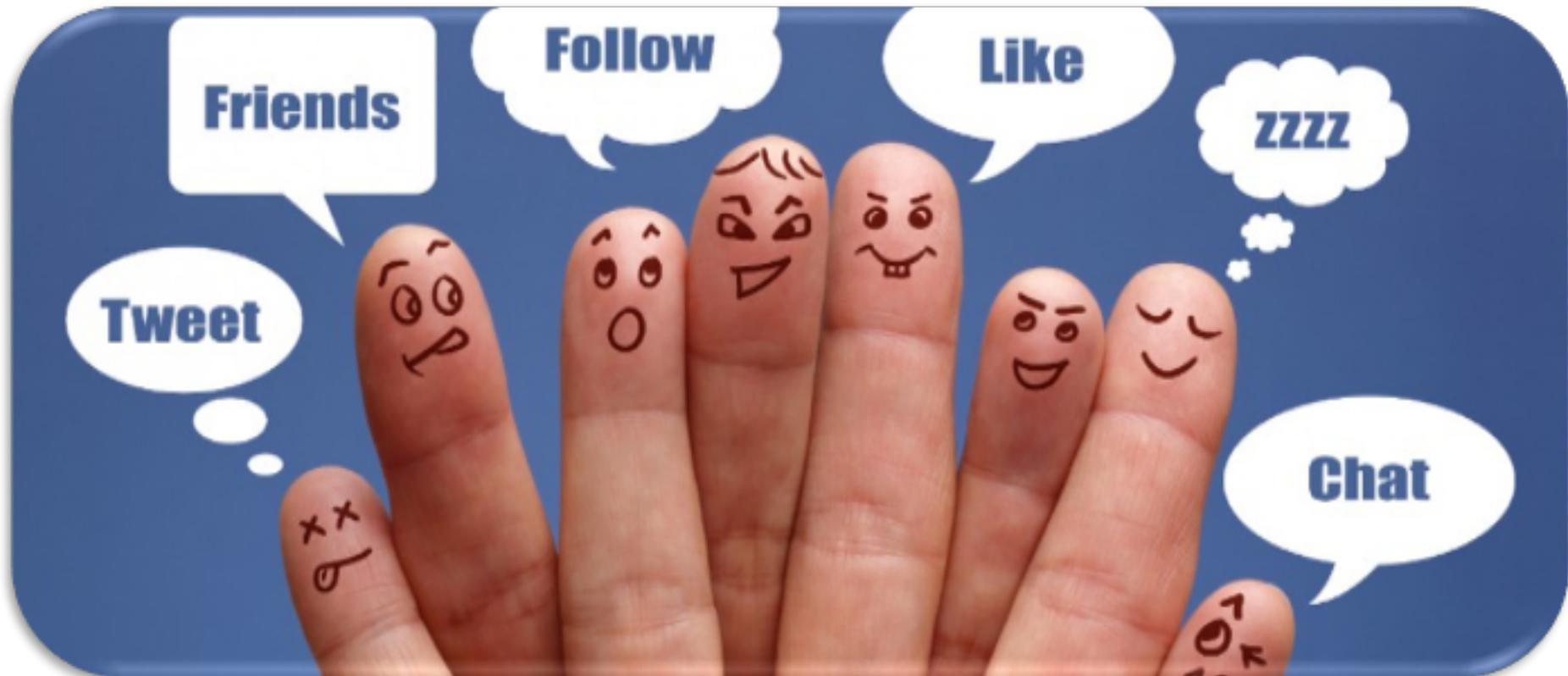


Wahrnehmung von
Nützlichkeit der Impfung



Bereitschaft
und Befolgung

Danke für die Aufmerksamkeit!



Studie kann heruntergeladen werden unter:
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0260230>

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