

How to change American attitudes towards the epidemic

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ABSTRACT. *As of October 31, 2020, the total number of virus infections in the new library in the United States has exceeded 9 million, and the death toll has exceeded 230,000, ranking first in the world and still growing by a large margin every day. Behind these numbers is not only a living life, but also a question worthy of consideration by all Americans: why the epidemic is so bad in the United States. Backward medical conditions? The United States has the world's most advanced medical equipment and the most experienced doctors. Lagging news? One month after the outbreak in China, the first outbreak occurred in the United States. These conclusions are obviously untenable. When the external reasons cannot be explained, the problem must come from oneself.*

KEYWORDS: *American attitudes, epidemic, United States*

1. Introduction

“Between April and June, the percentage of respondents saying they were “very concerned” or “somewhat concerned” about becoming seriously ill dropped from 67 percent to 53 percent.”(The Washington Post). In the most severe months of the outbreak in the United States, people's attention to masks has declined. Walking on the streets of the United States, you may not see people wearing masks or even those wearing masks in some blocks will be excluded. In some important TV news programs, the host conveyed to the public that COVID-19 is a common flu that people don't need to worry about. Even today, there are still some people who stubbornly believe that the death toll reported by the government is false information and that the disease is just a cold. In their view, wearing masks is a way to restrict freedom. But we all know that time is life. Controlling the epidemic is not the effort of one or two people, but the scope created by all Americans. Then the question is: how do we change their attitudes towards the epidemic?

If you find someone standing on the top of a building wanting to commit suicide, you step forward to prevent this from happening. What would you do? You must first ask him why he has lost faith in life and then learn about it from his answer so that you can give suggestions later. So the first step to change Americans' attitudes towards the epidemic is to find out why Americans despise it. Those who watch TV

often know that people headed by Trump on TV have been comparing covid-19 with the annual flu in the United States. ““Flu season is coming up! Many people every year, sometimes over 100,000, and despite the Vaccine, die from the Flu,” tweeted Trump, who has Covid-19 and returned to the White House on Monday after three days at Walter Reed National Military Medical Center. “Are we going to close down our Country? No, we have learned to live with it, just like we are learning to live with Covid, in most populations far less lethal!!!”(NBC news)These words first affected his loyal supporters. Their hardship Trump will lead them on the right path, and of course Trump has indeed made many contributions to the United States. But everyone needs to consider that Trump, as the president of the United States has the best medical team and the most advanced medical equipment, but these ordinary people do not. So first of all, we need various news media to stand up and clarify the severity of the epidemic. Various stars use their huge fan base to promote people to realize that the virus is deadly and the death rate is much higher than that of ordinary flu. When people realize the seriousness of the matter, what we need to do next is to eliminate prejudice against masks.

2. Analysis

I believe that all Americans subconsciously think that masks are a sign of medical staff and other workers engaged in pollution. People wear masks only when they are doing some particularly dangerous chemical experiments or when they are dying. Often the average person stays away from the person wearing a mask. Therefore, it is very important to eliminate people’s prejudice against masks. The best way is to encourage those who don’t reject wearing masks to take to the streets. They agree with your views and want to do something for you. When more and more people wearing masks take to the streets, people Will change from the initial surprise to the unpleasant. This is what we call the crowd effect: when a concept is more and more imitated, it becomes the truth. Of course, this requires a very long process, especially for the first group of people whose news spread very slowly. Of course, if you want to speed up the process, you need to use some catalysts. The best way is to make masks a trend, especially in the current society. Just like sneaker culture, people like all kinds of sneaker styles, from hundreds of dollars air jordan to tens of thousands or even tens of thousands of dollars yeezy or even hundreds of thousands of dollars air mag. Some of their styles are often unacceptable to the public, but they are still loved by everyone. This is the so-called trend effect. When you find that you go to a luxury jewelry store to buy something or you go to a celebrity restaurant, the first thing you do is to take out your phone and post an update. This is the common mentality of people: show good things to others. Imagine that if masks become a trend rather than a burden, when people wear a new style of mask and share it with others, he himself is advertising the mask. This kind of publicity is often more effective than on TV because the recommendations to you are friends and relatives around you, and these people are regarded as “safety tasks” in your heart. If you see the publicity on TV, you might think that this is a fake news from mask dealers to promote their products, and you will even resist masks even more. But your friends will let you easily detail and follow suit. This is the benefit of

the trend effect.

But we all know that the trend is only temporary. For example, on Black Friday, people will rush to various supermarkets for shopping spree, but will anyone go there a week later? Certainly not, even affected by crazy consumption, the next People's overall purchasing power has been sluggish for several months. So how to make prevention a normal state and make Americans pay more attention to it? The answer is that we need something that can remind Americans at any time: I call it a trigger.

The trigger is a chain reaction. When you see Black Friday, you think of shopping, when you see Jordan, you think of basketball, and when you see chicken nuggets, you think of KFC McDonald's. Trigger is a kind of subconscious formed by people who are often exposed to certain things, even if no one reminds them, it will come to mind like an alarm clock on time. How to create a trigger. First you need to establish a connection, just like telepathy between a pair of twins. Secondly, the trigger condition you choose must happen daily, and the frequency of once a year like Black Friday is very impractical. Finally, choose one that is easy to remember, so that everyone will not forget it. For example, linking hand sanitizer and looking in the mirror, launch an advertisement: When you go out to look in the mirror and look at your face, don't forget to give your hands a beauty. In this way, people wash their hands every time they go out, which will increase people's protective measures, and wearing masks is the same principle.

From understanding why people despise the epidemic to how to make people realize the real situation, to scholars making people accept it, and finally making it a habit. This is a process of changing people's attitudes, and any ordinary person will gradually accept it, just as people gradually accept that the weather in winter gradually gets colder and the summer gets hotter. But everything has extremes, and there will be a group of people in the social mountains who have a rebellious mentality. They and their repulsive principles instilled by others even deliberately express their dissatisfaction by retrograde.

Was your high school reprimanded by your parents for smoking or not handing in your homework on time? Have you been cut off because you played a game too late? I believe that everyone has been reprimanded by their parents when they were young. Except for a few cases, most of the situations are due to the parents' anger and we are unmoved, and even worsened afterwards. This is what we call rebellious psychology. There are many people with this mentality in today's society. Why do you want me to wear a mask? You are depriving me of my freedom. The result is that the repellent still repels, and the originally neutral people will help each other gradually become disgusted and begin to protest silently. Offering options at this time is a very good solution. Just like when we enter a restaurant, the waiter gives you a menu to choose from. What if a restaurant only offers set meals and cannot order them separately? There will be fewer and fewer people coming because people cannot feel freedom inside. On the contrary, if the same content is taken out of the set menu and the guests can choose individually, the final probability of the dishes ordered by the guests will be the same, but the guests are very happy because they

feel the right to freedom. So instead of asking others to wash their hands, it is better to tell others: Do you want to use hand sanitizer or soap? While giving others the power to choose, it also achieves the effect that I want to achieve.

3. Conclusion

Consequently, whether it is listening to others or the trend effect, whether it is trigger or multiple choices. Our ultimate goal is to change people's attitudes towards covid-19, from being inattentive to taking it seriously to preventing it. Everyone needs to remember to wash your hands frequently and wear a mask to protect yourself first. After all, other people's bodies cannot get sick for you. As the so-called attitude is everything, don't wait until things happen and then regret it.

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