

Appendix A

Table 3.

Social consequences descriptive statistics and factorial analysis

Protective Behavior	Social Consequence	Social Context	Score		Factor Loading		
			Mean	Difference	1	2	3
Mask-wearing	RSA	4.15 (1.16)	0.34 (1.16)		0.07	0.66	0.28
		3.81 (1.33)		0.34 (1.16)	0.15	0.80	0.13
	ABJ	3.64 (1.38)	0.51 (1.25)		0.15	0.26	0.72
		3.14 (1.46)		0.51 (1.25)	0.29	0.44	0.62
	RSR	2.28 (1.32)	-0.13 (0.98)		0.74	0.31	0.04
		2.41 (1.37)		-0.03 (1.12)	0.79	0.20	0.18
	LGSR	2.93 (1.34)	-0.03 (1.12)		0.68	0.09	0.18
		2.96 (1.38)		-0.13 (0.98)	0.69	0.02	0.33
	RSA	3.93 (1.23)	0.30 (1.05)		0.13	0.69	0.38
		3.63 (1.40)		0.30 (1.05)	0.16	0.83	0.20
Physical distancing	ABJ	3.43 (1.39)	0.28 (1.06)		0.31	0.30	0.74
		3.14 (1.45)		0.28 (1.06)	0.36	0.50	0.56
	RSR	2.50 (1.39)	-0.08 (0.87)		0.81	0.24	0.13
		2.58 (1.37)		-0.11 (0.98)	0.81	0.19	0.20
	LGSR	2.91 (1.34)	-0.11 (0.98)		0.76	0.11	0.28
		3.02 (1.34)		-0.08 (0.87)	0.71	0.03	0.39
	RSA	4.19 (1.20)	0.09 (0.88)		0.09	0.68	0.39
		4.10 (1.26)		0.09 (0.88)	0.09	0.69	0.39
Hand-washing	ABJ	3.59 (1.49)	0.13 (0.98)		0.28	0.30	0.77
		3.47 (1.52)		0.13 (0.98)	0.29	0.32	0.74
	RSR	2.33 (1.44)	-0.03 (0.68)		0.83	0.33	0.01
				-0.02 (0.73)			

Correcting others	LGSR	2.37 (1.44)			0.83	0.32	0.03
		2.56 (1.50)	-0.02 (0.73)		0.80	0.34	0.04
				-0.03 (0.68)			
		2.58 (1.49)			0.80	0.34	0.04
	RSA	3.43 (1.31)	-0.17 (0.96)		0.32	0.75	0.00
				-0.17 (0.96)			
		3.60 (1.28)			0.21	0.81	0.10
	ABJ	3.02 (1.31)	-0.08 (0.94)		0.46	0.53	0.30
				-0.08 (0.94)			
		3.10 (1.36)			0.39	0.53	0.44
	RSR	3.04 (1.25)	0.24 (0.98)		0.67	-0.01	0.34
				0.15 (0.97)			
		2.80 (1.30)			0.75	0.11	0.24
	LGSR	3.07 (1.30)	0.15 (0.97)		0.69	0.05	0.32
				0.24 (0.98)			
		2.92 (1.31)			0.75	0.12	0.27

Note. Scores for social consequences are on a frequency scale of 1 to 5. The higher the score, the more people perceive receiving the specific social consequence for adhering to the protective behavior. RSA = Receive Social Approval; ABJ = Avoid Being Judged; RSR = Receive Social Rejection; LGSR = Lose Gratification in Social Relationships.

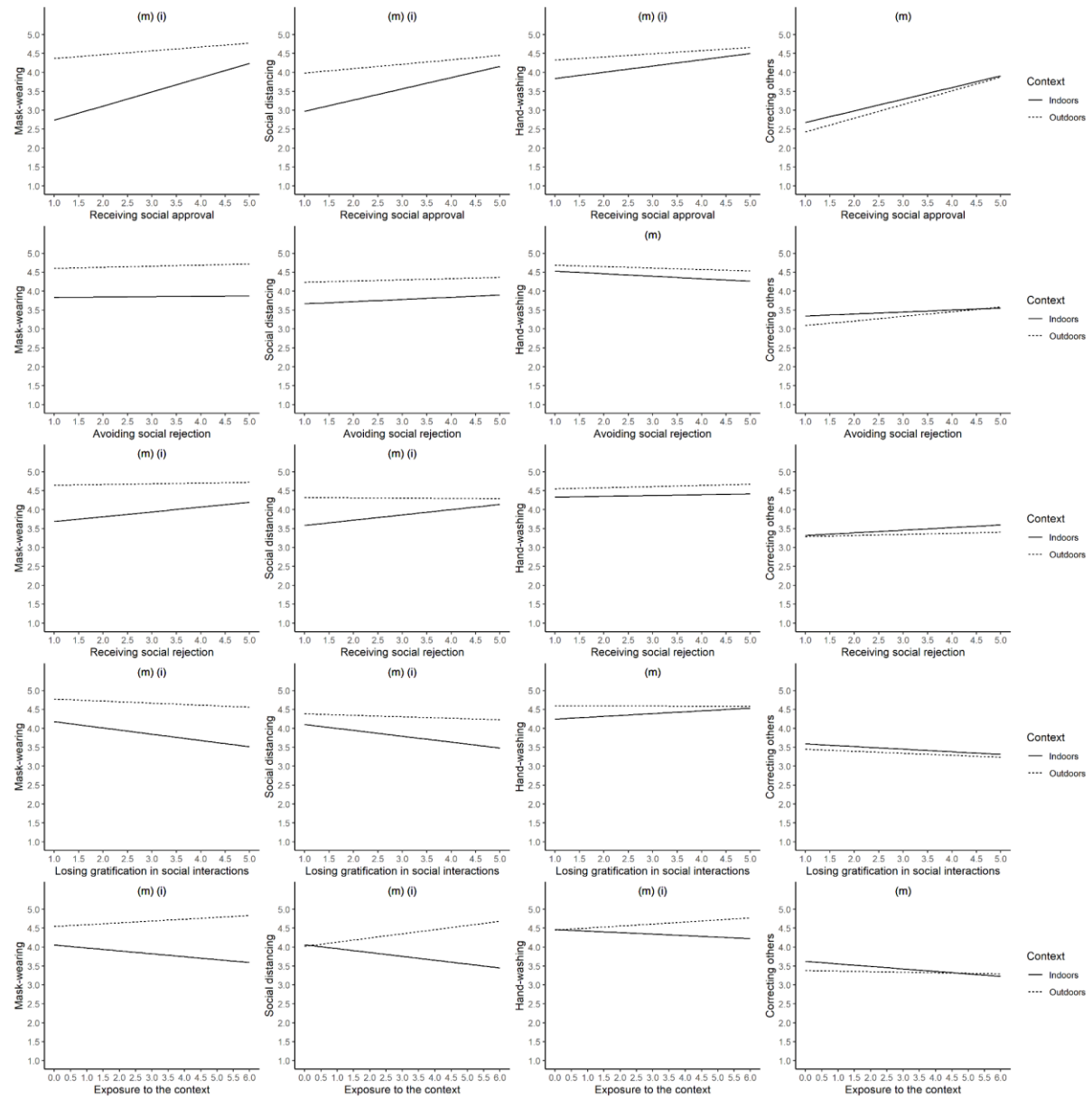
Table 7.
People distribution

Social consequence	Protective behavior	No behavioral change		Behavioral change		
		No change in consequence	insensitivity to consequence	Reinforcement	No change in consequence	Punishment
RSA	Mask	190 (69.3%)	84 (30.7%)	137 (43.8%)	141 (45.0%)	35 (11.2%)
	Distance	234 (75.0%)	78 (25.0%)	108 (39.3%)	135 (49.1%)	32 (11.6%)
	Hands	299 (75.3%)	98 (24.7%)	43 (22.6%)	120 (63.2%)	27 (14.2%)
	Correct	229 (68.6%)	105 (31.4%)	83 (32.8%)	136 (53.8%)	34 (13.4%)
ABJ	Mask	165 (60.2%)	109 (39.8%)	151 (48.2%)	128 (40.9%)	34 (10.9%)
	Distance	210 (67.3%)	102 (32.7%)	106 (38.5%)	138 (50.2%)	31 (11.3%)
	Hands	283 (71.3%)	114 (28.7%)	43 (22.6%)	118 (62.1%)	29 (15.3%)
	Correct	221 (66.2%)	113 (33.8%)	64 (25.3%)	147 (58.1%)	42 (16.6%)
RSR	Mask	166 (60.6%)	108 (39.4%)	67 (21.4%)	161 (51.4%)	85 (27.2%)
	Distance	216 (69.2%)	96 (30.8%)	51 (18.5%)	150 (54.5%)	74 (26.9%)
	Hands	296 (74.6%)	101 (25.4%)	21 (11.1%)	142 (74.7%)	27 (14.2%)
	Correct	230 (68.9%)	104 (31.1%)	43 (17.0%)	158 (62.5%)	52 (20.6%)
LGSR	Mask	194 (70.8%)	80 (29.2%)	44 (14.1%)	181 (57.8%)	88 (28.1%)
	Distance	227 (72.8%)	85 (27.2%)	36 (13.1%)	182 (66.2%)	57 (20.7%)
	Hands	307 (77.3%)	90 (22.7%)	17 (8.9%)	154 (81.1%)	19 (10.0%)
	Correct	236 (70.7%)	98 (29.3%)	44 (17.4%)	147 (58.1%)	62 (24.5%)

Note. Mask = Mask-wearing; Distance = Physical distancing; Hands = Hand-washing; Correct = Correcting others; RSA = Receive Social Approval; ABJ = Avoid Being Judged; RSR = Receive Social Rejection; LGSR = Lose Gratification in Social Relationships.

Figure 2.

Predictions of adherence behavior



Note, Each column represents a protective behavior against COVID-19. Each column represents a social consequence. The last column represents the exposure to the context. The dotted line represents the behavior in the outdoor context. The solid line represents the behavior in the indoor context. Scores for protective behaviors are on a frequency scale of 1 to 5. The higher the score, the more people adhere to protective behaviors. Context exposure scores are on a frequency scale from 0 to 6. The higher the score, the more people are exposed to specific contexts. Scores for social consequences are on a frequency scale of 1 to 5. The higher the score, the more people perceive receiving the specific social consequence for adhering to the protective behavior. High levels of avoiding social rejection imply low levels of social rejection. High levels of loss of gratification in social relationships imply low social gratification. Each graph represents the relationship between a consequence and adherence. To make the graphs, the value of the variables not represented was kept constant with their respective mean.