**IS4250**

**Community Psychological and Behavioral Responses through the First Wave of the 2009 Influenza A(H1N1) Pandemic in Hong Kong**

**Report**

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**Introduction**

***Research Motivation***

In the event of an influenza pandemic, there are often close to no available vaccine. The only way to prevent or slow down the spread of such a pandemic is through “non-pharmaceutical” community intervention. This intervention usually includes promotion of health and hygiene preventative measure, symptom of the pandemic disease and what to do when met with issue regarding the pandemic. Prior to this paper, there are very little data on about community psychological and behavioral responses to influenza.

In response to prior paper on Severe Acute Respiratory Syndrome (SARS), this research experiment takes into account perception of risk and anxiety which were not measured in prior SARS related paper. There have been others studies done to examine the initial response of the people in pandemic affected country. However, this paper focuses on the response of the general community in Hong Kong throughout the wave of the pandemic in 2009. It also seek to find out what factors will result in greater use of preventive measure which are the “non-pharmaceutical” community interventions.

***Methodology Used***

This experiment uses telephone surveys for collection of data. The surveys are designed to be cross-sectional in nature and it records information on the subjects without manipulating the study environment which in the case of this survey is the daily lives of the community in Hong Kong. The surveyors hence should not influence the subjects when conducting the survey in a way that it would change their behavior towards the pandemic of H1N1.

Cross-sectional studies are suitable for the research purpose as the research require comparison of multiple variables at the same time. This will allow them to reduce cost as addition of variables will result in very little costs hence given the amount of factors being measured, this would definitely save lots of money.

**Results**

Results obtained from this research do indicate correlation among the different factors that were being measured. However, these results do not infer causation as they are cross-sectional in nature.

**Contribution of Paper**

This paper has been the basis for research regarding psychological and community behavior for pandemic.

**Challenges & Limitation**

The main challenges for this research and experiment is the gathering of the data.

**Conclusion**

**References**

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<http://www.ncbi.nlm.nih.gov/pubmed/23516121>

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