

## **Survey Results of Awareness, Attitudes, and Actions Regarding the H1N1 Virus and Vaccine**

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Date: December 2, 2009



### **PURPOSE**

The purpose of this survey is to gather an overall assessment of students' knowledge about H1N1 and the vaccination. We will then measure the effectiveness of our video on students' behaviors and feelings towards the virus and vaccination.

### **OBJECTIVES**

Awareness:

- Examine students' overall knowledge on how H1N1 is contracted, awareness of prevention techniques, the vaccination's side effects, and where the vaccination is available.

Attitudes:

- Discover students' outlook toward the H1N1 vaccine and if they are correctly informed about the vaccination.

Actions:

- Analyze students' behaviors, such as willingness to receive the vaccine, techniques on how to prevent, and if the video persuaded them otherwise.

### **METHODOLOGY**

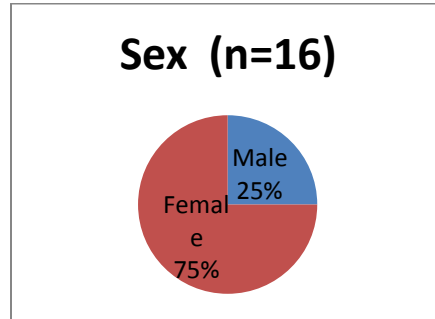
For conducting this research, an online survey was used to reach the target audience. The sample was drawn from the student population at the University of South Florida. Our population was appropriate because the objective was to learn the awareness, attitudes, and actions toward H1N1 specifically from USF students. The sample was selected at random and participants were screened for eligibility. This sample was appropriate because it eliminated bias in the research results. The sample was not fully representative of the population because the survey did not receive an adequate number of responses. People were contacted mainly through social media such as Facebook, E-mail notifications, phone calls, and text messages. Screening questions were used to confirm the respondents' attendance at USF. A total of 363 students participated in the survey, 17 of those students were shown our video. The response rate for the survey was 5%. Data collection began on November 25, 2009 and ended November 30, 2009 at 3p.m. The survey consisted of 33 questions. Reminders to complete the survey were sent out to participants, as well as a \$25 gift card incentive to increase response rate. Videos were

shown to students was based on their birth month. Our video was viewed by participants born in the month of December. In terms of characteristics, the sample included indication of sex, year in school, age, race, and religious affiliation.

## RESULTS

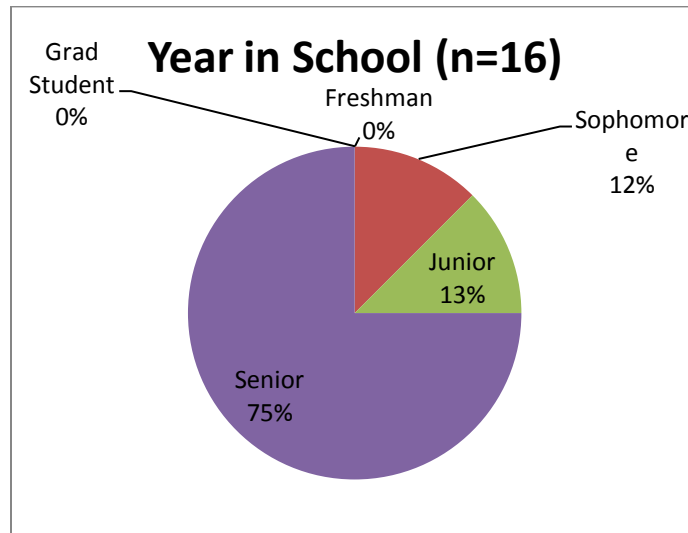
### Demographic:

The majority of our respondents were female (75%), followed by males (25%).



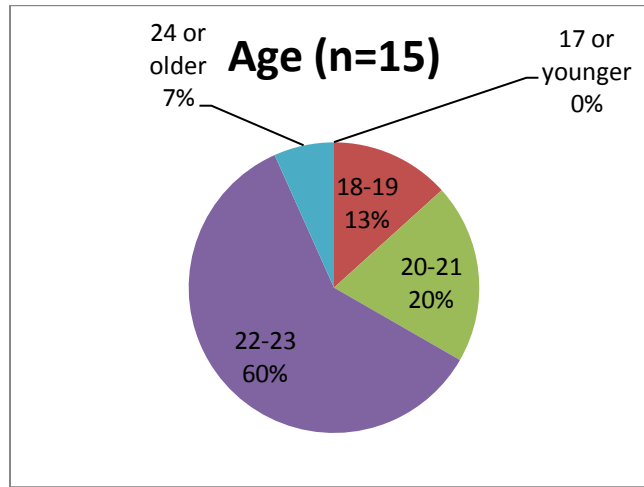
*What is your sex? (n=16)*

The majority of our respondents were seniors (75%), followed by juniors (13%) then sophomores (12%). We had no freshman or grad school respondents.



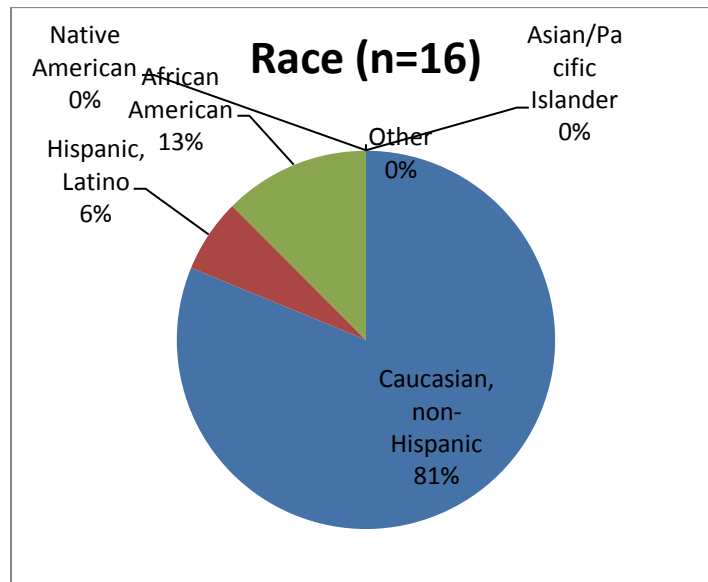
*What year in school are you? (n=16)*

The majority of respondents were between 22-23 years of age (60%), followed by 20-21 years of age (20%), then 18-19 year olds (13%) and 24 years of age or older (7%). None of the respondents were 17 years of age or younger.



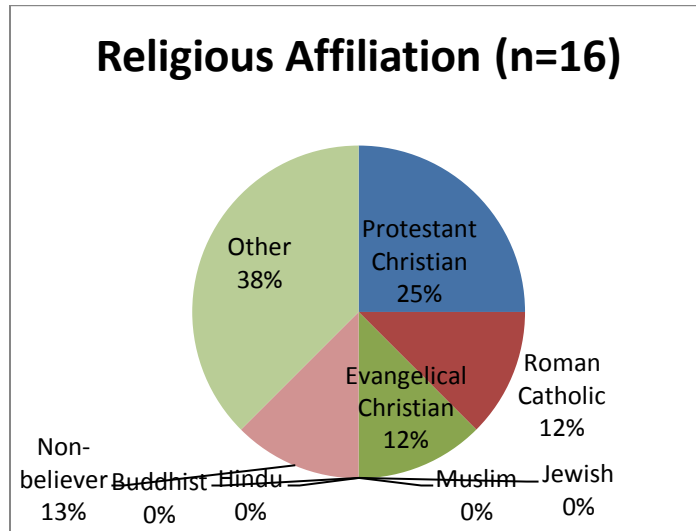
What is your age? (n=15)

The majority of respondents were Caucasian, non-Hispanic (82%), followed by African American (13%), then Hispanic, Latino (6%). None of the respondents were Native American, Asian/Pacific Islander, or other.



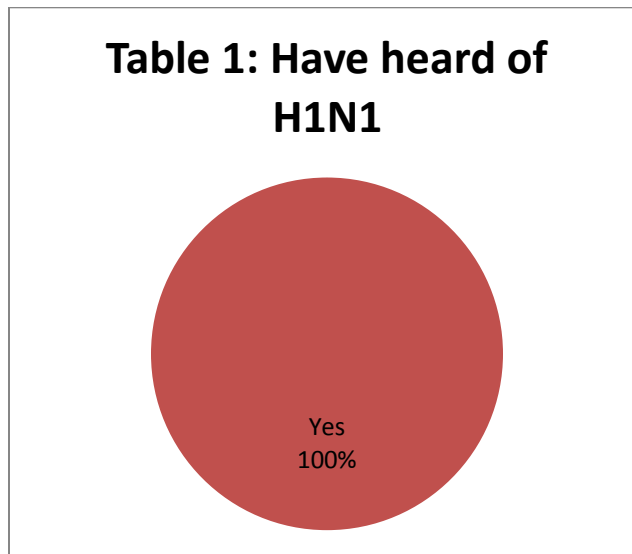
What is your race? (n=16)

The majority of respondents signified their religion as other (38%), followed by Protestant Christian (25%), then non-believer (13%). Evangelical Christian and Roman Catholic had a tied number of respondents (12%). None of our respondents were Buddhist, Hindu, Muslim, or Jewish.



*What is your religious affiliation? (n=16)*

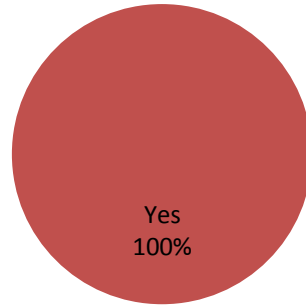
All of the survey respondents (100%) have heard of the H1N1 virus.



*Have you ever heard of H1N1/swine flu? (n=17)*

All survey respondents (100%) have heard of the H1N1/swine flu vaccination.

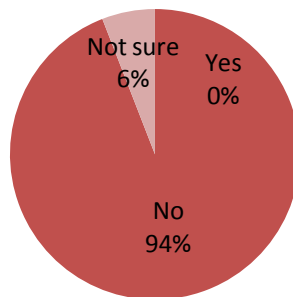
**Table 2: Have heard of H1N1 Vaccine**



*Have you heard of the H1N1/swine flu vaccine? (n=17)*

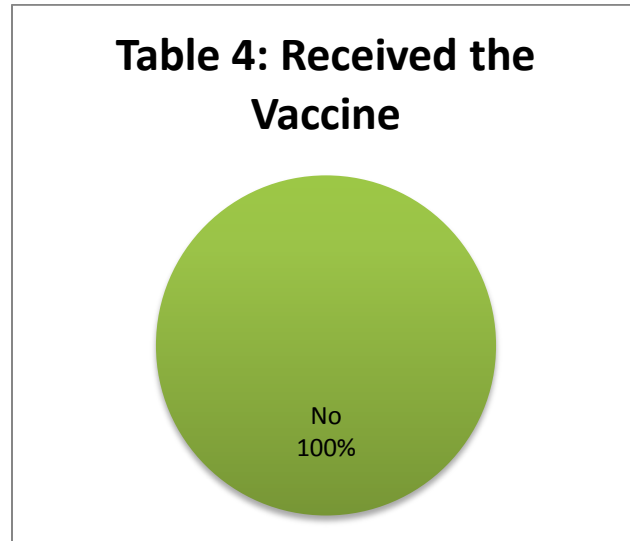
Indicated by the respondents, most are certain (94%) that they have not contracted the H1N1/swine flu virus, while some (6%) are unsure.

**Table 3: Have Contracted H1N1**



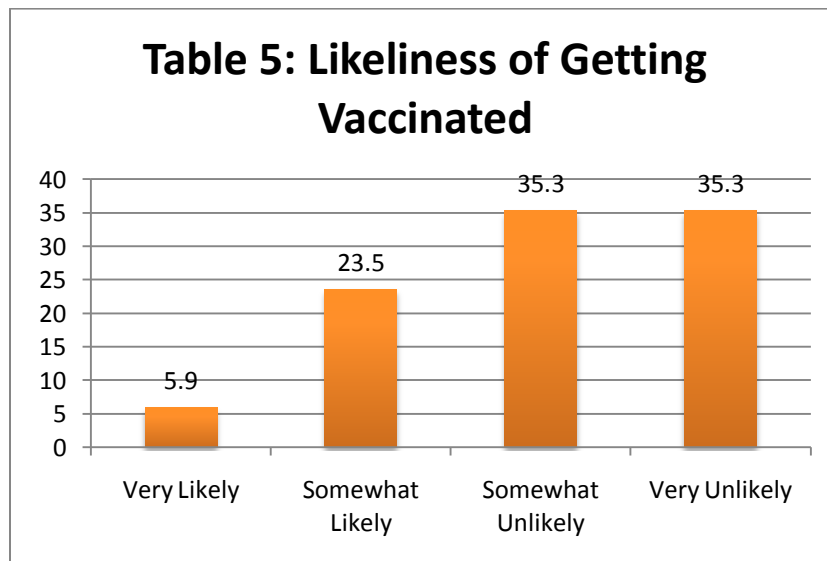
*Have you contracted the H1N1/swine flu virus? (n=17)*

According to the survey, all respondents (100%) have not received the H1N1/swine flu vaccine.



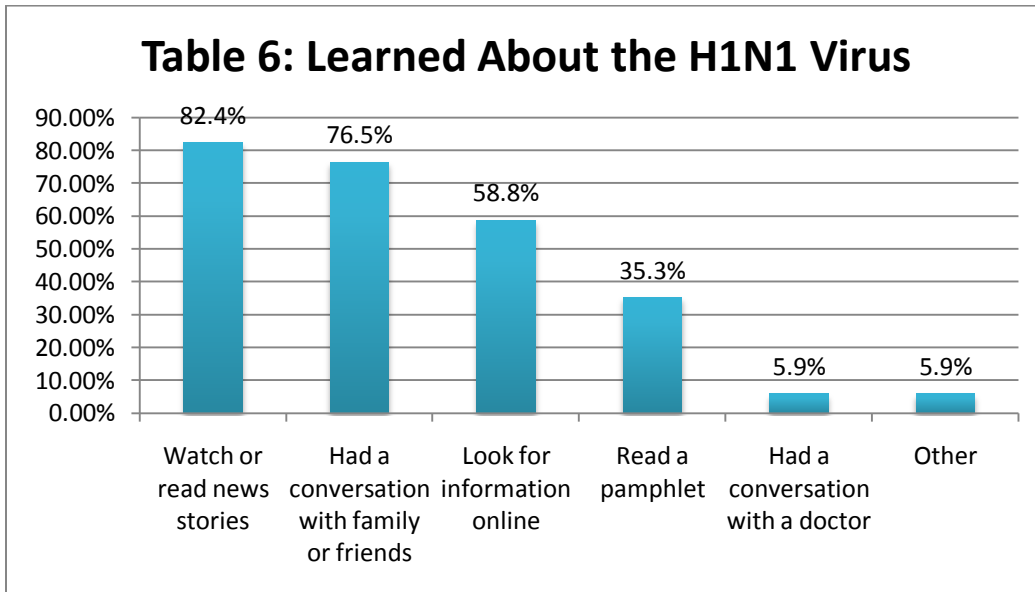
*Have you received the H1N1/swine flu vaccine? (n=17)*

Most respondents (35.3%) were somewhat unlikely, and very unlikely (35.3%) to get vaccinated. Some respondents (23.5%) were somewhat likely, while few (5.9%) were very likely to get vaccinated.



*How likely are you to get the H1N1 vaccine? (n=17)*

The majority of respondents (82.4%) learned about H1N1 by reading or watching the news, the next highest information source was through conversations with family or friends (76.5%). Online information sources looked up by the respondent is the next highest percentage (58.8%), followed by reading a pamphlet (35.3%). Respondents claimed having a conversation with their doctor and other sources to be the lowest source of information (5.9%).



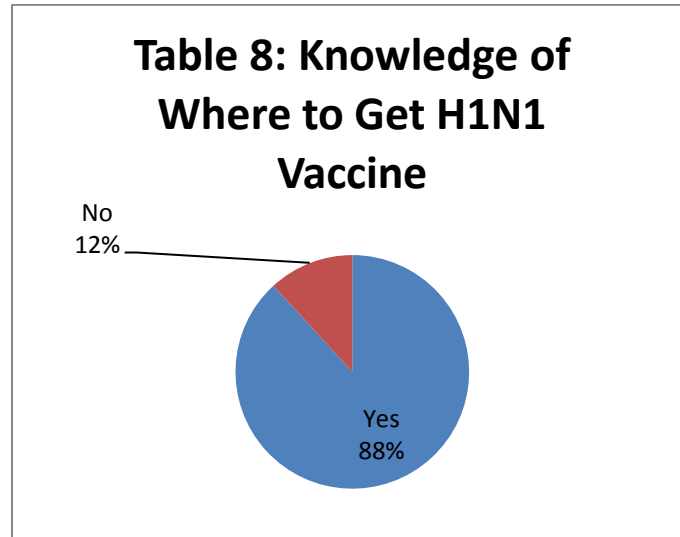
*Which of the following have you done to learn more about the H1N1 virus? Check all that apply. (n=17)*

The majority of respondents checked that they felt very informed about ways to prevent the H1N1 flu (average of 4.35) and no respondents disagreed with the statement. The second highest checked statement said respondents felt very informed about the H1N1 flu (average of 3.65, with 11.8% disagreeing). Following that, respondents checked they felt very informed about the benefits of the H1N1 vaccine (average of 3.41, with the majority of 52.9% feeling neutral). The least checked response was that students felt very informed about the side effects of the H1N1 vaccine (average of 3.35, with 47% strongly to somewhat agreeing).

Table 7	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average
I feel very informed about the ways to prevent the H1N1 flu.	47.1	41.2	11.8	0.0	0.0	4.35
I feel very informed about H1N1 flu.	17.6	41.2	29.4	11.8	0.0	3.65
I feel very informed about the benefits of the H1N1 vaccine	23.5	11.8	52.9	5.9	5.9	3.41
I feel very informed about the side effects of the H1N1 vaccine	17.6	29.4	23.5	29.4	0.0	3.35

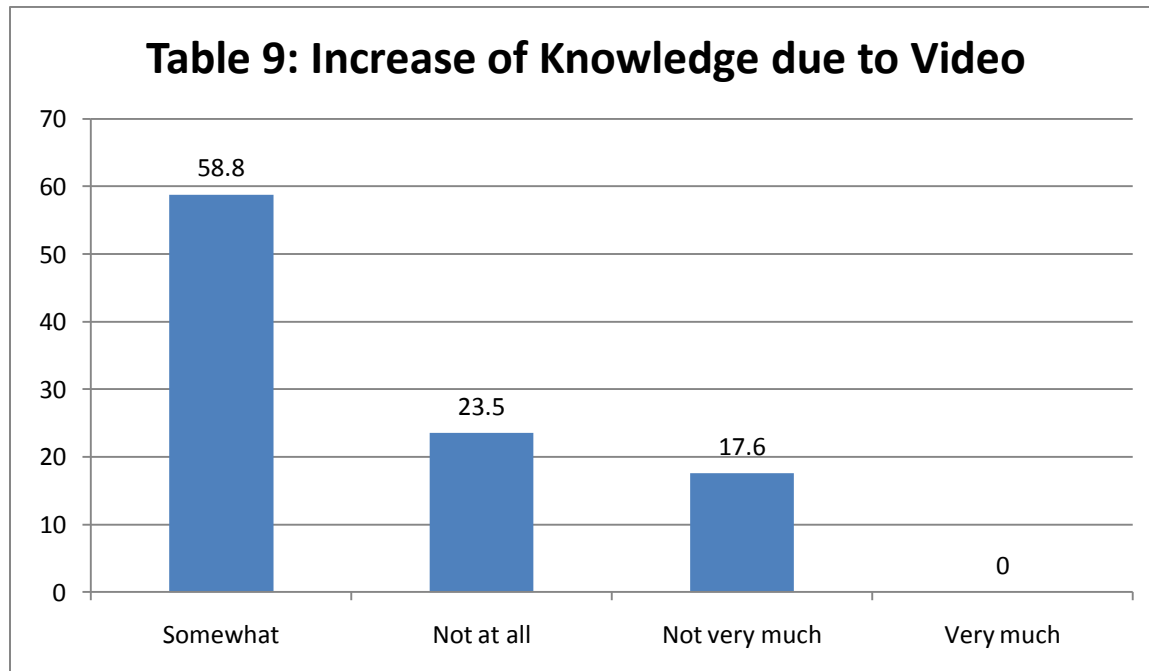
*To what extent do you agree or disagree with the following statements? (n=17)*

Most respondents (88%) know where to get the H1N1 vaccine, only a small number (12%) do not.



*Do you know where to go to receive the vaccine? (n= 17)*

The majority of respondents felt the H1N1 video somewhat changed their attitudes about the virus and vaccine (58.8%). Following that, respondents felt the video did not change their attitudes at all (23.5%), followed by not very much (17.6%). No respondents felt the video changed their attitudes very much.



*To what extent did this video increase your knowledge about H1N1 and the vaccine? (n=17)*

The majority of respondents checked that they do not like to miss class or work because of being sick (average 4.5 with no disagreements). The second most checked response was that people are over reacting to H1N1 (average of 3.31, with 25% disagreements). The third most check response was that people feel the H1N1 vaccine is safe (average 3.25, with 75.5% disagreeing). The fourth most checked response was that people felt scared to get the vaccine because of potential side effects (average 2.88, with 50% disagreement rate). Lastly, people checked the vaccine is only for children, the elderly, and pregnant women (average 2.5 with 75% disagreement rate).

Table 10	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average
I don't like to miss class or work because I am sick.	62.5	25.0	12.5	0.0	0	4.50
I think people are over reacting to H1N1.	12.5	31.3	31.3	25.0	0	3.31
I feel the H1N1 vaccine is safe.	12.5	25.0	43.8	12.5	63.0	3.25
I'm scared to get the vaccine for H1N1 virus because of its potential side effects.	25.0	12.5	12.5	25.0	25.0	2.88
The vaccine is only for children, the elderly, and pregnant women.	6.3	12.5	6.3	75.0	0	2.50

*Please indicate your level of agreement or disagreement with the following statements. (n=17)*

Most of our respondents checked that getting vaccinated is the best way to prevent getting the H1N1 virus (average 3.69 with 18.8% disagreement rate). Following that, respondents felt the media are doing a good job of informing people on the symptoms and prevention of H1N1 (average 3.31 with 43.8 agreeing). Thirdly, respondents felt they are worried about getting the H1N1 virus (average 2.88 with 43.8 disagreeing). Fourthly respondents felt the H1N1 vaccination should be mandatory for college students (average 2.63 with 43.8 disagreeing). Lastly respondents checked that it takes too much time to get the vaccine (average 2.3, with 56.3 disagreeing).

Table 11	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average
Getting vaccinated is the best way to prevent getting the H1N1 virus.	25.0	37.5	18.8	18.8	0.0	3.69
The media are doing a good job of informing people on the symptoms and prevention of H1N1.	12.5	31.3	37.5	12.5	6.3	3.31
I am worried about getting the H1N1 virus.	6.3	31.3	18.8	31.3	12.5	2.88
The H1N1 vaccination should be mandatory for college students.	18.8	12.5	25.0	0.0	43.8	2.63
It takes too much time to get vaccinated.	6.3	12.5	25.0	25.0	31.3	2.3

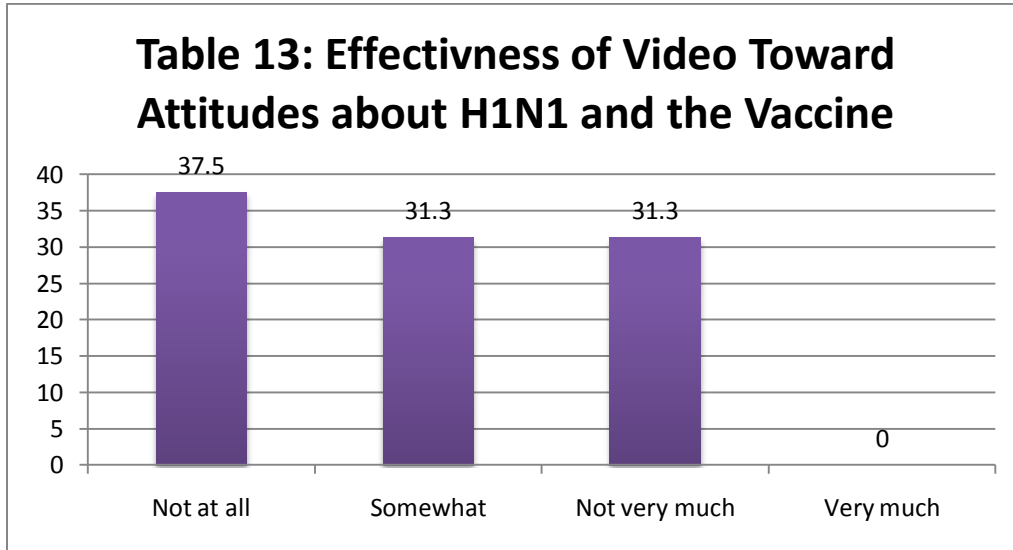
*Please indicate your level of agreement or disagreement with the following statements. (n=17)*

The majority of respondents checked that USF has appropriately informed students about how to prevent the spread of H1N1 (average 4.25, with no disagreements). The second most check response was that USF has appropriately informed students about the risk of H1N1 (average 3.81 with 56.1% agreeing). Thirdly, respondents felt USF has appropriately informed students about the need to get the H1N1 vaccine (average 3.19, with 31.3% feeling neutral). Fourthly, students felt USF has appropriately informed students about when and where they can get the H1N1 vaccine (average 3.13 with 37.5% disagreeing).

Table 12	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Rating Average
USF has appropriately informed students about how to prevent the spread of H1N1	37.5%	50%	12.5%	0%	0	4.25
USF has appropriately informed students about the risk of H1N1	31.3%	25%	37.5%	6.3%	0	3.81
USF has appropriately informed students about the need to get the H1N1 vaccine	12.5%	25%	31.3%	31.3%	0	3.19
USF has appropriately informed students about when and where they can get the H1N1 vaccine	18.8%	12.5%	31.3%	37.5%	0	3.13

*Please indicate to what extent you agree or disagree with the following statement. (n=17)*

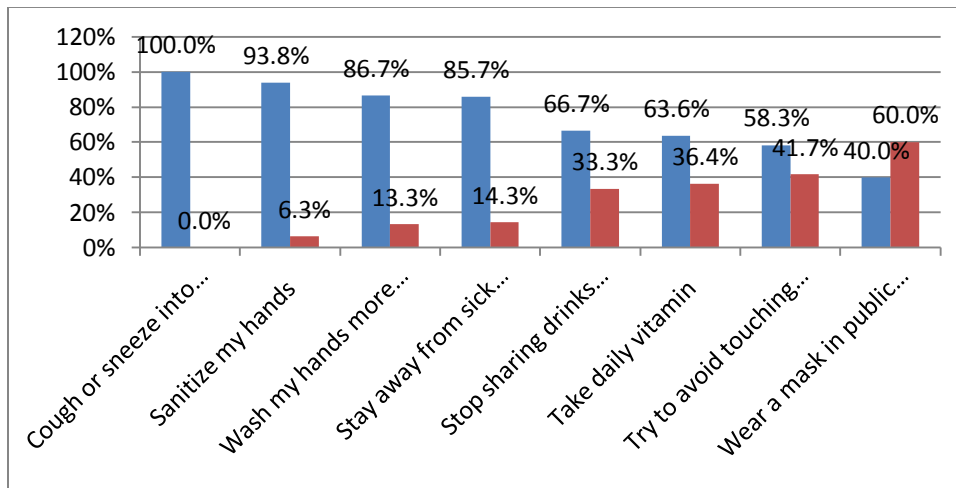
The video viewed by some respondents (37.5%) did not change their attitudes about the H1N1, some respondents (31.3%) were somewhat swayed, and some (31.3%) were not very much swayed at all.



*To what extent did this video change some of your attitudes about H1N1 and the vaccine? (n=16)*

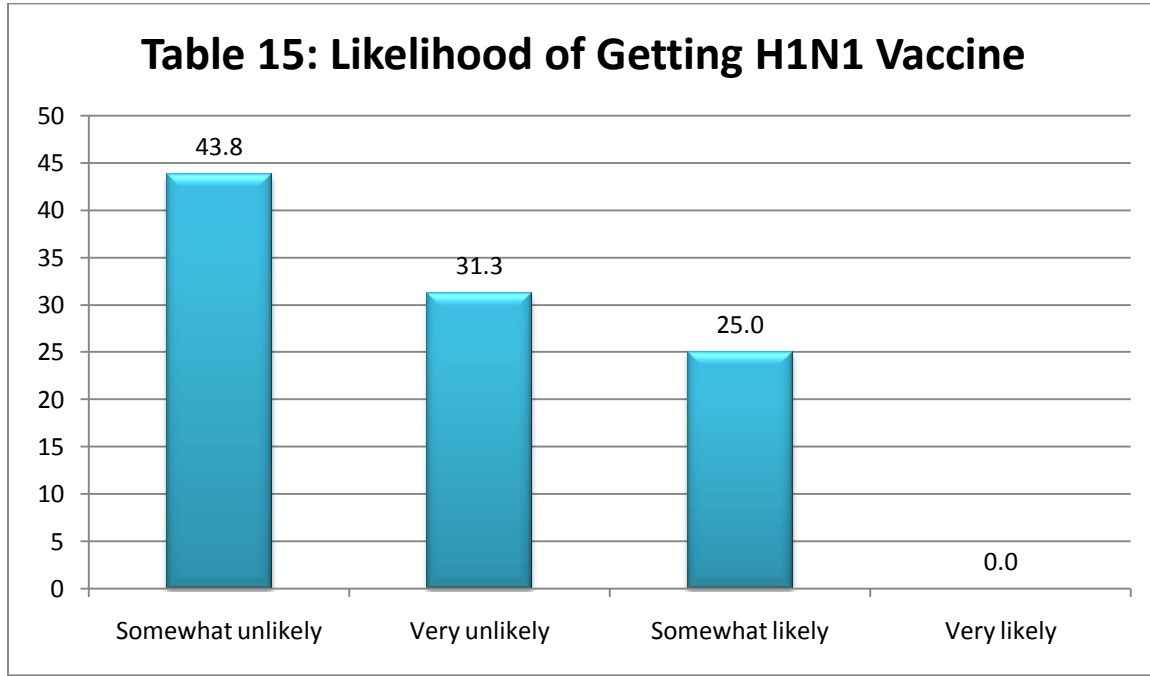
This chart shows what actions or behaviors students will take on to avoid getting the H1N1 virus. All of the respondents (100%) indicated that they would be coughing and sneezing into their arms instead of hands. Most students (93%) said they would sanitize their hands & some (86.7%) said they would wash their hands more frequently.

**Table 14: Behaviors to Do to Avoid H1N1**



*Due to an increase in reported H1N1... I... (leave blank if you don't do the behavior or don't intend to). (n=16)*

Most survey respondents (43.8%) indicated they were somewhat unlikely to receive the H1N1 vaccine. While, others (31.3%) indicated they were very unlikely to get it either. However, there were some (25%) that were somewhat likely to get the vaccination, but none were very likely.



*How likely are you to get the H1N1 vaccine? (n=16)*

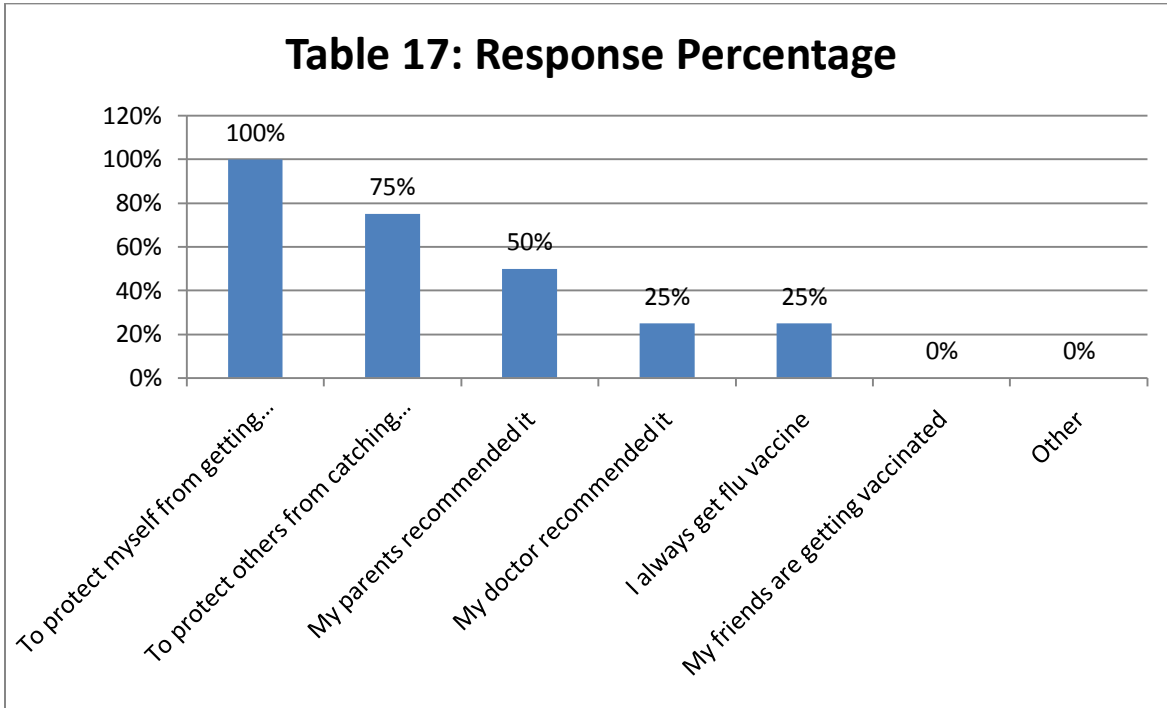
This table indicated that the video showed to survey respondents was not very persuasive in changing the likelihood of getting vaccinated. More than half (50% and 37.5%) indicated they were not all at swayed, or not very much swayed by the video. Some respondents (12.5%) were somewhat swayed by the video.

**Table 16: Video Changing the Likelihood**

Very Much	Somewhat	Not Very Much	Not At All	Rating Average
0%	12.5%	37.5%	50%	1.63

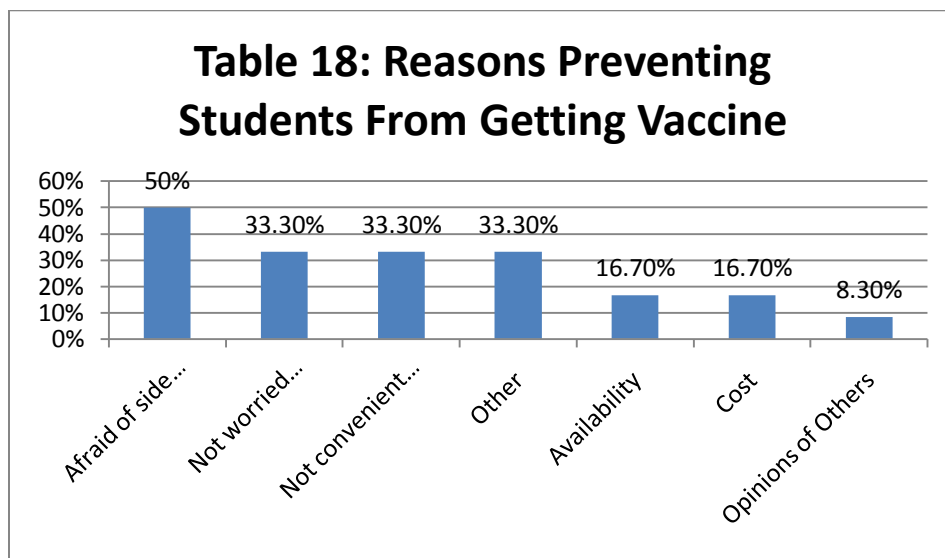
*Did this video change your likelihood of getting the H1N1 vaccine? (N=16)*

All respondents (100%) indicated that the reasons motivating them to get the H1N1 vaccine was to protect themselves from the virus. A majority (75%) indicated a reason also being to protect others around them from catching it. Half (50%) also said their parents recommended it. And some (25%) are getting it either because their doctors recommended it or because they routinely get the flu shot.



*What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)(n=4)*

Half (50%) of respondents indicated they were afraid of the side effects, while some (33.3%) were not worried about the flu at all.



*What are some reasons that would prevent you from getting the H1N1 vaccine? (n=12)*

## CONCLUSION

Our goal to obtain information about the awareness, attitudes, and actions regarding the H1N1 virus and vaccination was accomplished through an online survey of 17 University of South Florida students. Respondents were contacted via Twitter, Facebook, E-mail notifications, phone calls, and text message and were randomly assigned this particular video to be surveyed on. Our goal was to learn more about how students viewed the H1N1 virus during a time of potential nation-wide outbreak.

All surveyed respondents have heard of the virus, vaccine, and were mostly aware of where to get vaccinated. Many respondents were not fully aware of side effects.

Based on survey results, students were hesitant to get vaccinated due to unknown side effects while some were not worried at all about getting the flu. Most respondents claimed news sources and talking with family and friends was their most informed medium of information regarding the H1N1 flu and vaccine. The H1N1 video showed proved to somewhat increase awareness and knowledge about the virus and the vaccine.

All survey respondents were not previously vaccinated and none contracted the virus at the time of survey, or at least most thought so. Actions and prevention techniques respondents plan to taken on in the up keep of staying healthy is to maintain their daily hygiene such as coughing or sneezing into their arm and sanitizing hands. However, the overall majority of survey respondents do not at all plan on receiving the vaccine.

