



# H1N1: Are you worried?

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## Purpose

A study including questions and a PSA video was used to probe the awareness individuals and the H1N1 virus. To gauge the education among people we focused on students at the University and asked them to watch a short PSA and answer a few questions online. Based off of this survey we tried to understand the level of knowledge that students had about the statistics of H1N1 and its effects in regards to students.

## Objective

1. To gauge how students feel about H1N1.
2. To understand how safe students feel in regards to H1N1.
3. To observe how much information students knew about H1N1 before and after taking the survey.

## Methodology

Our project used an online survey using SurveyMonkey.com to survey University of South Florida students. The population that we chose was students, who currently attend USF. The population was chosen because we wanted to find how students feel about H1N1. It was appropriate because people in certain age ranges might not attend USF and might not fit into our criteria. Our sample was chosen by the birth month of the respondents. The sample was appropriate because it was able to separate respondents without any bias and each respondent has an equal chance of being chosen. The sample gives a good representation of the population. Respondents were contacted via social media networking sites such as Facebook and Twitter. Follow up messages were sent to respondents to increase response rate. The respondents were then screened by screening questions such as, "Are you currently a USF student?" Over 300 people were contacted and over 300 people responded.

The survey was distributed on Wednesday, November 25<sup>th</sup> and needed to be finished by Monday, November 30<sup>th</sup> at 3 p.m. There were 43 questions in total in the survey. To increase response rate we offered the respondents a chance to win a \$25 gift card to any restaurant that the respondent chooses.

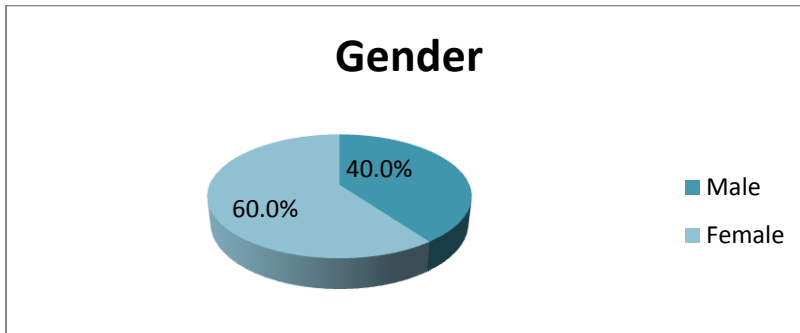
A video about H1N1 was added as a stimulus. Each respondent chose the video by their birth month. If they were born in a certain month, they chose a certain video.

The characteristics of the sample were USF students who are currently enrolled in classes at the university. Also, the sample consisted of males and females, a range of religions and ethnicities were represented.

# Results

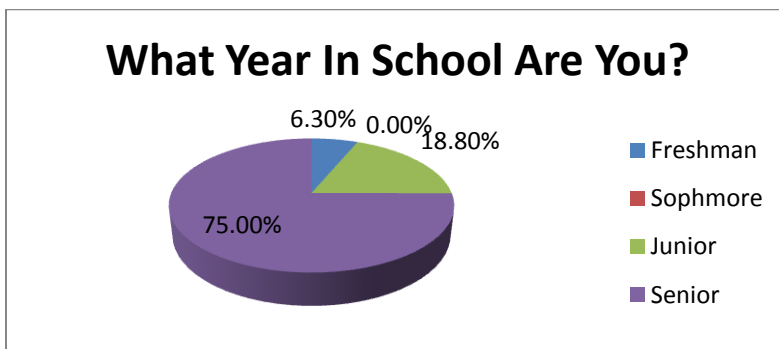
## Demographics

We wanted to know the gender of the students taking our survey and out of the 15 people who responded to the gender question, there were more girls who took it (9 females to 6 males); however, 5 people didn't answer, so there is a margin of error.



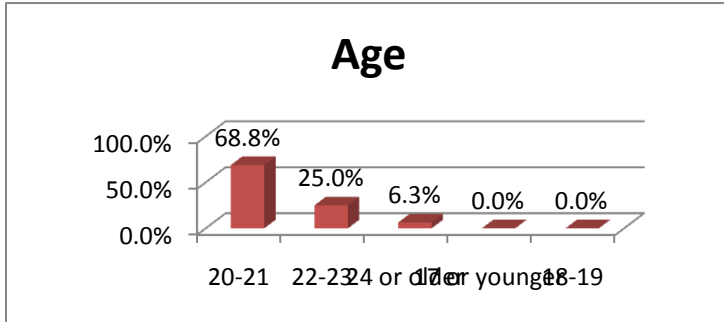
N=15

When asked what year our respondents were in school, 1 was a freshman, we didn't have any sophomores, 3 were juniors, 12 were seniors and we did not have any grad students participate.



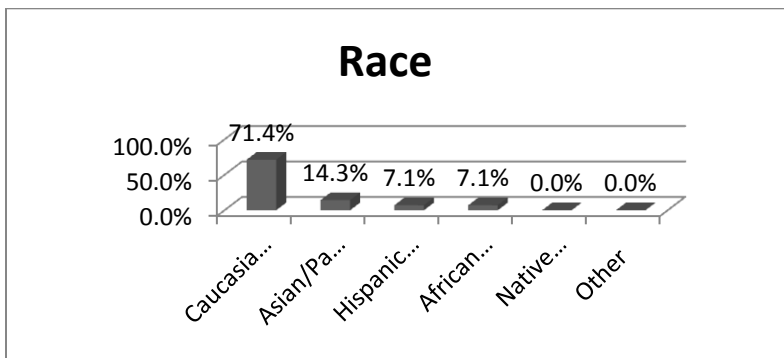
N=16

The respondents were also asked to identify their age to us. Out of the 16 people who responded, no one was 17 or younger and no one was 18 years old or 19 years old. We did have 11 people who were 20 years old or 21 years old and finally we had 1 respondent 24 or older.



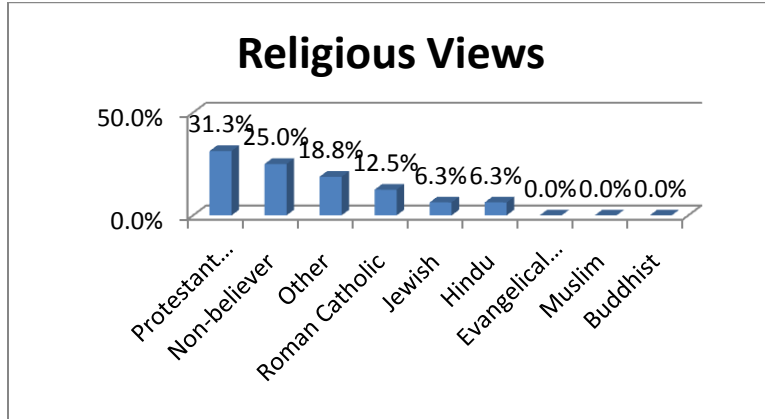
N=16

When asked to disclose their race, only 14 people responded. There were 10 people who were Caucasian (non-Hispanic), we had one person answer he or she were Hispanic/Latino and one person answer he or she were African American. We did not have anyone who was Native American or a race we did not list.



N=14

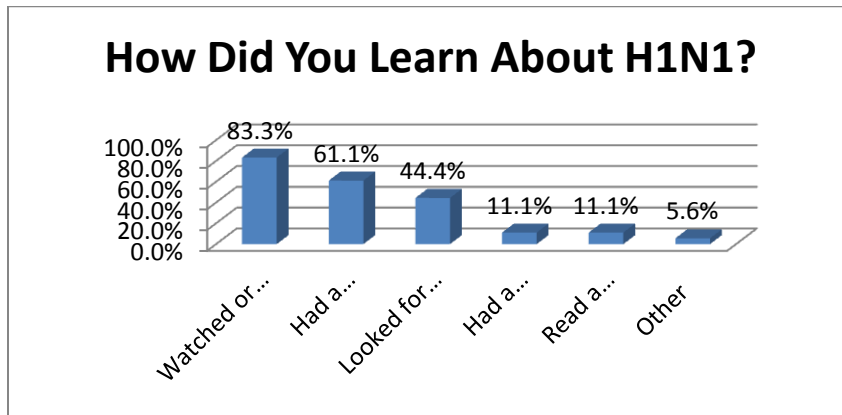
The last demographic question we asked was what religion the respondents were. Sixteen (16) people responded to the question and no one was an Evangelical Christian, Muslim or Buddhist. Out of the 16, there were 5 Protestant Christians, 2 Roman Catholics, 1 Jewish person, 1 Hindu and 4 people who said they were Non-believers.



N=16

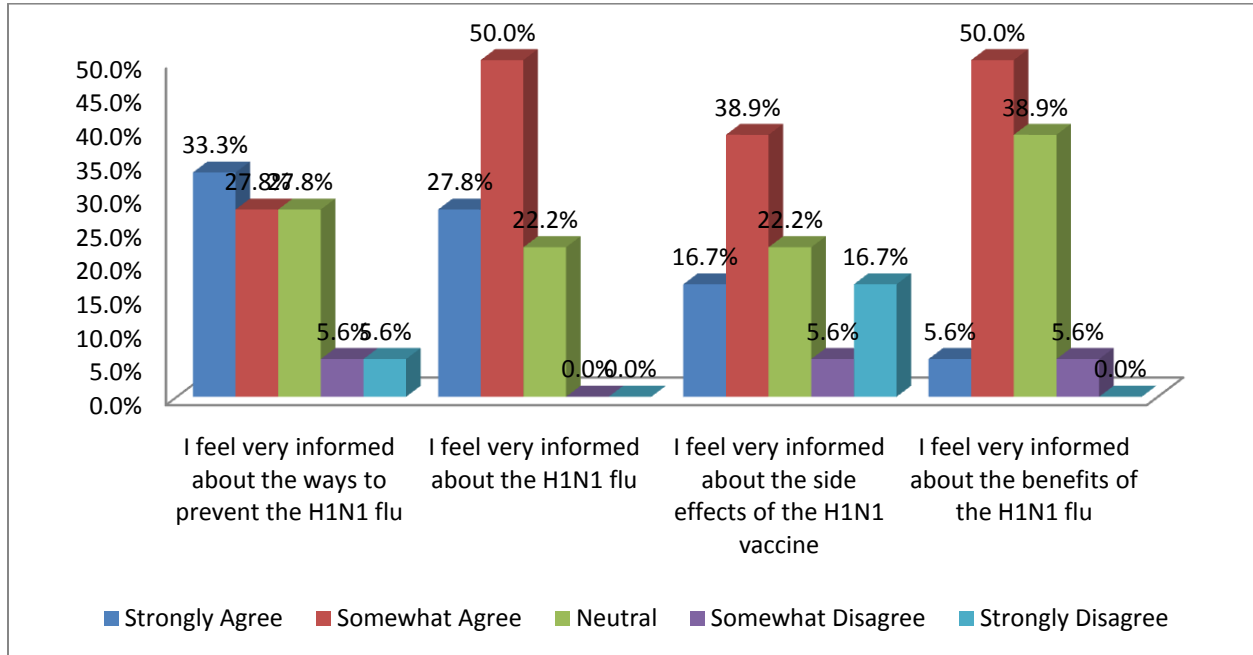
### Knowledge Questions

We wanted to find out what our respondents did on their own to find out more information about H1N1 and the vaccine. The respondents were able to pick more than one option. We found out of the 18 people who responded, there were a 44.4% (8 people) who looked for information online. Watching or reading news stories was the most popular with 83.3% (15 people) doing it. We had 11.1% (2 people) have a conversation with a doctor about it and also 11.1% (2 people) read a pamphlet. There was also 61.1% (11 people) who talked to family or a friend about it.



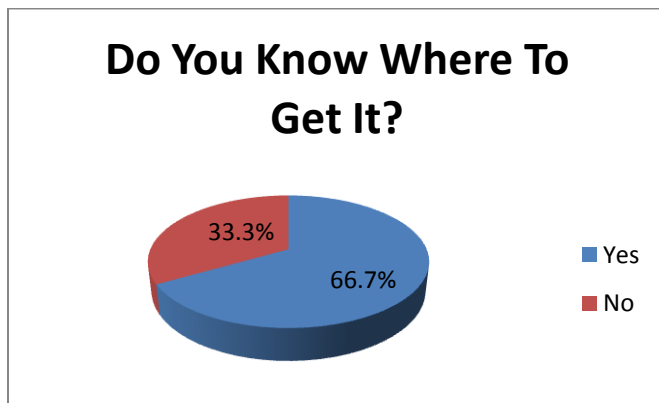
N=18

We asked our respondents to say how much they agreed or disagreed with certain statements. When asked if they felt very informed about the H1N1 flu the majority, 50% (9 people), said they somewhat agreed. If they felt informed about the benefits of the H1N1 vaccine the majority was the same. The next statement was whether or not they felt very informed about the side effects of the H1N1 vaccine and 39.9% (7 people) said they somewhat agreed. And when asked if they felt very informed about ways to prevent the H1N1 flu, 33.3% (6 people) strongly agreed.



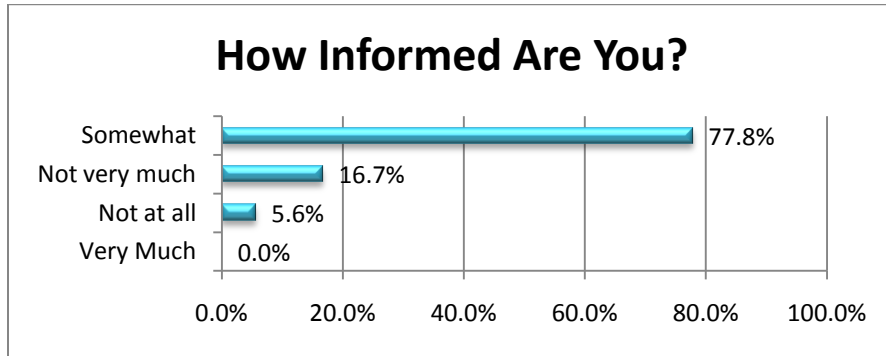
N=18

With this question, we wanted to know if the respondents knew where to receive the vaccine. Out of the 18 people who responded, 66.7% (12 people) said yes and 33.3% (6 people) said no.



N=18

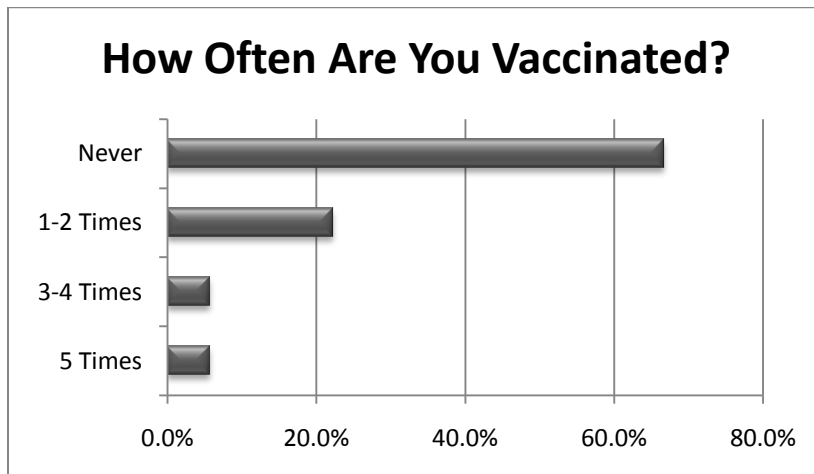
We wanted to gauge how much the respondents felt the video increased their knowledge about H1N1 and the vaccine. Out of the 18 people who responded, no one said selected very much as an answer. The response rate percent for somewhat increased was 77.8% (14 people), 16.7% (3 people) said the video increased their knowledge not very much and 5.6% (1 person) said not at all.



N=18

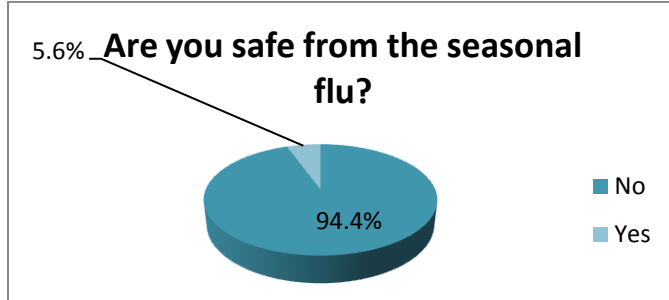
### *Exposure/Experience Questions*

We asked the respondents to tell us how many times they have received the annual flu shot in the past 5 years. Out of the 18 people who responded to this question only 5.6% ( 1 person) said they had gotten it 3-4 times or 5 times. There were 22.2% (4 people) who have gotten 1-2 times, but 66.7% (12 people) said they had never received it.



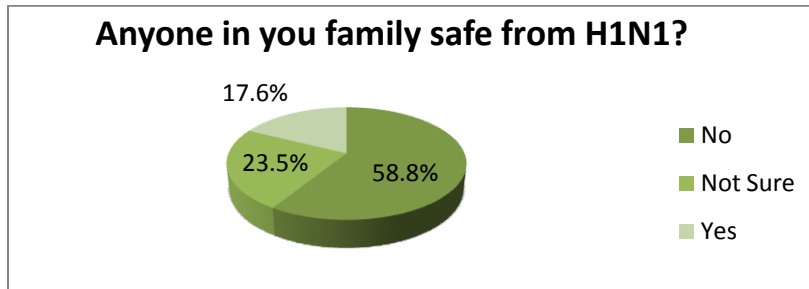
N=18

When asked if our respondents received their seasonal flu vaccine this year, 18 people responded and only 5.6% (1 person) said yes and 94.4% (17 people) said no.



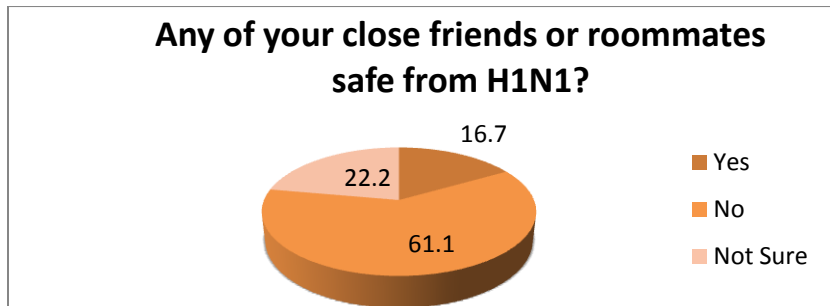
N=18

We asked them if anyone in their immediate family received the H1N1 vaccine and out of the 17 people who responded, 17.6% (3 people) said yes, 58.8% (10 people) said no and 23.5% (4 people) said they were not sure.



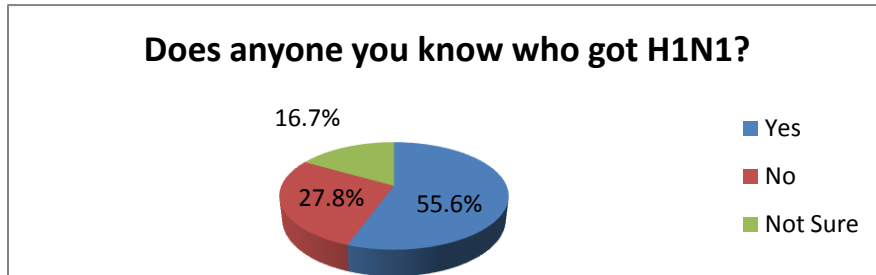
N=17

We then continued to ask them if any of their close friends or roommates received the H1N1 vaccine and found out of the 18 people who responded, 16.7% (3 people) said yes. Another 61.1% (11 people) said no and 22.2% (4 people) said they were not sure.



N=18

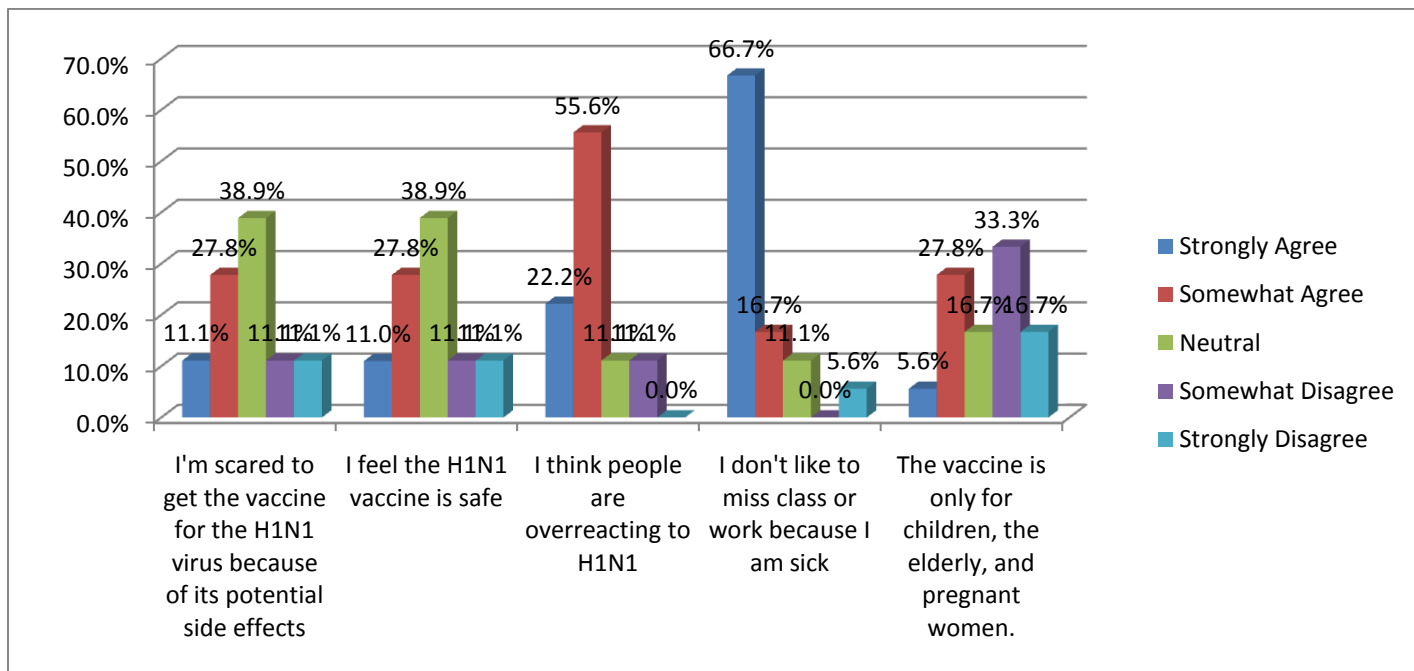
When asked whether or not the respondents knew anyone who had contracted the swine flu, 18 people answered and 55.6% (10 people) said yes, 27.8% (5 people) said no and the other 16.7% (3 people) said they were not sure.



N=18

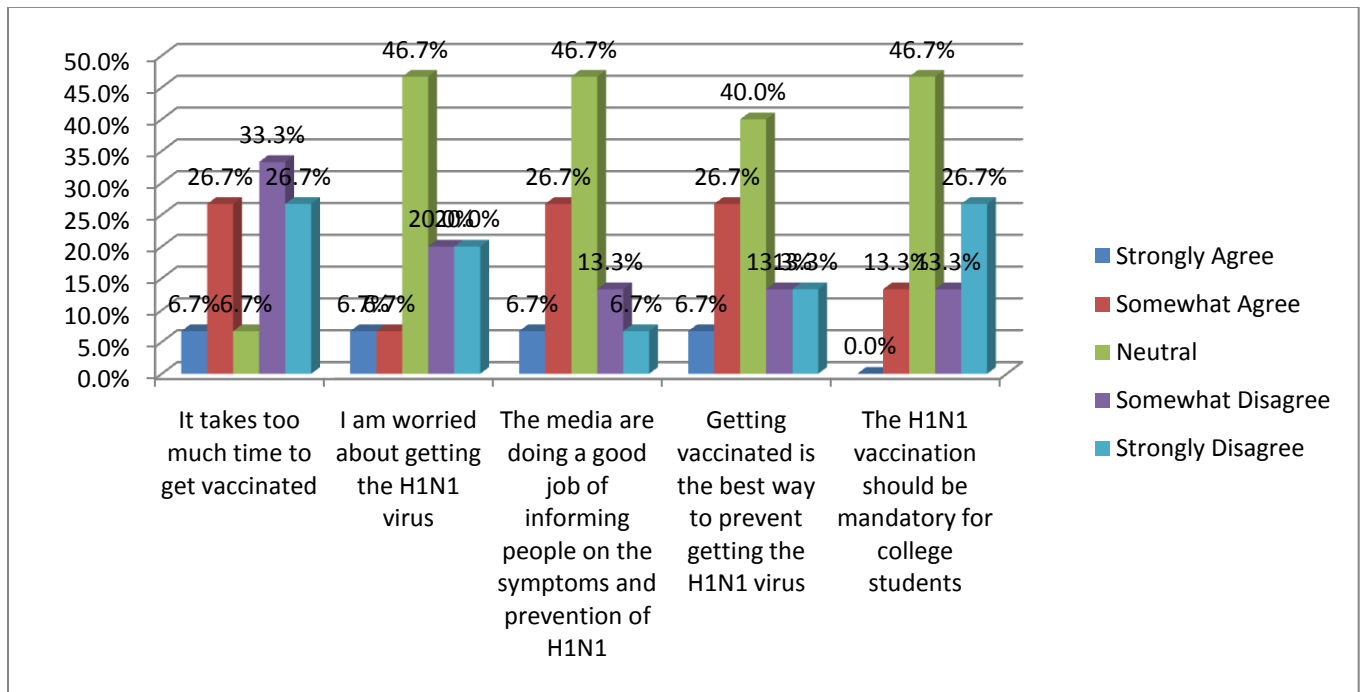
### Attitude/Belief Questions

We asked the respondents to state how strongly they agree or disagree with statements we provided them with. We had 18 respondents for this question. When asked if they were scared to get the vaccine for the H1N1 virus because of its potential side effects the majority were neutral with 38.9% (7 people). When asked if they feel the H1N1 vaccine is safe, again the majority was neutral with 38.9% (7 people). We wanted to know if they thought people were overreacting to H1N1 and the majority 55.6% (10 people) said they somewhat agreed. The majority 66.7% (12 people) strongly agreed they didn't like to miss class or work because they are sick. When asked if they thought the vaccine was only for children, old people and pregnant women the majority, 33.3% (6 people), were neutral.



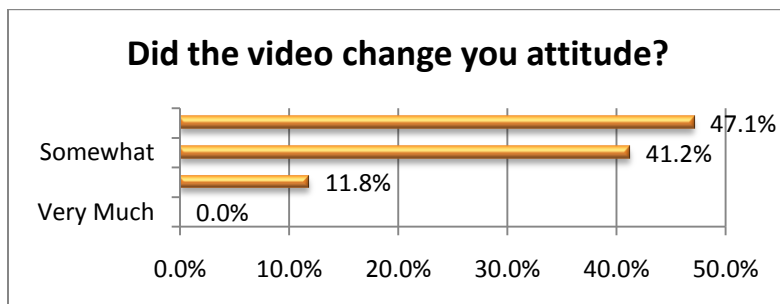
N=18

We went further and asked our respondents to tell us how much they agreed or disagreed with more statements about the H1N1 vaccine. Out of the 15 who answered, when asked whether they thought it took too much time to get vaccinated the majority, 33.3% (5 people), somewhat disagreed. Whether they were worried about the getting the H1N1 virus the majority, 46.7% (7 people) stayed neutral. The majority, 46.7% (7 people), were neutral on whether they thought the media was doing a good job of informing people of the symptoms and also if the H1N1 vaccination should be mandatory for college students. When asked if getting vaccinated is the best way to prevent the H1N1 virus, the majority, 40.0% (6 people), were neutral again.



N=15

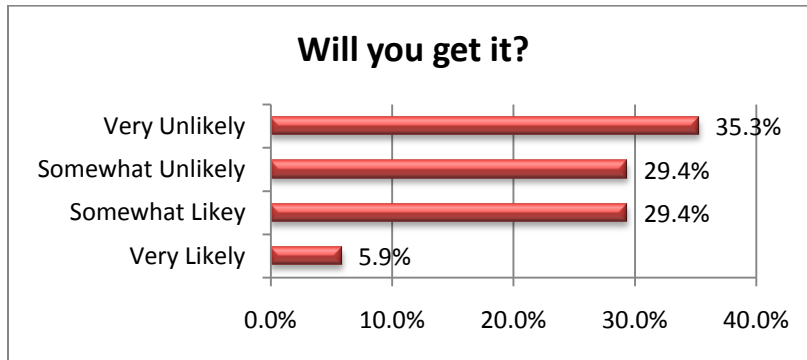
We wanted to know to what extent did the video change some of the respondent's attitudes about H1N1 and the vaccine and out of the 17 people who answered, no one said they changed by very much. There was a better response to somewhat with 41.2% (7 people), 47.1% (8 people) said not very much and 11.8% (2 people) said not at all.



N=17

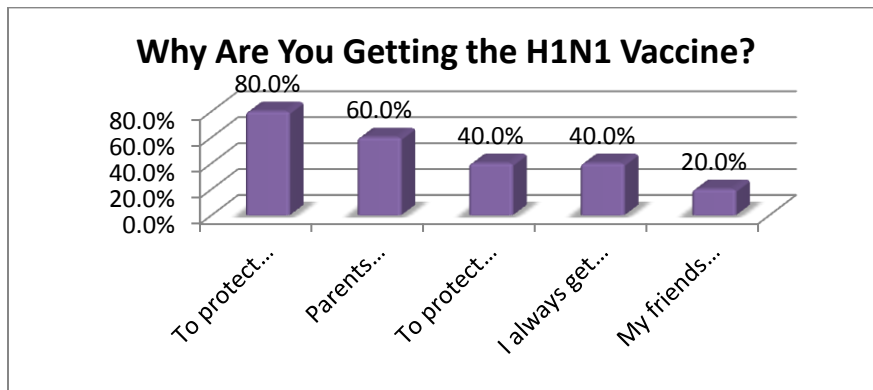
## Behavior Questions

When asked how likely the respondents were to get the swine flu vaccine, out of the 17 respondents 5.9% (1 person) said very likely, 29.4% (5 people) said somewhat likely, 29.4% (5 people) said somewhat unlikely and 35.3% (6 people) said they were very unlikely.



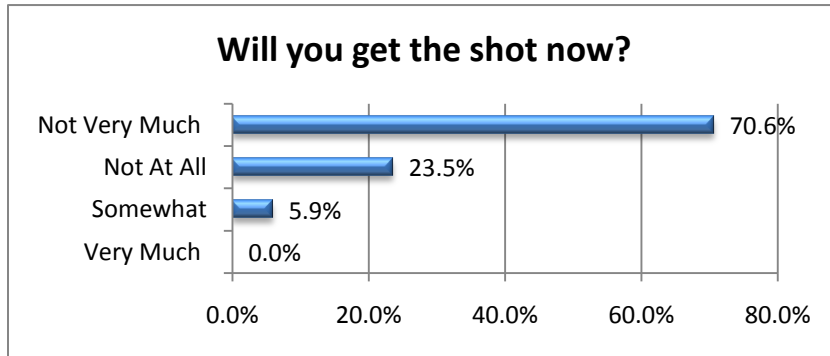
N=17

We wanted to know what some reasons that would be motivating for the respondents to get the H1N1 vaccine and we allowed them to select more than one. Out of the 5 people who answered this question, 80% (4 people) said to protect themselves from getting H1N1, 40% (2 people) said to protect others from catching H1N1, no one admitted their doctor recommended it, 60% (3 people) said their parents recommended it. There were 40% (2 people) who stated they always get flu shots, 20% (1 person) said he or she got because their friends were getting it and no one said there was another reason.



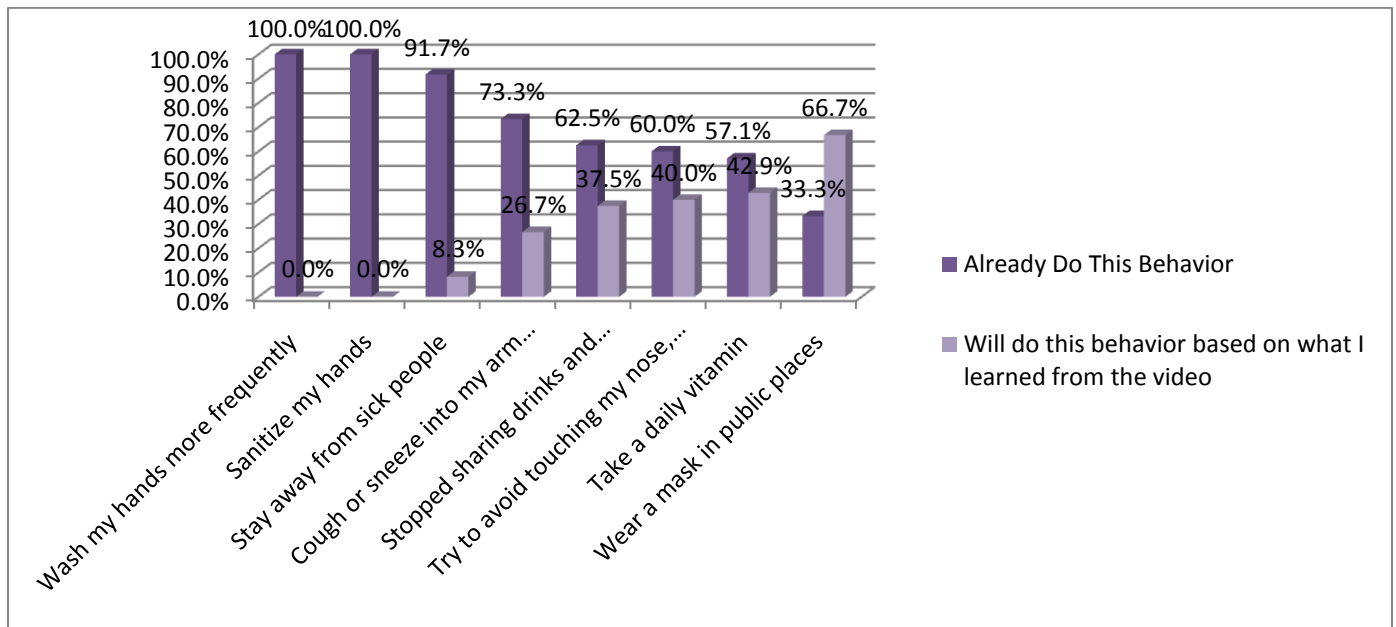
N=5

Did the video change the respondents' likelihood of getting the H1N1 vaccine? Out of the 17 people who responded, no one said very much, 5.9% (1 person) said somewhat, 70.6% (12 people) said not very much and 23.5% (4 people) said not at all.



N=17

We asked the respondents we asked them to state whether they already do or plan on doing a certain behavior based off what they learned from the video. Out of the 16 people who responded, 100% (16 people) said they already washed their hands frequently and sanitized their hands. 62.5% (5 people) said they already stopped sharing drinks and food with others, 57.1% (4 people) said they take a daily vitamin. While 60.6% (6 people) already avoid touching their nose, mouth and eyes, about 66.7% said they planned on wearing masks in public places. 91.7% (11 people) said they tried to stay away from sick people and 73.3% (9 people) said they already cough into their arm instead of hand.



N=16

## Summary/Conclusion

Our online survey was facilitated via SurveyMonkey.com to research USF students to explore their views of H1N1. Of the 20 responses, our research suggests that USF students are informed about what H1N1 mostly by the intense media coverage it received in past months.

Despite the warnings issued in the media and around the University of South Florida, the majority of students, 65%, have never gone to get a flu shot even though 66% of students surveyed know where they can get one.

The responses given by the students seem to contradict themselves. Ninety-five percent of students feel that they are not safe of H1N1, yet of the 65% of students who have not received a flu shot, 72.7% claim that their reason for not getting the flu shot is because they are “not worried” about getting H1N1. Also, more than half know someone that has had H1N1, yet 70% of those surveyed feel as though it is unlikely that they will receive the vaccine.

These seemingly contradictory results could mean that the students are confident that they know the methods to keep themselves from getting H1N1. 60% of those surveyed agreed that they feel very informed about the ways to prevent H1N1. The PSA that was shown to the students had little effect on their perception of H1N1, the most common response was that the video only somewhat increased their knowledge of H1N1. The video also did not change their decision to not get a H1N1 vaccine.

The survey data also suggests that USF could do a better job at informing students about how to prevent, vaccine risks, and the need to receive the H1N1 vaccine. This suggests that students are receiving information about ways to prevent H1N1 from other avenues such as the Internet and television.

Ultimately, the survey data suggests that USF students are well informed on how to prevent the spread of H1N1 and are confident that they do not need the H1N1 vaccine.

# Appendix