**Group Work**

**Designing a DCE**: Students’ Perspectives, Preferences, and Drivers of Hesitancy Regarding the COVID-19 Vaccine

**Literature**: Studies have revealed multiple reasons for COVID-19 vaccine hesitancy and poor vaccine uptake. These reasons included vaccines being too new, concerns about possible side effects, and transparency from the government regarding the safety and effectiveness of the vaccines. Although these vaccination strategies may be sufficient for those who already intend to be vaccinated, for those who remain skeptical and uncertain, it is unclear which specific features of vaccination programs could improve uptake rates, what inducements (such as mandates or incentives) would further encourage vaccination, or what inherent features of vaccines (including origin, dosage, or efficacy) would influence decisions to vaccinate.

**Research Objective**: To explore which vaccine characteristics and implementation features are most important to students, particularly those who are vaccine-hesitant, we conducted a survey and discrete choice experiment (DCE) to identify the relative importance of vaccine characteristics and implementation strategies to determine how best to design vaccination programs aligned with student preferences to ensure maximal uptake

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