



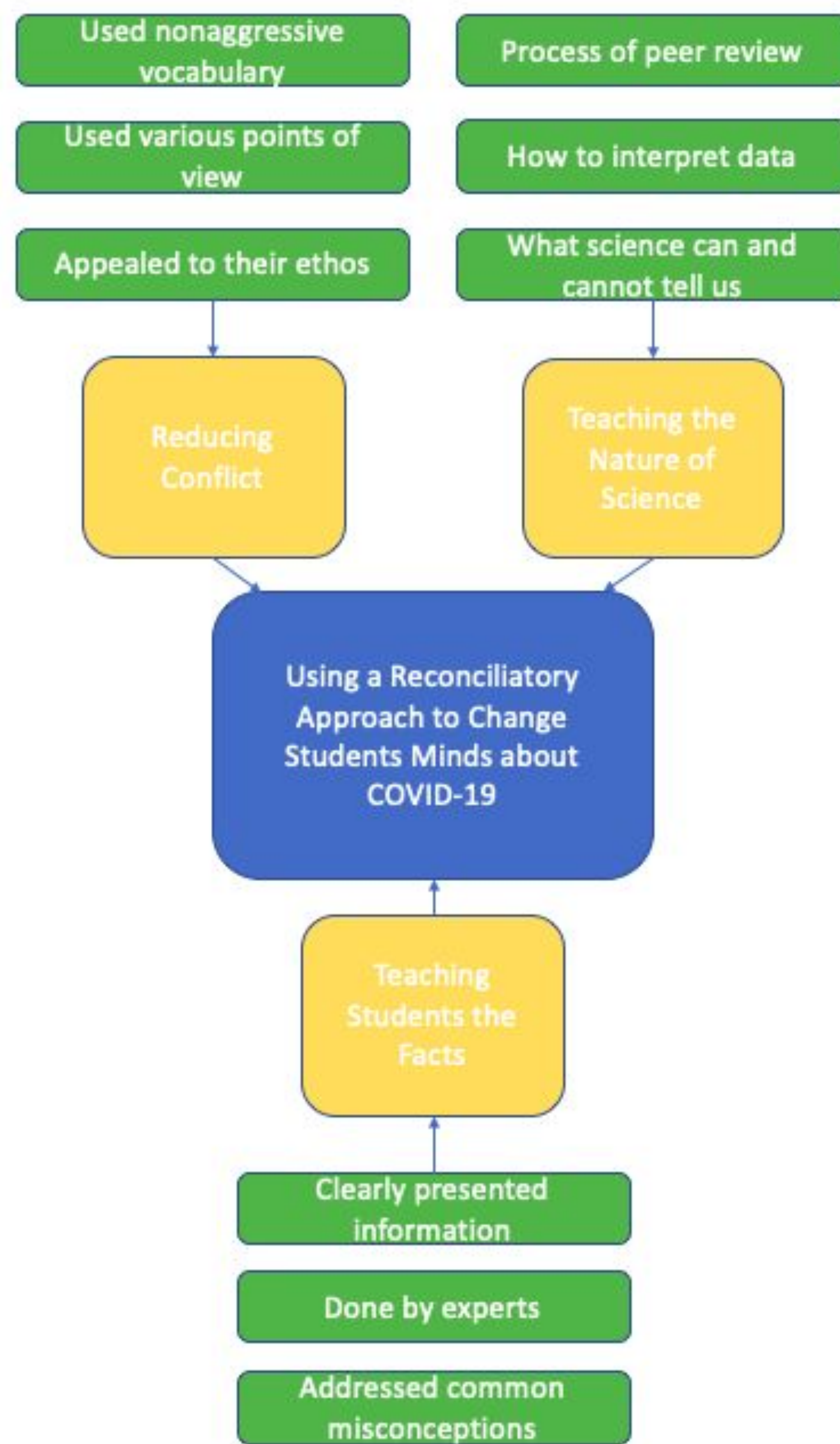
Using a reconciliatory model to change attitudes towards COVID-19

<http://recoevo.byu.edu/>

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Theoretical Rationale



Conclusion

- Leading cause of changed minds was learning new information
- Leading reason why presenter was found respectful was demeanor
- Leading reason why presenter was found relatable was shared ideology/experience

Instrument

Survey

Measured the extent the videos changed their minds, the presenter's relatability/respectability (5-point Likert scale) and why.

Population

Students in general education life science courses at Brigham Young University

Did the video change your mind about COVID-19?

Figure 1: Shows the percent of the research population that changed their minds regarding COVID-19 from each video.

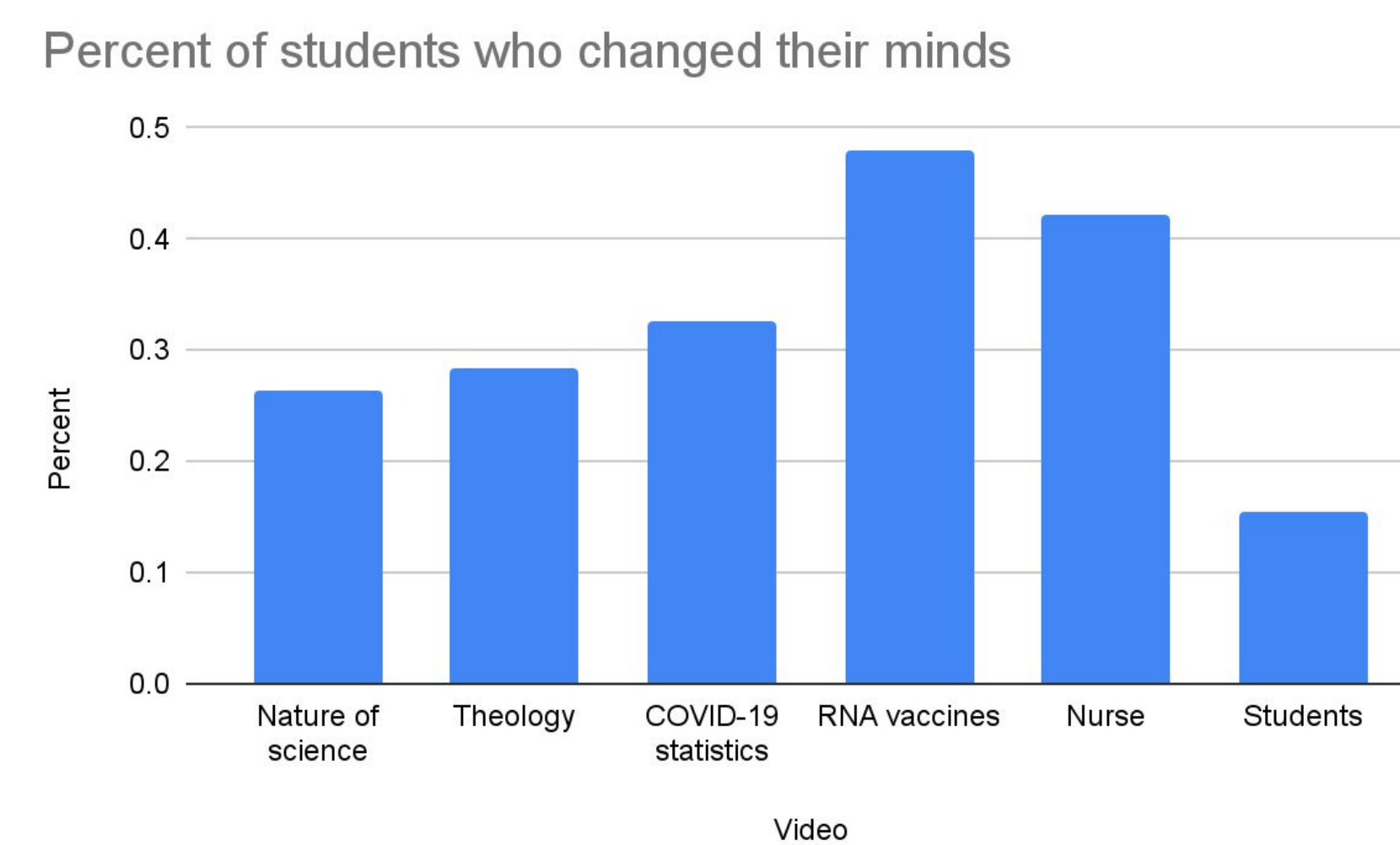
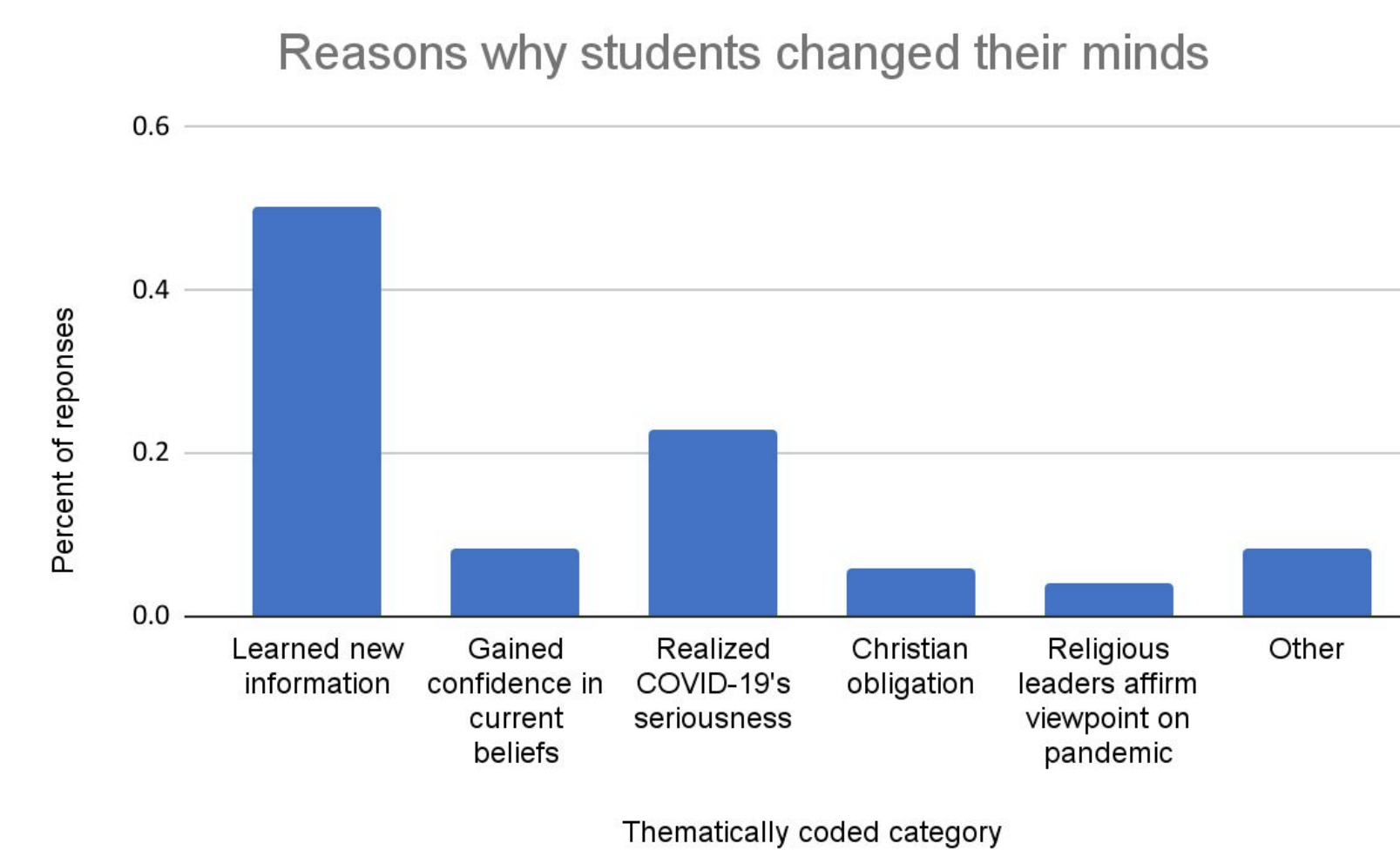


Figure 2: Shows thematically coded reasons why students changed their minds about COVID-19 from all videos combined.



Did those who changed their minds find the presenter to be respectful/relatable? Why?

Figure 3: The reasons why students believed the video presenter was respectful/disrespectful (only including those who changed their minds).

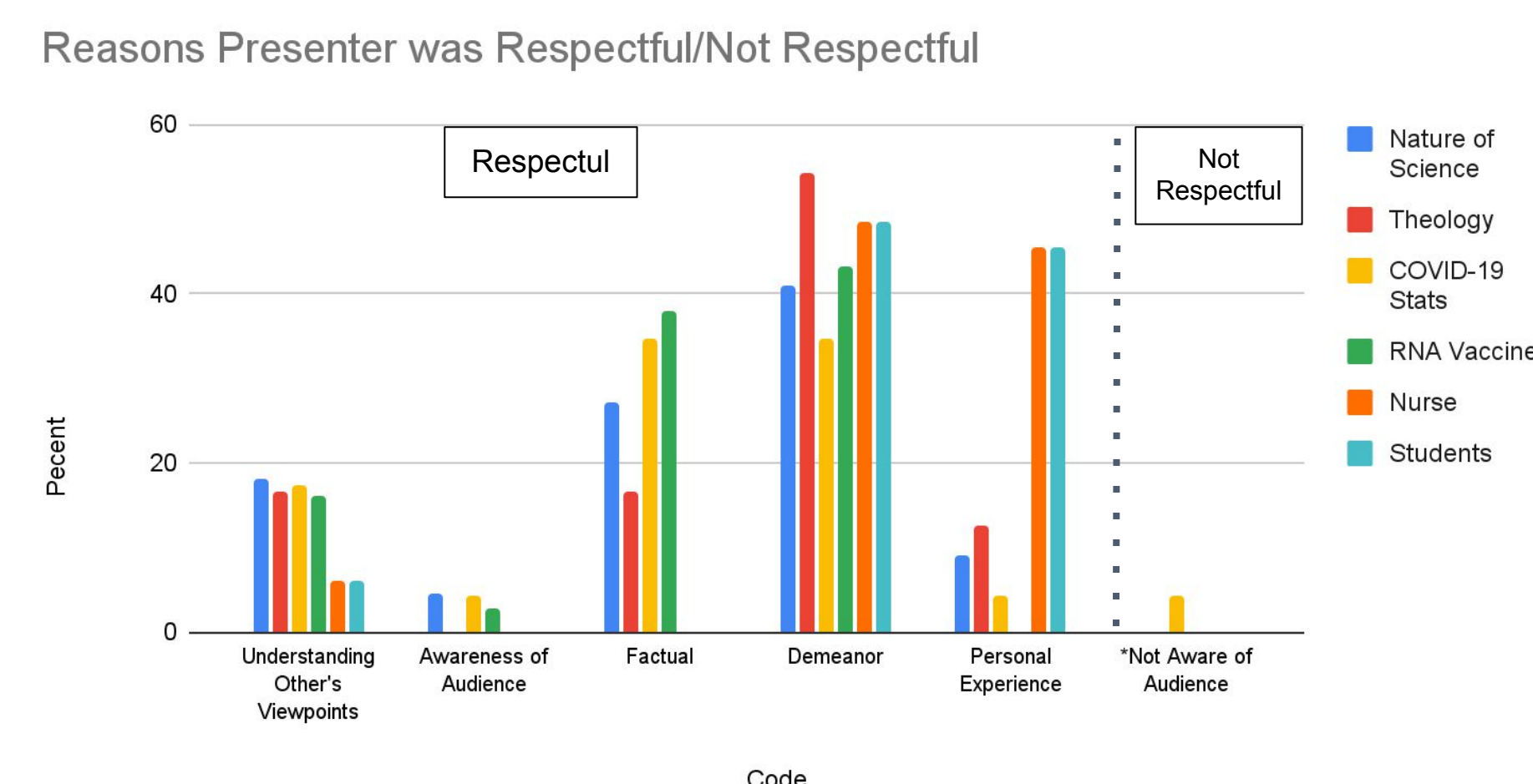
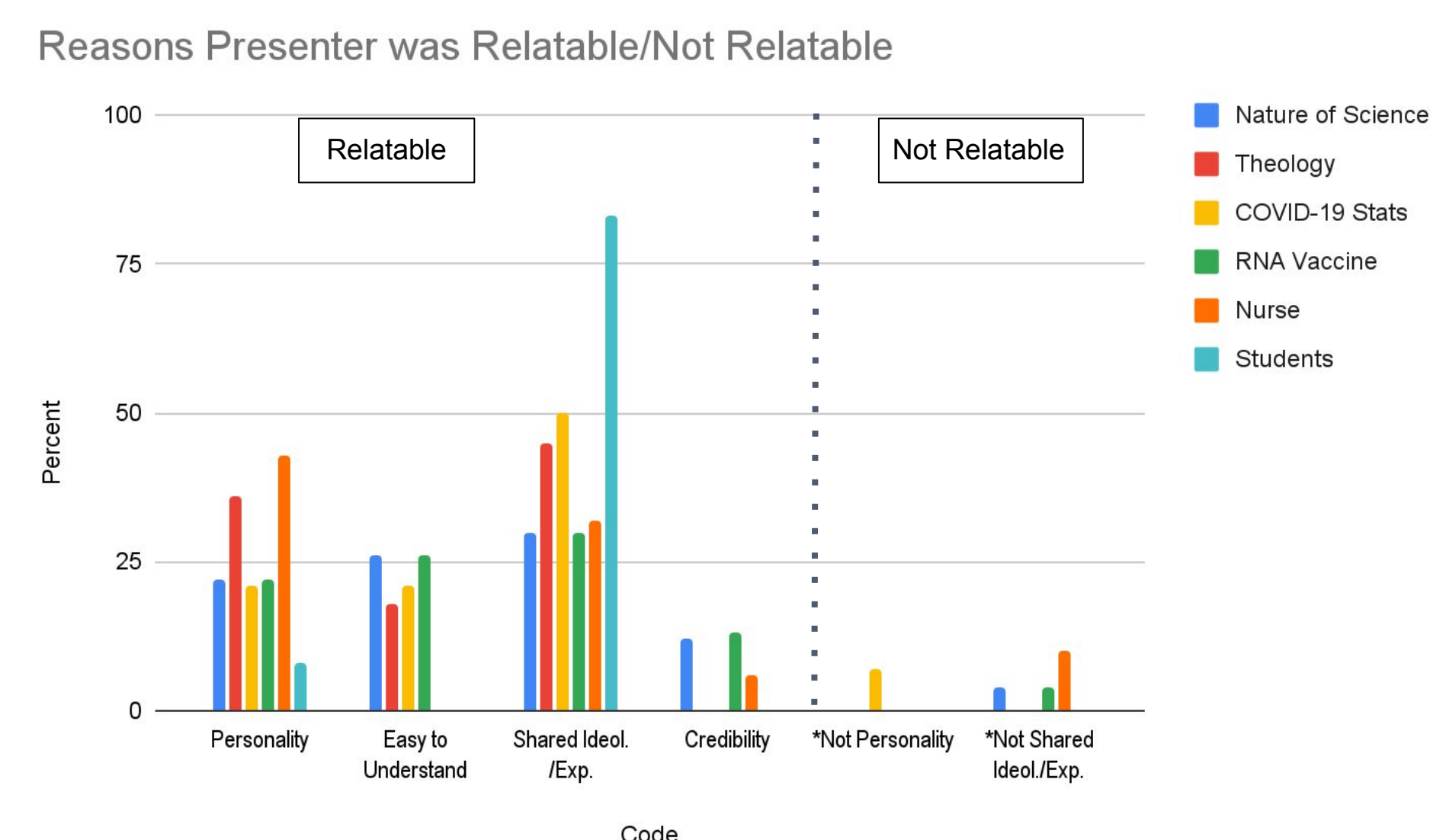


Figure 4: The reasons why students believed the video presenter was relatable/not relatable (only including those who changed their minds).



Examples Quotes From Survey Responses

RNA Vaccines

- Respect:** "She didn't do anything to antagonize people and just shared the facts."
- Relatability:** "I could relate to her because I could really tell that she was someone who was not trying to be political or biased, but just wanted to share the truth."

Nurse

- Respect:** "She was just sharing her personal experience and [was] being very genuine. I found her honesty very respectful and refreshing."
- Relatability:** "She felt like one of us, not a scientist or any variance of ologist, she was a nurse who could be my friend's mom or something. I really liked her video."

Students

- Relatability:** "I just don't really care about their opinions. I cared more about the professors opinions and knowledge because they had credibility"

Further Research

How can a reconciliatory approach help change attitudes towards different scientific topics, not just relating to COVID-19?

Acknowledgments

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