To: [5.1.2e] | [5.1.2e] @rivm.nl]; [5.1.2e] [[5.1.2e] @rivm.nl]
Cc: [5.1.5] [5.1.2e] @rivm.nl]
From: [5.1.2e]
Sent: Wed 11/11/2020 8:36:52 PM
Subject: RE: Statistical literacy and behavior during the pandemic --> implications for communication
Received: Wed 11/11/2020 8:36:53 PM

Dat klinkt zeker interessant. Toevallig sprak ik laatst ook [5.1.2e] (UvA, gezondheidscommunicatie) die ook een aantal studies over covid-communicatie heeft gedaan. Ik wilde daar nog een keer uitgebreider met haar over doorpraten. Misschien is er ook wel een combi mogelijk, een soort van expert meeting met in elk geval deze twee?

Groet,
[5.1.2e]

From: [5.1.2e] < [5.1.2e] @rivm.nl>
Sent: woensdag 11 november 2020 20:34
To: [5.1.2e] < [5.1.2e] @rivm.nl>; [5.1.2e] < [5.1.2e] @rivm.nl>
Cc: [5.1.5] ; [5.1.2e] @rivm.nl>
Subject: FW: Statistical literacy and behavior during the pandemic --> implications for communication

Zie bijgaand – klinkt interessant

From: CoronaGedragsUnit < [5.1.2e] @rivm.nl>
Sent: woensdag 11 november 2020 15:05
To: [5.1.2e] < [5.1.2e] @rivm.nl>; [5.1.2e] < [5.1.2e] @rivm.nl>
Subject: FW: Statistical literacy and behavior during the pandemic --> implications for communication

Wie reageert?
Of wat moet ik hiermee doen?
Groet [5.1.2e]

Van: [5.1.2e] < [5.1.2e] @rsm.nl>
Verzonden: dinsdag 3 november 2020 18:39
Aan: [5.1.5] < [5.1.2e] @rivm.nl>
Onderwerp: Statistical literacy and behavior during the pandemic --> implications for communication

Dear Sir or Madam,

My name is [5.1.2e] and I am a professor at Erasmus University. I recently noticed that the RIVM has conducted very interesting behavioral research on people's behavior during the coronavirus crisis. A recent strand of my research focuses on the impact of statistical literacy on people's expectations and behavior and I felt that this was particularly relevant during the coronavirus crisis.

In a recent working paper [https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3715926] (joint with Mikael Paaso and Vesa Pursiainen) we show, using the LISS Panel (conducted by Tilburg University), that statistically more literate people do indeed seem to respond differently. They estimated their probability of infection as being higher in March but also updated this better to reflect the situation in June. They were more likely to socially distance and more likely to do so because of concerns for others (rather than fear of punishment for example) despite having lower mortality estimates. We also find that more statistically literate people generally consider a flu shot more important, potentially suggesting a more positive attitude toward vaccines. Finally, they also seem more likely to approve of government communication during the pandemic.

We hope that these findings can help influence the design and targeting of recommendations as well as identifying concepts that need more explanation within the society.

For that reason, we wanted to bring them to your attention and we would be also interested very much in your thoughts. We are also interested in conducting an experiment on the design of communication in a way that is more accessible to the entire population as well as more specific targeting of certain messages. If you would be interested in

working on this with us, please let me know.

Thank you and best wishes

5.1.2e

5.1.2e

Rotterdam School of Management - Erasmus University

Office: 5.1.2e

Phone: +31 10 5.1.2e

Web: http://sites.google.com/site/danielmetzgerhome/