

The Psychology of the Choice Environment Keys to Influencing Vaccination Behavior



DO NOT VACCINATE!!



IS REVACCINATION NECESSARY?

Dec 1892

The Historical Medical Library of The College of Physicians of Philadelphia.
Scrapbook of Anti-Vaccinations Clippings.



The Emotional and Psychological Drivers of Vaccine Acceptance

The choices people make are determined more by how they feel about the facts than the facts alone, *even when they understand those facts perfectly.*



The Emotional and Psychological Drivers of Vaccine Acceptance

Any effort to increase vaccination, whether by communication or policy making, must be based on an understanding of and **RESPECT FOR** the psychology and emotions that largely determine the choices people make.



The Emotional and Psychological Drivers of Vaccine Acceptance

Each vaccination circumstance has its own unique choice environment, with specific psychological and emotional characteristics that must be identified.



The Emotional and Psychological Drivers of Vaccine Acceptance

Heuristics and Biases of Judgment and Decision Making (Behavioral Economics) *Kahneman et. al.*



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Psychometric Paradigm/Risk Perception
Psychology, *Slovic et. al*



Risk Perception Factors Relevant to Influenza Vaccine Acceptance



Risk Perception Factors Relevant to Influenza Vaccine Acceptance

Availability



Risk Perception Factors Relevant to Influenza Vaccine Acceptance

Availability

Familiarity



Risk Perception Factors Relevant to Influenza Vaccine Acceptance

1

Millions Who DON'T Get Sick



Risk Perception Factors Relevant to Influenza Vaccine Acceptance

1

Millions Who DON'T Get Sick

1

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Risk Perception Factors Relevant to Influenza Vaccine Acceptance

Availability

Familiarity

Control



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Availability

Control



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Availability

Control

Future Generations



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Availability

Control

Future Generations

Harm vs. Benefit



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Availability

Control

Future Generations

Harm vs. Benefit

Trust



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Availability

Control

Future Generations

Harm vs. Benefit

Trust

Natural or human-made



Risk Perception Factors Relevant to Childhood Vaccine Acceptance

Motivated reasoning in order to conform our view of the facts to the values of the groups we most closely associate with.



BRAIN, *n.* The organ with which we think we think.

paraphrased from Ambrose Bierce

The Devil's Dictionary