

# Information and Risk Avoidance Behavior During COVID-19 Pandemic

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## Abstract

In the COVID-19 pandemic, the government and experts have been disseminating information on the number of new cases per day, the level of bed congestion, and vaccinations. Citizens are likely to decide whether or not to take risk avoidance behavior based on such information and their own circumstances, e.g., whether they live with the elderly or alone, whether they have a job that allows remote work, whether they have been vaccinated. Although how these information and circumstances influence people's behavior change is a matter of interest to many experts, there are countless combinations of information and circumstances, and thus have been difficult to demonstrate. In this study, we attempted to contribute to this issue by conducting the cross-national survey including conjoint experiment with an orthogonal design, which can measure the effects of all factors (attributes) and levels with a small number of profiles. This work is coauthored by Yusuke Inagaki and Tadahiko Maeda.

Keywords:

COVID-19; Risk Avoidance Behavior; Information; Conjoint Experiment.