Predicting COVID-19 Health Behaviors Using the Health Belief Model

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Non-Cognitive Predictors of Student Success: A Predictive Validity Comparison Between Domestic and International Students

INTRODUCTION
• Coronavirus is a disease that has caused a global pandemic in 2020.
• Health behaviors such as social distancing and mask wearing help prevent or slow the transmission of COVID-19.
• The Health Belief Model is widely used to predict health behaviors.
• Hypothesis: Perceptions of susceptibility and severity of COVID, and perceived benefits and barriers of health practices will predict social distancing and mask wearing.

METHODS
1. N = 154 college students
2. Students received a formal email with an attached link to participate in a survey which contained questions about overall health, health beliefs, and frequency of health behaviors.

REGRESSION RESULTS
• Controlling for overall health, perceived susceptibility to COVID and perceived benefits of mask wearing were both positively related to the frequency of mask wearing.
• Controlling for overall health, perceived susceptibility to COVID and perceived benefits of social distancing were positively related and perceived barriers were negatively related to social distancing.

DISCUSSION
• Promoting the benefits of health behaviors and highlighting susceptibility to COVID can increase mask wearing and social distancing.
• Helping people socialize safely may reduce the perception of barriers to social distancing.

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