International Corporate
Communication HUB

PANDEMIC AND VACCINES:
THE ROLE OF COMMUNICATION AND CORPORATIONS
›››2021‹‹‹

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OBJECTIVES AND PARTNER OF THE RESEARCH

The Covid-19 global pandemic has been called "a global unifier" (Dror et al., 2020) as it has placed countries and institutions worldwide in front of the same challenge, which is to orchestrate global information campaigns for prevention, diagnosis and treatment. If vaccination is considered one of the most effective solutions to overcome the difficulties, alongside the availability of doses, the phenomenon of vaccine hesitancy[1] is considered one of the most significant barriers to achieve herd immunity to combat the spread of the disease.

Studies carried out in various countries around the world show scepticism about vaccine safety, in particular with reference to the development time perceived by public opinion as too short. This point of view has also been popular amongst medical staff and, more in general, among people who are on average better informed than the general public (Dror et al., 2020).

A striking example is that among Israeli doctors the intention to vaccinate against Covid falls to 78% and the intention to vaccinate their children to 60%, compared to the intention to vaccinate against seasonal flu, which remains at 92%.

Knowing which communication levers can have the greatest impact on vaccination intention is crucial to design effective strategic communication campaigns, invest resources in the most appropriate channels, sources and types of messages.

The current research has three main objectives:

1. to understand how citizens perceived the role and management of information and communication by both media channels (digital and traditional) and institutional and non-institutional sources during the pandemic;

2. to describe citizens' attitudes towards vaccines and the most relevant communication elements in order to favour a good functioning of the vaccination plan;

3. to collect citizens' points of view on the role played by business corporations during the pandemic and the future configuration of their role in the so-called "new normal".

The data presented in this research report are mainly focused on the situation in Italy, with international comparisons in case of particular relevance for the understanding of the research phenomenon.

1 Omer SB, Salmon DA, Orenstein WA, DeHart MP, Halsey N. Vaccine refusal, mandatory immunization, and the risks of vaccine- preventable diseases. NEJM. 2009;360:1981–8.

METHODOLOGICAL NOTES

This research report contains data from an international collaboration between IULM University (Italy), Jyväskylä University School of Business and Economics (Finland), University of Georgia (USA), Kookmin University (Seoul, South Korea).
The data contained in this research report have been elaborated by the IULM University team coordinated by Prof. Stefania Romenti and elaborated by Prof. Elanor Colleoni, Prof. Emma Zavarrone and Dr. Giulia Baratelli.

Observed countries:

The research has been carried out in six countries: USA, Italy, Finland, Sweden, Australia, South Korea)

Collection methodology:

Data have been collected through the administration of a web questionnaire using CAWI methodology. The questionnaire has been administered to a sample of panelists enrolled in the Doxa Italia and Dynata panels.

Sample size:

The research has been conducted among 3,000 adult citizens in the six countries analysed. In Italy, 500 complete interviews have been collected.

Data collection period:

The data have been collected in the last quarter of 2020.

Representativeness of the sample:

The collected data represents a representative sample of the national population of the analysed countries by gender, age (18+) and macro region.

Demographic characteristics of the Italian sample:

The main demographic variables of the sample are reported below: age, gender, macro region, education level and income.
The percentage distribution of gender, age and macro region precisely reflect the distribution of the Italian population (**Charts 1, 2 and 3**).

Chart 1 - Gender distribution

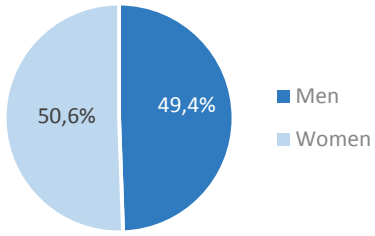


Chart 2 - Age distribution

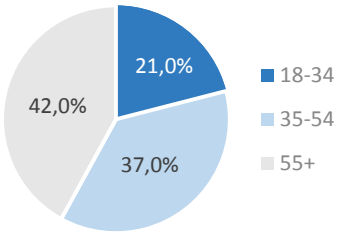


Chart 3 - Macro region distribution

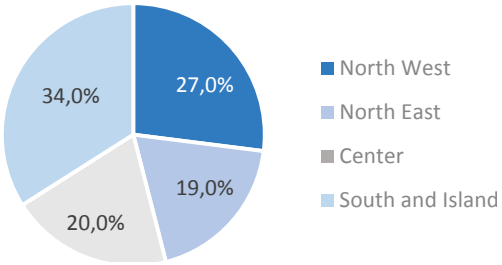
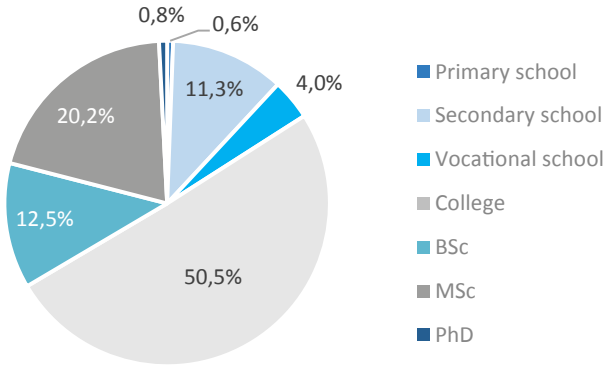
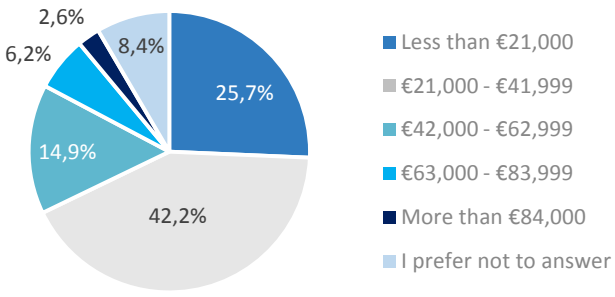


Chart 4 - Educational level distribution



As regards the level of education, we note a slightly higher percentage of university graduates than the national averages (**chart 4**).

Chart 5 - Income distribution



Income levels are also fairly in line with the national income distribution, thus they ensure representative results (**chart 5**).

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

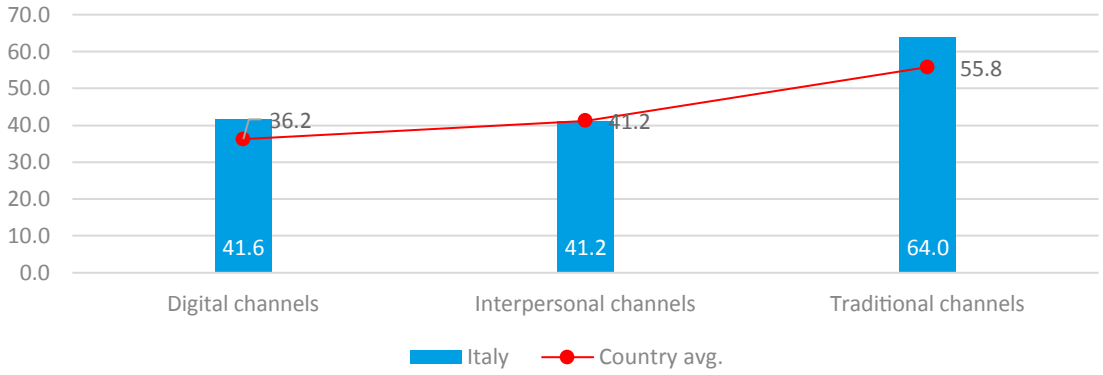
The first objective of the research was to understand how citizens perceived the role and management of information and communication both by media channels (digital and traditional) and by institutional and non-institutional actors during the pandemic.

1.1 INFORMATION CHANNELS' USAGE

In **chart 6** are shown the channels most used to find out about the Covid-19 in Italy and on average in the countries studied. In particular, traditional channels are the most used by Italians to find information about the Covid-19, with a leading role attributed to television and radio.
Compared to other countries, Italy has on average higher levels of use of traditional channels (**chart 6**) to gather information on the virus. In particular, television, radio and newspapers are the most widely used information channels (**chart 7**). In Italy, the second most used channels for gathering information are the digital ones (**chart 6**), in particular internet and Facebook ranking immediately after television and newspapers as the most used channels (**chart 7**).

In contrast to Italy, traditional channels are less used in other countries. Indeed, in the other countries, text messages, e-mails from friends and face-to-face conversations are widely used as information channels - especially in Sweden (66,7) compared to South Korea (44,4).

Chart 6 - Information channel usage (aggregated)

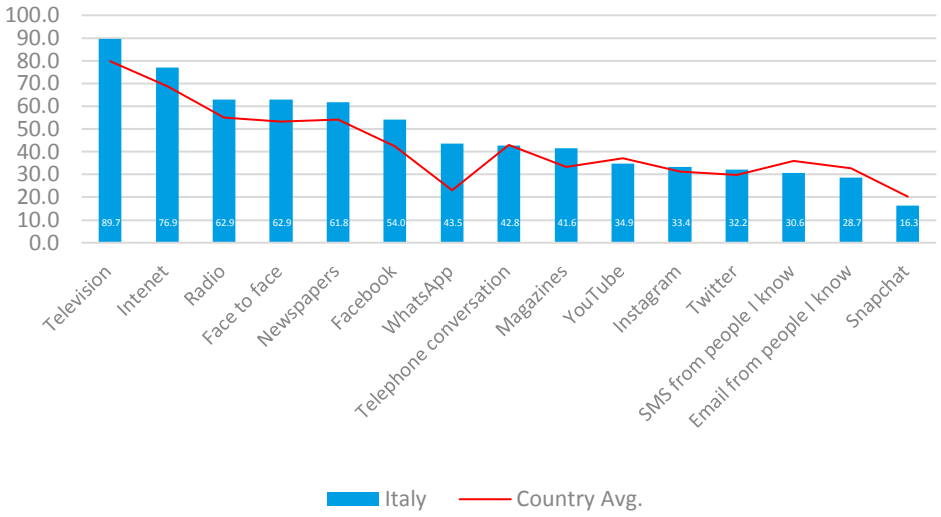


How often do you receive information about Covid-19 through the following channels? (1 Never - 7 Always)

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

Chart 7 - Information channel usage



How frequent do you receive Covid-19-related information from the following channels? (1 Never - 7 Always)

Looking at the results in detail, it is possible to notice that for all the countries considered in the analysis, television is the preferred information channel. Italy shows the highest value (89,7), followed by South Korea (83,4) and Finland (82,6), while the USA shows the lowest value (76,4). In Australia, the most used information channel, apart from television (78,3), is the Internet (65,1), followed by radio (58,0). Social media, on the other hand, are at the lower end of the scale, particularly Instagram (35,6), Twitter (34,4) and Snapchat (28,7). A similar situation arises for Finland, where television (82,6), information on the Internet and newspapers excel. In particular, Finland, compared to other countries, shows the highest values for the use of the internet (73,7) and newspapers (68,6) as sources of information on Covid-19. As for the USA, no particularly significant values are shown, all sources of information are fairly balanced, except for television (76,4), which distances of 16 points from the second most used channel, the Internet. South Korea, compared to the other countries, shows higher values for the use of Instagram (40,0) and Twitter (35,6). Finally, Sweden, compared to the other countries, strongly recognises the importance of face-to-face conversations (66,7), preceded only by television (78,4) and the Internet (67,0).

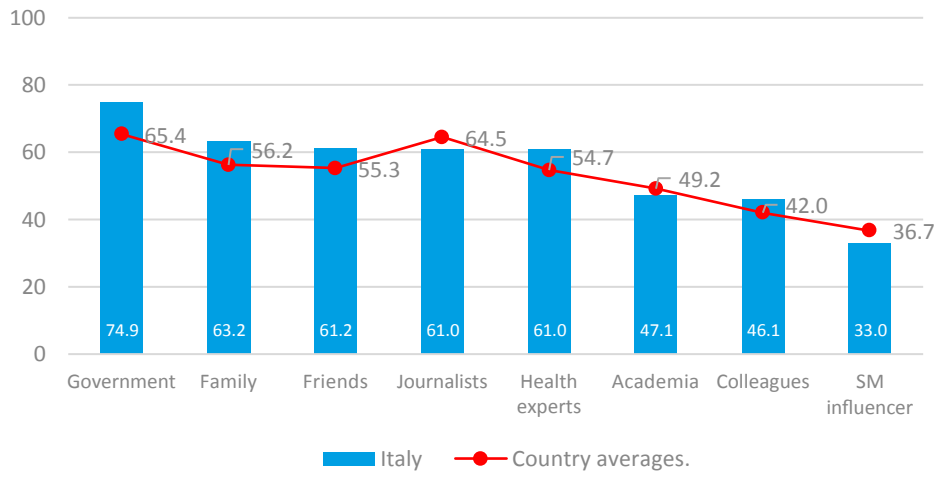
SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

1.2 SOURCE OF INFORMATION FOR COVID-19

From the communication point of view, sources and their credibility are very important elements to take into consideration to assess the state of communication. In the following chart (**chart 8**), it is possible to notice that Italian Government is the most popular source of information. Still, the data are quite in line with the average of the other countries studied. It is interesting to note that journalists and academics play a more prominent role outside Italy. In addition, the close circle of friends and relatives is considered an important source of information and updates in Italy.
Looking at individual countries, we can see that South Korea differs in the high level of credibility given the information received from journalists (70,7), tied with the information received from Internet sources and followed by information from the government (69,5). Compared to the other countries, South Korea places a high level of credibility on work colleagues (49,6), which differs significantly from Finland (36,9), which shows the lowest level of trust, with a difference of 12,7 points. Sweden, compared to other countries, places more trust in academic sources (53,9), a difference of almost ten points from Finland, which shows the lowest (44,3), and in face-to-face conversations (66,7), a delta of well over 22 points from South Korea (44,4), which ranks last on this front. In Australia, government (71,3), websites (63,5) and traditional media journalists (62,3) are considered the most credible sources. The USA places more credibility on journalists (58,2) and web sources (58,1) than on doctors (53,7) or academics (50,8).

Chart 8 - Source of information



How often do you receive information about Covid-19 from the following sources? (1 Never - 7 Always)

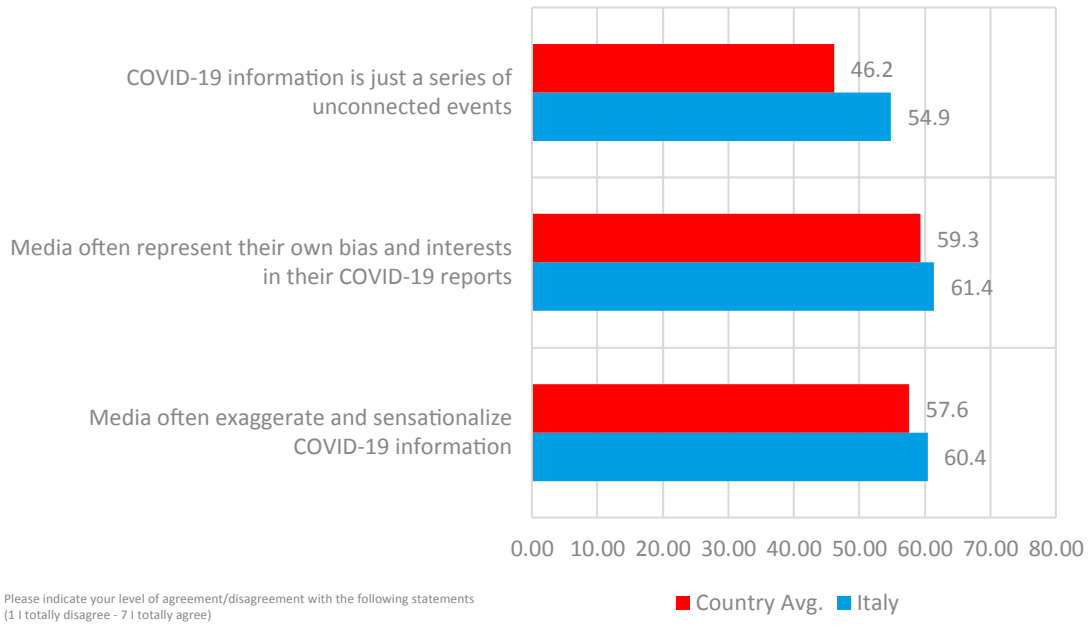
SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

However, the credibility of the media as sources of information does not show a positive trend: many people believe that the information released by the media is biased, meaning that they present information according to their own interests and thus not always objectively.

In addition, they believe that the information gathered by the media is just an agglomeration of events, disconnected from each other and sometimes exaggerated (**chart 9**). In Italy, these perceptions are more pronounced than in the other countries studied.

Chart 9 - Media credibility



Please indicate your level of agreement/disagreement with the following statements
(1 I totally disagree - 7 I totally agree)

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

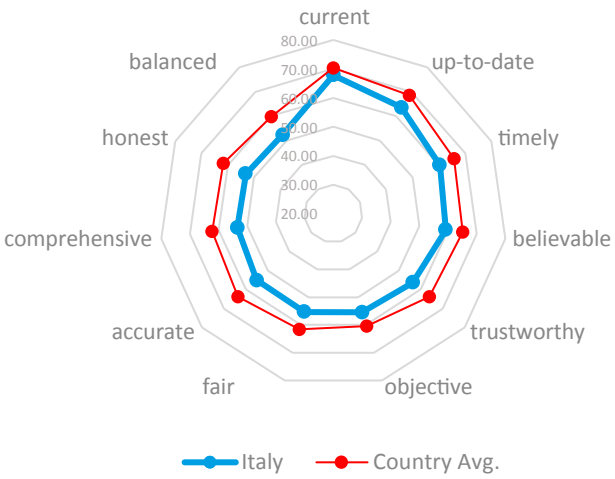
1.3 THE QUALITY OF COVID-19 NEWS ON DIFFERENT MEDIA CHANNELS

In the following charts are shown the perceptions of the quality of Covid-19 news (credibility, authenticity and accuracy) reported by different media and sources (**charts 10 and 11**). In general, Italians' perceptions are worse than those of other countries with respect to the overall quality of information received from traditional media, which in some cases is higher when compared to information received from the circle of interpersonal relations.

In particular, Italians do not consider the news to be balanced (52,3 Italy vs. 59,8 average other countries in **chart 10**).

However, they have a similar consideration to the other countries regarding the topicality of the news (Italy 67,8 vs. 70,4 average other countries in **chart 10**). The credibility, accuracy and authenticity of news on Covid-19 reported by traditional media are always perceived lower by Italians than in the other countries studied (**chart 11**).

Chart 10 - Perceived quality of news

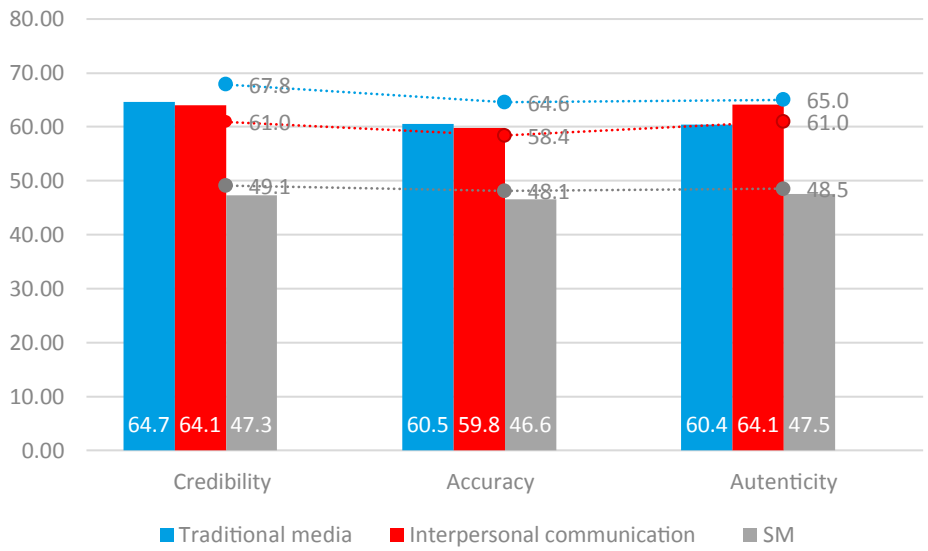


Please indicate your level of agreement/disagreement with each of the following statements (1 I totally disagree - 7 I totally agree):
News about Covid-19 are...

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

Chart 11 - Perceived quality of news



The messages about Covid-19 that you see circulating in different [traditional media channels/social media and internet/interpersonal channels] are...
(1 Not credible- 7 Credible; 1 Not accurate- 7 Accurate; 1 Not authentic- 7 Authentic)

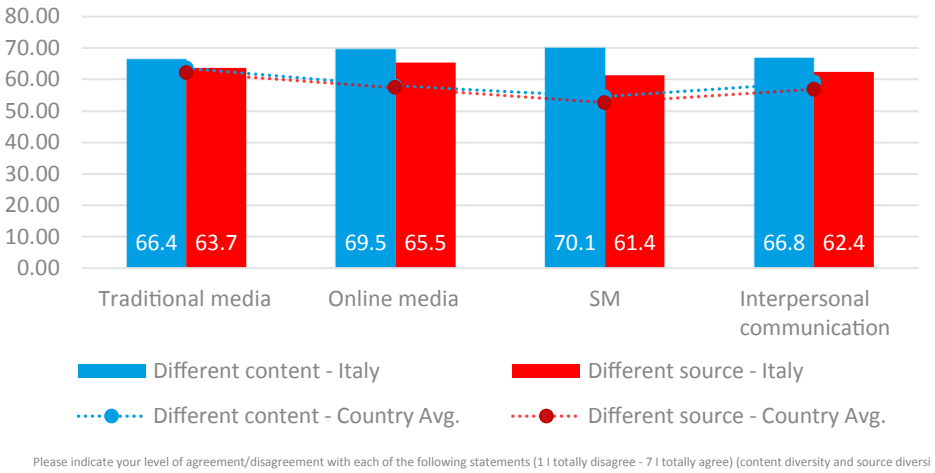
SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

Chart 12 shows Italians' perceptions of the plurality of opinions reported by different channels and the variety of sources used. Digital and online media are certainly perceived as more likely to report different opinions on the virus and the actions available to combat it, as well as referring to a greater quantity of information sources. However, traditional media limit the number of opinions expressed and sources used.

Online sources and social media offered a greater plurality of opinions. As far as the sources mentioned, all information channels are similarly positioned, but the web always shows a greater variety of sources mentioned. Abroad, however, the traditional media offer a greater variety of sources and opinions (**chart 12**).

Chart 12 - Perception of the plurality of opinions reported by different channels and the variety of sources used



Please indicate your level of agreement/disagreement with each of the following statements (1 I totally disagree - 7 I totally agree) (content diversity and source diversi

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

1.4 THE LEVEL OF TRUST IN DIFFERENT SOURCES OF NEWS ABOUT THE VIRUS

Chart 13 shows the level of trust in the different actors, both institutional and non-institutional, disseminating news about Covid-19. It is interesting to reflect on at least three data.

First, in Italy the trust in the figure of the Prime Minister is higher than in the other countries studied (60.3 Italy vs 58 other countries), but at the same time trust in the Government as a whole is lower (58 for Italy vs 64 other countries).

This data are interesting because they underline the fact that Italians prefer a single communication reference point, rather than a group of people with technical and/or political skills.

The second striking fact is the difference of more than 10 percentage points in the trust that Italians have towards scientific experts, compared to the citizens of the other countries studied (56 for Italy vs. 66 for the other countries).

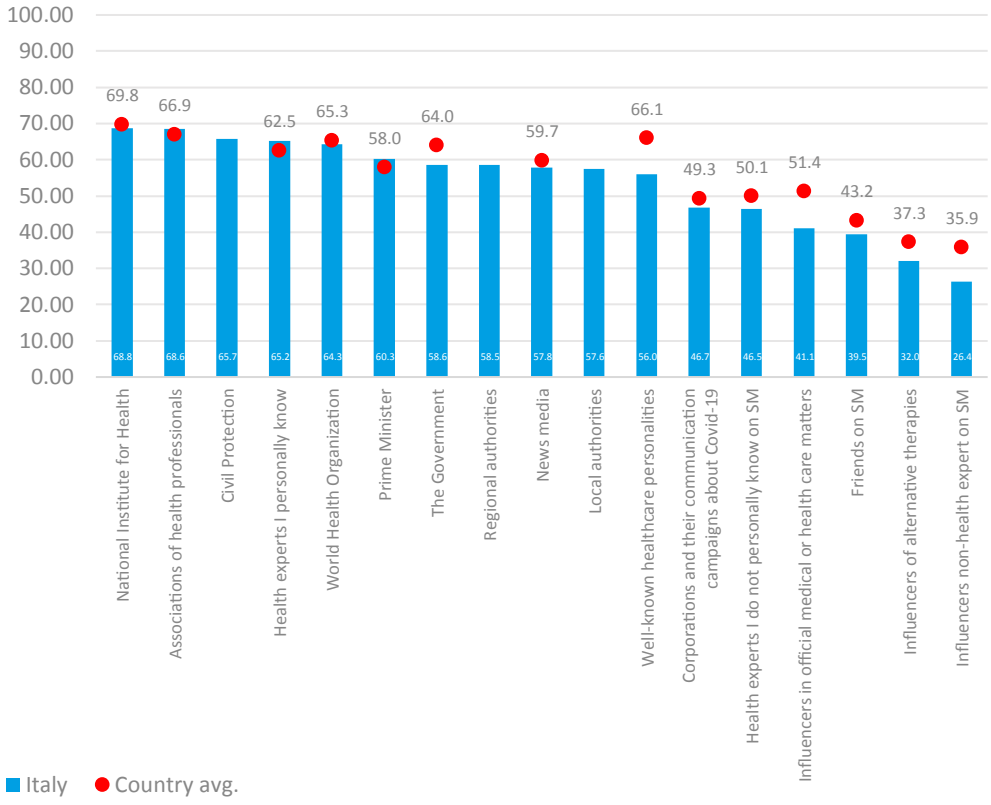
The ineffective way in which these scientific experts communicate with each other may have had an impact on the results collected. In the same way the frequent discrepancy in the opinions expressed is seen by the public opinion as difficult to understand and erodes the conviction that scientific data are objective and homogeneous in terms of point of view.

The third interesting data concern the very low level of trust expressed by Italians in influencers, even in the health field (26,4 in Italy vs. 35,9 in other countries). In Italy, it seems that there are no conditions to entrust influencers' messages related to Covid-19, because they would enjoy very low trust.

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

Chart 13 - The level of trust in different sources of news about the virus



Please indicate how much you trust the following sources of information regarding Covid-19. (1 Not at all - 7 Completely)

In summary, overall data show that Italians strongly trust institutions regarding communication during this pandemic period.

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

A detailed analysis of the individual countries shows that in Australia citizens have a high level of trust in civil protection (74,1), in the government (72,8), in the associations (72,8) and health professionals (72,2).

There is less trust in the World Health Organization (WHO) (69.5), local authorities (61,6) and companies promoting advertising campaigns on the subject of Covid-19 (57,3). The same trust in civil defence is found in South Korea (73,0), followed by the National Institute of Health and Welfare (72,7) and then the national government (69,3), with epidemiologists, followed by health experts (67,3).

South Korea shows the highest value for people's regard for communication campaigns by companies (59,0), followed by Australia, the USA (48,6), Italy (46,7), Finland (43,6) and Sweden (40,3).

In Finland, citizens have a high level of trust in all bodies that have to do with health and well-being: for example, the National Institute for Health and Welfare (75,8), epidemiologists and health experts (72,0), and the WHO (69,9).

Government bodies come next in terms of trust: the national government (67,4) and the prime minister (64,6). In Sweden, people also trust civil protection (68,6) much more than in Italy. Civil protection, in terms of trust, is followed by all those bodies and associations that have to do with health; these include professional associations (68,1), the WHO (67,3), epidemiologists and health experts (66,0) and the National Institute of Health (65,9).

They trust the government (64,4) and the prime minister (55,0) the least. In general, for the states surveyed so far, the lowest trust values concerned social media and influencers.

Particularly interesting for the USA is the value of trust in the prime minister which is well below the levels of the other countries (39,4), the lowest value among all sources. Trust in the government is also lower than other countries with a value of 51,8.

However, even in this case, high values of trust are found in civil protection (67,2) and in scientific bodies with expertise in health and well-being, in particular Prof. Fauci.

SECTION 1

CHANNELS AND SOURCES OF INFORMATION DURING THE PANDEMIC

1.5 THE PERCEPTION OF THE QUALITY OF COMMUNICATION BY THE GOVERNMENT

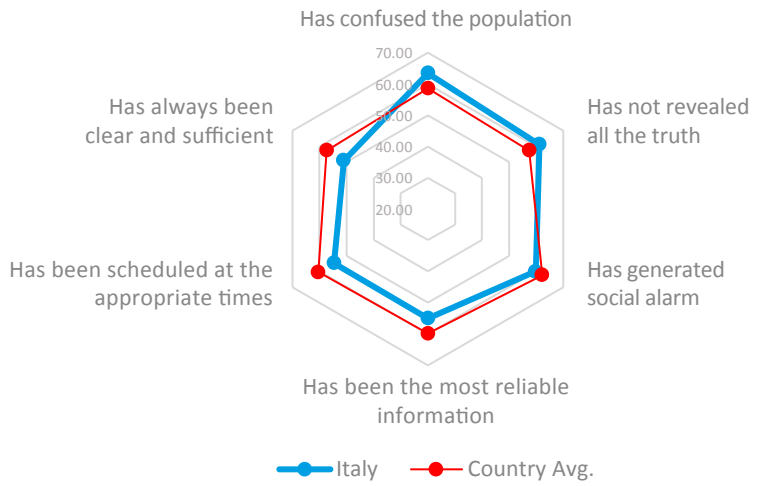
Going in depth in the government communication, two very significant elements emerge: the confusion of messages and their truthfulness.

Compared to the other countries surveyed, Italy perceived government communication to be low-quality, misleading and untrue. Compared to the other countries, government communication is also perceived as less clear, reliable and punctual (**chart 14**).

Certainly, a more effective control of communication would be very useful and guarantee the harmonisation of the messages coming from the members of the government.

In addition, it is also important to recover credit on the perceived veracity front and to be very rigorous in communicating well-founded and well-verified messages..

Chart14 - Government communication



Please indicate your level of agreement/disagreement with each of the following statements (1 I totally disagree - 7 I totally agree): The government communication...

SECTION 2

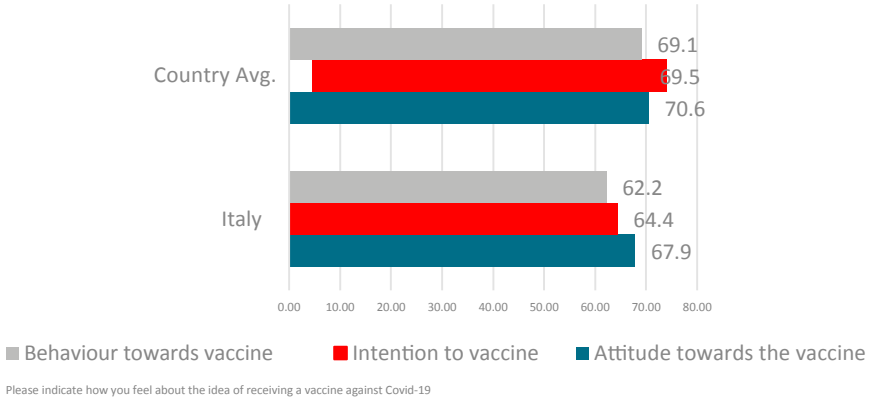
INTENTION TO VACCINATE AND COMMUNICATION LEVERS

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

The objective of this section is to describe the attitudes of citizens towards vaccines and the most relevant communication elements in order to favour a good functioning of the vaccination plan. **Chart 15** shows the comparison between Italy and the average of the other countries surveyed on three variables: attitudes towards vaccines, intention to vaccinate and actual behaviour regarding vaccinations. Italy presents lower values on all three variables, and in particular on the willingness to implement effective behaviours to vaccinate.

Chart 15 - Vaccine intention

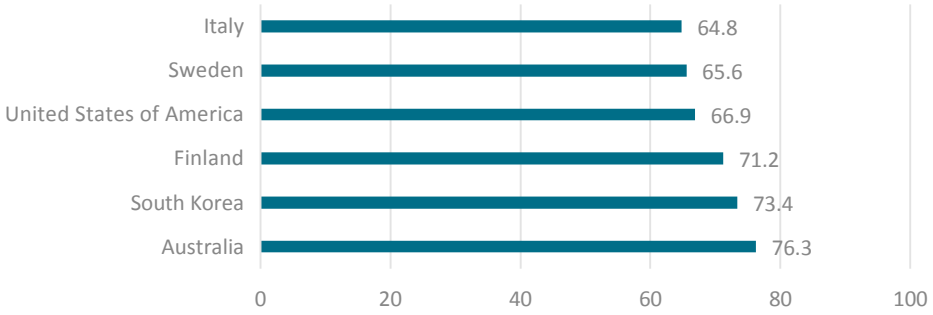


On a scale of 1-100, the vaccine intention of the Italian population is 64,8 (average of the three variables above). Compared to the other countries considered (Finland, Sweden, Australia, USA, South Korea), Italy ranks last with a significantly lower level ($p<0.000$) of vaccine propensity (**chart 16**).

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Chart 16 - Vaccine intention (country comparison)

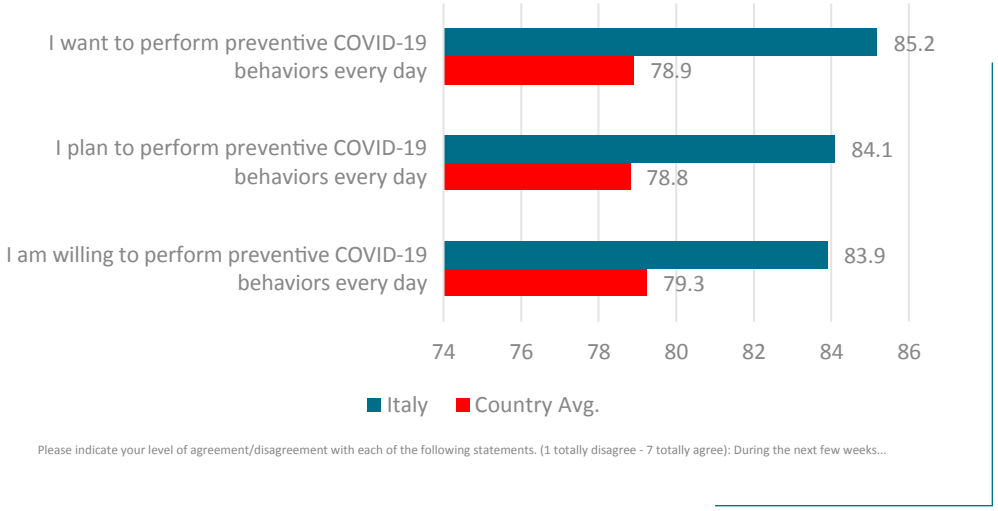


The data correspond to the average of 3 dimensions: attitude, intention, behaviour.

Please indicate how you feel about the idea of receiving a vaccine against Covid-19.

Nevertheless, Italy is the country that is most intent on following the government's recommendations. Compared to the average of the other countries, Italy shows higher levels of intention to implement the recommendations on preventive behaviour in everyday life to limit the spread of Covid-19 (**chart 17**).

Chart 17 - Intention to follow recommendations



Please indicate your level of agreement/disagreement with each of the following statements. (1 totally disagree - 7 totally agree): During the next few weeks...

SECTION 2

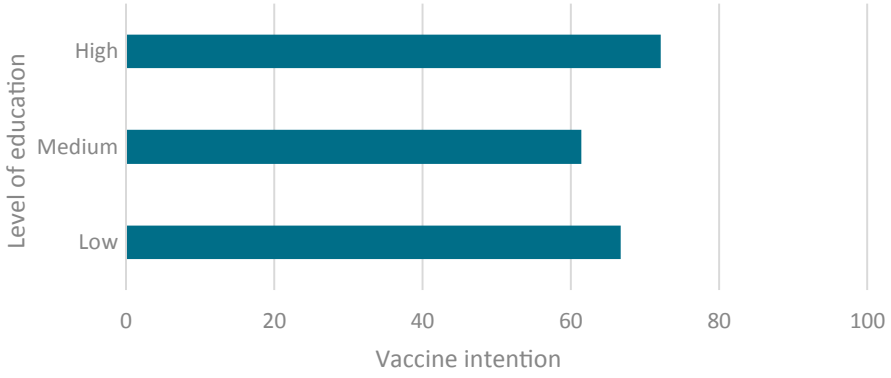
INTENTION TO VACCINATE AND COMMUNICATION LEVERS

2.1 THE VARIABLES THAT HAVE A POSITIVE IMPACT ON THE INTENTION TO VACCINATE

A number of variables that can have a positive or negative impact on the intention to vaccinate were taken into account. Among the demographic variables (age, gender, geographical area of residence, level of education and income), the two variables that most significantly influence the intention to be vaccinated are gender and level of education. Consistent with other studies, men are significantly more likely to be vaccinated than women (mean men= 68, mean women= 61).

Moreover, people with a high level of education (Master's degree, Specialist University, Doctorate) are significantly more willing to be vaccinated than people with a lower level of education (**chart 18**).

Chart 18 - Level of intention to vaccinate by level of education in Italy

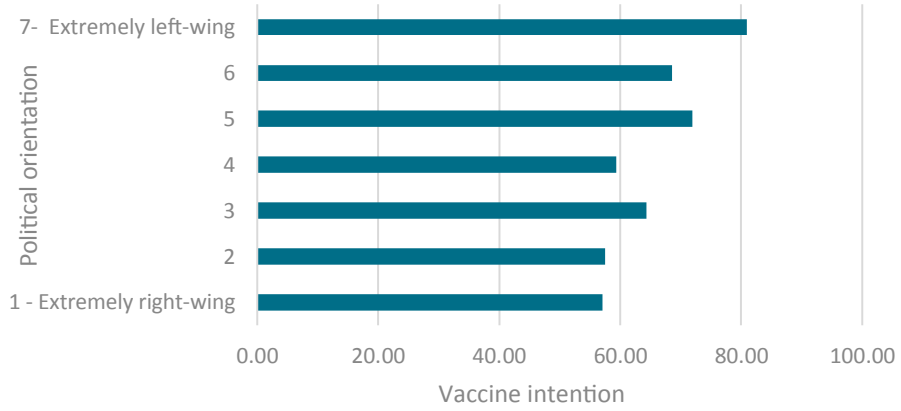


Political orientation influences the intention to vaccinate. Those with a centre-left political orientation are more inclined to vaccinate than those with a centre-right political orientation. In Italy the gap is more pronounced, while in the other countries there tends to be no significant difference in the intention to vaccinate according to political orientation (**chart 19**). In the rest of the countries analysed, the relationship between political orientation and intention to vaccinate remains more balanced and therefore political orientation does not appear to have a significant impact on intention to vaccinate.

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Chart 19 - Level of intention to vaccinate by political orientation in Italy



There are still many people who show a lack of knowledge about the symptoms and good practices to follow in case of Covid-19 infection.

Table 1 shows the number of cases in which the wrong answer was given in the questionnaire. Many people associate Covid-19 symptoms with a simple flu and others do not believe in early treatment of symptoms for faster and better recovery from infection.

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

	Percentage of Answers given wrong
Like the common cold, stuffy nose, runny nose, and sneezing are common in persons infected by Covid-19	55,8%
Early symptomatic and supportive treatment can help most patients recover from the infection	30,6%
It is not necessary for children/young adults to take measures to prevent infection by Covid-19	22,3%
Eating or contact with wild animals would result in infection by the Covid-19 virus	18,9%
Persons with Covid-19 cannot transmit the virus to others when a fever is not present	14,0%
The main clinical symptoms of Covid-19 are fever, fatigue, and dry cough	7,0%
Not all persons with Covid-19 will develop severe cases. Those who are elderly and have chronic illnesses are more likely to be severe cases	6,3%
The Covid-19 virus spreads via respiratory droplets of infected individuals	5,3%
To prevent infection by Covid-19, individuals have to avoid going to crowded places and using public transportation	4,5%
Isolation of people who are infected by Covid-19 is an effective way to reduce the spread of the virus	3,0%
People who have contact with someone infected by the Covid-19 virus should be immediately isolated for a certain period of time	3,4%

Table 1 - Please indicate for each of the following whether the statement is true 'V' or false 'F'.

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

2.2 RELATIONSHIP BETWEEN COVID-19 INFORMATION CHANNELS AND VACCINE INTENTION

There is a positive and significant relationship between exposure to traditional channels and the intention to vaccinate, in particular television (r=0,23 ***) followed by newspapers (r=0,17***).

Moreover, as the discussion about Covid-19 increases in interpersonal channels, such as discussions with friends, relatives and colleagues, the intention to vaccinate increases. These data tell us that on the one hand the traditional media in Italy, also due to the higher average age of the population (average age = 45,7)[2] compared to the average age in the other countries studied, still play an important role in influencing public opinion.

On the other hand, with regard to vaccines, the so-called "social norms"[3] effect comes into play, which is widespread with regard to social and health issues (e.g. alcohol abuse, sexual abuse, drug use and so on). According to this theoretical approach, people act according to what they believe is accepted by the community in which they live and work.

The behaviour of each individual is influenced not only by his or her worldviews but also by how he or she perceives other individuals around him or her to act, what is accepted by the community and what is considered taboo. Nonetheless, the perceptions of what is accepted by the community rather than the actual beliefs of the community are the ones that matter.

From the perspective of communicative practices, this effect of social norms has the following implications: avoiding setting out to change the beliefs and behaviours of the individual, better studying how influences and exchanges take place in the social group and acting to change perceptions of what is accepted in that community. Therefore, it is possible to conclude that it is crucial to collect data on what perceptions, social norms and beliefs are prevalent in a community and to pre-test messages before they are disseminated.

2 Average age of the population in Italy: 45,7 years (source: Istat); average age of the population in the USA: 38,2 years (source: World Population Review); average age of the population in South Korea: 43,7 years (source: Worldometers); average age of the population in Finland: 43,2 years (source: Statista); average age of the population in Australia: 37 years (source: Australian Bureau of Statistics).

3 Perkins, H. W., & Berkowitz, A. D. (1986). Perceiving the community norms of alcohol use among students: Some research implications for campus alcohol education programming. International journal of the Addictions, 21(9-10), 961-976.

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

2.3 RELATIONSHIP BETWEEN NEWS CREDIBILITY AND VACCINE INTENTION

News credibility plays a key role in the intention to vaccinate and it is defined by three dimensions: balanced, honest and punctual information. These dimensions together, i.e. the fact that the news is not biased, the fact that it is honest and timely, contribute to the credibility of the media (**table 2**).

Dimension	Item	Level of correlation
Balanced	Fair	0,419**
	Accurate	0,377**
	Comprehensive	0,373**
	Balanced	0,343**
	Objective	0,226**
Honest	Believable	0,419**
	Trustworthy	0,411**
	Honest	0,405**
Punctual	Up-to-date	0,324**
	Current	0,320**
	Timely	0,314**

Table 2 - Relationship between credibility of Covid-19 news and intention to vaccinate.

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

There is a strong correlation between the three elements of news credibility and the intention to vaccinate. The element that correlates most strongly with the intention to vaccinate is the honesty of the communication. In particular, as the perception of information as honest (r=0.441**), balanced (r=0.397**) and timely (r=0.369**) increases, so does the intention to vaccinate.
The relationship between trust in government and institutions and news credibility was also investigated, and it was found that there is a significant correlation between news credibility and institutional sources.

2.4 RELATIONSHIP BETWEEN KNOWLEDGE SHARING AND VACCINE INTENTION

The more the willingness to spread knowledge about Covid-19 on social media and between friends and family increases, the more the vaccine intention increases (**table 3**).

Knowledge sharing	Level of correlation
Send a private message with information or links to information about Covid-19	0,274**
Talk to a friend or family member about Covid-19 information	0,273**
Post information or a link to information about Covid-19 on social media	0,167**

Table 3 - Relationship between intention to share knowledge about Covid-19 and intention to vaccinate

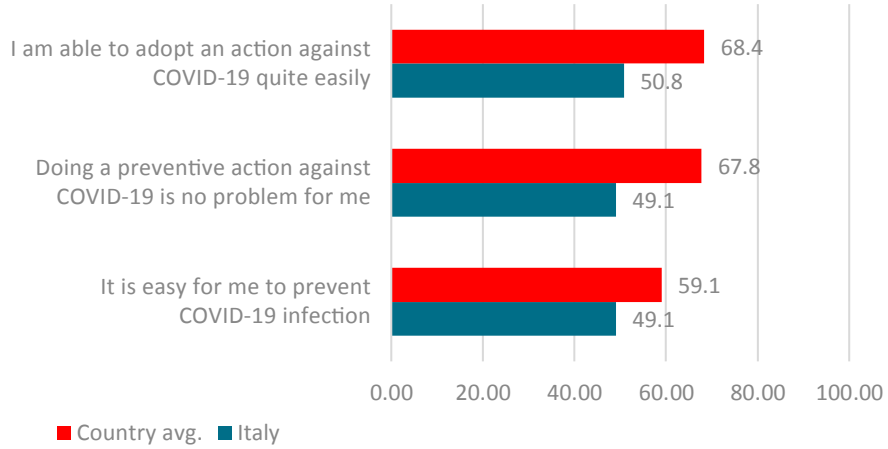
2.5 PSYCHOLOGICAL FACTORS THAT MOST INFLUENCE THE VACCINE INTENTION

The psychological factors that have a significant impact on the vaccine intention are mainly two: the perception of risk (self-efficacy) and the social pressure of the reference group.
As far as it concerned the perception of risk, people who, for reasons of fragility linked to the presence of other pathologies and/or to their age, perceive a high risk of contracting Covid-19 and therefore are more inclined to get vaccinated. On the contrary, people who feel they easily master Covid-19 (with high levels of self-efficacy), have a low intention to vaccinate (**chart 20**).

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Chart 20 - Self efficacy



Please indicate your level of agreement/disagreement with each of the following statements. (1 totally disagree - 7 totally agree)

The social pressures of the reference group significantly impact the intention to vaccinate. This is particularly true when the person in question values the other person's opinion (people whose opinions I value) (**table 4**). The results are similar to those of other countries.

Group norms	Level of correlation
People I respect will get vaccinated	0,683**
The people I spend most of my time with will get vaccinated	0,677**
Most people I care about think I should get vaccinated	0,646**
People I respect would approve of me getting vaccinated	0,641**
People expect me to get vaccinated	0,611**

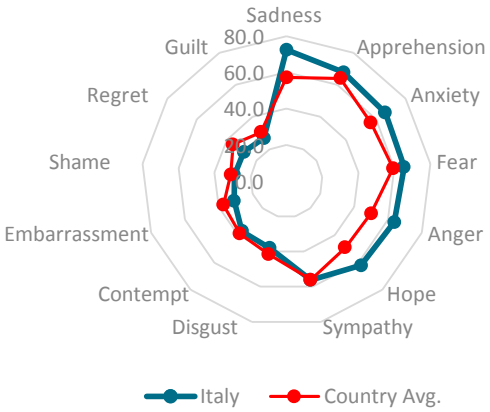
Table 4 - Correlation between group norms and intention to vaccinate

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Italians, more than other populations, feel more sadness (72,5), apprehension (67,8), anxiety (66,3), fear (65,5), anger (63,7) and hope (62,1). In other countries, these values are lower and on average people experience apprehension (64,1), fear (59,3), sadness (59,0) and anxiety (56,7) following news about the virus (**chart 21**).

Chart 21 - Emotions felt following news about Covid 19



Please indicate how likely you are to feel the following emotions when you hear/see the news about Covid-19 (1 Very unlikely - 7 Very likely)

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Table 5 shows the relationship between the intention to vaccinate and the feelings experienced after receiving news about Covid-19. As feelings of anxiety, apprehension and fear increase, so does the propensity to vaccinate. The same is true for people who react with hope to news about the virus. It should be emphasised that feelings such as guilt, regret and shame have no positive impact on the intention to vaccinate. These elements can be significant for the choice of the communication styles.

Feelings	Level of correlation
Apprehension	0,288**
Anxiety	0,270**
Fear	0,259**
Hope	0,197**
Sympathy	0,171**
Sadness	0,140**

Table 5 - Correlation between vaccine intention and feelings (Italy)

2.6 GOVERNMENT ROLE AND VACCINE INTENTION

No significant relationship emerges between trust in institutional (such as the government or health institutions), non-institutional sources (such as health influencers or other influencers) and vaccination intention.

This means that trust in the government does not significantly influence vaccination intention, nor does trust in health institutions such as ISS and WHO.

On the other hand, a significant relationship emerges between the idea of the role of the state and the intention to vaccinate. It has been asked to respondents to express their idea of state intervention through the famous Power distance scale (Hofstade), which measures how much a person is oriented towards an idea of a nation state that centralises decision-making powers during a crisis.

From the data, it turned out that the greater the idea of a centralising state, the greater the intention to vaccinate. Thus, it is not the government itself, but the idea of the role the state should play during a pandemic that seems to make the difference (**table 6**).

SECTION 2

INTENTION TO VACCINATE AND COMMUNICATION LEVERS

Government role	Level of correlation
It is often necessary for a national government to use authority and power when making decisions that affect citizens in a public emergency (such as Covid-19)	0,371**
Citizens should not disagree with national government decisions in a public emergency (such as Covid-19)	0,318**
In a public emergency (such as Covid-19), national governments should make most decisions without consulting citizens	0,234**
In a public emergency (such as Covid-19), external health institutions/ health experts should not disagree with national government decisions	0,159**
In a public emergency (such as Covid-19), national governments should make most decisions without consulting external health institutions/health experts	0,065

**. The correlation is significant at the 0,01 level (two-tailed)
Table 6 - The role of the state during Covid-19 and the intention to vaccinate

SECTION 3

THE ROLE OF CORPORATIONS DURING THE PANDEMIC

SECTION 3

THE ROLE OF CORPORATIONS DURING THE PANDEMIC

The last part of the research will study the beliefs among the citizens about the role of corporations during the pandemic and about the future configuration of their role in the period of the so-called "new normal".

3.1 COMMUNICATION CAMPAIGNS

On an average, Italians remember communication campaigns of the corportions during the pandemic more (44%) than other citizens in foreign countries (41%) (**chart 22**).

Chart 22

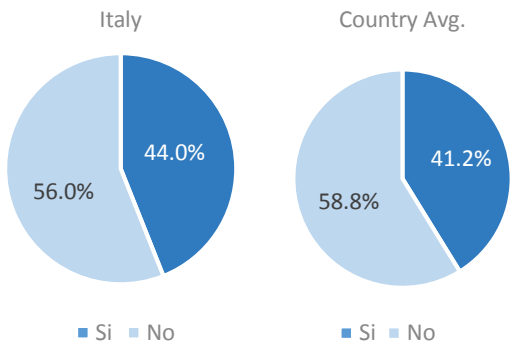


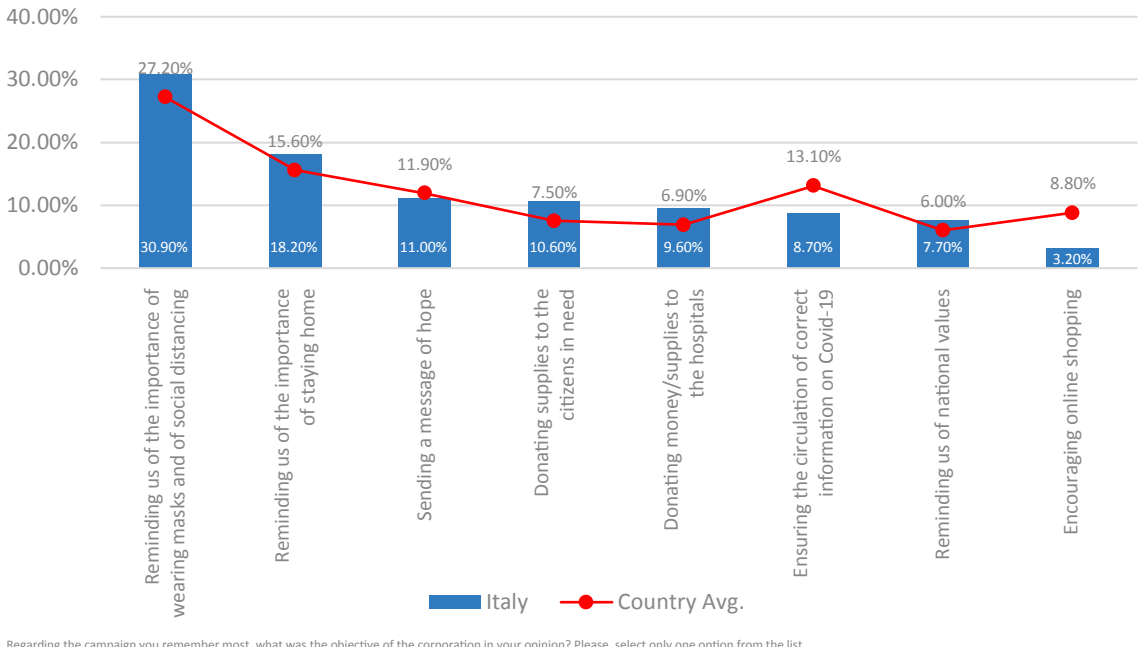
Chart 22 – During the Covid-19 pandemic, various corporations launched campaigns and actions in order to support the efforts of institutions and the general public, in different ways. Please, indicate if you remember some in particular.

More interestingly, both in Italy and abroad, the most remembered campaigns are the ones underlying the importance of adopting safe behaviors (for example, wearing face masks, staying at home, respecting social distancing). 30.9% of Italians remember campaigns in which the importance of wearing face masks and respecting social distancing is highlighted (27,2% in other countries). 18,2% of Italians remember more easily the campaigns in which people are reminded to stay at home, while only 10,0% remembers the campaigns mentioning a donation in cash or basic supplies towards certain social communities. Lastly, few Italians do remember the more emotional campaigns, promoting values for the community (**chart 23**).

SECTION 3

THE ROLE OF CORPORATIONS DURING THE PANDEMIC

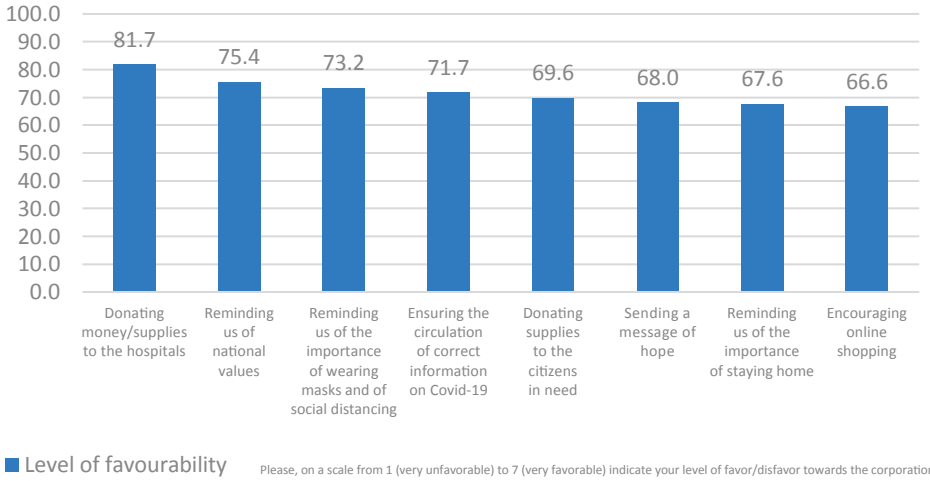
Chart 23 - Perception of the objectives of communication campaigns during Covid 19



Regarding the campaign you remember most, what was the objective of the corporation in your opinion? Please, select only one option from the list

However, most remembered campaigns are not always a consequence of a positive attitude towards the brand/company that realized them. In other words, most appreciated campaigns that had a positive outcome on the favorability towards corporations are the ones related to any practical help given by the corporations to the society (**chart 24**).

Chart 24 - Favorability towards corporations



Please, on a scale from 1 (very unfavorable) to 7 (very favorable) indicate your level of favor/disfavor towards the corporation that ran the campaign you

SECTION 3

THE ROLE OF CORPORATIONS DURING THE PANDEMIC

3.2 ETHICS AND SOCIAL RESPONSIBILITY IN CORPORATIONS

In the world after the pandemic, the social role of business will be considered an even more fundamental and crucial feature for each company.
Data in **table 7** indicates that in Italy, compared to other countries object of this study, opinions about the relationship between profit and ethics are sufficiently aligned to what emerges in the other countries. Only two data are below average. Italy is the country where the lowest number of respondents affirm that ethics and profit are compatible (in Italy 66,2 vs. 71,6 in Australia and 69 in Sweden) and that an ethical company is a profitable company (in Italy 61 vs. percentages above 70 in the other countries studied). In general, under normal conditions, ethics is considered very important by the organizations as a tool to create profit. In times of crisis, two different scenarios are possible: in individualistic and liberal countries (like Usa and Australia) ethics is put aside and greater importance is given to business to remain competitive; whereas in more collectivist countries a certain sensitivity to causes and social rules is quite present as a contribution to business in a crisis as well.

	ITA	FIN	AU	KR	SE	USA
Corporations have a social responsibility that goes beyond profit	74,4	62,0	78,3	71,1	67,2	71,3
Ethics and social responsibility are crucial for the survival of the corporation	73,3	68,1	77,7	73,1	65,6	72,9
Ethics and social responsibility are fundamental for a corporation's profitability in the long run	71,3	71,5	75,8	71,0	68,6	69,8
First priority of a corporation should be the employees' morale	69,8	68,0	74,1	58,0	63,8	64,3
The most important thing for a corporation to do is to be ethical and socially responsible	69,7	70,2	78,1	71,2	69,9	69,5
Overall efficacy of a corporation is determined to a great extent by its being ethical and socially responsible	68,8	62,1	75,8	67,3	63,4	68,3
Social responsibility and profit are compatible	66,2	68,4	71,6	65,0	69,0	67,3
An ethical corporation is often a profitable corporation	61,0	70,8	79,5	68,9	70,7	74,9
When the survival of a corporation is at stake, ethics and social esponsibility must be ignored	40,7	38,2	50,5	34,9	37,4	44,0
To remain competitive in a global world, corporations must set aside ethics and social responsibility	39,3	32,7	52,5	35,9	41,0	46,0

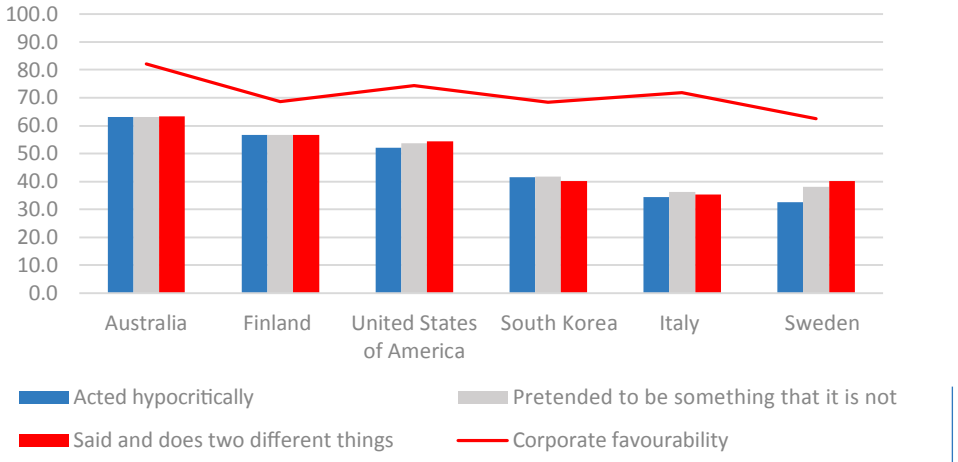
Table 7 – Please, indicate how much you agree/disagree with the following statements regarding social responsibility of the corporations towards society (1 I totally agree/ 7 I totally disagree)

SECTION 3

THE ROLE OF CORPORATIONS DURING THE PANDEMIC

In **chart 25**, the relationship between the corporations' level of hypocrisy and their level of favorability as perceived during the pandemic. There is a direct relationship between these two variables. Italy and Sweden are the two countries that less perceive this hypocrisy. Although Australia perceives it, it has a favorable attitude towards the corporations.

Chart 25 - Relationship between hypocrisy and corporate favorability



Thinking back to the corporate campaign that you remember most, indicate your level of agreement/disagreement with each of the following statements (1 I totally agree/ 7 I totally disagree).

CONCLUSIONS

Communication is a scientific discipline and a professional area of extreme subtlety, especially with reference to topics related to health and social care. To be effective, communication plans need to start from the analysis and the interpretation of data that can fully catch which appropriate combination of channels, messages, sources and tone of voice must be deployed.

The credibility of the channels and the sources used is essential in times of pandemic. If in Italy traditional media (tv and radio) seem to be the most consulted in search for information on Covid-19, a major credibility crisis arises as the information released by the media is perceived as biased by prejudices, not always objective, less open to different points of view and less based on a variety of sources. Credibility, accuracy and authenticity of the information on Covid-19 reported by the traditional media are always perceived as lower in Italy than in the other countries studied.

What emerges strongly is the higher overall trust that Italians place in institutions when they communicate in this time of pandemic, but with some clarifications. On the one hand, a Prime Minister who communicates directly to the citizens is highly valued and seen as more effective.

On the other hand, a control room to centralize and coordinate all messages from the various members of the government is desirable. It should also focus its attention on the perceptions of the Italians towards the quality of government communication, which so far is perceived not only as confused, but also as not truthful, opaque, not reliable and punctual. These data are different from the ones expressed by the citizens living in the other countries studied and represent an important point of reflection.

With reference to the vaccination programme, Italians are among the citizens who are less inclined to get vaccinated. There are important variables that have a positive correlation with vaccination propensity, including male gender, high education level, high perception of the risk of contracting Covid-19 and exposure to traditional media channels. When communication is perceived as honest, there is a positive influence on the intention to get vaccinated.

In Italy, pressure of one's own social group plays a leading role, an element of great interest in creating an effective communication plan. Finally, the emotional strands that mostly play in favor of getting vaccinated include apprehension and anxiety.

An effective communication can come from messages that soothe these feelings, while those that use guilt and shame as leverage in relation to one's own social group are to be avoided.

Italians are highly aware of the role of institutions during the pandemic and hold them as a reference, also in terms of communication. Low credibility is given to non-governmental sources, such as health experts and influencers, who are given more credibility

CONCLUSIONS

in other countries and occupy a prominent role in communication campaigns, including those related to vaccination. Italians have a very positive perception of corporations and firms that have been communicating during the pandemic.

Italy is among the countries that have the lowest perception of hypocrisy towards companies that have realized communication campaigns related to Covid-19. Covid-19-related campaigns that have been most appreciated by Italians and that have had a positive effect on corporate favorability are those about the donations from corporations to society. In general, the pandemic has opened a new phase of the relationship between business and ethics and, more correctly, of the role of corporations in society.

Interestingly, in relation to crisis periods in individualistic and liberal countries (Usa and Australia), respondents say that ethics can be put aside, and profit is given greater importance in order to remain competitive. While, in more collectivist countries, including Italy, also in a crisis situation, there is a certain sensitivity towards causes and social rules as a contribution to business.

APPENDIX
COVID -19 QUESTIONNAIRE

INFORMATION SHEET AND CONSENT FORM

Before participating, it is important for you to understand the reasons behind this research and what it will imply. We ask you to read carefully the following information and not to hesitate to ask if anything is unclear or if you wish further information.

What is this study about?

The objective of this study is to better understand your perception of the way government, society and others are communicating in relation to the Covid-19 crisis (Coronavirus) in this country and how you are reacting to this communication. Results of this study can help to improve the efficacy of the responses in a pandemic crisis from different social actors in the future.

What will I have to do?

If you agree to participate in this research, you will be asked to complete an online questionnaire that will take approx. 15-20 minutes to complete.

Do I have to participate?

The decision whether to participate is entirely up to you. The form will be open for 3 weeks and you can fill it out at any time. Throughout the process you are free to withdraw at any time for no reason.

Will my identity be revealed?

No names or personal ID will be collected. All information collected throught the form will be kept confidential. Data collection, archiving and processing is in accordance with the European General Data Protection Regulations and the research project has been approved by the Ethics Comittee of the University of Jyväskylä, Finland.

What will happen to the information?

Data collected through this form will be kept safe at the University of Jyväskylä (Finland) and any ID information will be removed to guarantee anonymity. Data will be shared anonymously (i.e. with no ID information) for research purposes with the colleagues at University of Georgia, Usa; IULM University, Italy; Kookmin University, Seoul, South Korea.
We expect the research to be published in academic journals or scientific reports and to be presented at conferences or meeting of public authorities. Although, when it happens, your anonymity will be preserved.

APPENDIX
COVID -19 QUESTIONNAIRE

Who should I reach if I need further clarification?
If you need further information on the research project, you can contat the group coordinator, prof. Chiara Valentini, email: chiara.valentini@jyu.fi, phone: +358 (0) 40 8283316.

if you have specific requests about data collection in Italy, please contact Elanor Colleoni, e-mail: **elanor.colleoni@iulm.it.**

It is important to read and comprehend this information sheet and sign the consent form. Your contribution to the research is totally free and you are not obliged in any way to participate. If you need further details, please get in touch with the research team.
If you think you understood all the information and you are happy to take part in the project, please accept all the requests reported below ticking the related boxes.

If you do not tick all the boxes, you will not be able to take part in the survey.

- I have been fully informed about the nature and the objectives of this study, as described in the informative sheet;
- I understand that I have the right to withdraw from the research at any time, from data collection to data analysis, with no reason;
- I understand that the collected information will be kept safe for 5 years at the university of Jyväskylä, Finland;
- I understand that no one other than the researcher(s) and the facilitator(s) will have access to the information;
- I understand that my identity will be kept secret in any publication and that no written information that might lead to my identification will be included in any research report;
- I do consent to the participation in this study.

COVID -19 QUESTIONNAIRE

Please, answer the following question:
Have you heard about Coronavirus (Covid-19)?

○	Yes
○	No

The following questions are about your demographic characteristics. The information given will be used only for academic purposes and will be kept reserved and anonymous.

What is you gender?

○	Male
○	Female
○	Other

What is your educational qualification?

○	No qualification
○	Primary school
○	Secondary school
○	High school
○	Bachelor's Degree
○	Master's Degree
○	PhD / MBA /Doctorate

COVID -19 QUESTIONNAIRE

What is the yearly income in your family?

○	Less than €21,000
○	€21,000 - €41,999
○	€42,000 - €62,999
○	€63,000 - €83,999
○	More than €84,000

In which region are you currently living?

○	Piemonte
○	Valle d'Aosta
○	Liguria
○	Lombardia
○	Veneto
○	Friuli Venezia Giulia
○	Trentino Alto Adige
○	Emilia Romagna
○	Toscana
○	Lazio
○	Marche
○	Abruzzo
○	Umbria
○	Molise
○	Campania
○	Calabria
○	Basilicata
○	Puglia
○	Sardegna
○	Sicilia

COVID -19 QUESTIONNAIRE

How old are you (please write your precise age)?

Q1. How often do you receive information about Covid-19 through the following channels? (1 Never - 7 Always)

	1	2	3	4	5	6	7
Daily newspapers	○	○	○	○	○	○	○
Magazines	○	○	○	○	○	○	○
TV	○	○	○	○	○	○	○
Radio	○	○	○	○	○	○	○
Internet	○	○	○	○	○	○	○
Twitter	○	○	○	○	○	○	○
Instagram	○	○	○	○	○	○	○
WhatsApp	○	○	○	○	○	○	○
Facebook	○	○	○	○	○	○	○
Snapchat	○	○	○	○	○	○	○
YouTube	○	○	○	○	○	○	○
Other people	○	○	○	○	○	○	○
Phone	○	○	○	○	○	○	○
Email from people I know	○	○	○	○	○	○	○
SMS from people I know	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q2. How often do you receive information about Covid-19 through the following sources? (1 Never - 7 Always)

	1	2	3	4	5	6	7
From internet sources	○	○	○	○	○	○	○
From friends	○	○	○	○	○	○	○
From journalists on newspapers	○	○	○	○	○	○	○
From academics	○	○	○	○	○	○	○
From medical staff/health experts	○	○	○	○	○	○	○
From the Government	○	○	○	○	○	○	○
From work colleagues	○	○	○	○	○	○	○
From family members	○	○	○	○	○	○	○
From social media influencers	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q3. Please indicate how much you trust the following sources as far as information on Covid-19 is concerned (1 Not at all - 7 Completely)

	1	2	3	4	5	6	7
Italian Government	○	○	○	○	○	○	○
Prime Minister Giuseppe Conte	○	○	○	○	○	○	○
Istituto Superiore di Sanità (ISS) / National Institute of Public Health	○	○	○	○	○	○	○
Protezione Civile / Civil Protection Department	○	○	○	○	○	○	○
Regional authorities (for example, the Governor of a region)	○	○	○	○	○	○	○
Local authorities (ffor example, the Mayor)	○	○	○	○	○	○	○
Newsmedia	○	○	○	○	○	○	○
Friends on social media (for example, on Facebook)	○	○	○	○	○	○	○
Health experts that I don't know in person on the social media	○	○	○	○	○	○	○
Health experts that I know in person	○	○	○	○	○	○	○
Influencers in official medical or healthcare matters	○	○	○	○	○	○	○
Influencers of alternative therapies not recognized by the National Health Service (for example, homeopathy, ayurvedic medicine, etc.)	○	○	○	○	○	○	○
Influencers non-health experts on social media (for example, celebrities)	○	○	○	○	○	○	○
World Health Organization	○	○	○	○	○	○	○
Associations of Healthcare professionals (for example, Professional Association of Doctors, nurses, etc.)	○	○	○	○	○	○	○
Well-known healthcare personalities (for example, prof. Burioni)	○	○	○	○	○	○	○
Awareness campaigns promoted by corporations about Covid-19 (for example, McDonalds with "Far but close")	○	○	○	○	○	○	○
Other (please write in details)							

COVID -19 QUESTIONNAIRE

Q4. Please, indicate your level of agreement/disagreement with the following sentences about the credibility of information reported on the media.
(1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
When giving information about Covid-19, media are usually exaggerating and using sensationalism	○	○	○	○	○	○	○
Media are usually showing their own bias and interests when giving information about Covid-19	○	○	○	○	○	○	○
Pieces of information about Covid-19 are usually unconnected one from the other and taken together are inconsistent	○	○	○	○	○	○	○
I am much more inclined to believe in information about Covid-19 that appear on multiple channels	○	○	○	○	○	○	○
Information about Covid-19 that include statistics are much more convincing than those without	○	○	○	○	○	○	○
Single pieces of information about Covid-19 may seem unconnected, but in the long run they show a picture of clear risk	○	○	○	○	○	○	○

Q5. Please, write down how often you read or listen to….. (1 Never - 7 Always)

	1	2	3	4	5	6	7
Different opinions on Covid-19 in the media?	○	○	○	○	○	○	○
Opinions on Covid-19 in the media that are different from yours?	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q6.1-6.3 Please, give a vote to the credibility of the messages about Covid-19 that you see circulating in the different media. Messages about Covid-19 that you see circulating in the traditional media (radio, TV, newspapers) are...

	1	2	3	4	5	6	7	
Not credible	○	○	○	○	○	○	○	Credible
Not accurate	○	○	○	○	○	○	○	Accurate
Not authentic	○	○	○	○	○	○	○	Authentic

Messages on Covid-19 that you see circulating on social media and the internet are...

	1	2	3	4	5	6	7	
Not credible	○	○	○	○	○	○	○	Credible
Not accurate	○	○	○	○	○	○	○	Accurate
Not authentic	○	○	○	○	○	○	○	Authentic

Messages on Covid-19 that you see circulating in your interpersonal channels (family, friends, etc.) are…

	1	2	3	4	5	6	7	
Not credible	○	○	○	○	○	○	○	Credible
Not accurate	○	○	○	○	○	○	○	Accurate
Not authentic	○	○	○	○	○	○	○	Authentic

COVID -19 QUESTIONNAIRE

Q7. Please, indicate your level of agreement/disagreement with each of the following statements on the credibility of information. (1 I totally disagree - 7 I totally agree)
Information about Covid-19 is…

	1	2	3	4	5	6	7
Balanced	○	○	○	○	○	○	○
Comprehensive	○	○	○	○	○	○	○
Objective	○	○	○	○	○	○	○
Fair	○	○	○	○	○	○	○
Accurate	○	○	○	○	○	○	○
Honest	○	○	○	○	○	○	○
Believable	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○
Up-to-date	○	○	○	○	○	○	○
Current	○	○	○	○	○	○	○
Timely	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q8. Please, indicate your level of agreement/disagreement with the following statements about Government communication (nation-wide) on COVID-19.
(1 I totally disagree - 7 I totally agree) Government Communication …

	1	2	3	4	5	6	7
Has always been clear and sufficient	○	○	○	○	○	○	○
Has not revealed all the truth	○	○	○	○	○	○	○
Has been scheduled at appropriate times	○	○	○	○	○	○	○
Has confused the population	○	○	○	○	○	○	○
Has been the most reliable information	○	○	○	○	○	○	○
Has generated social alarm	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q9. Please, indicate your level of agreement/disagreement with each of the following statements on the presence of a plurality of opinions reported by different channels (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
I think that traditional media (TV, radio and newspapers) provide a plurality of opinions on COVID-19	○	○	○	○	○	○	○
I think that online media (for example, news on the internet) provide a plurality of opinions on COVID-19	○	○	○	○	○	○	○
I think that social media (for example, Facebook, YouTube e Twitter, etc.) provide a plurality of opinions on COVID-19	○	○	○	○	○	○	○
I think that interpersonal commmunication (face to face) provides a plurality of opinions on COVID-19	○	○	○	○	○	○	○

Q10. Please, indicate your level of agreement/disagreement with each of the following statements on the presence of a plurality of opinions in different sources of information. (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
I think that traditional media (TV, radio and newspaper) mention a variety of sources on COVID-19	○	○	○	○	○	○	○
I think that online media (f.e. news on the internet) mention a variety of sources on COVID-19	○	○	○	○	○	○	○
I think that social media (f.e. Facebook, YouTube and Twitter, etc.) mention a variety of sources on COVID-19	○	○	○	○	○	○	○
I think that during interpersonal communication people mention a variety of sources on COVID-19	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q11. When it comes to political orientation, I define myself: (1 Extremely liberal - 7 Extremely conservative)

1	2	3	4	5	6	7
○	○	○	○	○	○	○

Q12. When it comes to affiliation to a political party, the party closer to my political vision is …. (please, select only one option)

○	Movimento 5 Stelle
○	Lega
○	Forza Italia
○	Partito Democratico
○	Fratelli d'Italia
○	Italia Viva
○	Liberi e uguali (Articolo uno, Sinistra italiana, èViva)
○	Partito socialista italiano
○	Unione di Centro
○	Cambiamo!
○	Federazione dei Verdi
○	Azione
○	+Europa/Radicali Italiani
○	Movimento per le autonomie
○	Italia dei Valori
○	Scelta civica
○	Partito dei pensionati
○	Altro (per favore specificare)
○	Nessun partito

COVID -19 QUESTIONNAIRE

Q13. Please, write down how often you use the following communication channels (1 Never - 7 Always)

	1	2	3	4	5	6	7
Radio	○	○	○	○	○	○	○
TV news	○	○	○	○	○	○	○
Newspapers	○	○	○	○	○	○	○
Social media	○	○	○	○	○	○	○
Internet	○	○	○	○	○	○	○

**Q14. Please indicate your level of agreement/disagreement with each of the following statements about the reduction of uncertainty about Covid-19.
(1 I totally disagree - 7 I totally agree) Considering my present knowledge about Covid 19 ...**

	1	2	3	4	5	6	7
I know less than I would like to know on how to prevent Covid-19 infection	○	○	○	○	○	○	○
I want to know more than what I know now on how to prevent Covid-19 infection	○	○	○	○	○	○	○
I would like to know more on how to prevent Covid-19 infection	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q15. Please, indicate for each of the following whether the statement is true ("V") or false ("F").

	V	F
Main clinical symptoms of COVID-19 are fever, fatigue and dry cough	○	○
Like the common cold, stuffy nose, runny nose and sneezing are common in persons infected with COVID-19	○	○
Currently, there is no effective cure against COVID-19, but an early treatment of symptoms can help most patient recover from the infection	○	○
Eating or contact with wild animals may result in infection by Covid-19	○	○
Not all persons with COVID-19 will develop severe cases. Elderly people and those who have chronic illnesses are more likely to become severe cases	○	○
People with COVID-19 cannot transmit the virus to others when a fever is not present	○	○
COVID-19 virus spreads via respiratory droplets of infected individuals	○	○
It is not necessary for children/young adults to take measures to prevent infection by COVID-19	○	○
All individuals must follow the behaviours prescribed by authorities	○	○
To prevent infection by Covid-19, individuals must avoid going to crowded places and using public transports	○	○
Isolation of people infected by COVID-19 is an effective way to reduce the spread of the virus	○	○
People who have contact with someone infected by COVID-19 should be immediately isolated for a certain period of time	○	○

COVID -19 QUESTIONNAIRE

Q16. Please, indicate your level of agreement/disagreement with each of the following statements on the emotional management of COVID-19 (1 I totally disagree - 7 I totally agree) When I think about the information on COVID-19 that is currently circulating...

	V	F
Information makes me feel I know everything	○	○
Information tells me what happened exactly	○	○
Information shows me a certain solution	○	○
I would like the information I received not to be true	○	○
It is not possible that the information I received is true	○	○
The information sounds a little strange	○	○
The information comes from a source that I trust	○	○
The information comes from a credible source	○	○
The information comes from a familiar source	○	○
The information comes from a reputable source that is responsible to take detailed decisions about COVID-19	○	○
Information is quoting from a person / organization that is experienced in COVID-19	○	○

COVID -19 QUESTIONNAIRE

Q17. Please, indicate how likely you are to feel the following emotions when you hear/see the news on COVID-19: (1 Very unlikely - 7 Very likely)

	1	2	3	4	5	6	7
Anxiety	○	○	○	○	○	○	○
Fear	○	○	○	○	○	○	○
Apprehension	○	○	○	○	○	○	○
Sympathy	○	○	○	○	○	○	○
Guilt	○	○	○	○	○	○	○
Embarassment	○	○	○	○	○	○	○
Shame	○	○	○	○	○	○	○
Disgust	○	○	○	○	○	○	○
Contempt	○	○	○	○	○	○	○
Anger	○	○	○	○	○	○	○
Sadness	○	○	○	○	○	○	○
Regret	○	○	○	○	○	○	○
Hope	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q18. Please, rate your level of perception of how dangerous is COVID-19 (1 Not at all - 7 Completely).

	1	2	3	4	5	6	7
Do you feel that COVID-19is a significant risk for yourself?	○	○	○	○	○	○	○
Do you feel you have the possibility to be infected by COVID-19?	○	○	○	○	○	○	○
Do you think COVID-19 represents a serious menace for you?	○	○	○	○	○	○	○
Do you think that you could be infected by COVID-19?	○	○	○	○	○	○	○

Q19. Please indicate how you feel about the idea of receiving a vaccine against COVID-19. If it becomes available, getting vaccinated against COVID-19 will be...

	1	2	3	4	5	6	7	
bad	○	○	○	○	○	○	○	good
harmful	○	○	○	○	○	○	○	beneficial
disadvantageous	○	○	○	○	○	○	○	advantageous
ineffective	○	○	○	○	○	○	○	effective
useless	○	○	○	○	○	○	○	useful

COVID -19 QUESTIONNAIRE

Q20. Please, indicate your level of agreement/disagreement with each of the following statements about personal choices regarding vaccinations.
(1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
Most people I care about think I should get vaccinated against COVID-19 when it is available	○	○	○	○	○	○	○
People expect me to get vaccinated against COVID-19 when it is available	○	○	○	○	○	○	○
People I respect would approve of me getting vaccinated against COVID-19 when it is available	○	○	○	○	○	○	○
I think that people I respect will get vaccinated against il COVID-19 when it is available	○	○	○	○	○	○	○
People I spend most of my time with will probably get vaccinated against COVID-19 when it is available	○	○	○	○	○	○	○

Q21. Please, indicate your level of agreement/disagreement with each of the following statements about personal choices of preventive behavior.
(1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
Most people I care about think that I should perform preventive behavior against COVID-19	○	○	○	○	○	○	○
People expect me to perform preventive behavior against COVID-19	○	○	○	○	○	○	○
People whose opinion are valuable for me would approve my preventive behaviors against COVID-19	○	○	○	○	○	○	○
I think that people I respect are performing preventive behaviors against COVID-19	○	○	○	○	○	○	○
It is very likely that people I spend most of my time with are performing preventive behaviors against COVID-19	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q22. Please, indicate your level of agreement/disagreement with each of the following statements about self-efficacy. (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
It is easy for me to prevent COVID-19 infection	○	○	○	○	○	○	○
Doing a preventive action against COVID-19 is not a problem for me	○	○	○	○	○	○	○
I am able to adopt an action against COVID-19 quite easily	○	○	○	○	○	○	○

Q23. Please, indicate your level of agreement/disagreement with each of the following statements about your intention to follow recommendations.
(1 I totally disagree - 7 I totally agree) During the next few weeks…

	1	2	3	4	5	6	7
I am willing to perform preventive behaviors against COVID-19 every day	○	○	○	○	○	○	○
I want to perform preventive behaviors against COVID-19 every day	○	○	○	○	○	○	○
I plan to perform preventive behaviors against COVID-19 every day	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q24. Please, indicate your level of agreement/disagreement with each of the following statements about sharing your intentions. (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
I would like to talk to a friend or family member about COVID-19 information	○	○	○	○	○	○	○
I would like to send an e-mail or a message to somebody containing information or a link to information about Covid-19	○	○	○	○	○	○	○
I would like to post information or a link to information about COVID-19 on social media	○	○	○	○	○	○	○

Q25. Please, state your intention to vaccinate against COVID-19. (1 Never – 7 Surely)
How likely are you to…

	1	2	3	4	5	6	7
Take into consideration the idea of getting vaccinated against COVID-19, if available?	○	○	○	○	○	○	○
Try to receive a vaccination against COVID-19, if available?	○	○	○	○	○	○	○
Actually receive a vaccination against COVID-19, if available?	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q26. Please, state how often you perform the following behaviors, recommended by the Istituto Superiore di Sanità (National Institute of Public Health). (1 Never - 7 Always)

	1	2	3	4	5	6	7
Regularly and accurately cleaning hands with alcohol-based hand rub or washing them with soap and water	○	○	○	○	○	○	○
Performing respiratory hygiene (covering your mouth and nose with your bent elbow or a tissue when coughing or sneezing)	○	○	○	○	○	○	○
Maintaining the distance between you and other people (if not living together)	○	○	○	○	○	○	○

Q27. Please, indicate your level of agreement/disagreement with each of the following statements about decision-making process in a public emergency.
(1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
In a public emergency (such as COVID-19) national governments should make most decisions without consulting external health institutions/health experts	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), national governments should make most decisions without consulting citizens	○	○	○	○	○	○	○
It is often necessary for a national government to use authority and power when making decisions that affect citizens in a public emergency (such as COVID-19)	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), external health institutions/health experts should not disagree with national government decisions	○	○	○	○	○	○	○
Citizen should not disagree with national government decisions in a public emergency (such as COVID-19)	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), national government should not delegate mportant decisions to external health institutions/health experts	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q28. Please, indicate your level of agreement/disagreement with each of the following statements about on the uncertainty and ambiguity of information during Covid-19. (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
In a public emergency (such as COVID-19), it is always important that instructions are given in details in order for me to always know what I have to do	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), it is important to follow carefully all instructions and procedures	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), rules and regulations are important because they clarify what it is expected from me	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), standardized procedures are useful	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), instructions for prevention are important	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q29. Please, indicate your level of agreement/disagreement with each of the following elements related to Covid-19 situation. (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
In a public emergency (such as COVID-19), people should make sure that one's own actions do not intentionally damage others, not even minimally	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), the existence of potential damages to others is always wrong, regardless of the advantages gained	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), people should never damage others, psychologically or physically	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), people should not perform actions that could menace in any way the dignity and well-being of another individual	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), an action that could damage another innocent should not be performed	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), what is "ethical" varies, depending on situation and society	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), moral standards are personal: what a person considers as moral could be judged immoral by somebody else	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), questions on what is ethical for all cannot be answered because what is moral or immoral depends on the individual	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), moral standards are personal rules that indicate how a person should behave and cannot be applied to judge other people	○	○	○	○	○	○	○
In a public emergency (such as COVID-19), ethical considerations about interpersonal relationships are so complex that individuals should be authorized to make up one's own personal code	○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q30. During Covid-19 pandemic, various corporations have launched awareness campaigns against the spread of Covid-19 (for example, to reiterate the importance of social distancing) in support of the institutions (for example, through donations) and citizens (for example, through the delivery at home of food for elder people). Please, indicate if you remember at least one of these campaigns in particular.

○	Yes
○	No

Q31. What was the objective of the campaign that you remember most? Please, select only one option from the following list

○	Sending a message of hope
○	Making a donation to public or private institutions (for example money or supplies donations to hospitals)
○	Reminding people of the importance of staying at home
○	Reminding people of Italian values to make us feel united
○	Encouraging online shopping
○	Ensuring the circulation of correct information on Covid-19
○	Reminding people of the importance of wearing masks and respecting social distancing
○	Donating food and supplies to citizens in need
○	Other (please, specify)

COVID -19 QUESTIONNAIRE

Q32. Please, indicate your level of agreement/disagreement with each of the following statements about the corporate campaign you remember most (1 I totally disagree - 7 I totally agree). I my opinion, the corporation…

	1	2	3	4	5	6	7
Acts hypocritically	○	○	○	○	○	○	○
Says and does two different things	○	○	○	○	○	○	○
Pretends to be something it is not	○	○	○	○	○	○	○

Q33. Please, indicate your level of favor/disfavor towards the corporation that ran the campaign you remember most. (1 very unfavourable - 7 very favourable)

1	2	3	4	5	6	7
○	○	○	○	○	○	○

COVID -19 QUESTIONNAIRE

Q34. Please, indicate your level of agreement/disagreement with each of the following statements about social responsibility of the corporations towards society (1 I totally disagree - 7 I totally agree)

	1	2	3	4	5	6	7
Social responsibility and profit are compatible	○	○	○	○	○	○	○
To remain competitive in a global world, corporations must set aside ethics and social responsibility	○	○	○	○	○	○	○
An ethical corporation is often a profitable corporation	○	○	○	○	○	○	○
When the survival of a corporation is at stake, ethics and social responsibility must be ignored	○	○	○	○	○	○	○
The most important thing for a corporation is to be ethical and socially responsible	○	○	○	○	○	○	○
First priority of a corporation should be the employees' morale	○	○	○	○	○	○	○
Overall efficacy of a corporation is determined to a great extent by its being ethical and socially responsible	○	○	○	○	○	○	○
Ethics and social responsibility are fundamental for a corporation's profitability in the long run	○	○	○	○	○	○	○
Corporations have a social responsibility that goes beyond profit	○	○	○	○	○	○	○
Ethics and social responsibility are crucial for the survival of the corporation	○	○	○	○	○	○	○

Thank you for the collaboration.
This information will be treated confidentially, and use will be limited to research purposes.
If you wish to leave further comments, please write them down in the space below.

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