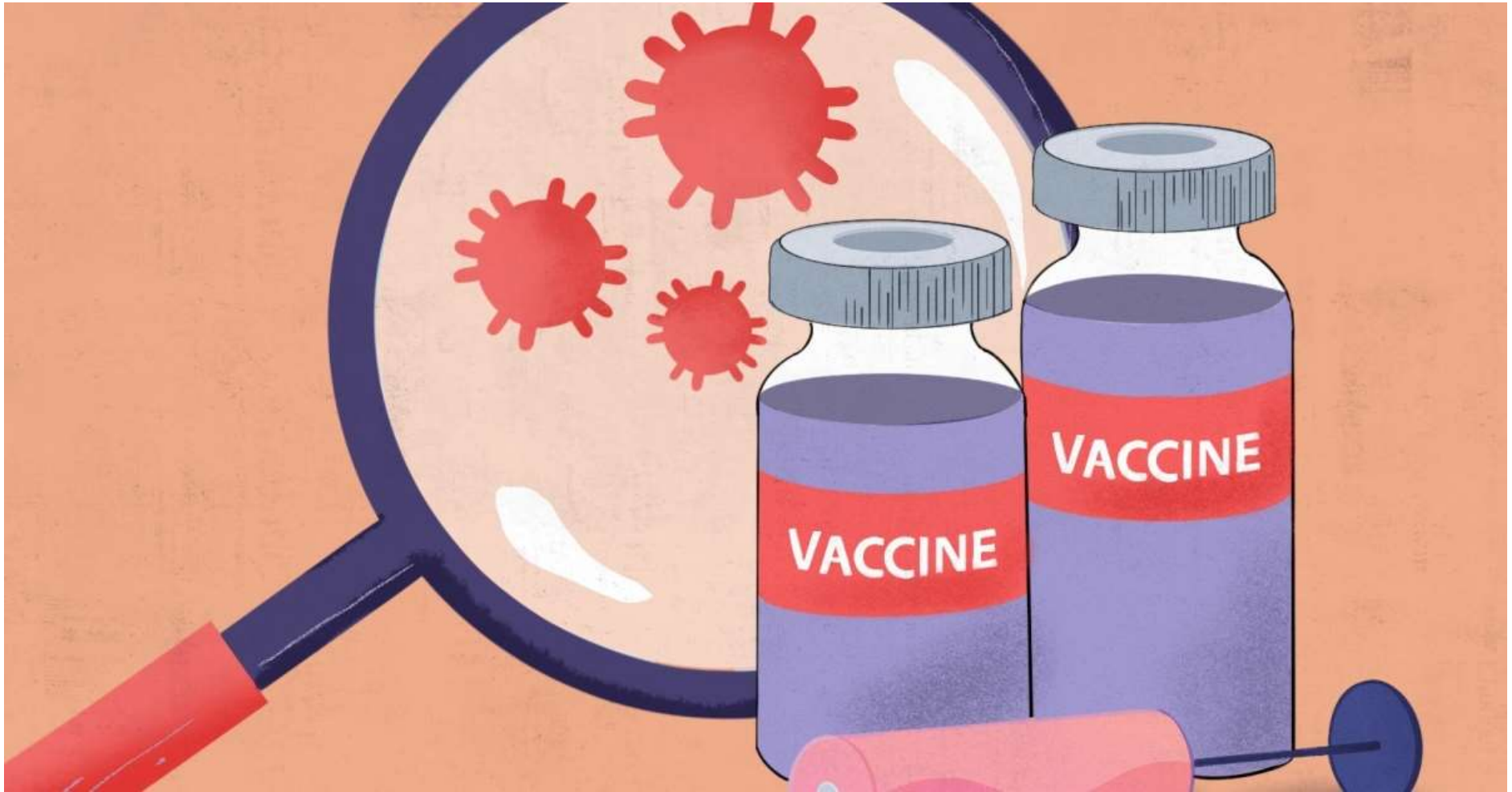


A microscopic image of a coronavirus particle, showing its characteristic spherical shape with a blue, textured surface and brown, irregular protrusions representing the spike proteins. The background is a dark blue gradient.

HOPE

**THE IMPORTANCE OF TRUST IN A CRISIS
AND HOW TO BUILD IT:
LESSONS FROM THE COVID-19 PANDEMIC**

**MICHAEL BANG PETERSEN
AARHUS UNIVERSITY, DENMARK**

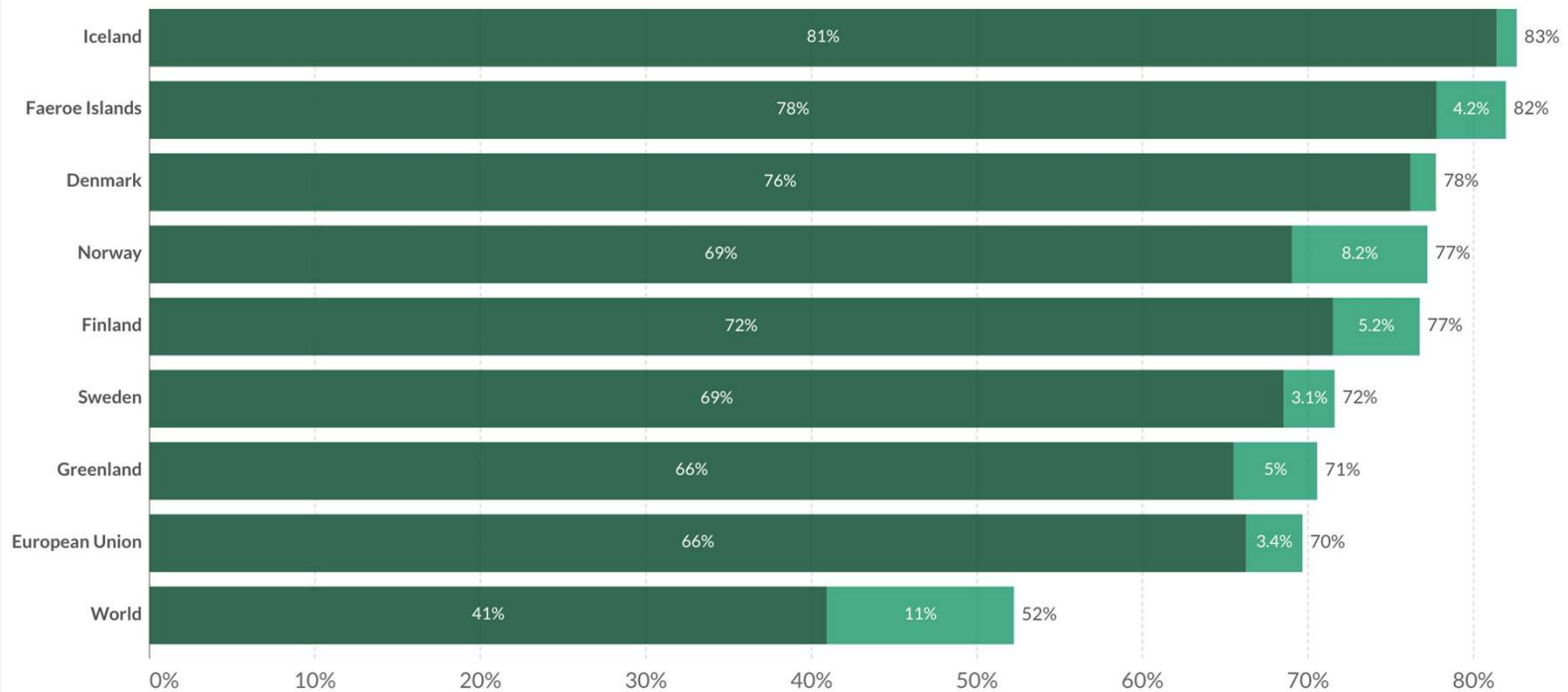


Share of people vaccinated against COVID-19, Nov 15, 2021

Our World in Data

Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

■ Share of people fully vaccinated against COVID-19 ■ Share of people only partly vaccinated against COVID-19



Source: Official data collated by Our World in Data. This data is only available for countries which report the breakdown of doses administered by first and second doses in absolute numbers.

CC BY

▶ Dec 13, 2020

○ Nov 15, 2021

CHART

TABLE

SOURCES

DOWNLOAD

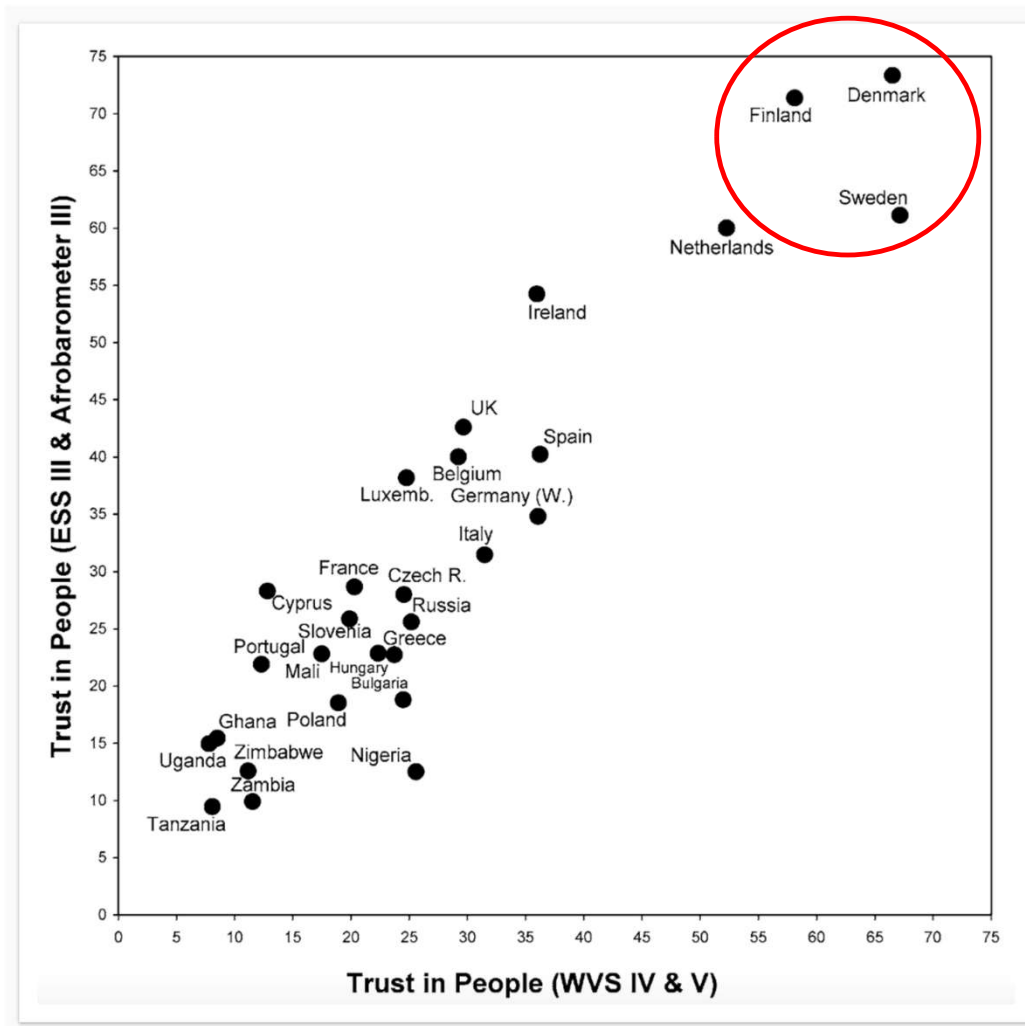
SHARE



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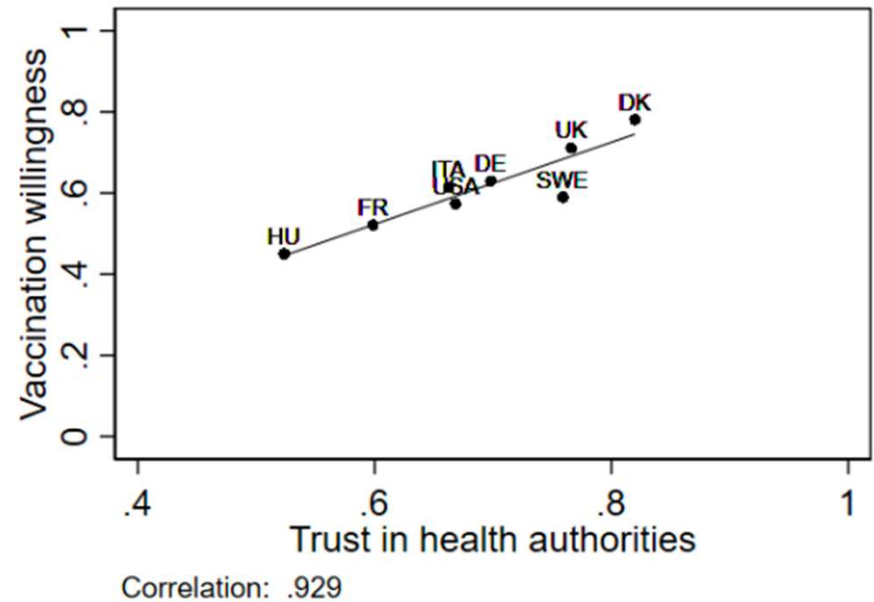
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Source:
<https://ourworldindata.org/trust>

TRUST IS THE KEY DETERMINANT OF ACCEPTANCE OF COVID-19 VACCINES



BMJ Open Public acceptance of COVID-19 vaccines: cross-national evidence on levels and individual-level predictors using observational data

Marie Fly Lindholt ¹, Frederik Jørgensen, ² Alexander Bor, ² Michael Petersen ²

HOW TO UPHOLD TRUST?

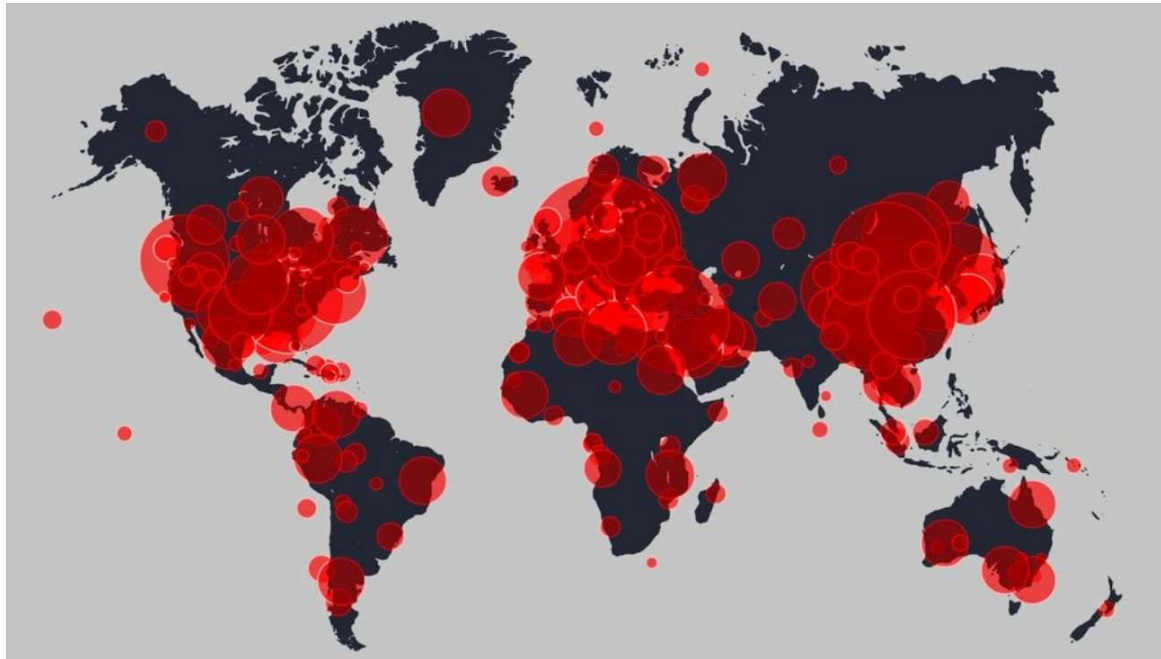
1. FOSTERING COMPETENCE



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FRDESEHUGBITDKUS

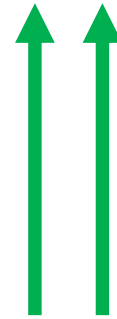


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WHO CHANGE BEHAVIOR?



Source: Jørgensen, Bor & Petersen, 2021a, 2021b

2. TRANSPARENT COMMUNICATION



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A rare clotting disorder may cloud the world's hopes for AstraZeneca's COVID-19 vaccine

By Kai Kupferschmidt, Gretchen Vogel | Mar. 27, 2021 , 10:20 AM

Several EU countries suspend AstraZeneca vaccine to investigate blood clot cases

European Medicines Agency say 'benefits outweigh its risks' and vaccine can continue to be used

THE ALTERNATIVE MAY BE WORSE



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AN EXPERIMENT ON TRANSPARENCY

Experiment on vaccine communication (more than 6.800 Danes and Americans)
Information about a new COVID-vaccine, COVACID, and its effectiveness and side-effects

	Transparent Negative Communication	Vague Reassuring Communication
Vaccine acceptance	Reduces	Reduces
Trust in authorities	Increases	Reduces

Source: Petersen et al. (2021), PNAS

3. BUFFERING FATIGUE

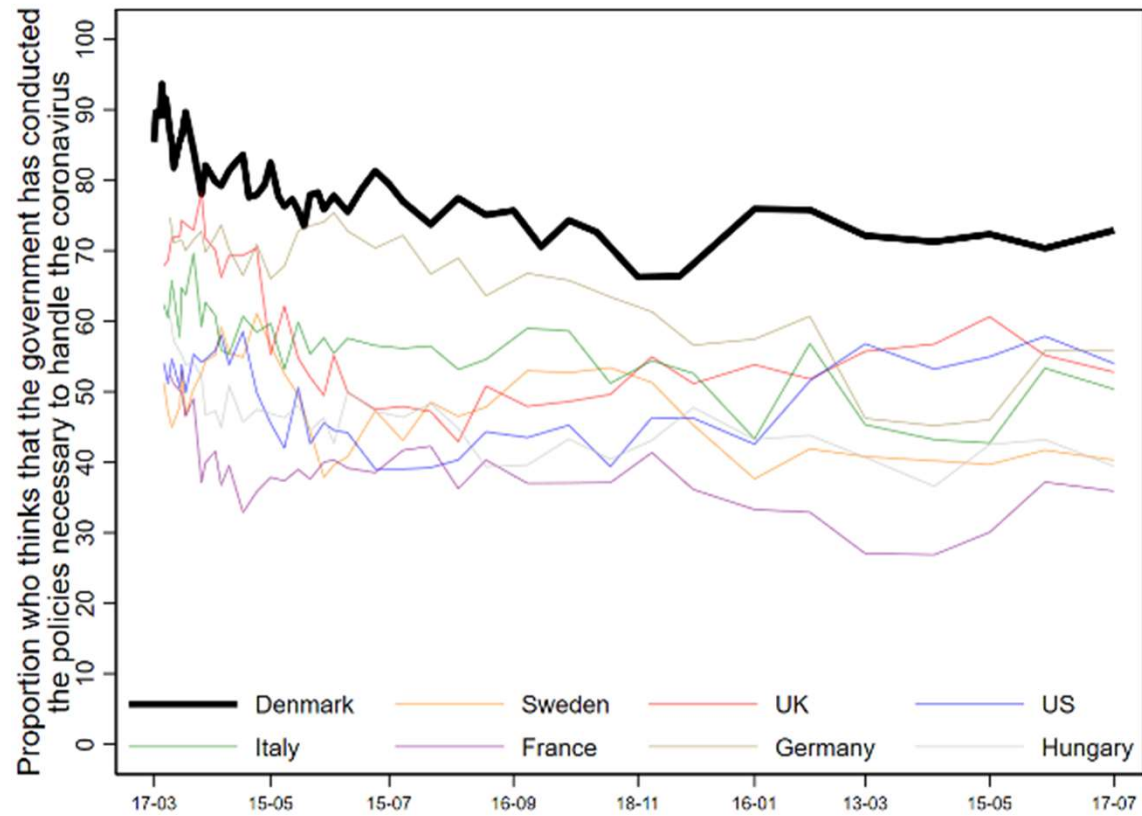


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Development in support for the government's COVID-19 policies by country



Note: N = 158,239. The figure illustrates the development in the proportion who answered "Completely agree" or "Somewhat agree" to the following question: "How much do you agree or disagree with the following statement: The government has conducted the policies necessary to handle the coronavirus" by country.

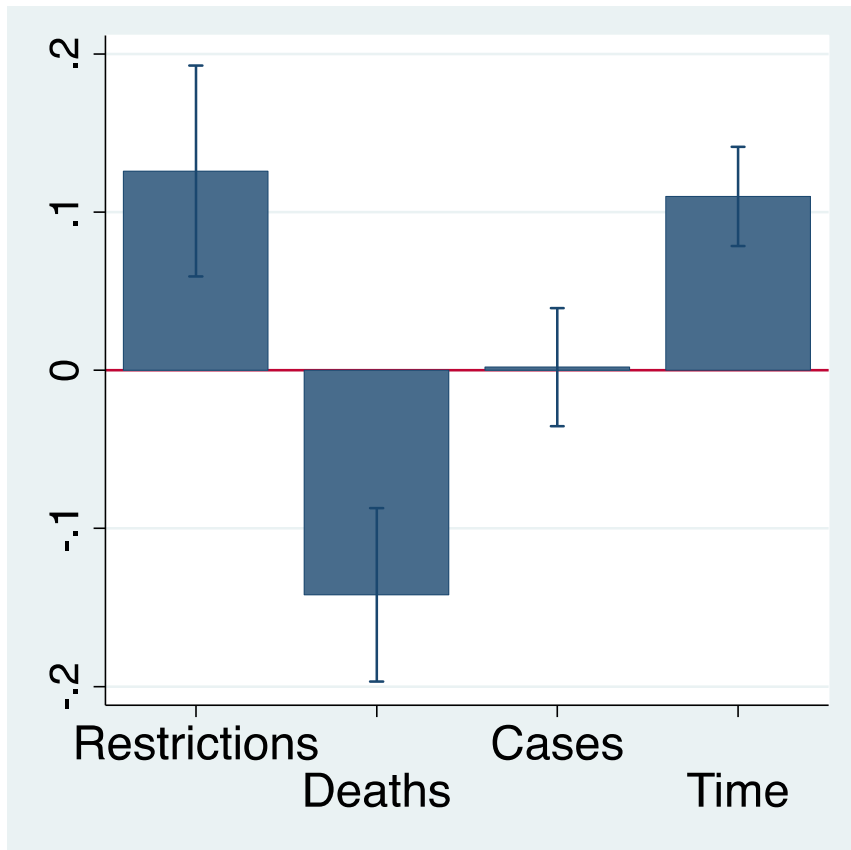
THE COSTS OF RESTRICTIONS

1. Economic costs
2. Mental health costs
3. Individual freedom costs

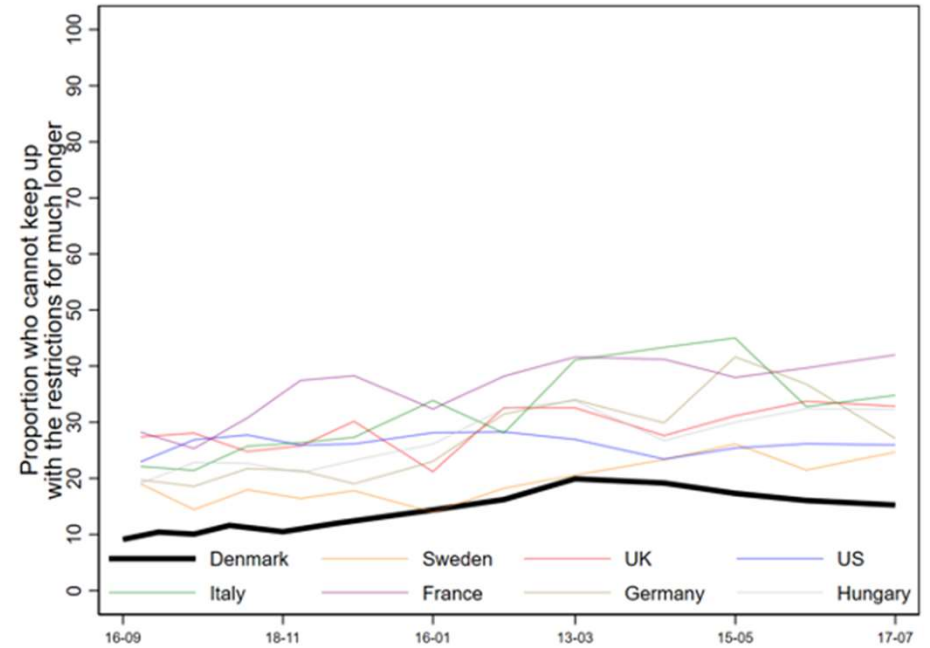
Figur 1
Opsummering af kvalitative vurderinger

	Virkning på smitteudbredelse	Virkning på samfunds-økonomi	Betydning for trivsel og folkesundhed	Betydning for individuel frihed (rettighed)
Grundskole 0.-4.-klasse	Lavest	Højest	Størst	Mindre vigtig
Udvalgsvarebutikker	Lavest/middel	Middel/højest	Mindst	Vigtig
Grundskole 5.-9./10. klasse	Lavest/middel	Lavest/middel	Størst	Mindre vigtig
Videregående uddannelser	Lavest/middel	Lavest/middel	Nogen betydning	Mindre vigtig
Liberales erhverv med tæt fysisk kontakt	Lavest/middel	Lavest	Mindst	Vigtig
Kultur- og fritidsinstitutioner	Lavest/middel	Lavest	Nogen betydning	Vigtig
Restauranter og caféer	Middel	Middel	Mindst	Vigtig
Indkøbscentre, storcentre, mv.	Middel	Middel	Mindst	Vigtig
Ungdoms- og voksenuddannelser	Middel	Lavest/middel	Størst	Mindre vigtig
Idræts- og foreningsaktiviteter	Middel	Lavest	Størst	Vigtig
Arbejdspladser	Middel	Lavest	Nogen betydning	Mindst vigtig
Forsamlinger op til 5 personer	Højest	Lavest	Størst	Mest vigtig
Arrangementer mv. i private hjem og sociale kontakter (5-5)	Højest	Lavest	Størst	Mindst vigtig
Barer og værtshuse	Højest	Lavest	Mindst betydning	Vigtig

Source: [Den Faglige Referencegruppe \(2021\)](#)



Development in pandemic fatigue by country



Note: $N = 49,414$. The figure illustrates the development in the proportion who answered "Completely agree" or "Somewhat agree" to the following question: "To what extent do you agree or disagree with the following statement: I do not think I can keep up with the restrictions against the coronavirus for much longer" by country.

Source: Petersen et al., 2021

THE EFFECTS OF FATIGUE

1. Lowers trust in the government
2. Lowers trust in pandemic management
3. Increases beliefs in conspiracy theories
4. Increases support for public protests

Source: Petersen et al., 2021



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THE PANDEMIC AS A TRUE RADICALIZER



Source: Bartucesvicius et al., 2021

THE KEY LESSONS



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TRUST YOUR CITIZENS

Doing to little because you fear the public

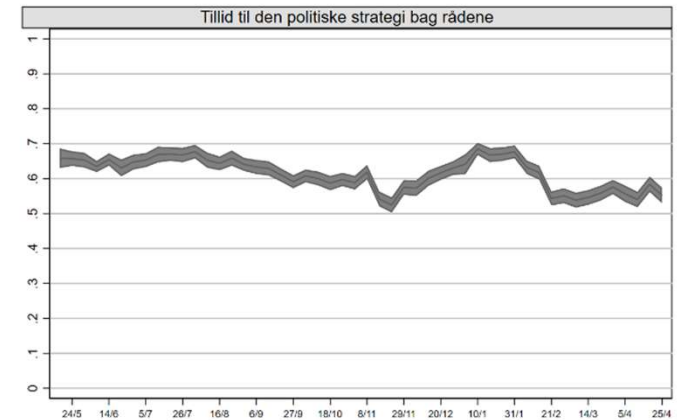
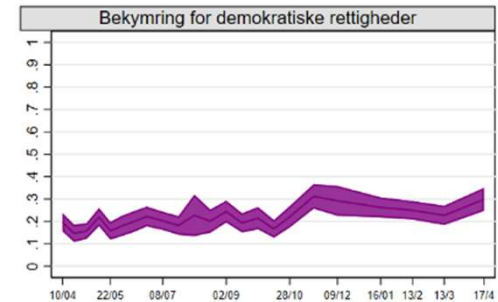
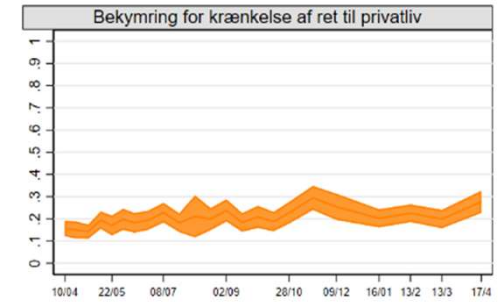
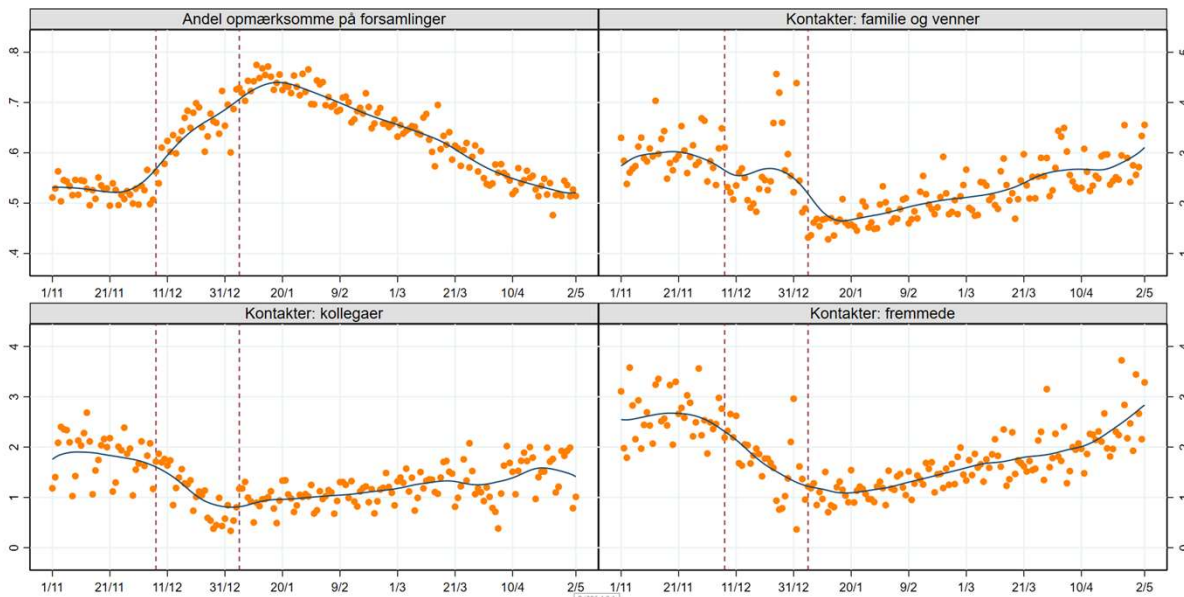


Doing too much because you fear the public

Decision makers that fear that people are not complying may shift towards more aggressive restrictions

This may create a vicious circle of lowering trust and compliance further – and, hence, necessitate even stronger restrictions

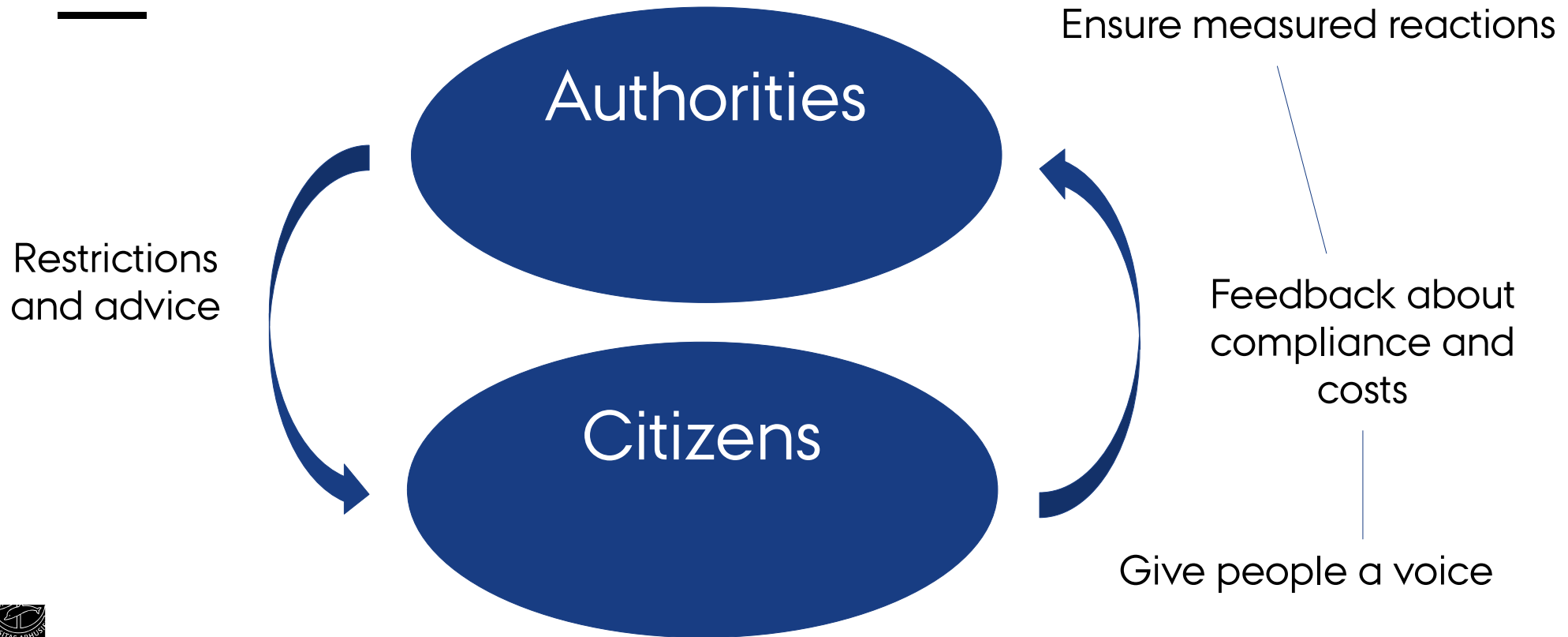
USE SOCIAL SCIENCE



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PROTECTION AS CO-PRODUCTION



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