

Accelerating Changes in Norms about Social Distancing to Combat COVID-19

Researchers:

James Riddell IV

Tanya Rosenblat

Dean Yang

Initiative(s): Innovation in Government Initiative (IGI)

Target group: General Adults

Intervention type: COVID-19 response

AEA RCT registration number: AEARCTR-0005862

Research Papers: Teaching and Incentives: Substitutes or Complements?, Correcting Misperceptions about Support for Social

Distancing to Combat COVID-19

While public health messaging seeks to rapidly change norms to make social distancing more acceptable, norms do not shift instantaneously. Researchers are conducting a randomized evaluations to test the impact of different types of public health messaging on the practice of social distancing.