

## **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.