

Public Relations Research

“Don’t Be Left Out of the Party”

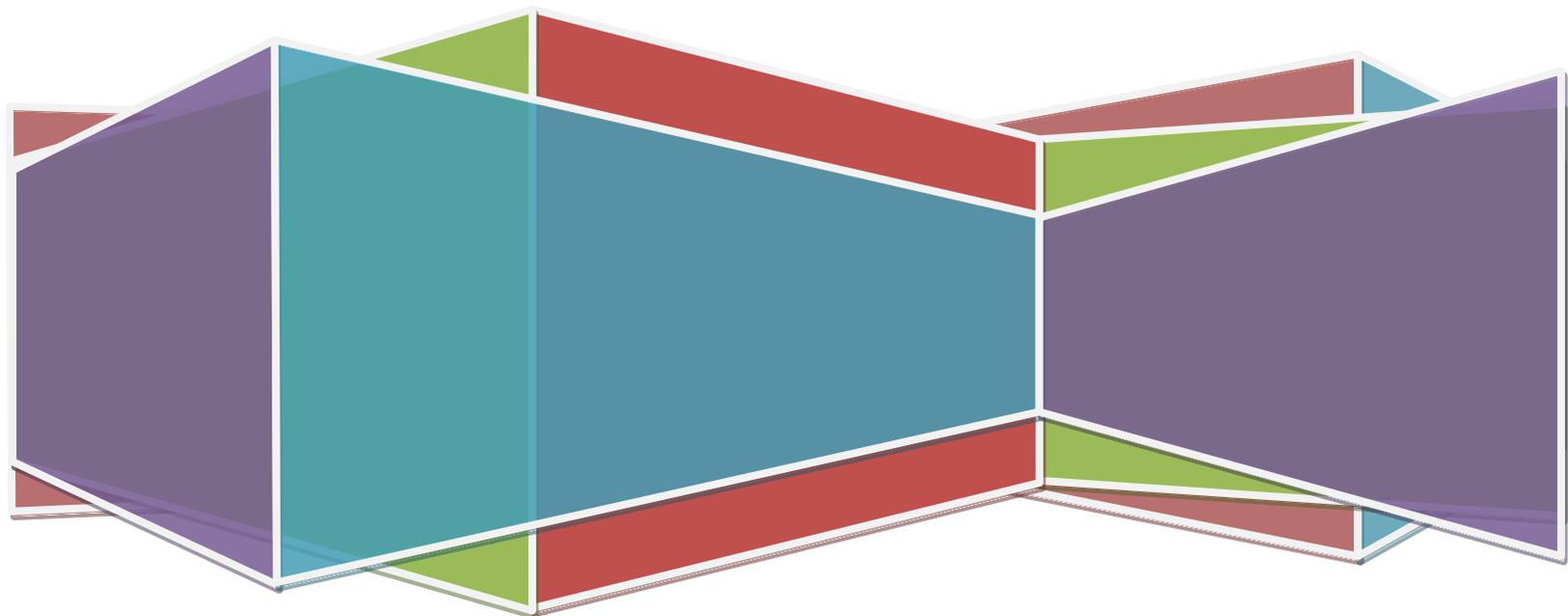
H1N1 Survey Project

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PURPOSE

The purpose of this survey is to understand USF student's current knowledge, experiences, attitudes and behaviors regarding the H1N1 virus. The purpose is also to convince respondents to receive the H1N1 vaccine by increasing their awareness of the virus.

OBJECTIVES

- To explore current attitudes and knowledge about the H1N1 flu and vaccine.
- To increase respondent awareness of the H1N1 flu and vaccine.
- To discover if respondent behaviors will change after being informed of the H1N1 flu and vaccine.

METHODOLOGY

To obtain the necessary research information to support the purpose of this study, a rough draft of a survey was constructed with questions about the H1N1 virus, commonly known as the "swine flu". After being narrowed down, a total of 32 questions were chosen to complete the final survey. The survey contained questions about USF student's behaviors, experiences, knowledge and attitudes pertaining to the H1N1 virus. To supplement the survey, a video was created in an attempt to persuade college students to receive the H1N1 vaccination. All videos were required to be uploaded to YouTube, where respondents were able to view the video during their survey, which was taken online through Survey Monkey.

Our video displayed a stereotypical college party scene and illustrates how college students tend to share drinking cups and fail to realize how easy it would be to contract the H1N1 virus by doing these activities. The main character, Jeff, is attending a party with other college students who are sharing their drinking cups during a game of beer pong. All party-goers have received the vaccine and tell Jeff that he cannot to play with them,

because he has yet to receive the vaccination. The video ends by showing Jeff going to USF Student Health Services to get the vaccine.

Our survey sample was drawn from friends and classmates who are currently enrolled at the University of South Florida. The sample of respondents represents the target audience that was chosen for this study.

To be certain all respondents were current USF students, screening questions were asked in the beginning of the survey. The class surveyed 363 students and our filtered group contained 31 respondents, whose birthday all were in the month of March. Our group members were able to have only three respondents under our filter take the survey for us. This made our response rate is 9.68 percent.

After creating the survey and video, friends that were USF students were emailed and links were posted for the survey through social media sites, such as Facebook. The survey link directed respondents to complete our survey online through Survey Monkey. The survey was available online from November 25 through November 30. To increase our response rate, one respondent was chosen to win a \$25 gift card to the store or restaurant of his or her choice.

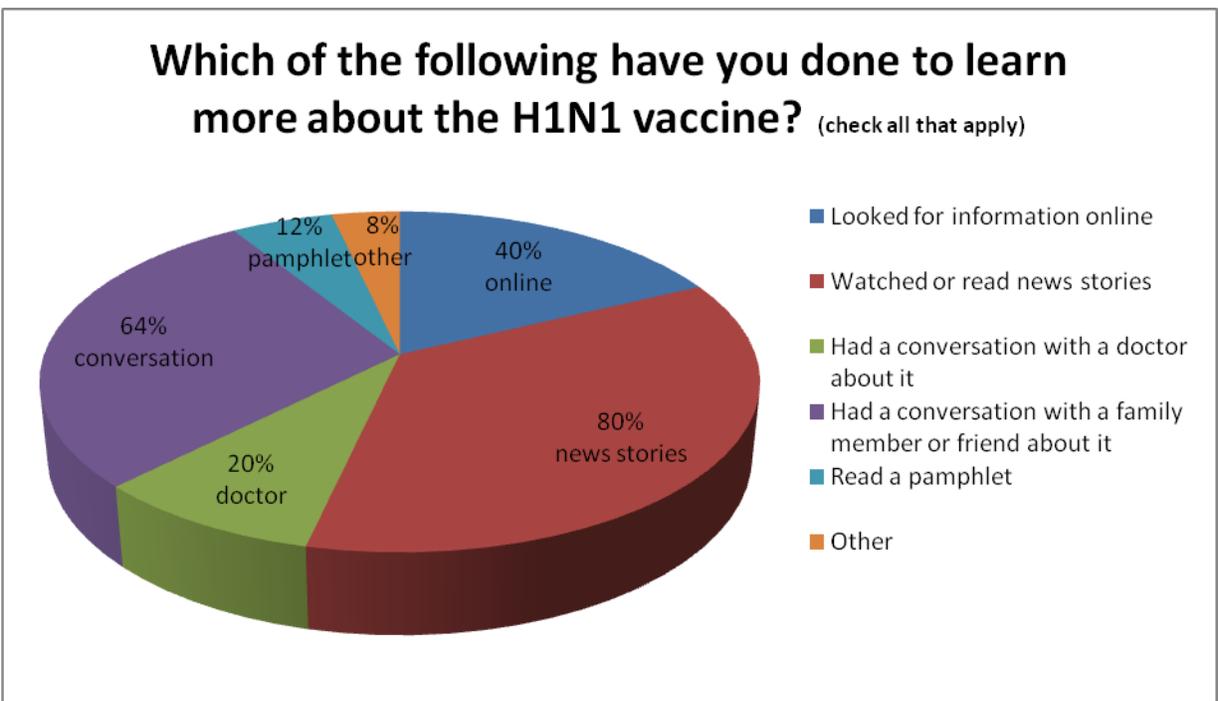
The following paragraph lists the demographics of our filtered group for the survey. The response percentage for females was much higher at 76 percent, compared to males at only 24 percent. No freshmen participated in the survey, but 15.4 percent of respondents were sophomores, 26.9 percent were juniors, 53.8 percent were seniors and 3.8 percent were graduate students. Students who ranged between the ages of 18-19 were 11.5 percent, students aged 20-21 consumed 53.8 percent of the respondents, while ages 22-23 came in at 26.9 percent and ages 24 and up were 7.7 percent. Eighty percent of the respondents were of Caucasian/Non-Hispanic decent, 8 percent were Hispanic/Latino, 8 percent were African American and 8 percent were Asian. A final demographic that was surveyed was religious affiliation. Of our respondents 34.6 percent were Protestant Christian, 23.1 percent were Roman Catholic, 15.4 percent were Evangelical Christian, 3.8 percent were Jewish, 7.7 percent were non-believer and 15.4 percent answered other.

RESULTS

KNOWLEDGE

Table 1

- The largest portion of the respondents (80%) gained more information on their own about the H1N1 vaccine by watching or reading news stories. Another 64% of respondents had a conversation with a family member or friends, while 40% of respondents looked for information on the vaccine online. The remaining 8% of respondents answered other. One respondent stated, "I work in a pharmacy and we have e-mails to read regarding H1N1," and another stated, "Nothing".
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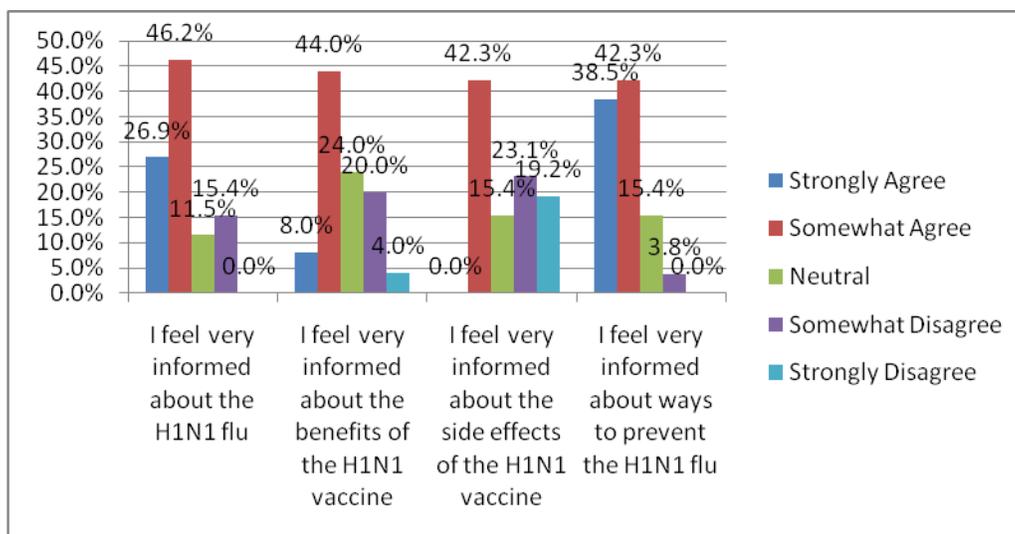


Respondents (n = 25)

Table 2

- When asked if they felt very informed about the H1N1 virus, 19 respondents (73.1%) agreed that they did, while 4 respondents (15.4%) felt they could use more information. Three respondents (11.5%) felt neutral.
- A total of 13 respondents (52%) agreed they were very informed about the benefits of the H1N1 vaccine, while six respondents (24%) were neutral and 6 respondents (24%) disagreed with this statement.
- When respondents were asked if they felt very informed about the side effects of the H1N1 vaccine, 11 (42.3%) agreed, while 4 respondents (15.4%) were neutral and 11 respondents (42.3%) disagreed.
- Finally, 21 respondents (80.8%) agreed with the statement that they felt very informed about ways to prevent the H1N1 virus. Only 1 respondent (3.8%) disagreed and 4 respondents (15.4%) felt neutral.

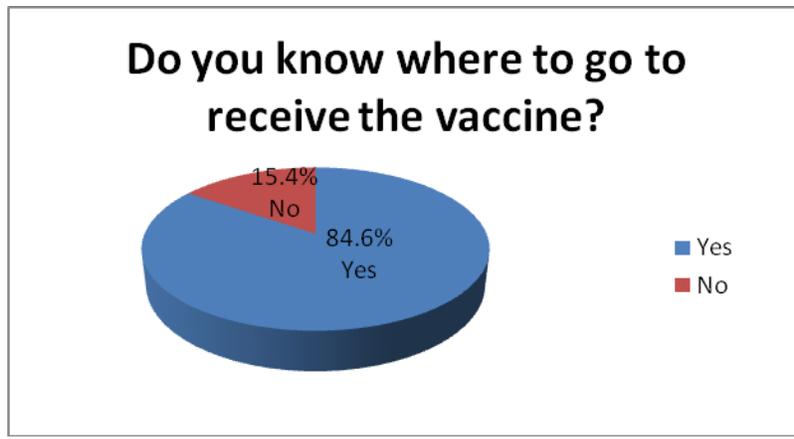
To what extent do you agree or disagree with the following statements:



Respondents (n=26)

Table 3

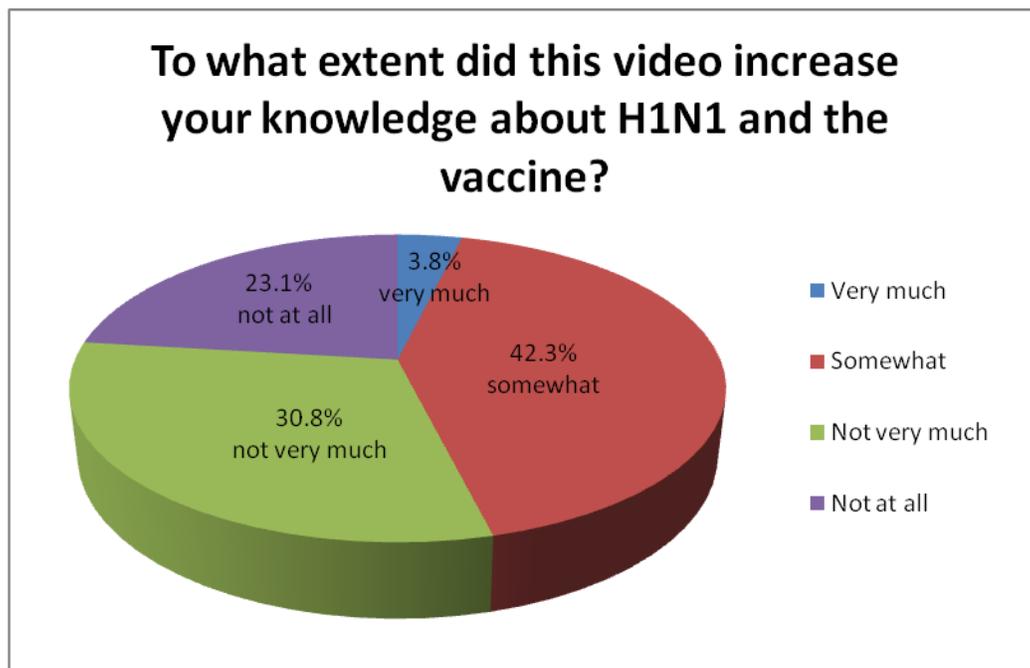
- When respondents were asked if they knew where to receive the vaccine 84.6% (22) said they did know where to go, where 15.4% (4) of the respondents said they did not know.



Respondents (n = 26)

Table 4

- When examining the extent to which the previewed video impacted respondents knowledge, 11 respondents (42.3%) said their knowledge was somewhat increased, whereas only 1 respondent (3.8%) said their knowledge was increased very much. About 8 respondents (30.8%) said their knowledge was not increased very much and 6 respondents (23.1%) said their knowledge was not increased at all.

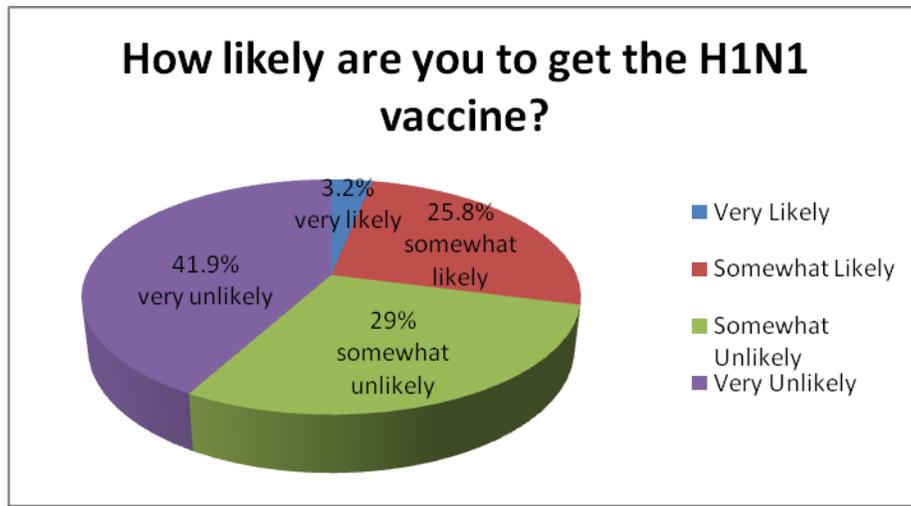


Respondents (n = 26)

ATTITUDES

Table 1

- When asked how likely they were to get the vaccine, almost half 41.9% (13) of the respondents said they were very unlikely to get the vaccine, 29% (9) of the respondents said they were somewhat unlikely to get the vaccine, where as 25.8% (8) said they were somewhat likely and only 3.2% (1) said they were very likely to get the H1N1 vaccine.



Respondents (n = 31)

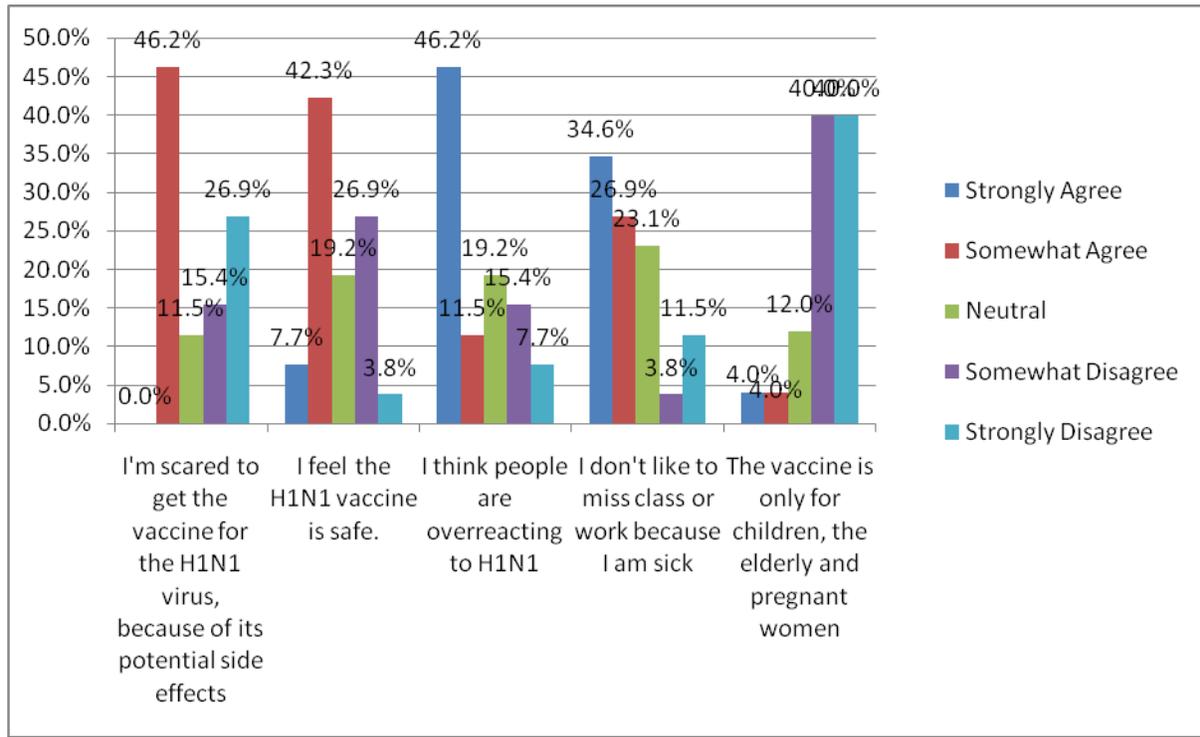
Table 2

- About half (46.2%) of the respondents agreed that they were scared to get the vaccine for the H1N1 virus because of its side effects. The other half (42.3%) of the respondents disagreed that they were scared of the vaccine's side effects, while the remaining 3 respondents (11.5%) were neutral.
- Out of the 26 total respondents, half of them (50%) agreed that they thought the H1N1 vaccine is safe, whereas 8 of the respondents (30.7%) thought it was unsafe. The other 5 respondents (19.2%) remained neutral.
- In regards to the statement: I think people are overreacting to the H1N1 virus, more than half (57.7%) of the respondents agreed. With 23.1% (6) of

the respondents saying they believe people are not overreacting, a shocking 19.2% (5) of the respondents remained neutral.

- Only 4 (15.3%) out of the 26 respondents disagreed that they do not like to miss work or class because they are sick, where as the majority of the respondents 61.5% agreed that they do not like to miss work or class due to illness. About 23% of the respondents stayed neutral.
- Only 2 (8%) of the respondents believed the vaccine is only for children, the elderly and pregnant women, whereas 80% (20) disagreed with the statements and 3 respondents (12%) were undecided.

Please indicate your level of agreement or disagreement with the following statements:



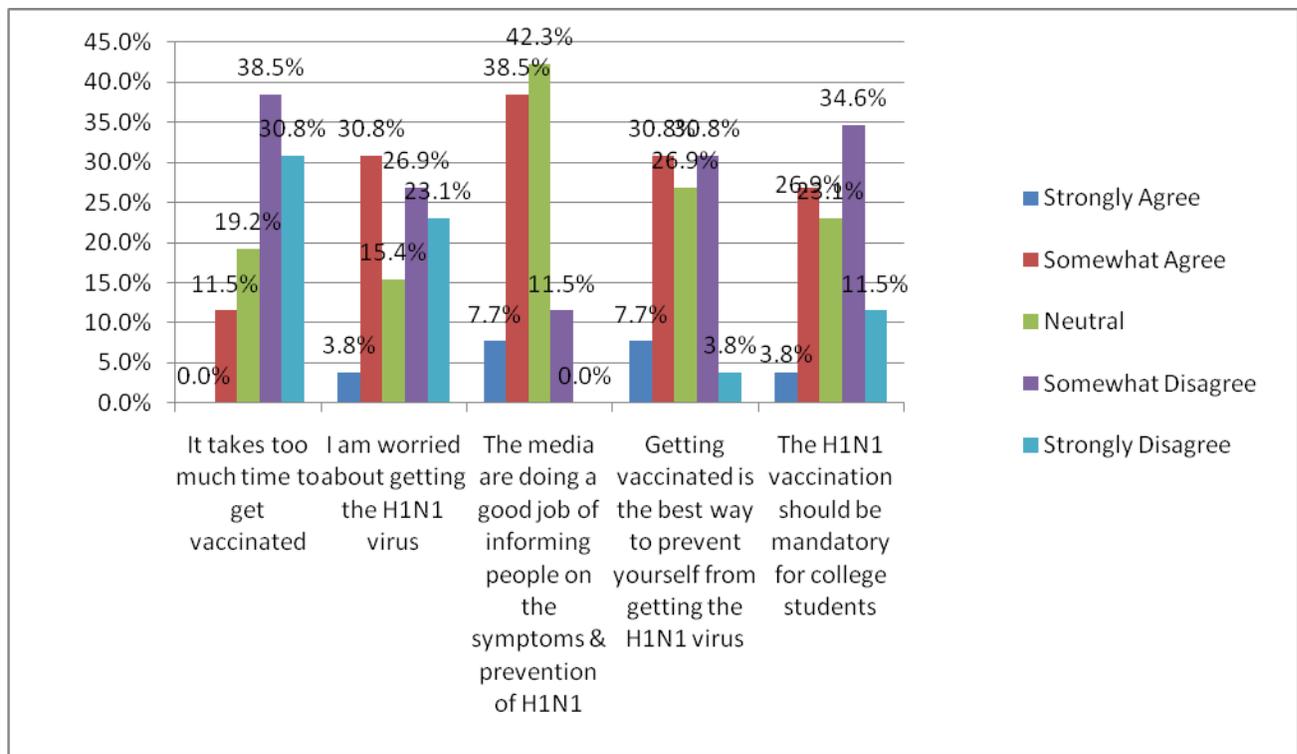
Respondents (n = 26)

Table 3

- While about 18 respondents (69.3%) disagreed with the statement that it takes too much time to get vaccinated, 5 respondents (19.2%) were neutral and only 3 respondents (11.5%) agreed to the statement.

- When asked if they were worried about getting the H1N1 virus, half of the respondents disagreed, whereas 9 respondents (34.6%) agreed they were worried about catching the virus and only 4 respondents (15.4%) remained undetermined.
- Twelve respondents (46.2%) thought the media was doing a good job of informing people about the symptoms and prevention of H1N1, but 3 respondents (11.5%) disagreed. About 43% (11) respondents remained neutral on this statement.
- Ten respondents (38.5%) agreed that getting vaccination was the best way to prevent getting the virus, whereas 26.9% of the respondents (7) remained undecided and 9 respondents (34.6%) disagreed.
- Finally, 30.7% of the respondents (8) all agreed the H1N1 vaccination should be mandatory for college students, where almost half (46.1%) disagreed and 6 respondents (23.1%) remained neutral.

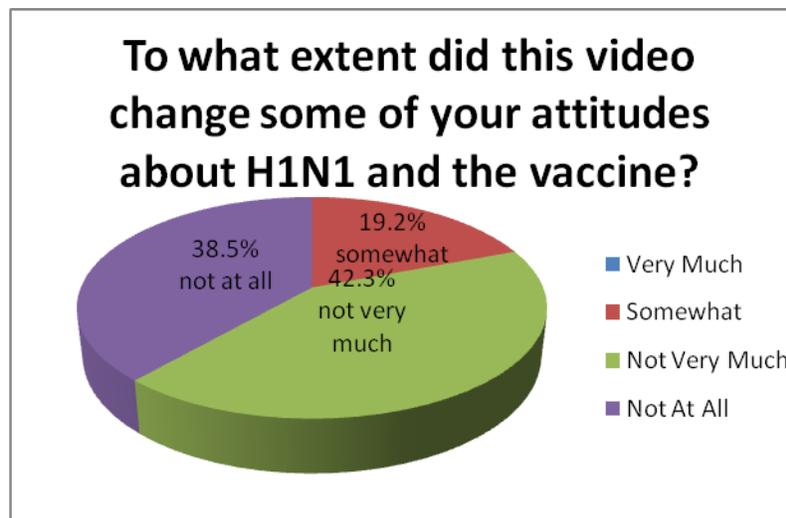
Please indicate your level of agreement or disagreement with the following statements:



Respondents (n = 26)

Table 4

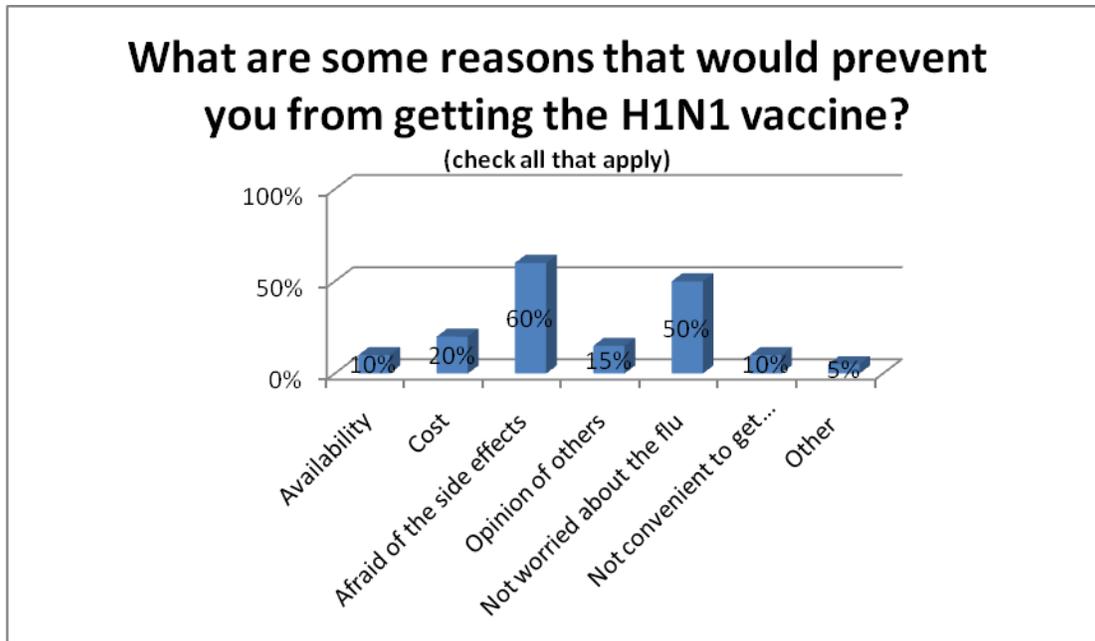
- The effectiveness of the video on these respondents varied. None of the respondents felt that the video changed their attitudes about the vaccine or H1N1. Five respondents (19.2%) felt the video somewhat changed their attitudes, whereas 42.3% of the respondents (11) felt the video didn't change their attitudes very much and the remaining 10 respondents (38.5%) felt the video didn't change their attitudes at all.



Respondents (n = 26)

Table 5

- Results ranged on why respondents are not getting the vaccine. Respondents seemed to be most afraid of the side effects, which gathered 60% of the vote with 12 responses. With 10 responses (50%) respondents seemed to not be worried about the flu, whereas 4 respondents (20%) were focused on the cost of the vaccine. Other options like: the opinion of others (15%), availability (10%), and the vaccine was not convenient (10%) all rounded out the remaining responses.

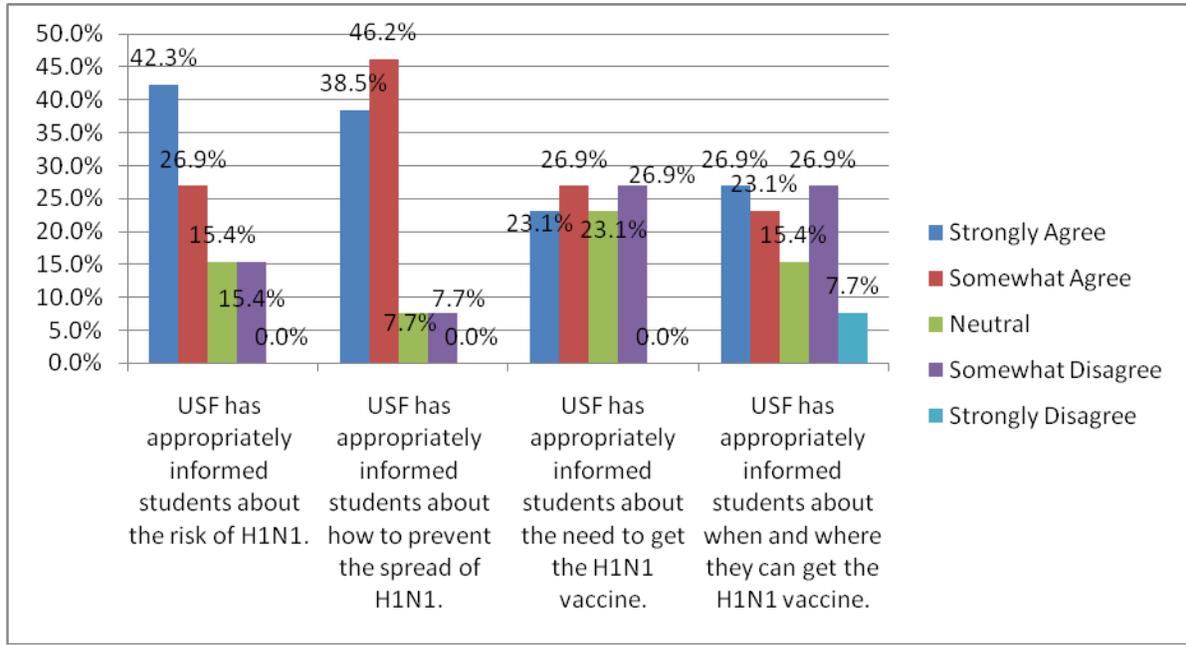


Respondents (n = 20)

Table 6

- The majority of the respondents (18) agreed that USF has appropriately informed them about the risk of H1N1. Four respondents remained neutral, whereas the remaining 4 respondents (15.4%) disagreed that they were informed of the H1N1 risks by USF.
- Once again the majority of respondents (22) agreed USF had informed them about how to prevent the spread of the virus, where 2 respondents (7.7%) disagreed and 2 respondents (7.7%) remained neutral.
- When asked if respondents thought that USF had appropriately informed them about the need to get the vaccine, half the respondents agreed where the other half were split between disagreeing and remaining neutral.
- Half of the students believed USF informed them about when and where to get the vaccine, where as 4 respondents (15.4%) stayed neutral and 34.6% of the respondents disagreed.
- The remaining 5% answered other. One respondent stated, "Already got the flu".

To what extent do you agree or disagree with the following statements:



Respondents (n = 26)

BEHAVIORS

Table 1

- The table illustrates behaviors that respondents already do before watching the video in this survey and it also demonstrates the behaviors people intend to do after watching the video.
- Other than wearing a mask in public, it seemed the majority of the respondents already did most of the behaviors that were listed.
- The most shocking was that 66.7% of the respondents (4) decided that after viewing the video they would wear a mask in public.
- Also a large percentage (46.7%) of the respondents said they would begin to take a daily vitamin after watching the video.

- Results show the two least popular behaviors before watching the video ended up being the two to show the most increase in results after taking this survey.

Due to an increase in reported cases of H1N1, I...

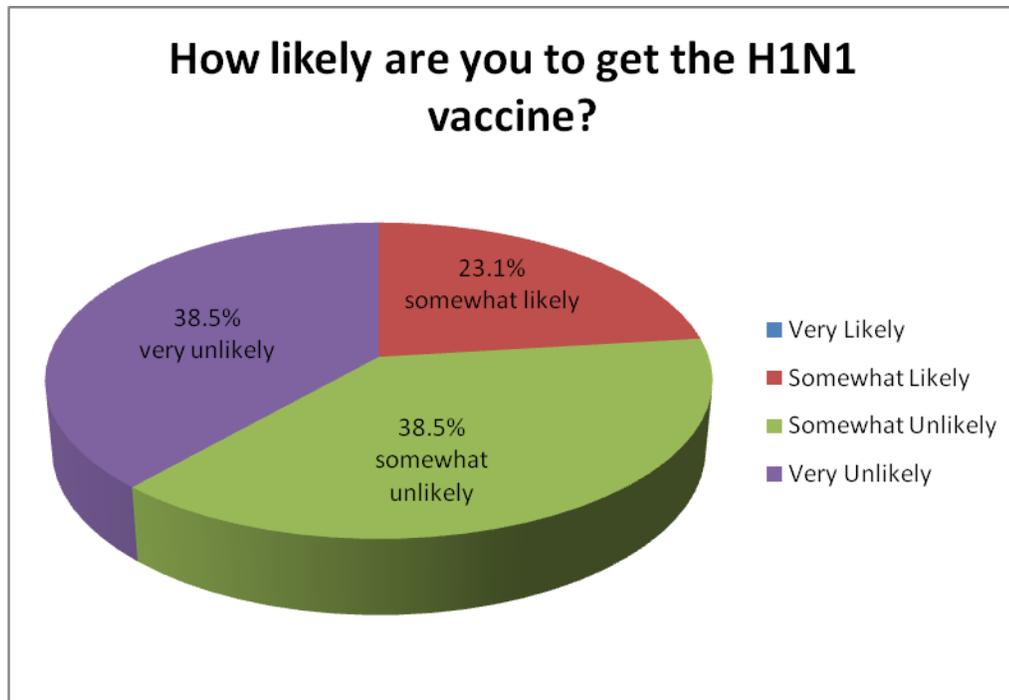
(Leave blank if you do not do the behavior or do not intend to)

	Already do this behavior	Will do this behavior based on what I learned from the video
Wash my hands more frequently	84.2% (16)	15.8% (3)
Sanitize my hands	95.7% (22)	4.3% (1)
Stopped sharing drinks/food with others	77.8% (14)	22.2% (4)
Take a daily vitamin	53.3% (8)	46.7% (7)
Try to avoid touching my nose, eyes and mouth	81.0% (17)	19.0% (4)
Wear a mask in public	33.3% (2)	66.7% (4)
Stay away from sick people	95.8% (23)	4.2% (1)
Cough or sneeze into my arm instead of my hand	91.7 (22)	8.3% (2)

Respondents (n = 26)

Table 2

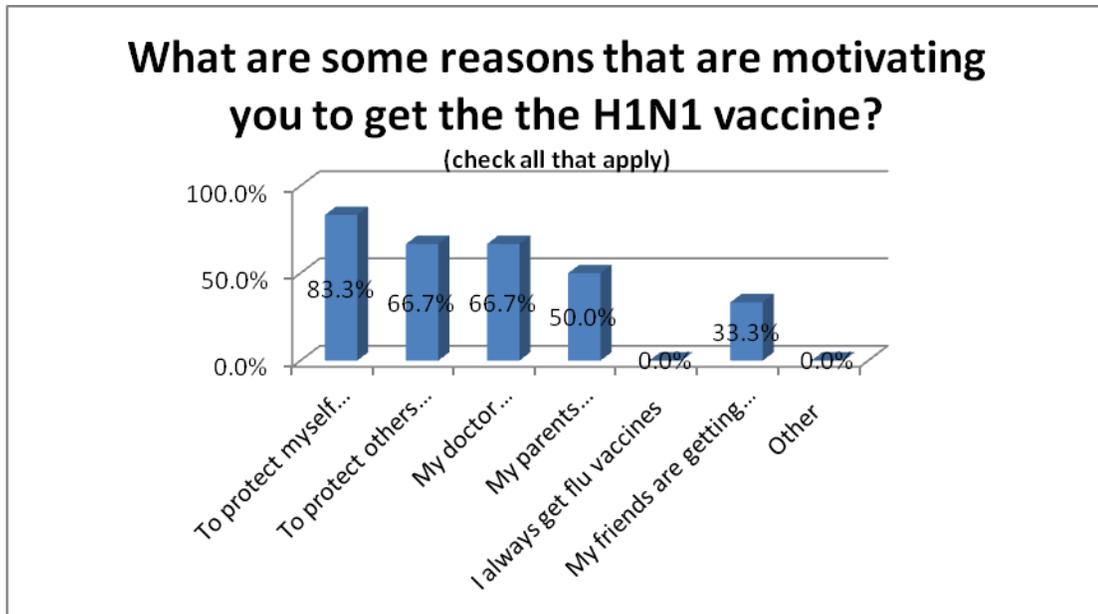
- The results show that none of the respondents are very likely to get the H1N1 vaccine. Six respondents (23.1%) are somewhat likely to get the vaccine; whereas somewhat unlikely and very unlikely tied at 38.5% (10) of the respondents each felt this survey impacted their decision to get the vaccine.



Respondents (n = 26)

Table 3

- Respondents were asked what some of the reasons were motivating them to get the H1N1 vaccine and the most common response was to protect themselves from getting the virus. Tied for second were to protect others from getting the virus and also because their doctor recommended them to get the vaccination.
- Results showed that friends and parents getting the shot or recommending it did not play as large of role to the respondents. Parents recommending the vaccination got 3 responses, whereas respondent's friends getting vaccinated only sparked 2 responses.
- None of the respondents responded to the choice that they always get the flu vaccines.

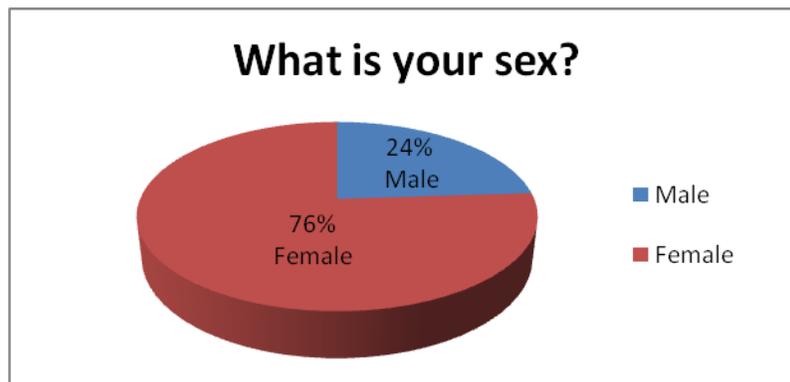


Respondents (n = 6)

DEMOGRAPHICS

Table 1

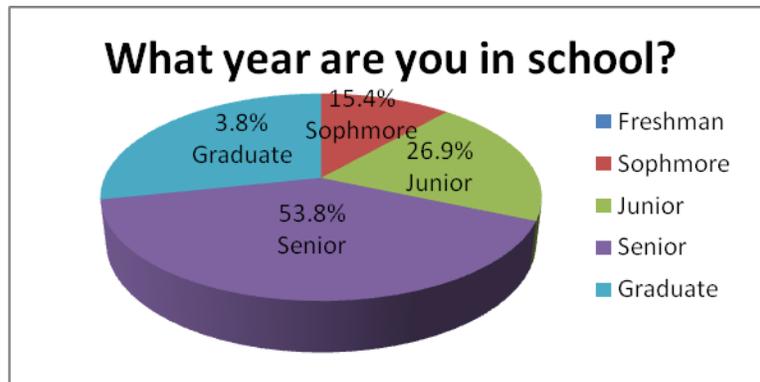
- Respondents were asked to identify their sex. As mentioned before in the methodology, the female response was much greater at 76% (19) than the male response at 24% (6).



Respondents (n = 25)

Table 2

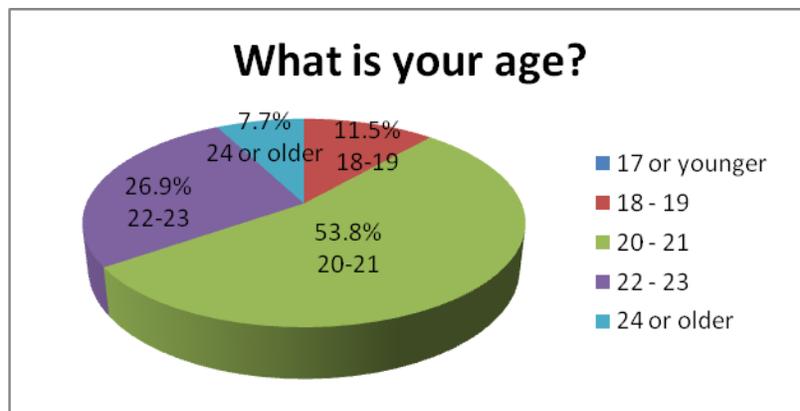
- Respondents were asked to identify their academic year at USF. There were no respondents from the freshman. Sophomores made up 15.4% (4) of the responses, whereas juniors made up 26.9% (7) of the responses. Senior responses topped the rest at 53.8% (14), while graduate student responses were only 3.8% (1).



Respondents (n = 26)

Table 3

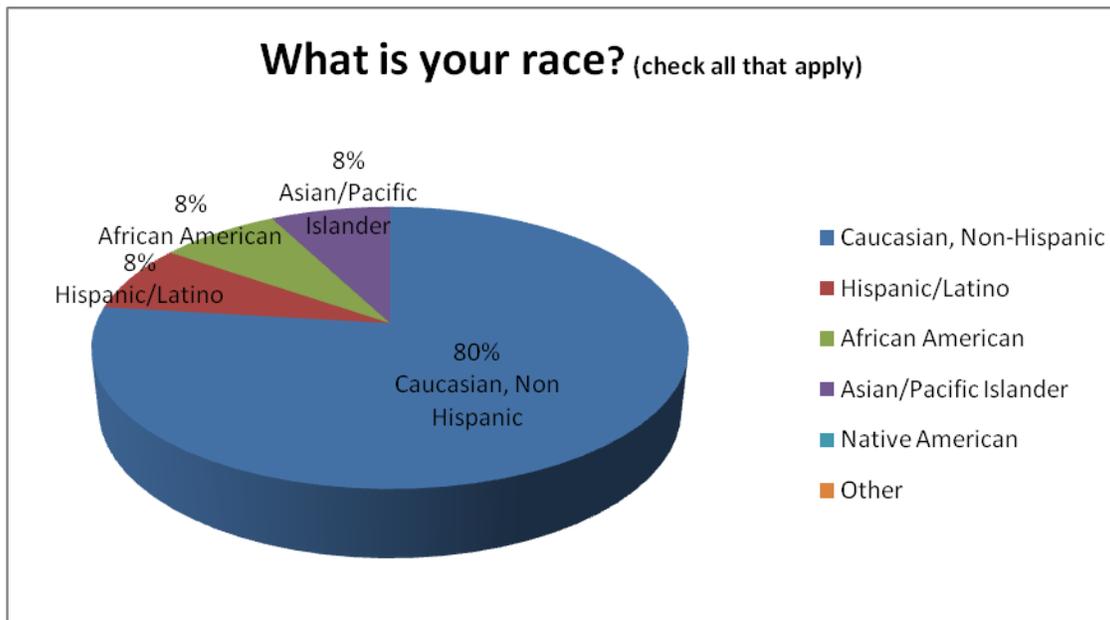
- Respondents were asked to identify their age for demographic purposes. The 17 or younger age group had no responses. The 20-21 age range topped the charts with 53.8% (14) of the responses, while the 22-23 age range followed with 26.9% (7) of the responses. The 18-19 age range had 11.5% (3) of the responses, whereas 24 and older only had 2 respondents (7.7%).



Respondents (n =26)

Table 4

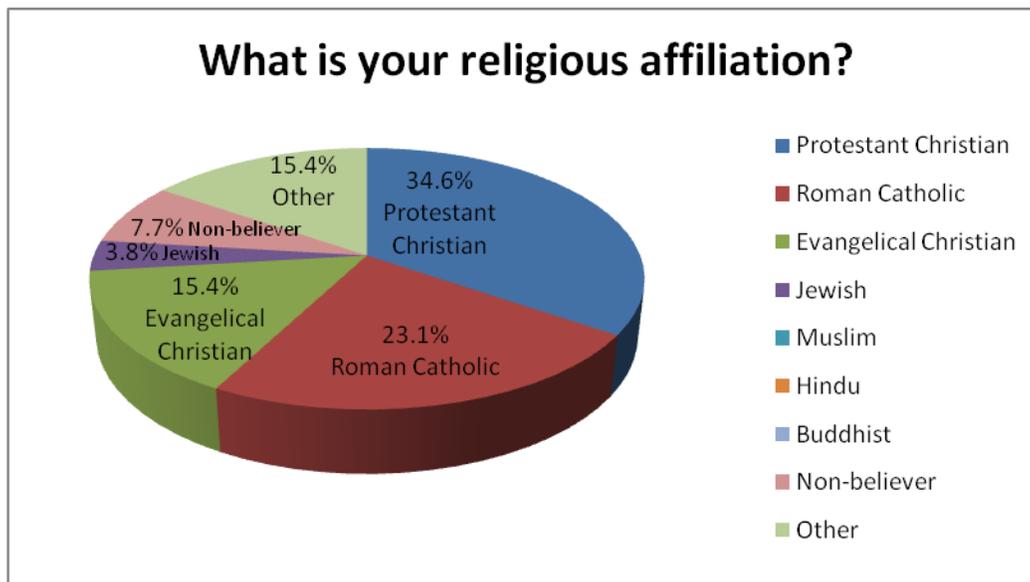
- Respondents were asked to identify their race, with all that apply. The majority (80%) of the respondents were Caucasian with a non-Hispanic decent. African Americas, Asian/Pacific Islanders and Hispanic/Latino all tied with an 8% (2) response. There was no Native American or other races that participated.



Respondents (n = 25)

Table 5

- Respondents were asked to identify their religious affiliation. Protestant Christian's responded the most with a total of 9 respondents (34.6%) with Roman Catholics with 23.1% (6) of the respondents. Evangelical Christian's had 15.4% (4) of respondents, while Non-believers totaled 2 responses (7.7%) and 3.8% (1) of the respondents were Jewish. The "other" respondents totaled 15.4% (4) percent. One respondent stated, "Don't ask me, I don't see how it is relevant". Two other respondents listed agnostic and Christian. There was no Muslim, Hindu or Buddhist respondents.



Respondents (n = 26)

SUMMARY & CONCLUSION

Overall, the majority of the respondents were already previously aware of the H1N1 virus and its vaccine. Many of the respondents did not think they would become infected with the H1N1 virus. They also did not want to get the vaccination, as they thought many people were overreacting about the H1N1 virus and vaccine.

After analyzing the results, it appeared that most respondents strongly agreed that they felt they were informed about the vaccine and the potential side effects. However according to the results, some of the respondent's attitudes, in general, changed after watching the video, but the majority of respondents agreed their attitude about the vaccine in particular did not change very much.

This survey also showed what respondents thought about the vaccine. The majority of respondents did not think getting vaccinated was the best way to prevent the H1N1 virus from infecting them. They also thought it should not be mandatory for USF students to have. The video helped determine that the respondents overall behavior did not change.

According to the survey, the respondents already did many of the actions listed, like washing their hands and taking daily vitamins.

The results of the survey alluded the majority of the respondents are unlikely to receive that H1N1 vaccine, because they are not worried about getting the virus. These findings also helped the study establish that the respondents were taking protective measures to prevent themselves from getting the H1N1 virus and feel the vaccine is not necessary.

APPENDICES

1. Filtered Survey Results
 - attached to report
2. Blank Survey
 - attached to report