

# UNDERSTANDING ANTI-MASK ATTITUDES

People who do not wear masks tend to hold specific negative attitudes about masks. Beliefs that masks are not effective in stopping COVID-19 and disliking being forced to wear masks (i.e., psychological reactance) are two central negative attitudes towards masks.

## NEGATIVE ATTITUDES TOWARDS MASKS



PSYCHOLOGICAL REACTANCE is associated with...



BELIEFS THAT COVID-19 IS NOT DANGEROUS



POLITICAL CONSERVATISM



DISREGARD FOR SOCIAL DISTANCING



ANTI-VACCINATION ATTITUDES

## RECOMMENDATIONS TO PROMOTE MASK WEARING

- 1 PROVIDE EDUCATION ABOUT THE EFFECTIVENESS OF MASKS
- 2 EMPHASIZE THAT MASK WEARING IS NOT A LOSS OF FREEDOM BUT A SOURCE OF FREEDOM FROM COVID-19
- 3 POINT OUT HOW A PERSON'S CHOICES IMPACT OTHERS

