



**University of
Zurich** ^{UZH}

Department of Communication and Media Research (IKMZ)

Social norms as means for compliance with Covid-19 measures in high-trust societies

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Social norms and trust

Social norms socially regulate compliance with health preventive measures.

Trust in government and health authorities is necessary to initiate/define a new norm.

Trust in media is necessary to stimulate a positive spiral beyond personal observation.





Study 1: Social distancing



Study 2: Contact tracing app





Study 1: Social distancing

Introduction of social distancing in
Switzerland on March 16, 2020

Social distancing: keeping a physical
distance of at least 1.5 to 2 meters



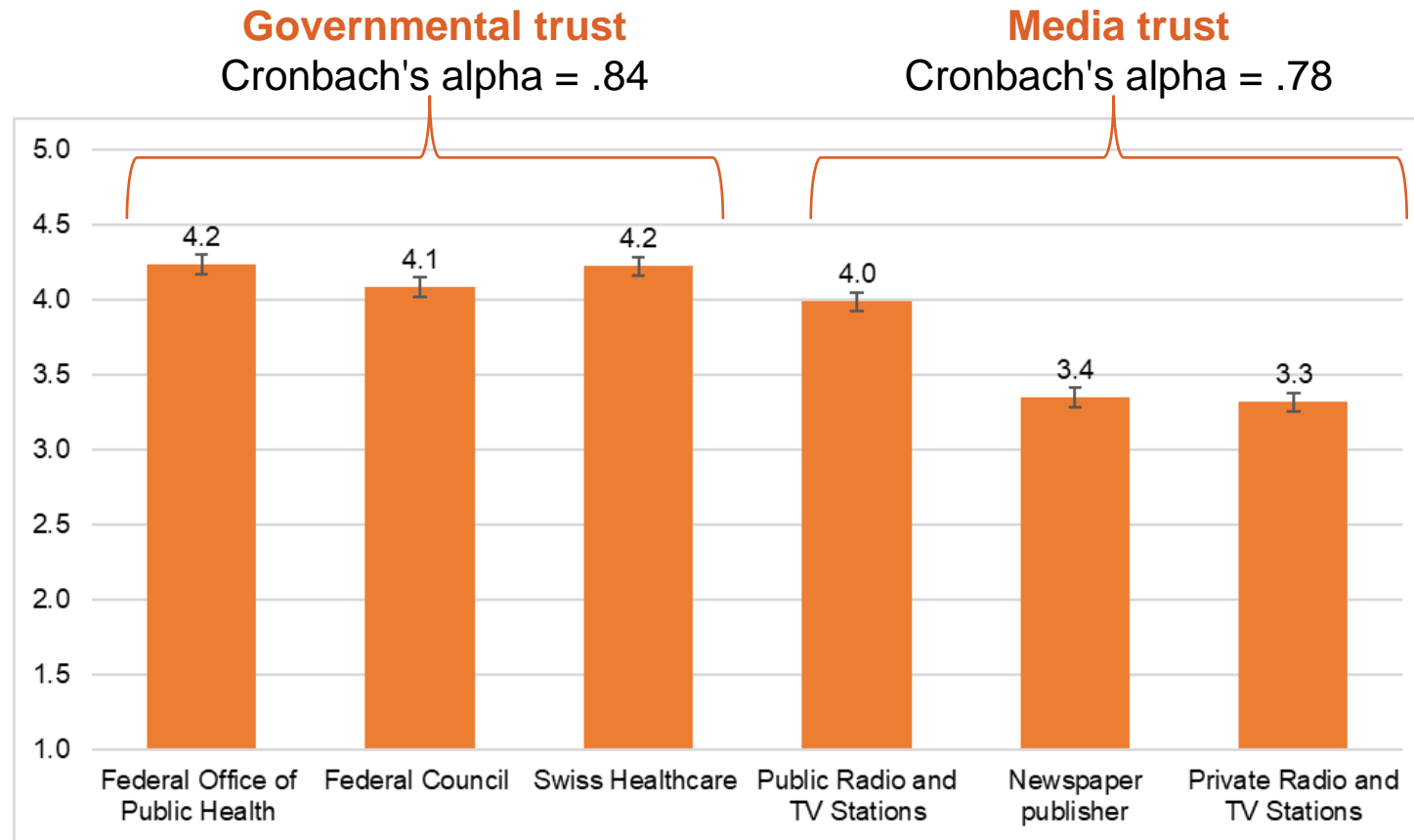
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Communications
OFCOM



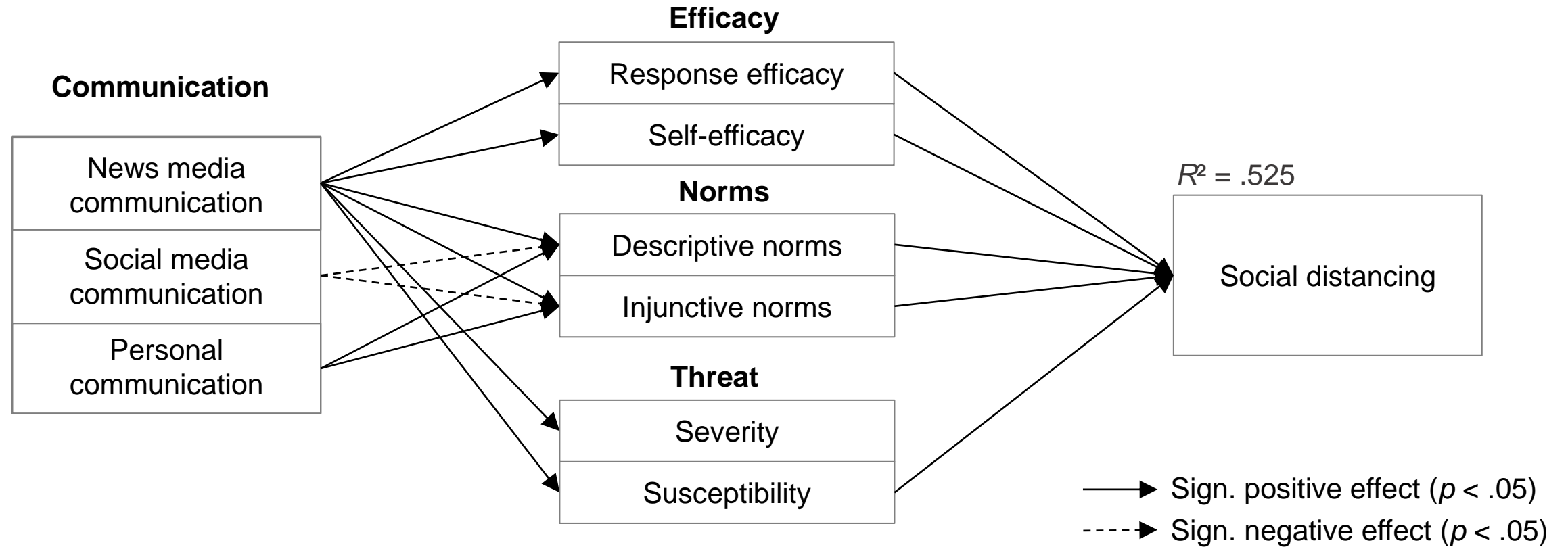


Results



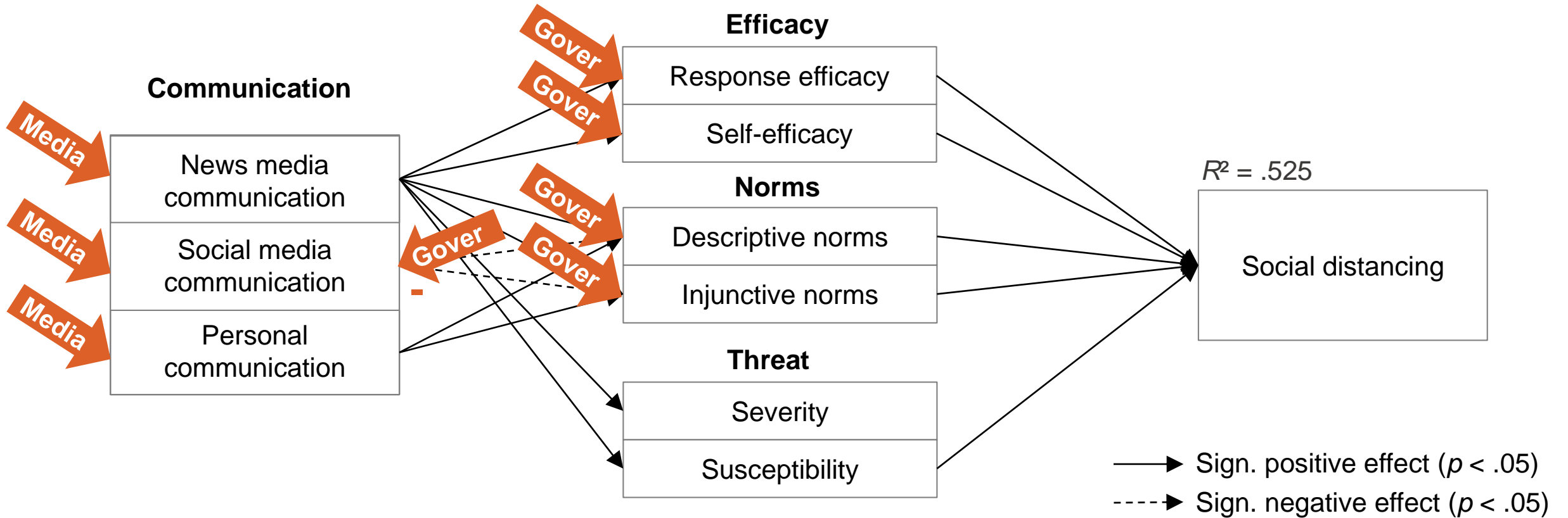
Question: How much trust do you have in the following Swiss institutions or organizations?
5-point scale: 1 = no trust at all, 5 = very much trust

Results



Notes: $N = 1005$; $\chi^2(4) = 14.120$, $p = .007$, $CFI = 0.995$; $RMSEA = .050$, 90% CI [.025, .078]; $SRMR = .016$.

Results

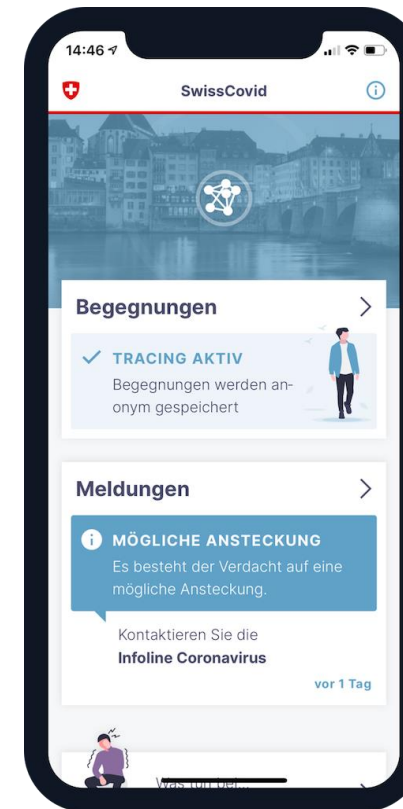


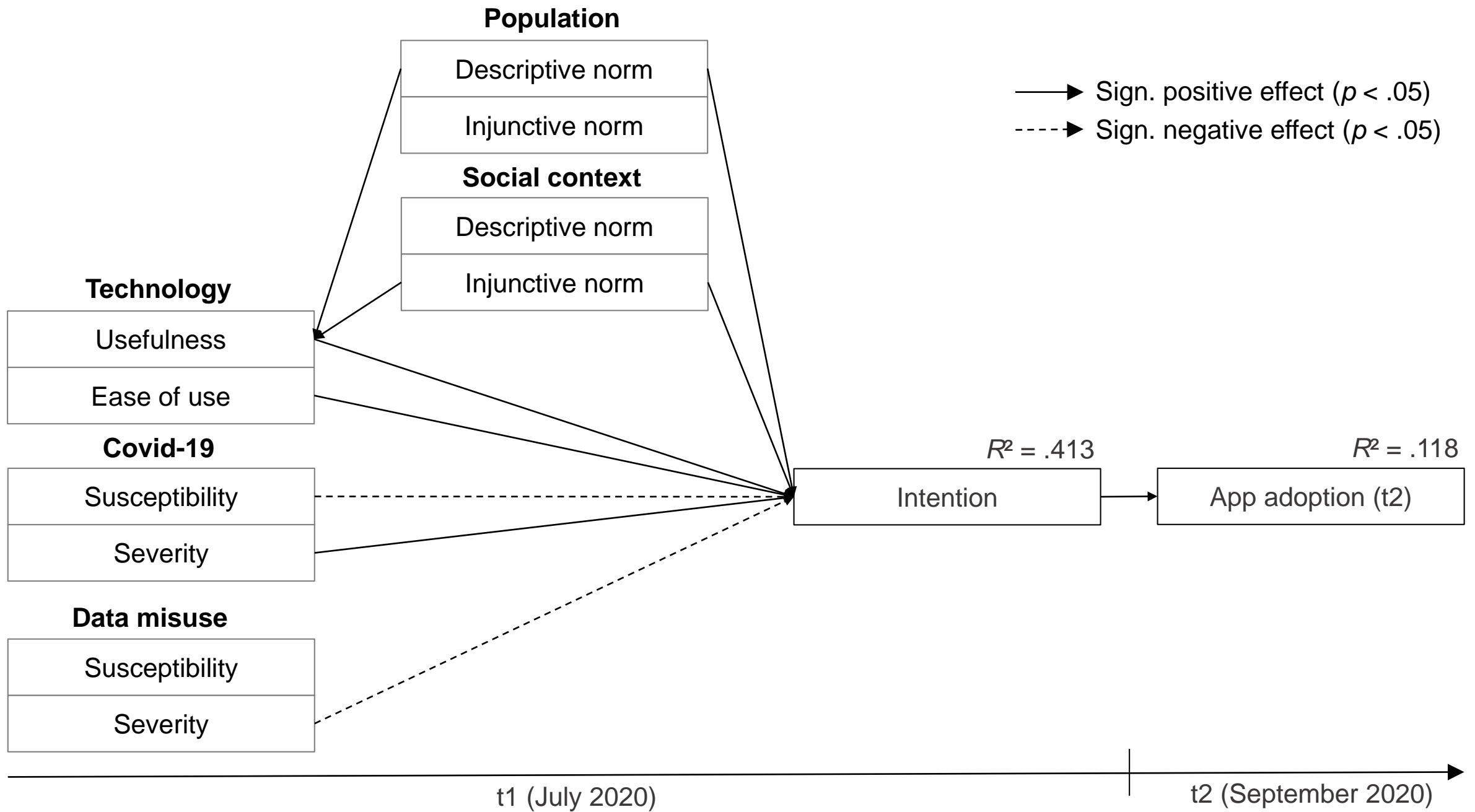
Notes: $N = 1005$; $\chi^2(4) = 14.120$, $p = .007$, $CFI = 0.995$; $RMSEA = .050$, 90% CI [.025, .078]; $SRMR = .016$.



Study 2: Contact tracing app

Release of the contact tracing app in
Switzerland on June 25, 2020.

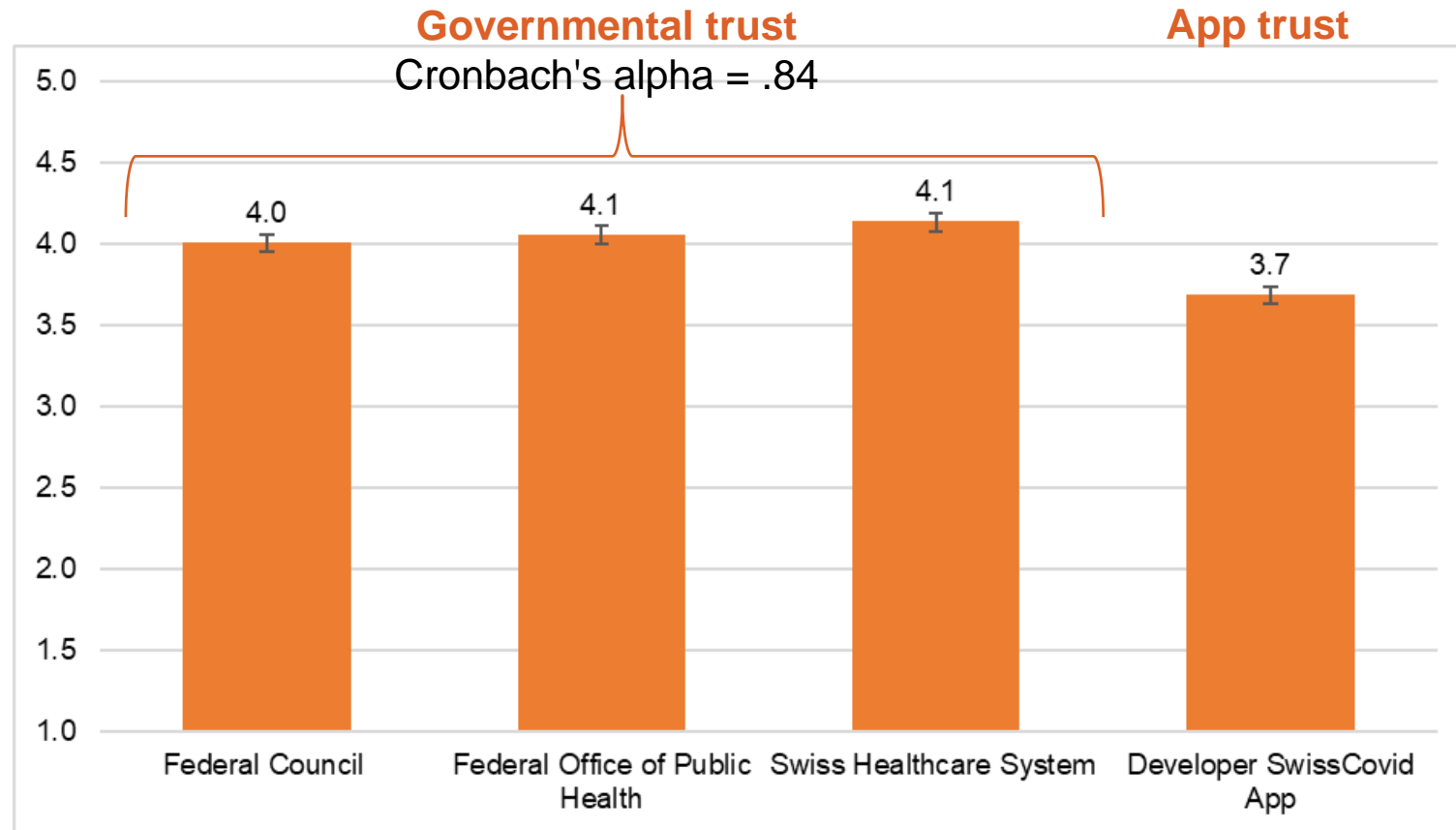




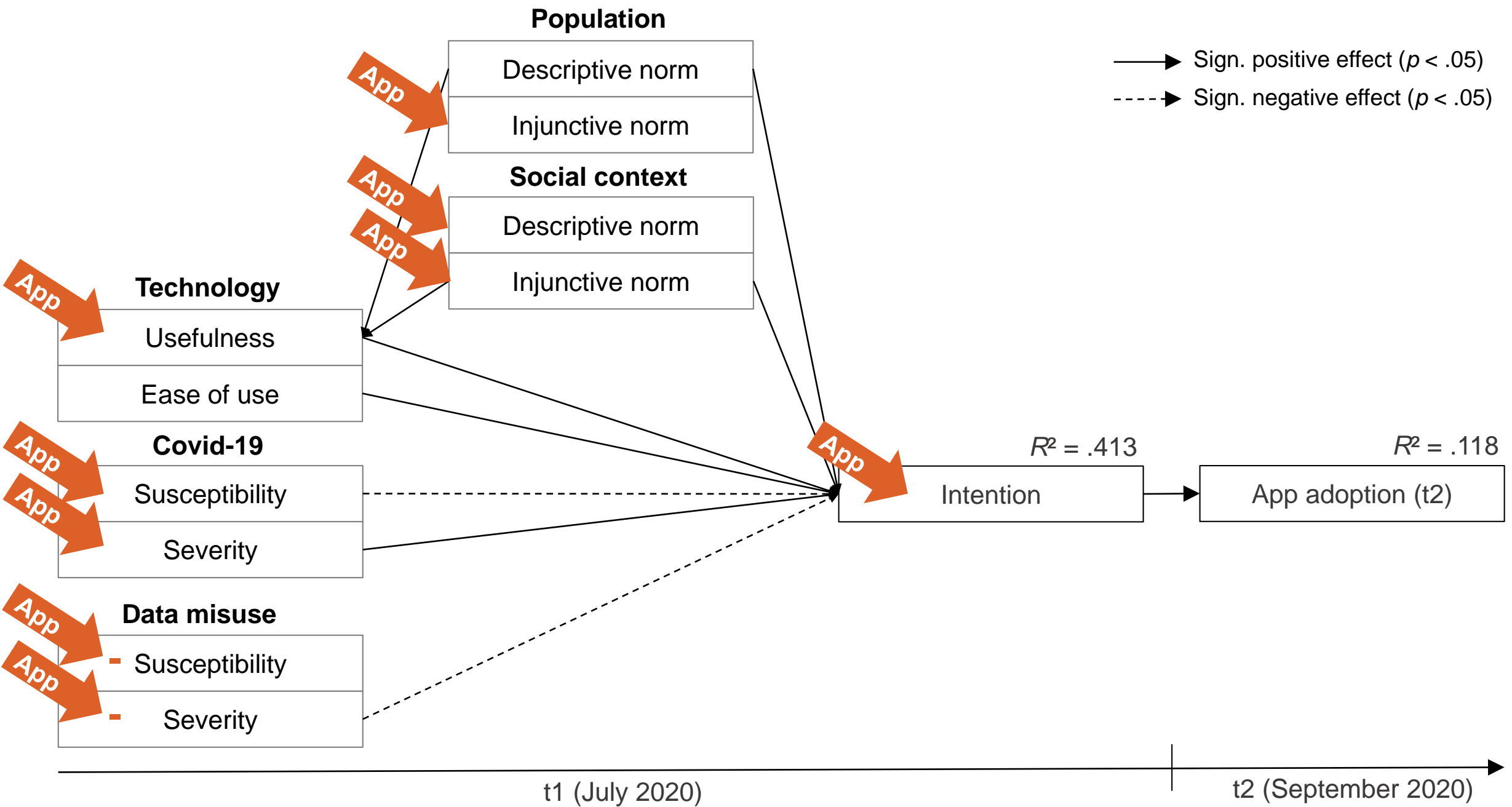
Notes: $n = 327$; $\chi^2(309) = 449.944$, $p = .000$, $CFI = 0.964$; $RMSEA = .036$, 90% CI [.028, .043]; $SRMR = .058$



Results



Question: How much trust do you have in the following Swiss institutions or organizations?
5-point scale: 1 = no trust at all, 5 = very much trust



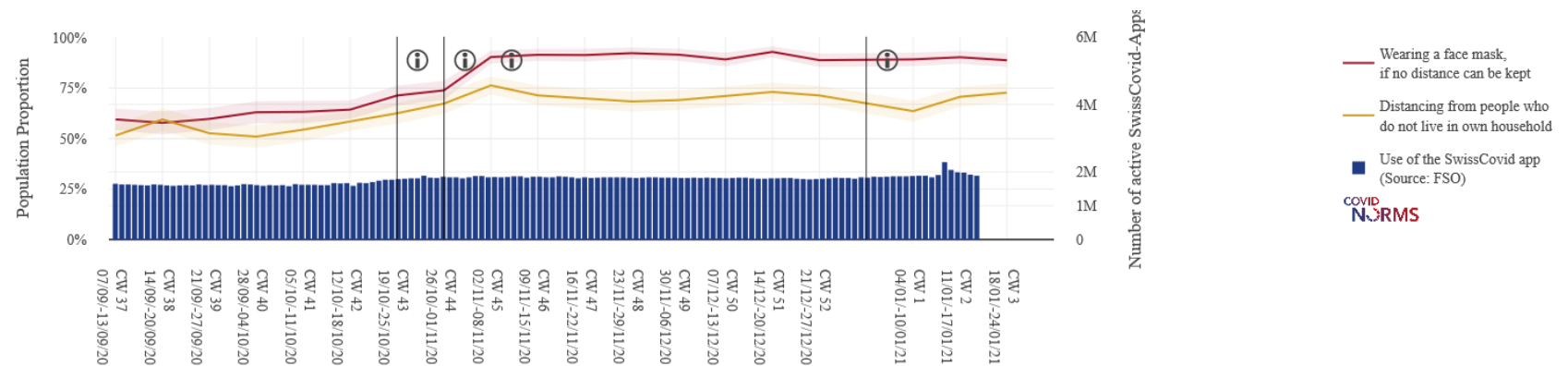
t1 (July 2020)

t2 (September 2020)



Discussion and outlook

- 1. **Social norms** are an important driver of individual health preventive behavior.
- 2. **Social norms** are shaped through communication.
- 3. **Trust** is a prerequisite for compliance with health protection measures.





Thank you for your attention!

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