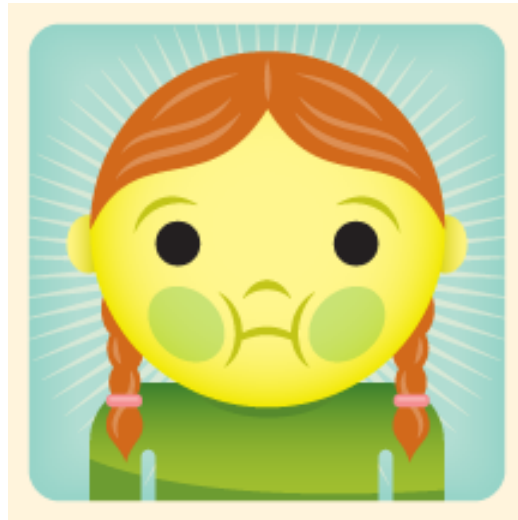


Students and the H1N1 vaccine



Research Team

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PURPOSE

Students in a Public Relations Research class at the University of South Florida are conducting a research study that will reveal USF student's awareness, attitudes and intended behavior regarding the H1N1/swine flu virus and vaccine. The objectives discussed for this point are:

- ✦ To identify student's awareness of the H1N1/swine flu virus and vaccine including the benefits and side-effects.
- ✦ To examine student attitudes about the H1N1/swine flu virus and vaccine.
- ✦ To understand the influence of watching the H1N1 PSA video.
- ✦ To discover the participant's intended behavior regarding the H1N1/swine flu virus and vaccine.

METHODOLOGY

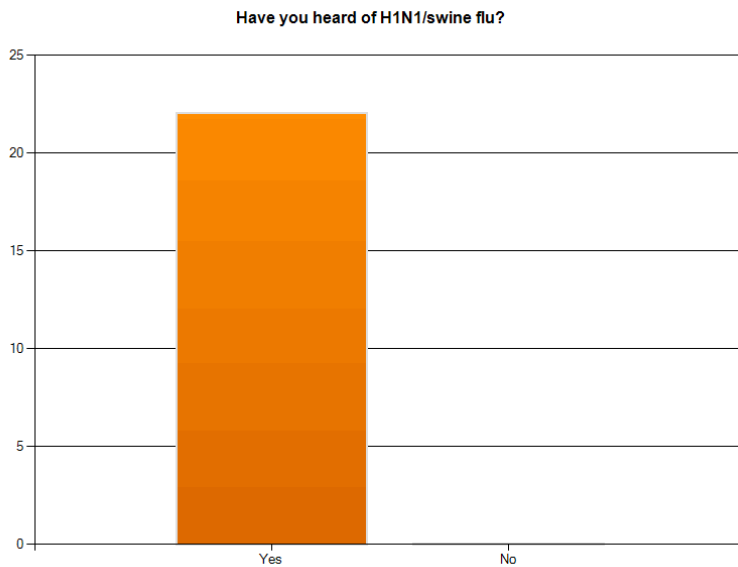
The research used for these objectives was executed by using an online survey that was created on surveymonkey.com. The participants, all USF student friends of the research group, were sent an e mail that invited them to take the survey. Once they entered the survey, the participants were given a brief description of what to expect and were offered an incentive of a \$25 gift card to the restaurant of their choice. The participants were asked a few screener questions that would help determine which participants would qualify.

The survey was filtered by birth months, where every student whose birthday is in May viewed the research group's video. Altogether, there were 22 valid participants. Each participant answered a series of questions that would assess their awareness, attitudes and intended behavior regarding the H1N1/swine flu virus.

RESULTS

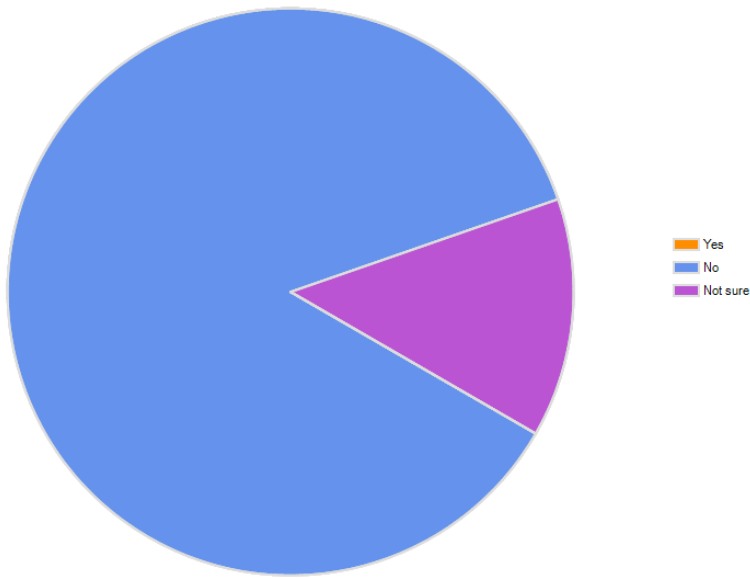
Awareness

- All respondents (22) have heard of the H1N1/swine flu



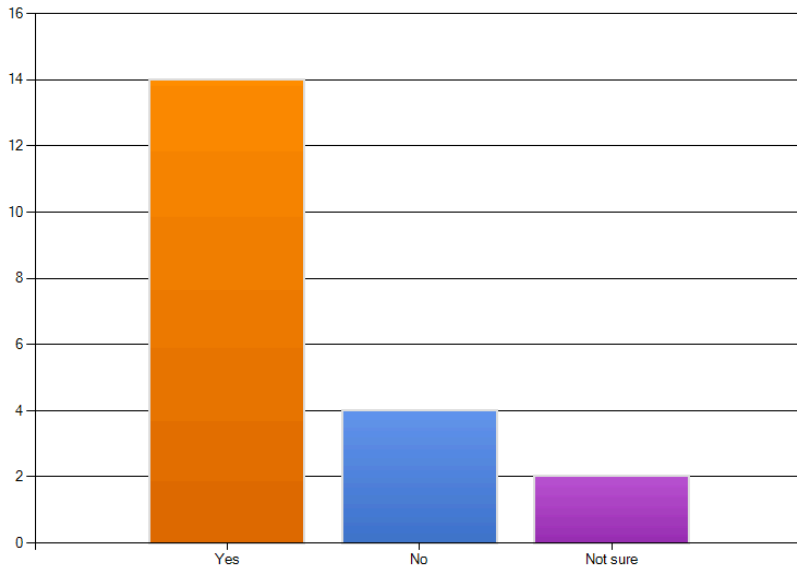
- No respondents reported contracting the H1N1/swine flu virus. Over 86% (19) respondents have *not* contracted the H1N1/swine flu virus, and almost 14% (3) respondents said they are not sure.

Have you contracted the H1N1/ swine flu virus?



70% (14) respondents said they know someone who contracted the H1N1/swine flu virus. 20% (4) respondents said they didn't know anyone who contracted the H1N1/swine flue virus, and 10% (2) respondents were not sure.

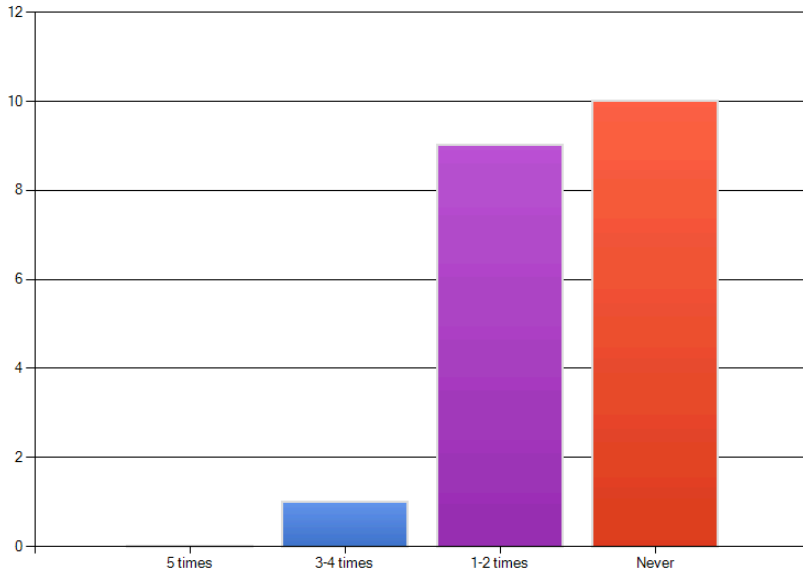
Do you know anyone who has contracted H1N1?



Exactly 50% (10) of respondents reported they never got the seasonal flu shot in the last five years. 45% (9) of respondents said they got the seasonal flu shot 1-2 times

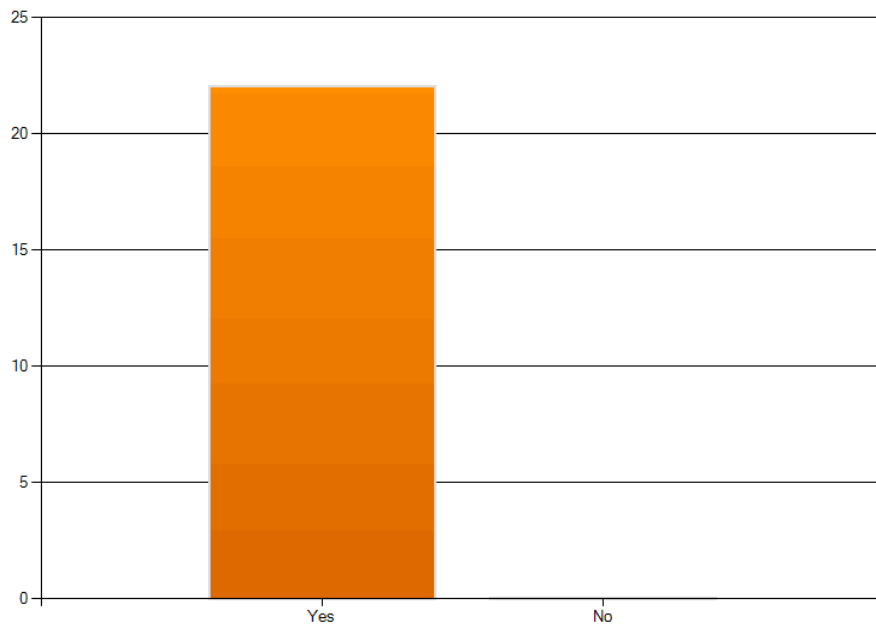
in the last five years. Only 5% (1) of respondents said they got the seasonal flu shot 3-4 times in the last five years.

Approximately how many times in the past five years have you had a seasonal flu shot?



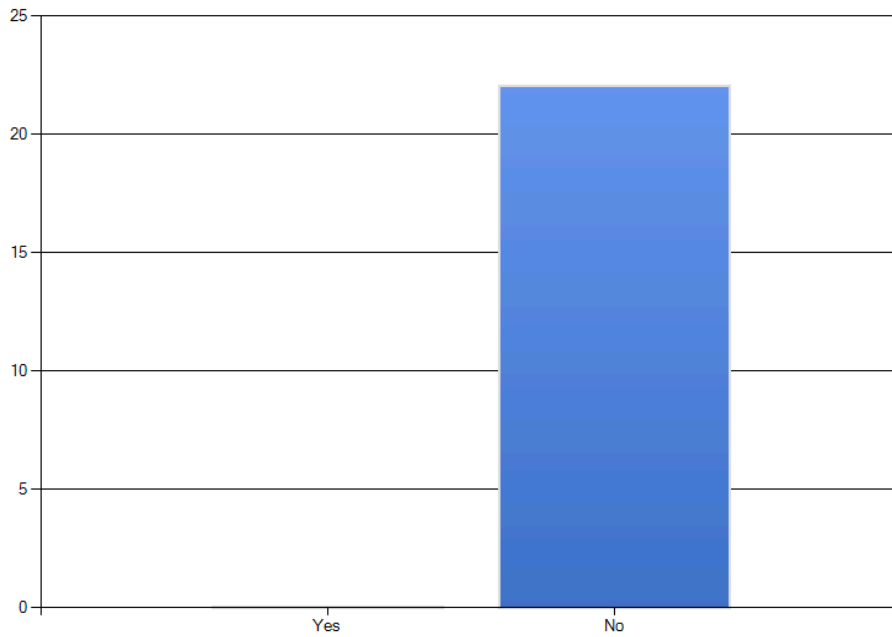
100% (22) of respondents said they have heard of the H1N1/swine flu vaccine.

Have you heard of the H1N1/swine flu vaccine?



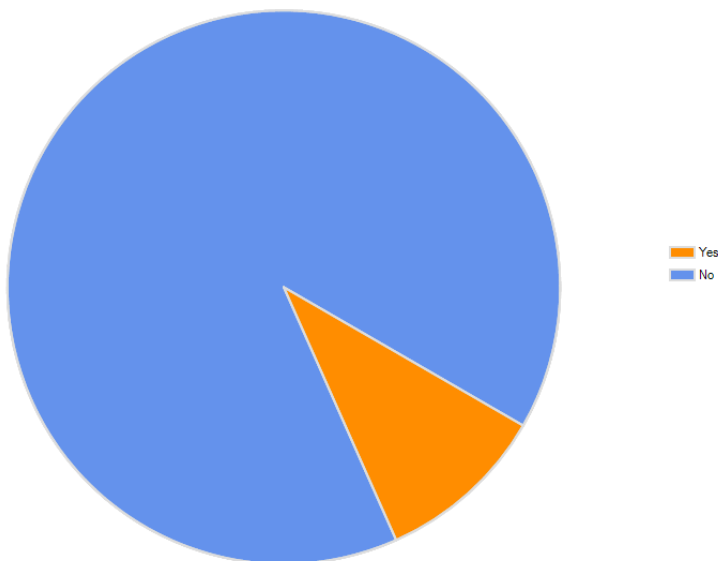
All 22 respondents (100%) said they have *not* received the H1N1/swine flu vaccine.

Have you received the H1N1/swine flu vaccine?

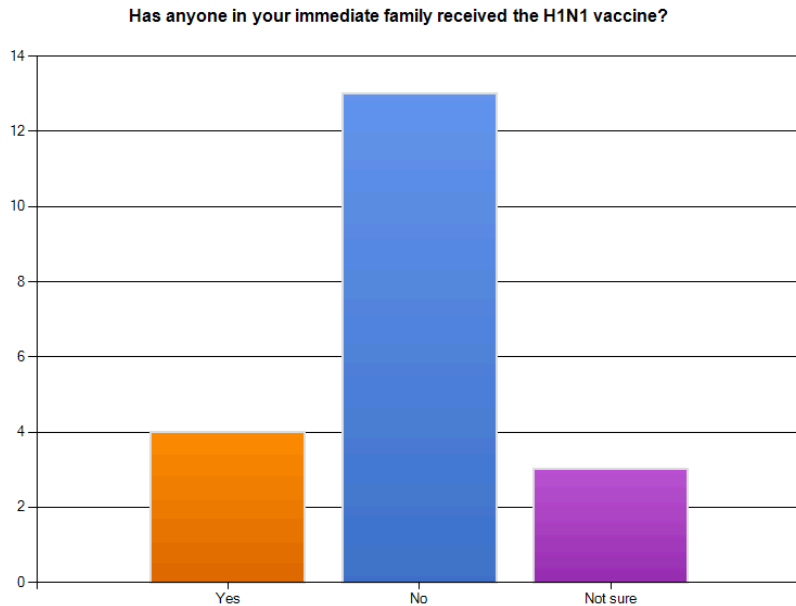


✚ Only 10% (2) of respondents said they got their seasonal flu shot this year. 90% (18) of respondents said they did *not* get their seasonal flu shot this year.

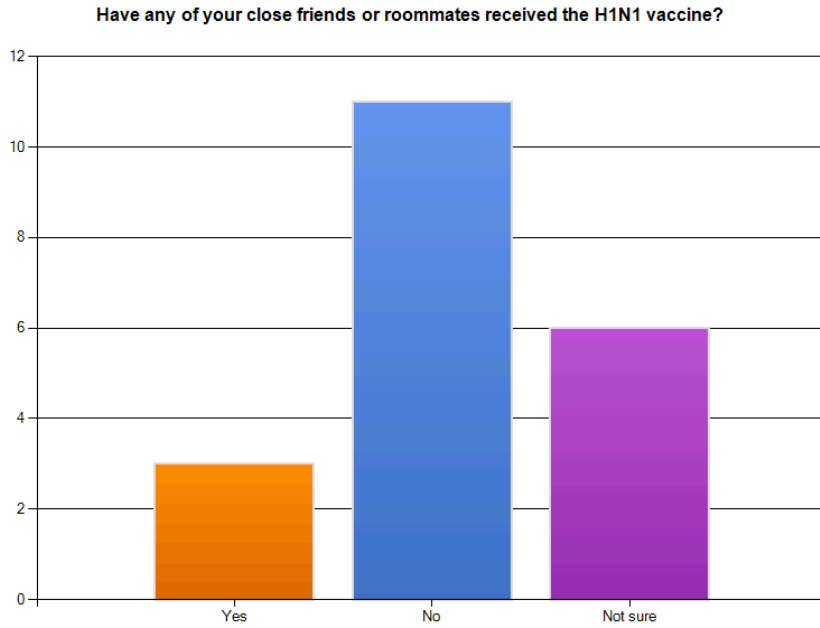
Did you get a seasonal flu vaccine this year?



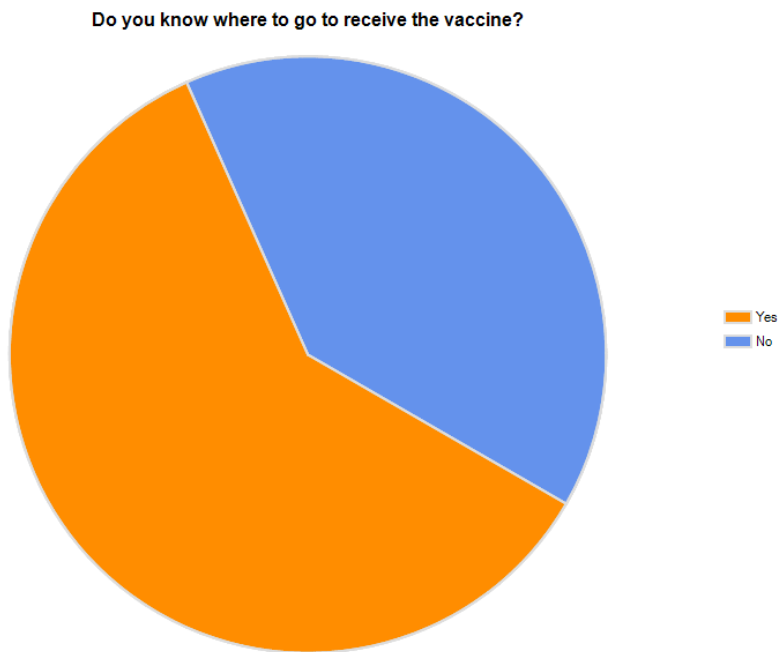
- ✦ 65% (13) of respondents reported that no one in their immediate family has received the H1N1/swine flu vaccine. 20% (4) of respondents reported that someone in their family did get the H1N1/swine flu vaccine, while 15% (3) of respondents were not sure.



- ✦ Over half (55%, n = 11) of the respondents said that their close friends or roommates haven't received the H1N1/swine flu vaccine. 30% (6) of respondents were not sure, and only 15% (3) of respondents said that close friends or roommates did receive the H1N1/swine flu vaccine.

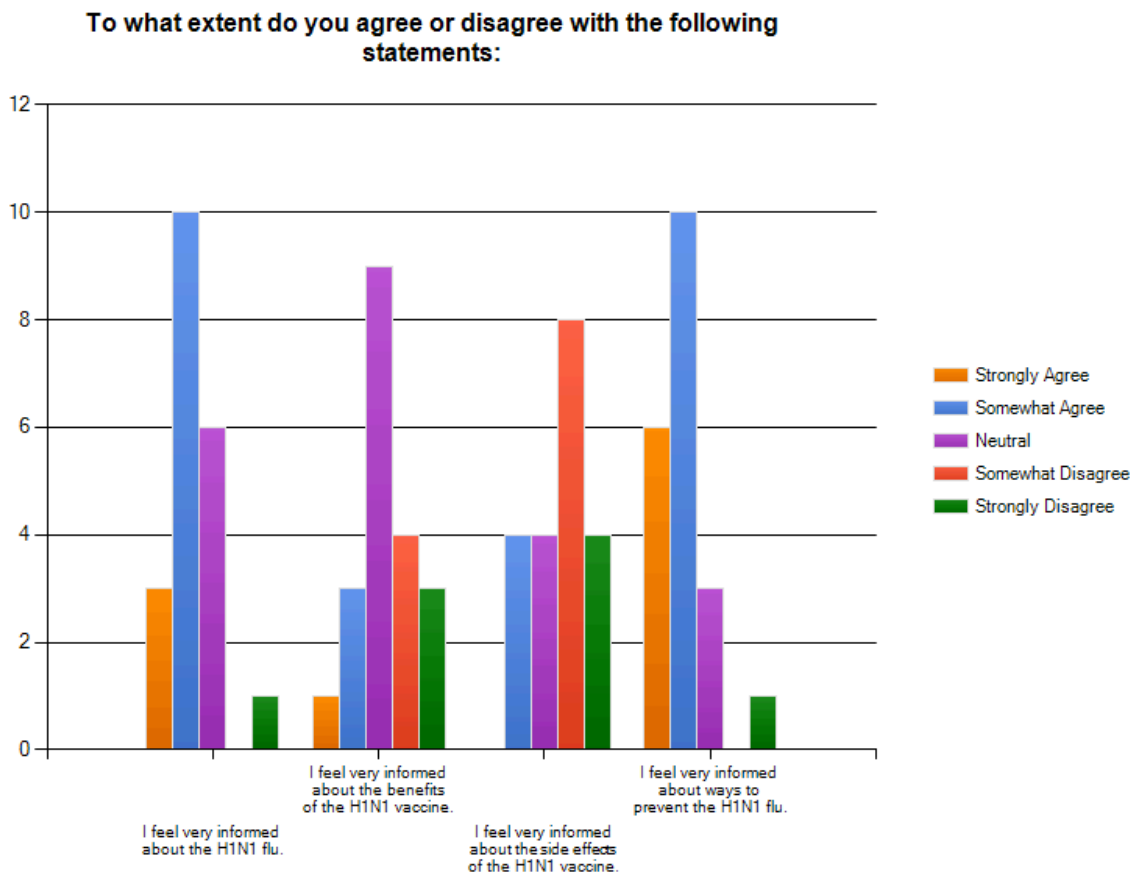


✦ 60% (12) of respondents said they know where to get the H1N1/swine flu vaccine. 40% (8) of respondents said they *don't* know where to get the vaccine.



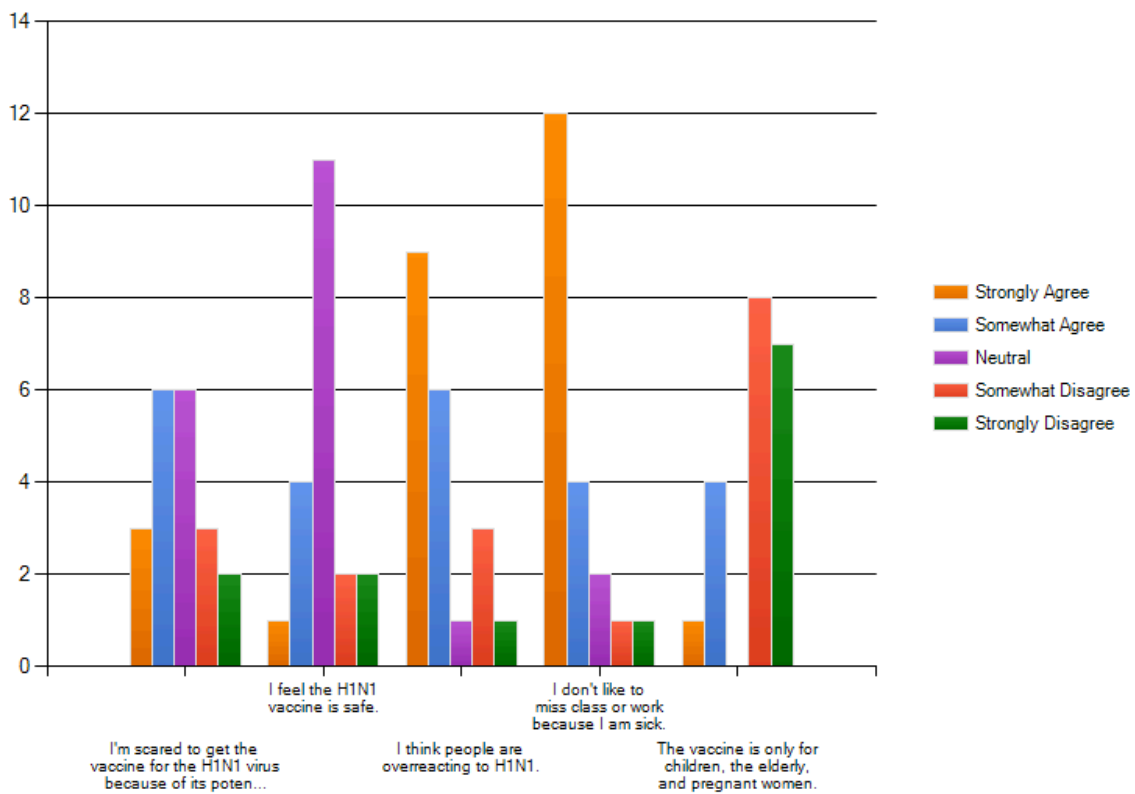
Attitudes:

- 80% (16) of respondents either strongly agree or somewhat agree that they feel very informed about ways to prevent the H1N1 flu. 65% (13) of respondents either strongly agree or somewhat agree that they feel very informed about the H1N1 flu. 45% (9) felt neutral about knowing the benefits to the H1N1 flu vaccine. 60% (12) of respondents either somewhat disagree or strongly disagree that they feel very informed about the side effects of the H1N1 flu vaccine.



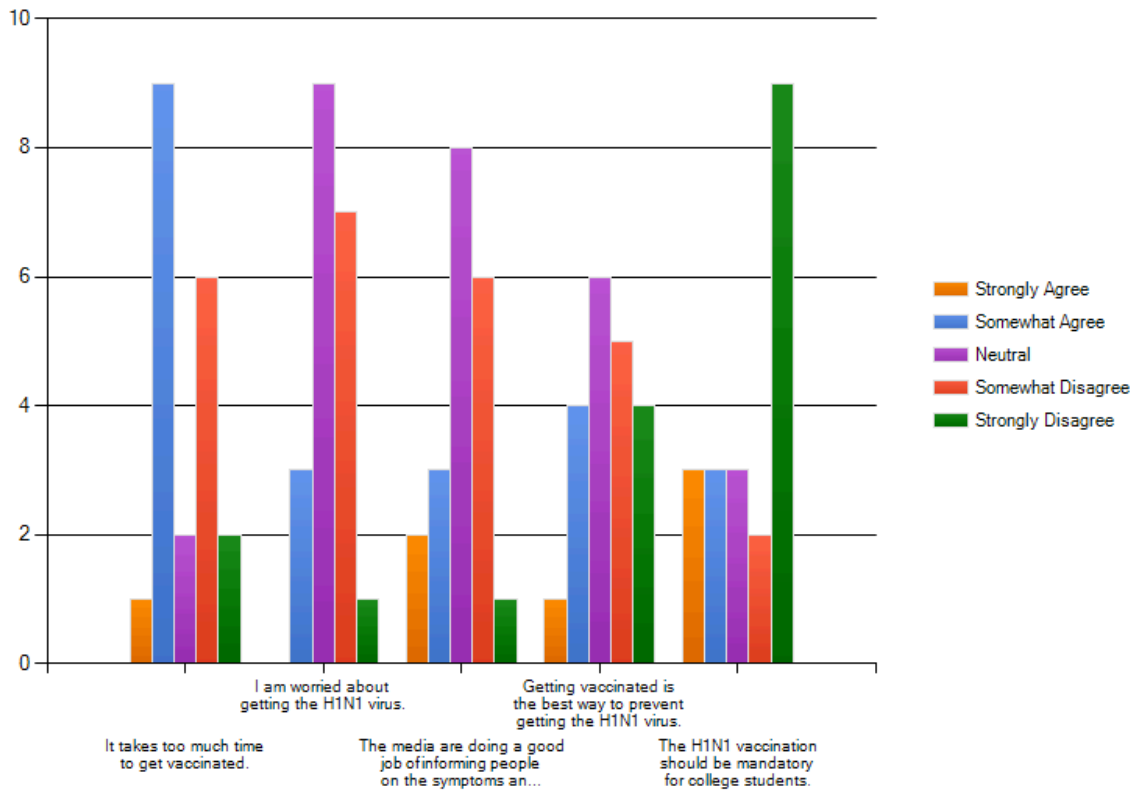
- ✦ 80% (16) of respondents either strongly agree or somewhat agree that they don't like to miss class or work because they are sick. Almost half (45%, n = 9) of respondents think that people are overreacting to the H1N1. 45% (9) of respondents either strongly agree or somewhat agree that they are scared to get the H1N1 vaccine because of the potential side effects. Over half (55%, n = 11) of respondents feel neutral that the H1N1 vaccine is safe. 75% (15) of respondents either somewhat disagree or strongly disagree that the vaccine is only for children, the elderly, and pregnant women.

Please indicate your level of agreement or disagreement with the following statements.



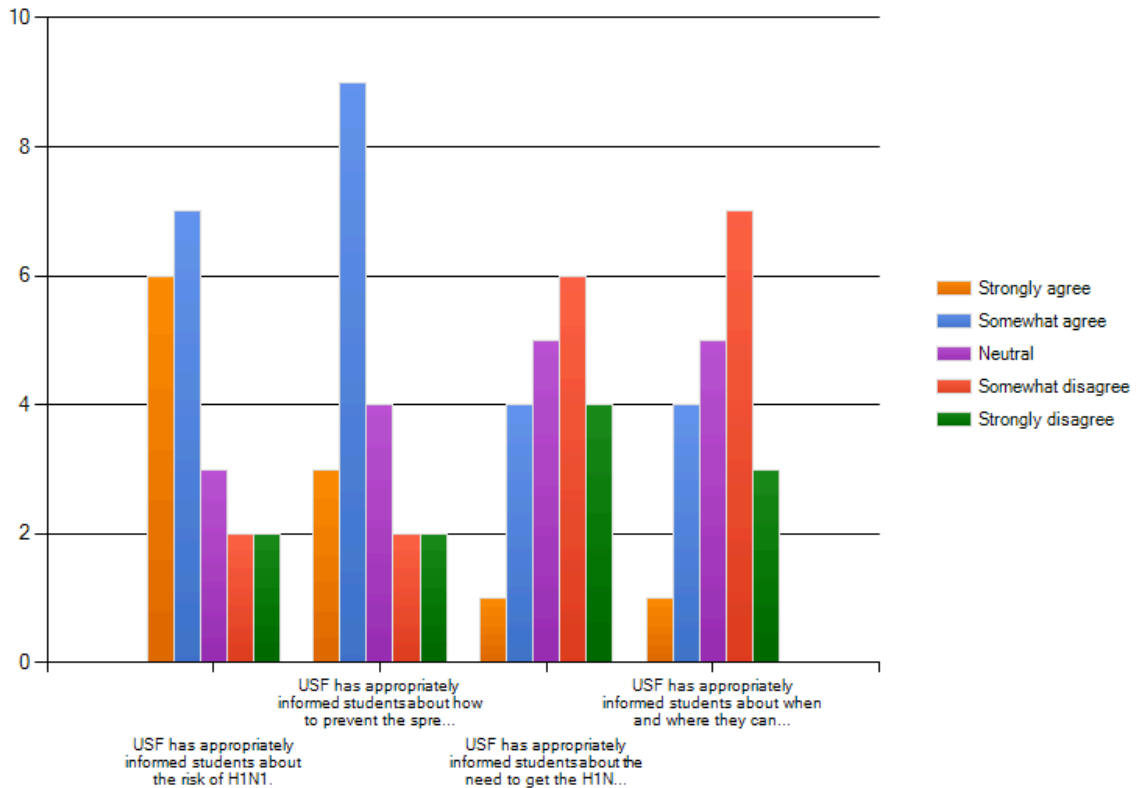
- ✦ Exactly 50% (10) of respondents strongly agree or somewhat agree that it takes too much time to get vaccinated. Over half (55%, n = 11) somewhat disagree or strongly disagree that it should be mandatory for college students to get the vaccine.

Please indicate your level of agreement or disagreement with the following statements.



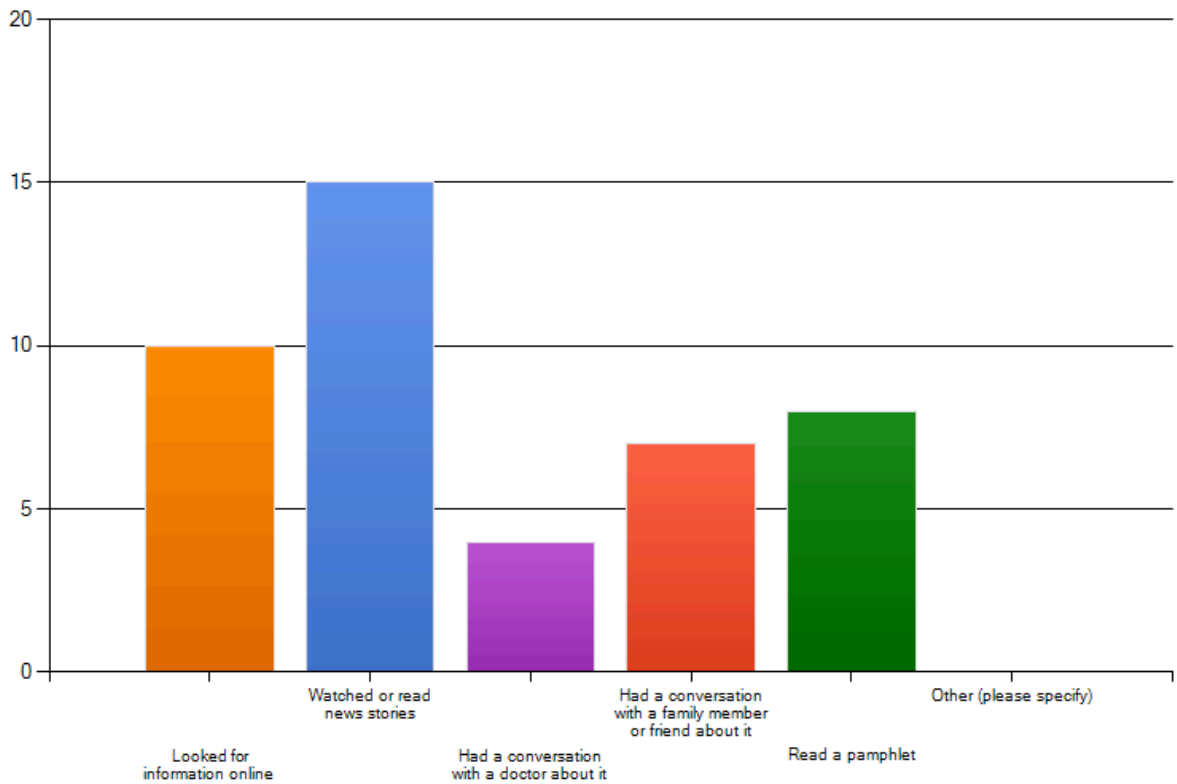
- ✦ 65% (13) of respondents strongly agree or somewhat agree that USF has appropriately informed students about the risk of H1N1. 60% (12) of respondents strongly agree or somewhat agree that USF has appropriately informed students about how to prevent the spread of H1N1. However, 50% (10) of respondents somewhat disagree or strongly disagree that USF has appropriately informed students about when and where to get the H1N1 flu vaccine.

Please indicate to what extent you agree or disagree with the following statements:



- 75% (15) of respondents watched or read news stories to learn more about the H1N1 vaccine. Exactly 50% (10) of respondents said they looked for information online. 40% (8) of respondents said they read a pamphlet to learn more about the H1N1 vaccine. 35% (7) of respondents said they had a conversation with a friend or family member about it, and 20% (4) of respondents had a conversation with their doctor about it.

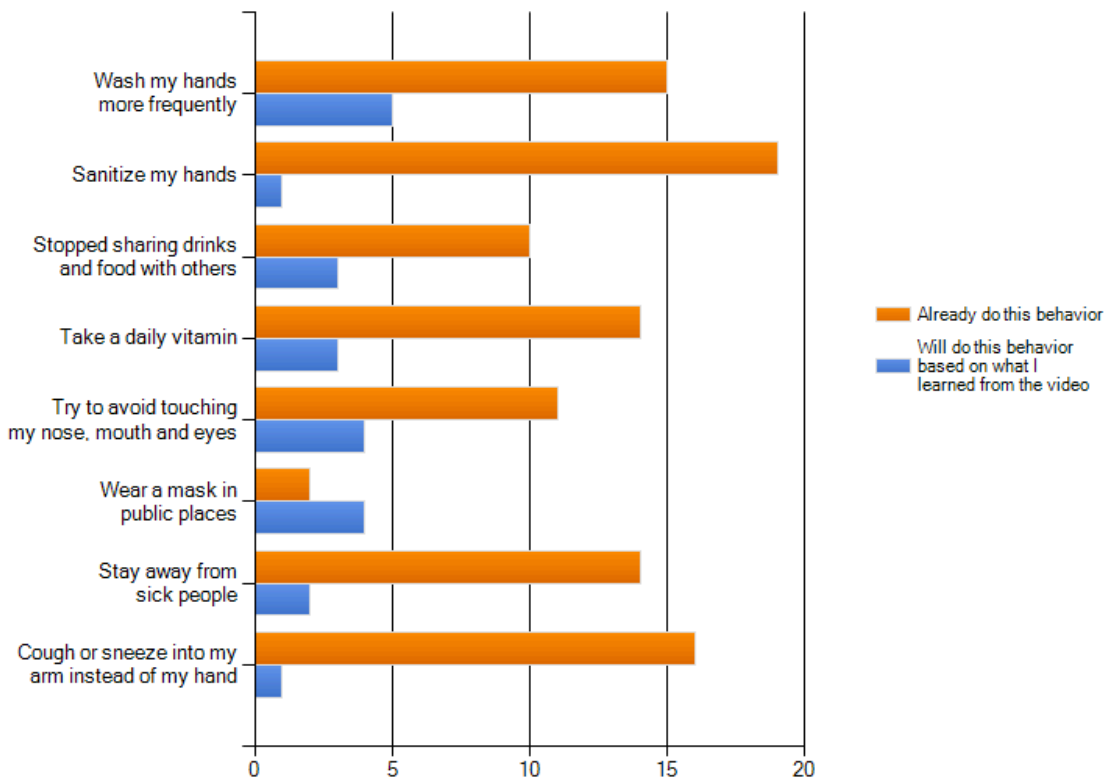
Which of the following have you done to learn more about the H1N1 vaccine? (Check all that apply)



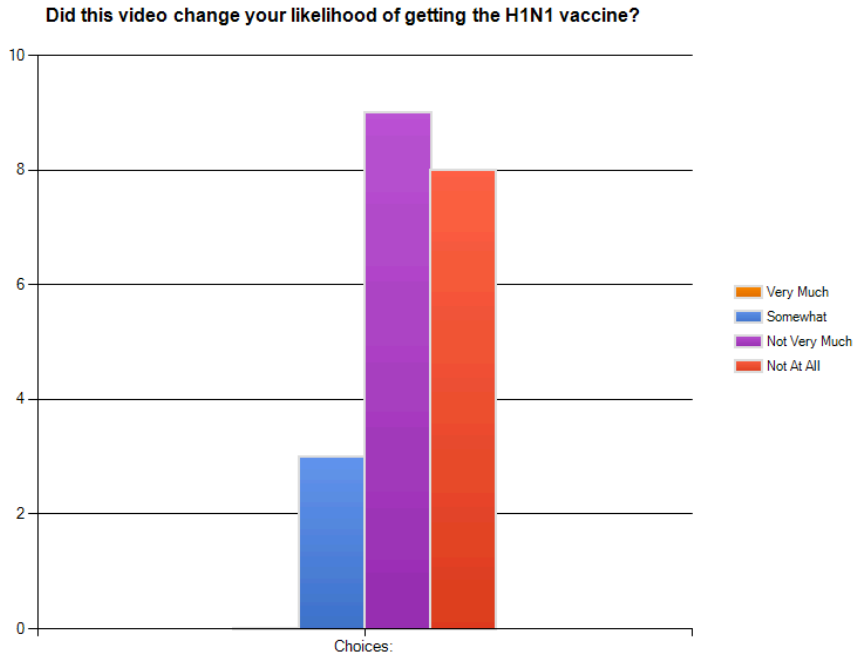
Attitudes about video:

- ✦ Out of six respondents, 66% (4) of them said they will wear a mask in public places based on what they learned after watching the video. 95% (19) of respondents sanitize their hands, 94% (16) of respondents cough or sneeze into arm instead of hand, 88% (14) of respondents stay away from sick people, and 82% (14) of respondents take a daily vitamin.

Due to an increase in reported cases of H1N1, I... (leave blank if you don't do the behavior or don't intend to)

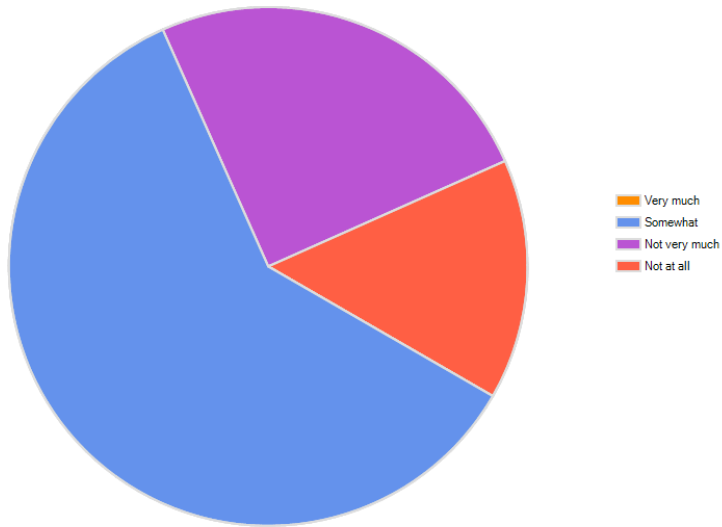


- ✦ 45% (9) of respondents said the video would not very much change their likelihood of getting the H1N1 vaccine. 40% (8) said not at all, and 15% (3) said it would somewhat change their likelihood of getting the H1N1 vaccine after watching the video.



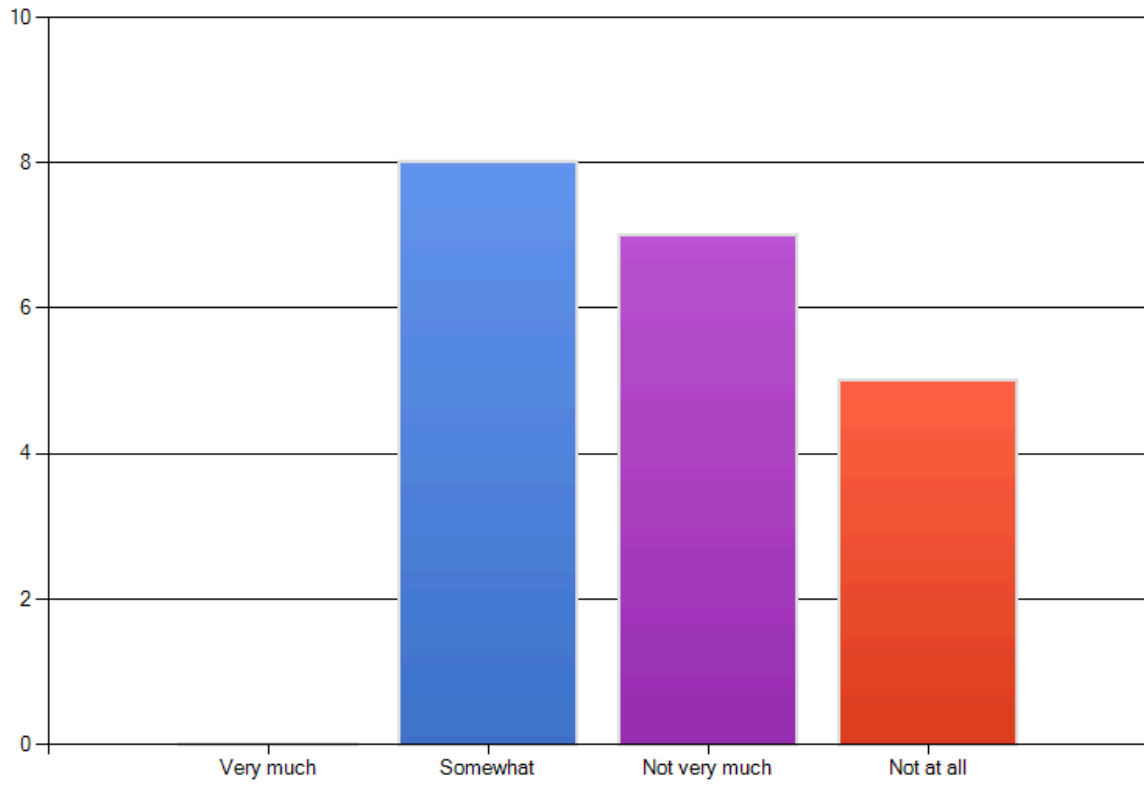
- ✦ 60% (12) of respondents said the video somewhat increased their knowledge about H1N1 and the vaccine. 40% (8) of respondents said it did not very much or not at all increase their knowledge about H1N1 and the vaccine.

To what extent did this video increase your knowledge about H1N1 and the vaccine?



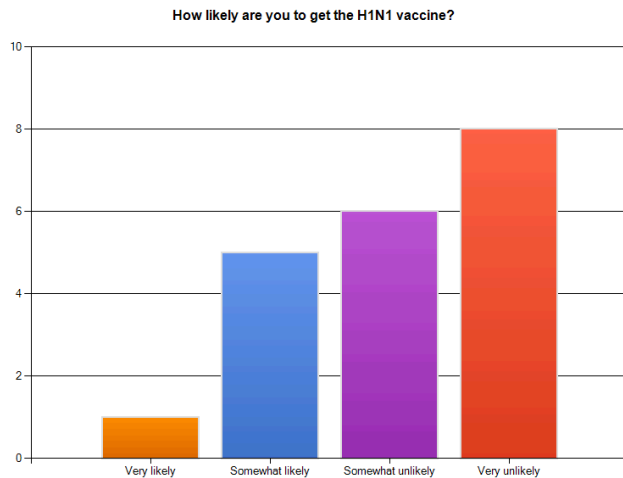
- ✦ 60% (12) of respondents said the video did not very much or not at all change some of their attitudes about H1N1 and the vaccine. 40% (8) of respondents said it somewhat changed their attitudes.

To what extent did this video change some of your attitudes about H1N1 and the vaccine?



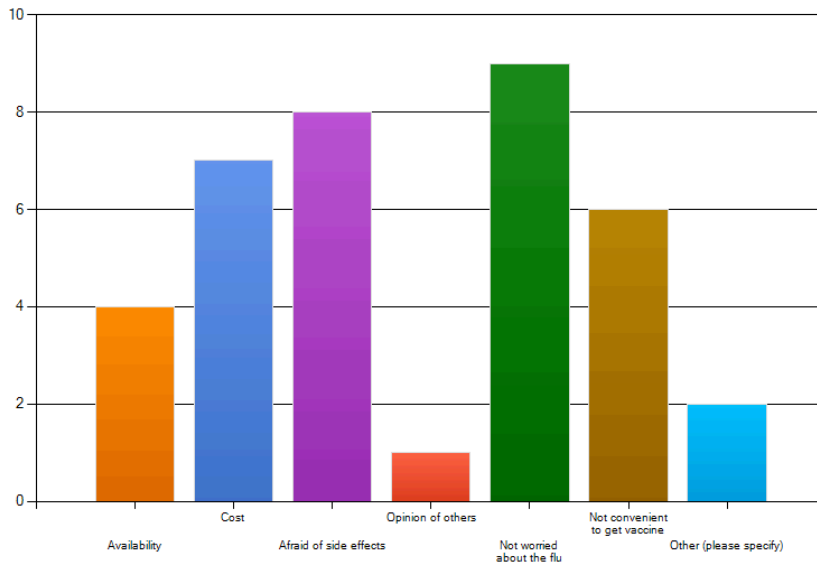
Intended Behavior:

40% (8) of respondents were very unlikely to get the H1N1 vaccine. 30% (6) of respondents were somewhat unlikely, and 25% (5) were somewhat likely. Only 5% (1) of respondents were very likely to get the H1N1 vaccine.



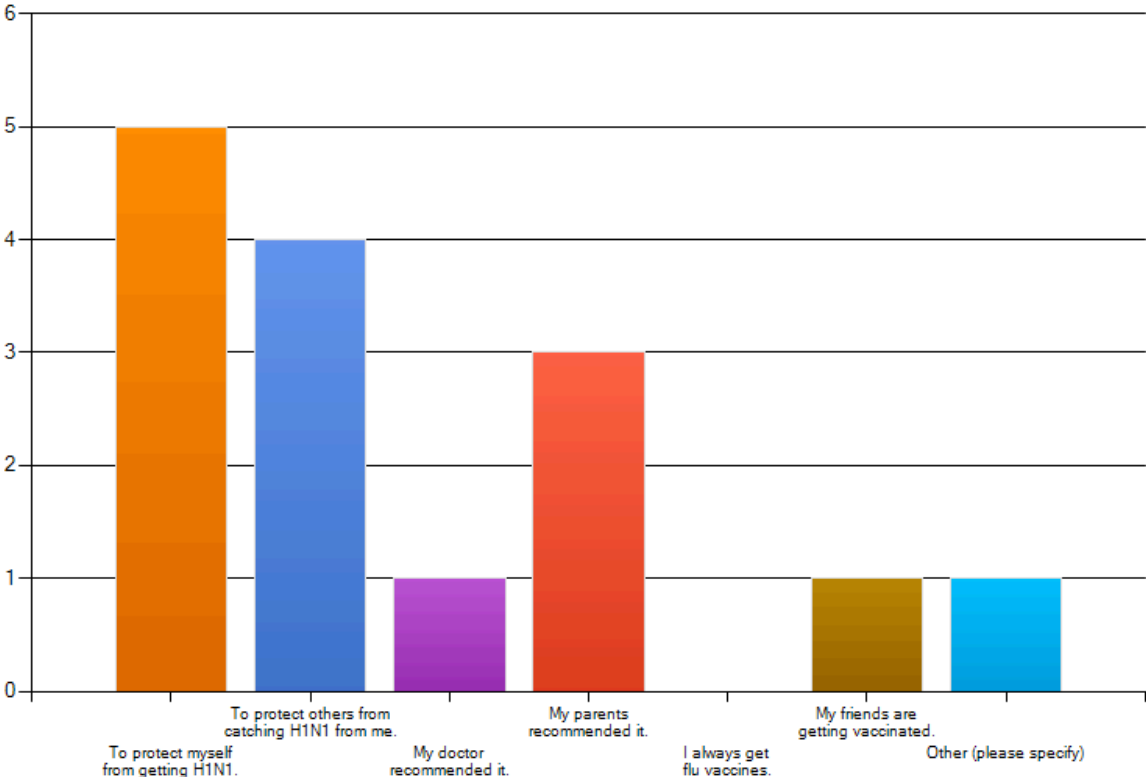
64% (9) of respondents said they are not worried about the flu and that is the reason it would prevent them from getting the H1N1 vaccine. 57% (8) of respondents are afraid of the side effects, 50% (7) of respondents are worried about the cost, 43% (5) of respondents said it's not convenient to get the vaccine. 29% (4) of respondents worry about the availability, and 7% (1) of respondents said because of the opinions of others. One respondent said they wouldn't get it because they have allergies, and another said, "I have never gotten vaccinated or had the flu, so I see no need to get the vaccine now."

What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)



83% (5) of respondents said that protecting themselves against H1N1 is motivation to get the vaccine. 67% (4) of respondents said to protect others, 50% (3) said their parents recommended it, and 17% (1) of respondents said their doctor recommended it. 17% (1) of respondents said that their friends are getting vaccinated. Another person said "Going into the military, where it will probably be required that I get it. Otherwise I probably would not get it."

What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)



SUMMARY & CONCLUSIONS

The awareness of the H1N1/swine flu virus among USF students was inquired in the online survey. All of the respondents had heard of the H1N1/swine flu virus, and the majority reported that they had not contracted it. More than half of the respondents reported that they know someone who has contracted the H1N1/swine flu virus.

When asked about seasonal flu shots, half the respondents reported they had not received them in the past five years. All of the respondents have heard of the H1N1/swine flu vaccine, but none of them have received it. Over half the respondents reported that none of their immediate family members or friends had received the H1N1/swine flu vaccine. Few respondents reported that they didn't know where to go to receive the H1N1/swine flu vaccine.

When asked questions regarding attitudes about H1N1/swine flu virus, majority of the respondents agree that they are well-informed of ways to prevent it. Most of the respondents either strongly or somewhat agree that they do not like missing work because they are sick. Half the respondents strongly or somewhat agree that it takes too much time to get vaccinated.

Over half the respondents either disagree or strongly disagree that it should be mandatory for college students to receive the H1N1/swine flu vaccine. Most respondents either strongly or somewhat agreed that USF properly informed students of the H1N1 vaccine, but half somewhat or strongly disagree that USF appropriately informed students about when and where to go to get the vaccine. Majority of the respondents watched or read news stories to learn more about the vaccine, and half the respondents used online resources to learn about it.

An informational video was shown to help get an understanding of the respondent's attitudes about the H1N1 virus. Majority of the respondent's attitudes about the H1N1/swine flu virus changed after watching the video. Over half the respondents report that they will now wear masks in public places based on the information that they learned from the video. Several respondents report that they sanitize their hands and sneeze or cough into their arms instead of their hands. Over half of the respondents take daily vitamins and most of them report that they stay away from sick people.

Less than half the respondents report that watching the video would not very much change their likelihood of receiving the H1N1/swine flu vaccine and fewer reported that watching the video wouldn't change their likelihood of receiving the vaccine at all. Most of the respondents agreed that watching the video somewhat increased their knowledge about

the H1N1/flu virus and vaccine. Over half the respondents report that watching the video did not very much or did not at all change their attitudes about the H1N1/swine flu virus and vaccine.

When asked questions about the intended behavior of respondents regarding receiving the H1N1/swine flu vaccine, most respondents report they are either very unlikely or somewhat unlikely to receive it. Most respondents report that lack of worry about the H1N1/swine flu virus will prevent them from getting the vaccine. Over half of the respondents are afraid of the side effects and half are worried about the cost. Almost all of the respondents' motivation to get the H1N1/swine flu vaccine is to protect themselves and others. Half the respondents report that their parents recommend they receive the vaccine and a few respondents report that their doctor recommended it.

APPENDICES

Survey

Students in a Public Relations Research class at the University of South Florida are conducting a research study for a class project about the H1N1 flu and its vaccine.

The survey will take only a few minutes of your time. You will be asked to watch a short video clip and

answer questions based on the video regarding your knowledge and opinions of the H1N1 vaccination.

Your identity will be protected. We won't be asking questions that are too personal, so please share any

thoughts or opinions with us, whether positive or negative.

Those who qualify for the survey will be rewarded with an entry into a drawing for a \$25 gift card to the

restaurant or store of your choice. Once again, thank you for participating and please proceed with the

survey.

*** Are you a USF student?**

*** Have you heard of H1N1/swine flu?**

*** Have you heard of the H1N1/swine flu vaccine?**

*** Have you contracted the H1N1/ swine flu virus?**

*** Have you received the H1N1/swine flu vaccine?**

Yes

No

Yes

No

Yes

No

Yes

No

Not sure

Yes

No

For the purposes of this study, we will refer to the virus as H1N1, instead of "swine flu."

How likely are you to get the H1N1 vaccine?

Very likely

Somewhat likely

Somewhat unlikely

Very unlikely

*** What month were you born?**

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Other

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

- Yes
 No

Other

Please take a couple of minutes to watch a short student-made video about H1N1.
If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

Yes
 No
Other

Please take a couple of minutes to watch a short student-made video about H1N1. If you were **not** able to view this video via SurveyMonkey, you can click through to see the video on YouTube. The video will open in a new window, which you can close when the video is over and return to the survey. [Click here](#)

Were you able to view this video?

Yes
 No

We're going to ask you about your current knowledge on the H1N1 virus. For the purposes of this study, we will refer to the virus as H1N1, instead of "swine flu."

What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?

Which of the following have you done to learn more about the H1N1 vaccine? (Check all that apply)

To what extent do you agree or disagree with the following statements:

Strongly Agree Somewhat Agree Neutral
Somewhat
Disagree

Strongly Disagree
I feel very informed about the H1N1 flu.

I feel very informed about the benefits of the H1N1 vaccine.

I feel very informed about ways to prevent the H1N1 flu.

I feel very informed about the side effects of the H1N1 vaccine.

Do you know where to go to receive the vaccine?

- Read a pamphlet
- Had a conversation with a family member or friend about it
- Looked for information online
- Watched or read news stories
- Had a conversation with a doctor about it
- Other (please specify)

Yes
 No

Other
Other

To what extent did this video increase your knowledge about H1N1 and the

vaccine?

- Very much
- Somewhat
- Not very much
- Not at all

This next section will ask you about your experience with H1N1.

Approximately how many times in the past five years have you had a seasonal flu shot?

Did you get a seasonal flu vaccine this year?

Has anyone in your immediate family received the H1N1 vaccine?

Have any of your close friends or roommates received the H1N1 vaccine?

Do you know anyone who has contracted H1N1?

- 5 times
- 3-4 times
- 1-2 times
- Never
- Yes
- No
- Yes
- No
- Not sure
- Yes
- No
- Not sure
- Yes
- No
- Not sure

This section has questions that tap into your attitudes about H1N1 and the vaccine.

Please indicate your level of agreement or disagreement with the following statements.

Strongly Agree Somewhat Agree Neutral
 Somewhat
 Disagree
 Strongly Disagree

The vaccine is only for children, the elderly, and pregnant women.

I don't like to miss class or work because I am sick.

I feel the H1N1 vaccine is safe.

I think people are overreacting to H1N1.

I'm scared to get the vaccine for the H1N1 virus because of its potential side effects.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

Please indicate your level of agreement or disagreement with the following statements.

Strongly Agree Somewhat Agree Neutral
Somewhat
Disagree
Strongly Disagree
The H1N1 vaccination should be mandatory for college students.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

It takes too much time to get vaccinated.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

Getting vaccinated is the best way to prevent getting the H1N1 virus.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

I am worried about getting the H1N1 virus.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

The media are doing a good job of informing people on the symptoms and prevention of H1N1.

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

To what extent did this video change some of your attitudes about H1N1 and the vaccine?

- ☺ ☹ ☺ Very much
- ☺ ☹ ☺ Somewhat
- ☺ ☹ ☺ Not very much
- ☺ ☹ ☺ Not at all

This next set of questions taps into your behavior regarding H1N1 and the vaccine.

Due to an increase in reported cases of H1N1, I... (leave blank if you don't do the behavior or don't intend to)

Already do this behavior
Will do this behavior based on what I learned from the video

Cough or sneeze into my arm instead of my hand

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

Sanitize my hands
Stay away from sick people

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

Stopped sharing drinks and food with others

☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹ ☺ ☹

Take a daily vitamin
Try to avoid touching my nose, mouth and eyes

Wash my hands more frequently
 Wear a mask in public places

*** How likely are you to get the H1N1 vaccine?**

Did this video change your likelihood of getting the H1N1 vaccine?

Very Much Somewhat Not Very Much Not At All
 Choices:

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

What are some reasons that are motivating you to get the H1N1 vaccine?

(Check all that apply)

- I always get flu vaccines.
- My friends are getting vaccinated.
- My doctor recommended it.
- My parents recommended it.
- To protect others from catching H1N1 from me.
- To protect myself from getting H1N1.
- Other (please specify)

What are some reasons that would prevent you from getting the H1N1

vaccine? (Check all that apply)

- Afraid of side effects
- Availability
- Opinion of others
- Not convenient to get vaccine
- Not worried about the flu
- Cost
- Other (please specify)

Please indicate to what extent you agree or disagree with the following statements:

Strongly agree Somewhat agree Neutral
 Somewhat disagree

Strongly disagree
 USF has appropriately informed students about the risk of H1N1.

USF has appropriately informed students about how to prevent the spread of H1N1.

USF has appropriately informed students about the need to get the H1N1 vaccine.



USF has appropriately informed students about when and where they can get the H1N1 vaccine.



What could USF do to increase the likelihood that students will get the vaccine?

This section will be used to classify your data with others like yourself.

What is your sex?

What year are you in school?

What is your age?

What is your race? (Check all that apply)

- Male
- Female
- Freshman
- Sophomore
- Junior
- Senior
- Grad Student
- 17 or younger
- 18-19
- 20-21
- 22-23
- 24 or older
- Caucasian, non-Hispanic
- Hispanic/Latino
- African American
- Asian/Pacific Islander
- Native American
- Other (please specify)

What is your religious affiliation?

If you would like to be entered into the drawing for a \$25 gift card, please

provide your name and email address below.

Name

Email

- Protestant Christian
- Roman Catholic
- Evangelical Christian
- Jewish
- Muslim
- Hindu
- Buddhist
- Non-believer
- Other (please specify)

If you reached this page after the first few questions, you did not qualify for this research study or had

technical difficulties with the video.

If you completed the survey, we thank you very much for your time and willingness to help us with our project.

If you have any questions about the survey or problems with it, please contact our professor, Dr. Burns, at kburns@cas.usf.edu.

Survey Results



1 of 19

Research Class Survey

1. Are you a USF student?

Response

Percent

Response

Count

Yes

100.0%

22

No

0.0%

0

answered question

22

skipped question

0

2. Have you heard of H1N1/swine flu?

Response

Percent

Response

Count

Yes

100.0%

22

No

0.0%

0

answered question

22

skipped question

0

3. Have you heard of the H1N1/swine flu vaccine?

Response

Percent

Response

Count

Yes

100.0%

22

No

0.0%

0

answered question

22

skipped question

2 of 19

4. Have you contracted the H1N1/ swine flu virus?

Response

Percent

Response

Count

Yes

0.0%

0

No

86.4%

19

Not sure

13.6%

3

answered question

22

skipped question

0

5. Have you received the H1N1/swine flu vaccine?

Response

Percent

Response

Count

Yes

0.0%

0

No

100.0%

22

answered question

22

skipped question

0

6. How likely are you to get the H1N1 vaccine?

Response

Percent

Response

Count

Very likely

4.5%

1

Somewhat likely

9.1%

2

Somewhat unlikely

50.0%

11

Very unlikely

36.4%

8

answered question

22

skipped question

0

7. What month were you born?

Response

Percent

Response

Count

January

0.0%

0

February

0.0%

0

March

0.0%

0

April

0.0%

0

May

100.0%

22

June

0.0%

0

July

0.0%

0

August

0.0%

0

September

0.0%

0

October

0.0%

0

November

0.0%

0

December

0.0%

0

answered question

22

skipped question

0

8. Were you able to view this video?

Response

Percent

Response

Count

Yes

0.0%

0

No

0.0%

0

answered question

0

skipped question

22

4 of 19

9. Were you able to view this video?

Response
Percent
Response
Count

Yes
0.0%

0
No
0.0%

0

answered question

0

skipped question

22

10. Were you able to view this video?

Response
Percent
Response
Count

Yes
0.0%

0
No
0.0%

0

answered question

0

skipped question

22

11. Were you able to view this video?

Response
Percent
Response
Count

Yes
95.5%

21
No
4.5%

1

answered question

22

skipped question

0

5 of 19

12. Were you able to view this video?

Response
Percent
Response
Count

Yes
0.0%

0
No
0.0%

0

answered question

0

skipped question

22

13. Were you able to view this video?

Response

Percent
Response
Count
Yes
0.0%
0
No
0.0%
0
answered question
0
skipped question
22

14. Were you able to view this video?

Response
Percent
Response
Count
Yes
0.0%
0
No
0.0%
0
answered question
0
skipped question
22

6 of 19

15. Were you able to view this video?

Response
Percent
Response
Count
Yes
0.0%
0
No
0.0%
0
answered question
0
skipped question
22

16. Were you able to view this video?

Response
Percent
Response
Count
Yes
0.0%
0
No
0.0%
0
answered question
0
skipped question
22

17. What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?

Response

Count
14
answered question
14
skipped question
8

7 of 19

18. Which of the following have you done to learn more about the H1N1 vaccine? (Check all that apply)

Response

Percent

Response

Count

Looked for information online

50.0%

10

Watched or read news stories

75.0%

15

Had a conversation with a doctor

about it

20.0%

4

Had a conversation with a family

member or friend about it

35.0%

7

Read a pamphlet

40.0%

8

Other (please specify)

0.0%

0

answered question

20

skipped question

2

19. To what extent do you agree or disagree with the following statements:

Strongly

Agree

Somewhat

Agree

Neutral

Somewhat

Disagree

Strongly

Disagree

Rating

Average

Response

Count

I feel very informed about the

H1N1 flu.

15.0%

(3)

50.0% (10)

30.0%

(6)

0.0% (0)

5.0% (1)

3.70

20

I feel very informed about the

benefits of the H1N1 vaccine.

5.0% (1)

15.0% (3)

45.0%

(9)

20.0% (4)

15.0% (3)

2.75

20

I feel very informed about the side effects of the H1N1 vaccine.

0.0% (0)

20.0% (4)

20.0%

(4)

40.0% (8)

20.0% (4)

2.40

20

I feel very informed about ways to prevent the H1N1 flu.

30.0%

(6)

50.0% (10)

15.0%

(3)

0.0% (0)

5.0% (1)

4.00

20

answered question

20

skipped question

2

8 of 19

20. Do you know where to go to receive the vaccine?

Response

Percent

Response

Count

Yes

60.0%

12

No

40.0%

8

answered question

20

skipped question

2

21. To what extent did this video increase your knowledge about H1N1 and the vaccine?

Response

Percent

Response

Count

Very much

0.0%

0

Somewhat

60.0%

12

Not very much

25.0%

5

Not at all

15.0%

3

answered question

20

skipped question

2

22. Approximately how many times in the past five years have you had a seasonal flu shot?

Response

Percent

Response

Count

5 times

0.0%

0

3-4 times

5.0%

1

1-2 times

45.0%

9

Never

50.0%

10

answered question

20

skipped question

2

9 of 19

23. Did you get a seasonal flu vaccine this year?

Response

Percent

Response

Count

Yes

10.0%

2

No

90.0%

18

answered question

20

skipped question

2

24. Has anyone in your immediate family received the H1N1 vaccine?

Response

Percent

Response

Count

Yes

20.0%

4

No

65.0%

13

Not sure

15.0%

3

answered question

20

skipped question

2

25. Have any of your close friends or roommates received the H1N1 vaccine?

Response

Percent

Response

Count

Yes

15.0%

3

No

55.0%

11

Not sure

30.0%

6

answered question

20

skipped question

2

10 of 19

26. Do you know anyone who has contracted H1N1?

Response

Percent

Response

Count

Yes

70.0%

14

No

20.0%

4

Not sure

10.0%

2

answered question

20

skipped question

2

27. Please indicate your level of agreement or disagreement with the following statements.

Strongly

Agree

Somewhat

Agree

Neutral

Somewhat

Disagree

Strongly

Disagree

Rating

Average

Response

Count

I'm scared to get the vaccine for the H1N1 virus because of its potential side effects.

15.0%

(3)

30.0% (6)

30.0%

(6)

15.0% (3)

10.0% (2)
 3.25
 20
 I feel the H1N1 vaccine is safe.
 5.0% (1)
 20.0% (4)
55.0%
(11)
 10.0% (2)
 10.0% (2)
 3.00
 20
 I think people are overreacting to
 H1N1.
45.0%
(9)
 30.0% (6)
 5.0%
 (1)
 15.0% (3)
 5.0% (1)
 3.95
 20
 I don't like to miss class or work
 because I am sick.
60.0%
(12)
 20.0% (4)
 10.0%
 (2)
 5.0% (1)
 5.0% (1)
 4.25
 20
 The vaccine is only for children,
 the elderly, and pregnant women.
 5.0% (1)
 20.0% (4)
 0.0%
 (0)
40.0% (8)
 35.0% (7)
 2.20
 20
answered question
20
skipped question
2

11 of 19

28. Please indicate your level of agreement or disagreement with the following statements.

Strongly
Agree
Somewhat
Agree
Neutral
Somewhat
Disagree
Strongly
Disagree
Rating
Average
Response

Count

It takes too much time to get vaccinated.

5.0% (1)

45.0% (9)

10.0%

(2)

30.0% (6)

10.0% (2)

3.05

20

I am worried about getting the H1N1 virus.

0.0% (0)

15.0% (3)

45.0%

(9)

35.0% (7)

5.0% (1)

2.70

20

The media are doing a good job of informing people on the symptoms and prevention of H1N1.

10.0%

(2)

15.0% (3)

40.0%

(8)

30.0% (6)

5.0% (1)

2.95

20

Getting vaccinated is the best way to prevent getting the H1N1 virus.

5.0% (1)

20.0% (4)

30.0%

(6)

25.0% (5)

20.0% (4)

2.65

20

The H1N1 vaccination should be mandatory for college students.

15.0%

(3)

15.0% (3)

15.0%

(3)

10.0% (2)

45.0% (9)

2.45

20

answered question

20

skipped question

2

29. To what extent did this video change some of your attitudes about H1N1 and the vaccine?

Response

Percent

Response

Count

Very much

0.0%
 0
Somewhat
40.0%
8
 Not very much
 35.0%
 7
 Not at all
 25.0%
 5
answered question
20
skipped question
2

12 of 19

30. Due to an increase in reported cases of H1N1, I... (leave blank if you don't do the behavior or don't intend to)

Already do this behavior

Will do this behavior based on what I learned from the video

Response

Count

Wash my hands more frequently

75.0% (15)

25.0% (5)

20

Sanitize my hands

95.0% (19)

5.0% (1)

20

Stopped sharing drinks and food with others

76.9% (10)

23.1% (3)

13

Take a daily vitamin

82.4% (14)

17.6% (3)

17

Try to avoid touching my nose, mouth and eyes

73.3% (11)

26.7% (4)

15

Wear a mask in public places

33.3% (2)

66.7% (4)

6

Stay away from sick people

87.5% (14)

12.5% (2)

16

Cough or sneeze into my arm instead of my hand

94.1% (16)

5.9% (1)

17

answered question

20

skipped question

2

31. How likely are you to get the H1N1 vaccine?

Response
Percent
Response
Count
 Very likely
 5.0%
 1
 Somewhat likely
 25.0%
 5
 Somewhat unlikely
 30.0%
 6
Very unlikely
40.0%
8
answered question
20
skipped question
2

13 of 19
32. Did this video change your likelihood of getting the H1N1 vaccine?

Very Much
Somewhat
Not Very
Much
Not At All
Rating
Average
Response
Count
 Choices:
 0.0% (0)
 15.0% (3)
45.0% (9)
 40.0% (8)
 1.75
 20
answered question
20
skipped question
2

33. What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)

Response
Percent
Response
Count
To protect myself from getting H1N1.
83.3%
5
 To protect others from catching H1N1 from me.
 66.7%
 4
 My doctor recommended it.
 16.7%
 1
 My parents recommended it.
 50.0%
 3
 I always get flu vaccines.

0.0%
 0
 My friends are getting vaccinated.
 16.7%
 1
 Other (please specify)
 16.7%
 1
answered question
6
skipped question
16

14 of 19

34. What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)

Response

Percent

Response

Count

Availability

28.6%

4

Cost

50.0%

7

Afraid of side effects

57.1%

8

Opinion of others

7.1%

1

Not worried about the flu

64.3%

9

Not convenient to get vaccine

42.9%

6

Other (please specify)

14.3%

2

answered question

14

skipped question

8

35. Please indicate to what extent you agree or disagree with the following statements:

Strongly

agree

Somewhat

agree

Neutral

Somewhat

disagree

Strongly

disagree

Rating

Average

Response

Count

USF has appropriately informed students about the risk of H1N1.

30.0%

(6)

35.0% (7)

15.0%
 (3)
 10.0% (2)
 10.0%
 (2)
 3.65
 20
 USF has appropriately informed students about how to prevent the spread of H1N1.
 15.0%
 (3)
45.0% (9)
 20.0%
 (4)
 10.0% (2)
 10.0%
 (2)
 3.45
 20
 USF has appropriately informed students about the need to get the H1N1 vaccine.
 5.0% (1)
 20.0% (4)
 25.0%
 (5)
30.0% (6)
 20.0%
 (4)
 2.60
 20
 USF has appropriately informed students about when and where they can get the H1N1 vaccine.
 5.0% (1)
 20.0% (4)
 25.0%
 (5)
35.0% (7)
 15.0%
 (3)
 2.65
 20
answered question
20
skipped question
2

15 of 19

36. What could USF do to increase the likelihood that students will get the vaccine?

Response

Count

13

answered question

13

skipped question

9

37. What is your sex?

Response

Percent

Response

Count

Male
35.0%
7
Female
65.0%
13
answered question
20
skipped question
2

38. What year are you in school?

Response
Percent
Response
Count
Freshman
0.0%
0
Sophomore
15.0%
3
Junior
20.0%
4
Senior
65.0%
13
Grad Student
0.0%
0
answered question
20
skipped question
2

16 of 19

39. What is your age?

Response
Percent
Response
Count
17 or younger
0.0%
0
18-19
20.0%
4
20-21
45.0%
9
22-23
30.0%
6
24 or older
5.0%
1
answered question
20
skipped question
2

40. What is your race? (Check all that apply)

Response
Percent

Response
Count
Caucasian, non-Hispanic
90.0%
18
 Hispanic/Latino
 5.0%
 1
 African American
 10.0%
 2
 Asian/Pacific Islander
 5.0%
 1
 Native American
 5.0%
 1
 Other (please specify)
 0.0%
 0
answered question
20
skipped question
2

17 of 19

41. What is your religious affiliation?

Response
Percent
Response
Count
Protestant Christian
42.1%
8
 Roman Catholic
 5.3%
 1
 Evangelical Christian
 5.3%
 1
 Jewish
 5.3%
 1
 Muslim
 0.0%
 0
 Hindu
 0.0%
 0
 Buddhist
 0.0%
 0
 Non-believer
 15.8%
 3
 Other (please specify)
 26.3%
 5
answered question
19
skipped question
3

42. If you would like to be entered into the drawing for a \$25 gift card, please provide your name and email

address below.

Response

Percent

Response

Count

Name

100.0%

17

Email

94.1%

16

answered question

17

skipped question

5

What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?

Response

Count

14

answered question 14

skipped question 8

Response Text

1 The message was clearly to get the flu shot. After watching this I am no more likely to get the H1N1 vaccine because it is so new and the long term side affects have not been tested. However I have been planning to get the regular flu shot.

Nov 27, 2009 10:35 PM

2 Message was to simply just get the flu shot. In my opinion, it was not that effective.

Nov 28, 2009 2:12 AM

3 the message of the video was to tell everyone to get their swine flu vaccines as soon as possible.

Nov 28, 2009 6:54 PM

4 That its a serious issue that needs to be taken in consideration...very good at communicating

Nov 28, 2009 7:03 PM

5 to get the swine flu vaccination because swine flu is dangerous Nov 29, 2009 11:00 PM

6 It was mostly about pregnant women, babies, and elderly people getting the H1N1 - which I do not fall into that category so I'm not really worried about it.

Nov 30, 2009 5:57 PM

7 It's effective but my only problem is how can we put so much pressure on a vaccine that we are not even sure about?...the vaccine can probably do more harm then help, we need to study and experiment more on the h1n1 before we go injecting others

Nov 30, 2009 6:15 PM

8 to wash your hands to prevent the spread of h1n1 Nov 30, 2009 7:50 PM

9 The video described how many people are likely to get the flu, who is most likely to get it, and the number of people likely to be hospitalized

Nov 30, 2009 7:58 PM

10 That swine flu kills and protect the people that you love by getting the shot. It was very emotionally appealing so it was effective that way.

Nov 30, 2009 8:20 PM

11 Anyone can get H1N1 and you need to get the H1N1 vaccine. Nov 30, 2009 8:20 PM

12 20% of people will catch the H1N1 Nov 30, 2009 8:20 PM

13 very informative for young children and old folks Nov 30, 2009 8:21 PM

14 It was a little boring, but shared a lot of facts. Some of the facts were obvious, but maybe not to everyone. I liked the emotional appeal.

What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)

Response

Percent

Response

Count

Availability 28.6% 4

Cost 50.0% 7

Afraid of side effects 57.1% 8

Opinion of others 7.1% 1

Not worried about the flu 64.3% 9

Not convenient to get vaccine 42.9% 6

Other (please specify) 14.3% 2

answered question 14

skipped question 8

Other (please specify)

1 I have never gotten vaccinated or had the flu, so I see no need to get the vaccine now.

Nov 26, 2009 5:02 AM

2 allergies Nov 30, 2009 4:11 PM

Research Class Survey

What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)

Response

Percent

Response

Count

To protect myself from getting H1N1.

83.3% 5

To protect others from catching

H1N1 from me.

66.7% 4

My doctor recommended it. 16.7% 1

My parents recommended it. 50.0% 3

I always get flu vaccines. 0.0% 0

My friends are getting vaccinated. 16.7% 1

Other (please specify) 16.7% 1

answered question 6

skipped question 16

Other (please specify)

1 Going into the military, where it will probably be required that I get it. Otherwise I probably would not get it. Nov 30, 2009 8:01 PM

Research Class Survey

What is your religious affiliation?

Response

Percent**Response****Count****Protestant Christian 42.1% 8**

Roman Catholic 5.3% 1

Evangelical Christian 5.3% 1

Jewish 5.3% 1

Muslim 0.0% 0

Hindu 0.0% 0

Buddhist 0.0% 0

Non-believer 15.8% 3

Other (please specify) 26.3% 5

Answered question 19**Skipped question 3****Other (please specify)**

1 Atheist Nov 28, 2009 7:04 PM

2 Christian Nov 30, 2009 6:20 PM

3 non denominational Christian Nov 30, 2009 7:52 PM

4 Regular Christian Nov 30, 2009 8:23 PM

5 Episcopalian Nov 30, 2009 8:36 PM

Research Class Survey**What could USF do to increase the likelihood that students will get the vaccine?****Response****Count**

13

Answered question 13**Skipped question 9****Response Text**

1 I think USF needs to inform students about the vaccine, but not promote that it is something they should definitely do. It's not their job to promote getting it, simply inform students of their options.

Nov 26, 2009 5:06 AM

2 Provide more information in the form of emails, newspaper articles, etc. Nov 27, 2009 2:40 AM

3 Make it available at the Student Health Services and the pharmacy. If they already do that, then they should make students more aware that it's here.

Nov 27, 2009 2:42 AM

4 Help promote the possibility around campus and supply some time of incentive. i.e. free shirts, raffle drawing

Nov 27, 2009 11:17 AM

5 Have stations throughout campus, like near Cooper or the business building. Nov 28, 2009 2:15 AM

6 give it free for non full time students Nov 28, 2009 7:04 PM

7 free weekly Nov 28, 2009 7:05 PM

8 make it cheaper, more convenient, and spread more information about h1n1 and the vaccine

Nov 29, 2009 11:03 PM

9 More flyers around campus about how to avoid getting the flu. UCF has flyers EVERYWHERE that I saw on a visit there, I noticed it because it just kept showing up places.

Nov 30, 2009 6:01 PM

10 offer it for free Nov 30, 2009 7:52 PM

11 Send out a school-wide e-mail explaining the risks and availability of the vaccine, make the vaccine free (if it's not already), put up fliers around campus telling about the free vaccine and when/where you can get it. Multiple times/days should

be available.

Nov 30, 2009 8:02 PM

12 Hold on registration Nov 30, 2009 8:23 PM

13 Hold a health fair or educational convention of sorts Nov 30, 2009 8:35 PM