



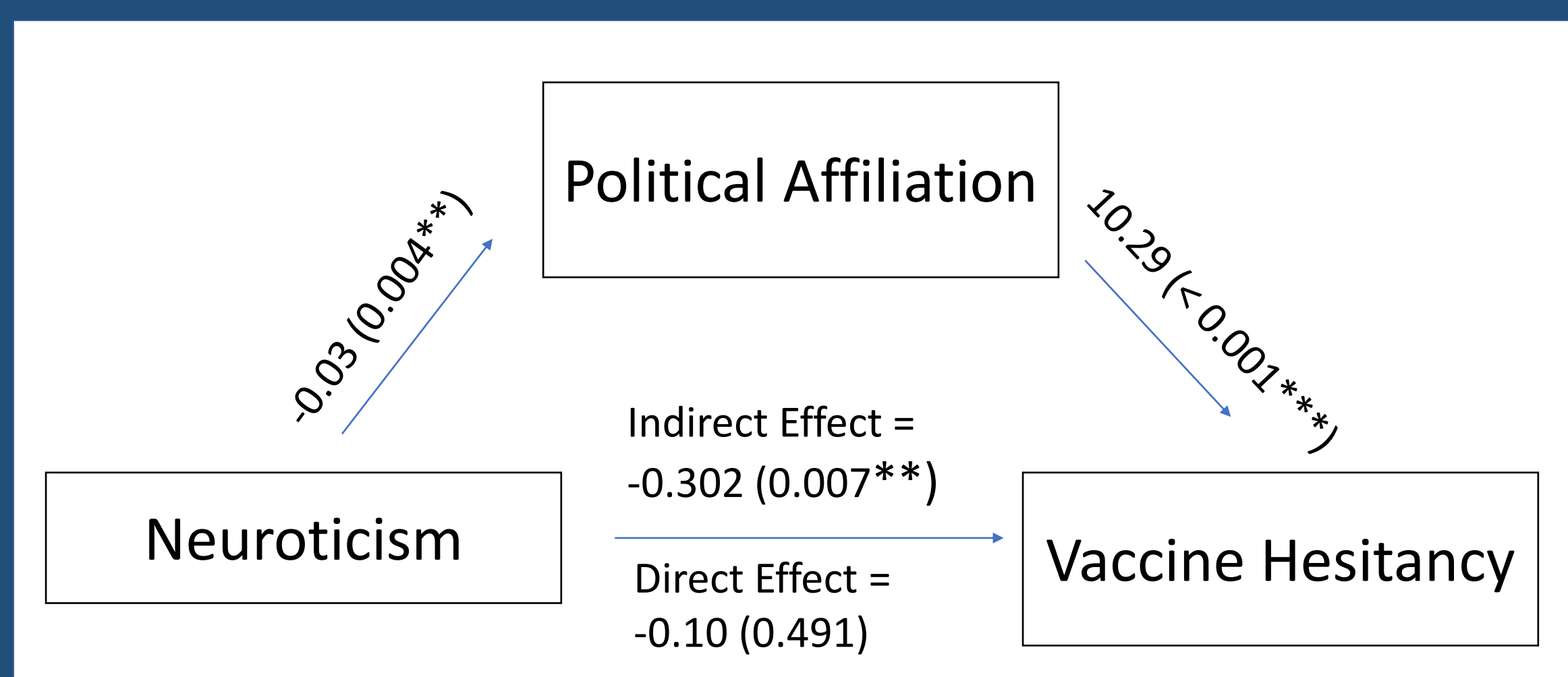
Political Identity Mediates the Relationship Between Big Five Personality Traits and Vaccine Hesitancy

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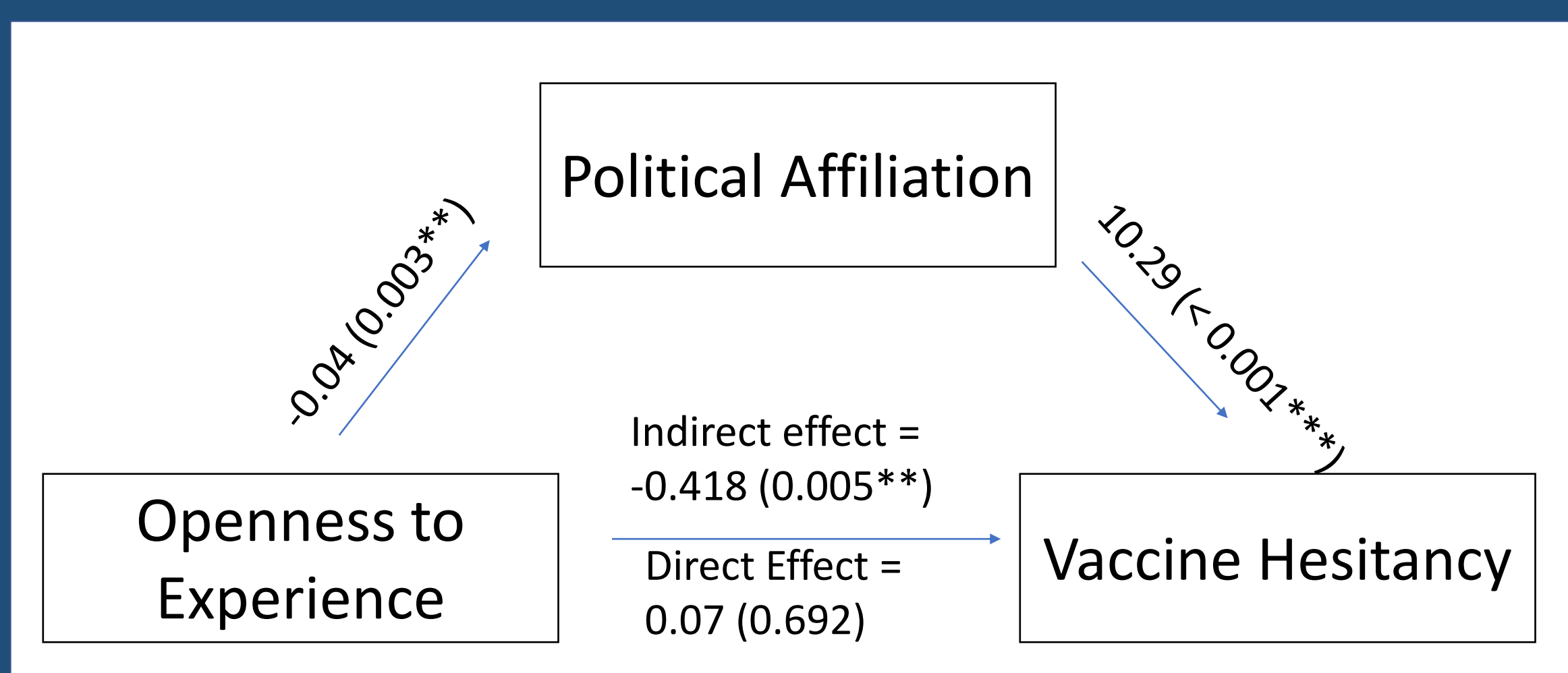
Background:

Despite the increasing availability of vaccines and growing number of COVID-related deaths, a significant portion of the United States population is reluctant to get vaccinated for COVID-19. Having such a large portion of the population unvaccinated for a rapidly spreading disease hinders public health efforts in a number of ways. Previous research has shown that Big Five personality traits and political identity are significant predictors of vaccine hesitancy. This study investigates the strength of these predictors using multiple regression and mediation analysis.

Mediation Plots:



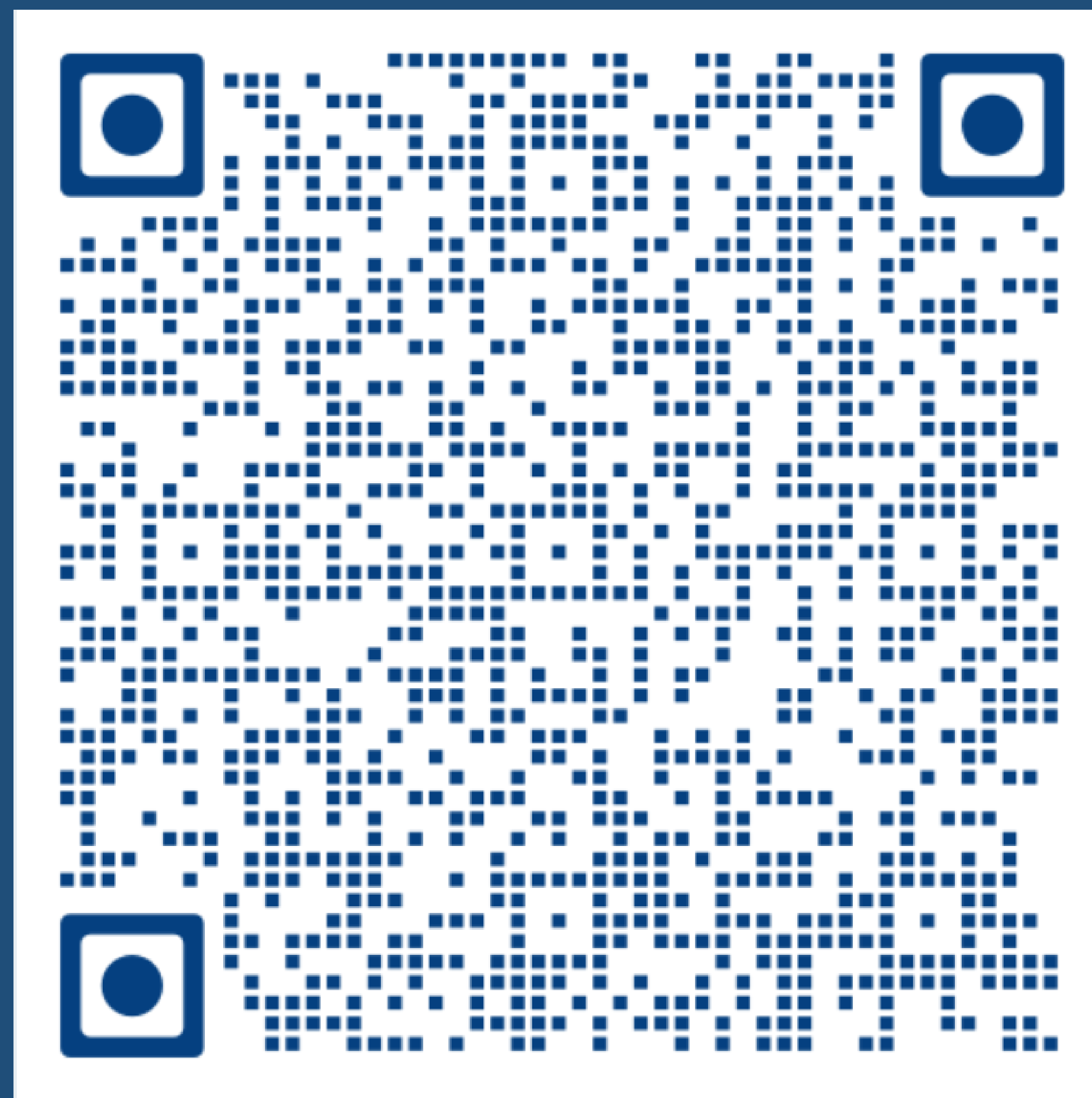
Note : Unstandardized coefficients presented, $p < .05^*$, $p < .01^{**}$, $p < .001^{***}$



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Key Findings:

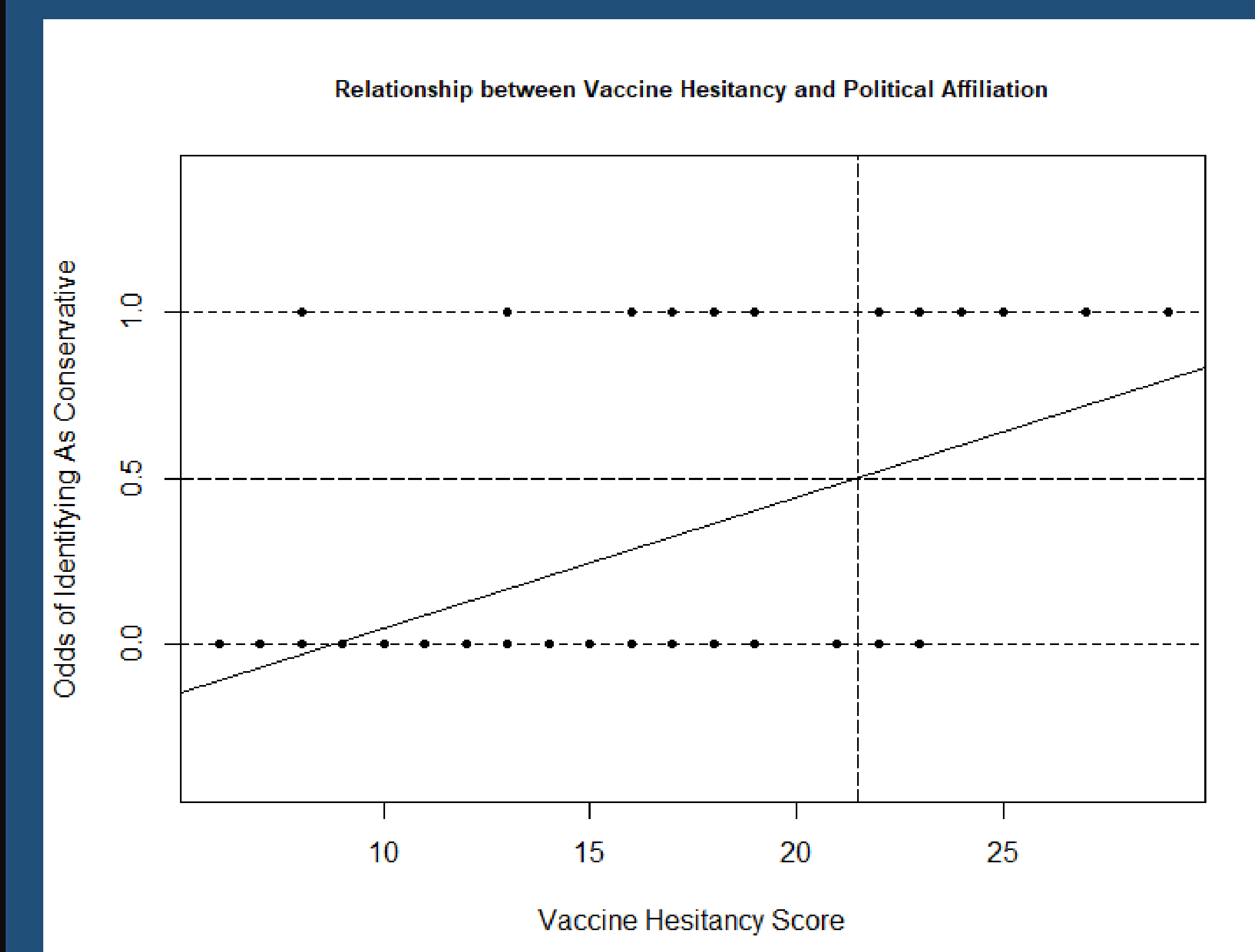
- **Conservative Political Identity** is a significant predictor of **Increased Vaccine Hesitancy**
- **Political Identity Mediates** the relationship between **Neuroticism** and **Vaccine Hesitancy**
- **Political Identity Mediates** the relationship between **Openness to Experience** and **Vaccine Hesitancy**



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Methods:

- Qualtrics Survey administered via email. 161 Participants (all college students.)
- Each Big Five trait was measured on a scale of 0 to 12 (3 questions per trait, taken from NEO-I)
- Vaccine Hesitancy was measured on a scale of 6 to 30 (6 questions about vaccine-related behaviors and attitudes)
- Political Identity was dichotomous, 0 = Democrat, 1 = Republican.



Results:

- Political Identity is a moderate and statistically significant predictor of vaccine hesitancy ($b = 10.18$, $R^2 = .40$, $SE = 1.12$, $p = 0.016$)
- Sobel Tests: Political Identity is a statistically significant mediator for the relationship between neuroticism and vaccine hesitancy ($z = -2.58$, $p = 0.009$) as well as for the relationship between openness to experience and vaccine hesitancy ($z = -2.95$, $p = 0.003$)