



Are we all in this together?

An experimental test of the impact of race-based health statistics on COVID-19 attitudes in the US

The COVID-19 pandemic has raised serious concerns about racial inequality in health outcomes. Civil society actors often call for the collection and reporting of information on racial disparities in health outcomes in order to mobilize resources and counteract the disproportionate impact on at-risk communities. At the same time, linking disease to a community can also lead to adverse reactions in other communities, from stigmatization to lower levels of support for preventative measures. In this talk, we present new data from a pre-registered survey experiment in the US (n=3241) which tests how race-based death statistics related to COVID-19 influence both risk perception and pandemic-related policy attitudes among White and Black respondents. We show that when Black Americans learn about their high risk levels, they adjust their risk perception. Yet, we also find heterogeneous effects among White Americans based on prior racial affect. The findings suggest that public health campaigns that highlight racial inequalities can have unexpected adverse effects on public support for measures to counteract health crises.

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2:00–3:30 pm

Friday, February 26, 2021

A Virtual Presentation

Zoom details to be provided