Vol.1 No.12 2020
https://doi.org/10.37420/j.cer.2020.128

# A Study on The Public's Behavior Intention in The Social Mobilization of Public Health Emergencies: Based on Theory of Planed Behavior

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***Abstract***: *For public health emergencies, the self-conscious cooperation of individuals is an effective support for group prevention and control. According to the decomposition model from Theory of Planned Behavior, the text uses the epidemic situation of COVID-19 as an example to construct a seven-factor structural equation modeling of the public's behavior intention in the social prevention and control mobilization. After analyzing the data of 433 samples, the research results verify the applicability of the model: risk perception, social support and control beliefs have a positive impact on the attitude, subjective norms and perceived behavior control, thus affect the public's behavior intention, and subjective norms have the largest influence on behavior. Therefore, this article advocates effective social mobilization based on the public's psychological demands and psychological behavior occurrence models to deal with crisis incident management.*

***Keywords***: *COVID-19; The social prevention and control mobilization; Behavior intention; Theory of Planed Behavior*

## Introduction

The history of human civilization is also a history of confronting crisis and challenges. From the SARS in 2003, the bird flu in 2005, the H1N1 influenza in 2009 to the COVID-19 that is still spreading across the world today, these crises have become the shadow of modern civilization, testing mankind’s ability to respond to risky societies and crisis management capabilities. In addition to relying on the powerful government force to deal with public emergencies, efficient social mobilization is also an important joint force for crisis management. Mobilizing social forces to implement national decision-making is also an important embodiment of China’s institutional advantage and a key dimension of national governance capabilities (Zhou, 2016). Whether the mobilization mechanism and strategy can play an effective role is highly correlated with the psychological needs, execution willingness and behavioral response in a crisis state fit with them. As a micro-behavior, the people’s different behavior choices have a major impact on social stability and epidemic control (Chen, 2009). During the SARS epidemic, people helped each other, donated money and materials,but there were also differences and conflicts (Gao, 2003). In the face of the COVID-19, the Chinese national government made unified arrangements and local governments initiated a first-level response. All forces mobilized quickly and comprehensively to jointly build a steel line of defense for joint prevention, control, and governance. But there are also other problems, especially the negative effects on people’s psychology caused by long-term home isolation. Therefore, the theoretical model for discussing the public’s mental state and

behavior intention in public emergencies has practical significance and policy guidance value, which can also provide a practical path for the public to actively respond to mobilization and improve the efficiency of mobilization in crisis handling.

The purpose of mobilization for epidemic prevention and control is to integrate social resources through high-intensity propaganda, mobilization and organization, mobilize the people to cooperate with the government to implement a series of prevention and control measures, and minimize the risk of the spread of COVID-19, and finally Win the fight against the epidemic. The public is not only a member of society, but also an individual with subjective initiative from a psychological perspective. The occurrence of individual behavior must be driven by will. It can be said that the consideration of the public's willingness to execute should be an important part of a complete social mobilization mechanism in a mature society, as well as a psychological basis for scientific, orderly and legal mobilization. The process of social mobilization is also the process by which the mobilized object responds to social mobilization (Gan, 2014). Theory of Planed Behavior (TPB) is a social psychology theory proposed by Ajzen in 1991 to explain and predict behavior. It provides an appropriate theoretical research system for the study of people's willingness to execute, and a psychological processing analysis model for behavior occurrence and decision-making.

Under this research framework, this research aims to answer the following two questions:

(1) Influencing factors of willingness to execute. According to the Theory of Planed Behavior, attitudes, subjective norms and perceptual behavior control are the direct influence factors of individual behavior desire (Ajzen, 1991). In the mobilization of epidemic prevention and control, attitude refers to the individual's awareness and evaluation of the behavior of prevention and control measures such as home isolation; subjective norm refers to the social support that an individual perceives for cooperating in the fight against the epidemic, reflecting the influence of different public trust communication channels on individual decision-making; perceived behavioral control refers to the assessment of how easy or difficult it is for an individual to implement prevention and control measures. Incorporating attitudes, subjective norms, perceptual behavior control and its exogenous variables into the structural equation model of willingness to execute, and discussing the effectiveness of the willingness to execute model in prevention and control mobilization is one of the issues studied in this paper.

(2) The action mechanism of influencing factors of execution intention. Based on the behavioral analysis model of the Theory of Planned Behavior, the research model of mobilization and execution willingness for epidemic prevention and control is set as the following action path: First, the people's execution intention is determined by the attitude, subjective norms and perceptual behavior control; Second, people's attitude, subjective norms, and perceptual behavior control are determined by their corresponding exogenous variables, which are risk perception, social support, and control beliefs.

At present, judging from the results of CNKI search, the behavior analysis model of TPB has been widely used in management, marketing, nursing, organization, sports, health, education, Internet, health care and decision-making fields, but social mobilization research is rare. Using TPB to explore the internal mechanism and realization path of the factors affecting individual execution intention in public emergencies is the second issue of this paper.

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# Literature Review and Theoretical Assumptions

## Risk Perception, Attitude and Behavior Intention

Perception is the basis of attitude formation. The public's understanding of COVID-19, their perception of its consequences, and its impact, will influence the public's willingness to implement home isolation policies. Therefore, this article incorporates risk perception into the antecedent variables of behavior and attitude. Studies have found that the risk perception of the epidemic affects the public's assessment of negative warning indicators (Shi et al., 2003), and a positive and objective understanding of the epidemic can relieve bad emotions such as panic and anxiety and promote mental health (Li et al., 2020). In crisis event, risk magnification or risk weakening will lead to the distortion of risk assessment.Only through effective mobilization can the public's correct understanding of the crisis be established, and then "the subjectivity that can be actively accepted" can be generated (Gan, 2014; Liu, 2019). Theory of Planned Behavior and its empirical research believe that attitude is an important predictor of willingness to execute (Taylor & Todd, 2003). Past research on crisis events has also shown the positive relationship between people's awareness of the epidemic, their attitudes, and healthy behaviors (Xue, Deng & Yu, 2013). People's understanding of the risk of the epidemic and their belief in prevention and control measures are all important factors influencing people's adoption of health behaviors (Lv, Tian & Yang , 2008).

Based on this, the following research hypotheses are proposed:
H1: The risk perception of the epidemic has a significant positive impact on the attitude of implementing prevention and control measures.
H2: The attitude of implementing prevention and control measures significantly positively affects the willingness to implement.

## Social Support, Subjective Norms and Behavior Intention

Based on the Theory of Planned Behavior, subjective norms have a significant impact on individual behavior decisions under public emergencies. In real life, an individual's behavioral decisions are inseparable from important others (parents, friends or other close people). And in a modern society with diversified information, it is also inseparable from the influence of external public opinion pressure such as the spread of media public opinion. A study showed that after the outbreak of the COVID-19, the government and other organizations in the society had good results in publicizing the people, and improved the implementation of prevention and control measures (Qi et al., 2020). However, because different subjects have different judgments on the expected value of crisis incident handling, and different individuals have different expectations of the media and information, in public emergencies, the public may have a degree of trust due to different information sources and media reports (Yin, Hu & Deng, 2014). The imbalance and distortion of information dissemination is more likely to cause a crisis of social trust and affect the correct behavior of individuals. Therefore, in an emergency public event, the individual's degree of trust in the social support system of the crisis and the motivation to comply have become important dimensions that affect subjective norms. Social support becomes an antecedent variable of subjective norms. A study found that social support in the epidemic is a buffer and regulator of individual stress responses (Tong, 2004), avoiding the impact of social amplification effects on

individual execution pressure in crisis events.

Based on this, the following research hypotheses are proposed:
H3: In the implementation of prevention and control measures, social support significantly positively affects subjective norms.
H4: In the implementation of prevention and control measures, subjective norms significantly positively affect the willingness to implement.

### Control Beliefs, Perceived Behavioral Control, and Behavior Intention

In the Theory of Planned Behavior, attitudes and subjective norms involve the individual's consideration of subjective factors, and the perceived behavioral control involves the individual's assessment of objective factors. Ajzen incorporates the perceptual behavior control variables into the theoretical analysis model, which indirectly reflects the objective background and actual conditions of the decision-making behavior, and enhances the accuracy and interpretation of the model's prediction. In the decomposition model of Theory of Planned Behavior , the measurement of perceptual behavior control is based on the evaluation of the external environment and execution confidence. In the anti-epidemic and epidemic prevention of SARS and the COVID-19, the prevention and control measures such as the Chinese people staying at home and not going out if necessary have received practical results and have been supported by relevant research (Xie, Ren & Liu, 2004; Li et al., 2004).

Based on this, the following research hypotheses are proposed:
H5: In the implementation of prevention and control measures, control beliefs significantly positively affect perceptual behavior control.
H4: In the implementation of prevention and control measures, perceptual behavior control significantly positively affects the willingness to execute.

Although attitudes, subjective norms, perceptual behavior control and their three exogenous variables are strictly conceptually distinguished, since the model construction is based on the belief in epidemic prevention and control, the pairwise correlation of exogenous variables is shown in this study. That is, the more correct and appropriate risk perception, the more extensive and trustworthy social support, the stricter the prevention and control environment, the greater the confidence in execution, the more active the execution attitude, the stronger the perceived behavior control, and the stronger the behavior intention.

## Methods

Participant. In view of avoiding crowd gathering and contact during the epidemic period, we conducted an online survey. In order to ensure the quality of the data, anonymous and voluntary participation in the survey was adopted, and the questionnaire with obviously careless answers was deleted. Finally, 433 valid questionnaires were collected, Amongst the participants, 99(22.9%) are males, 334(77.1%) are females; 185(42.7%) are from rural residents ,248(57.3%) are from urban residents; 225(52.0%) are college students, 20(48%) are employees, of which the majority of employees are 30-45 years old.

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Instruments. The survey design was based primarily on the theoretical analysis of planned behavior theory. All measurement indexes were adopted from the related studies and have been validated in the psychological behavior research of SARS period (Qian et al., 2003). Before the official start of the data collection, a discussion group consisting of two professors was performed to check the items and text descriptions to enable that the items were easy to understand.After the reliability and validity test, 23 questions were reserved in the scale. All of the items were answered using a a 7-point Likert scale from 1(no match) to 7(complete match). The higher the score, the higher the degree of conformity.

Then, each participant was asked to complete a Chinese version survey,which consisted of seven dimensions, namely the risk cognition, the trust and compliance degree supported by the society, the control belief, the attitude of the prevention and control, subjective norms, perceived behavioral control, the willingness to implement the preventive and control measures. The participants were also required to fill in their demographic information such as gender, age, identity, profession.

The theory of planned behavior is applicable to investigate the impact of specific behaviors at the same level in specific situations. Therefore, this study mainly focuses on the prevention and control measures of individual household isolation, and designs and compiles the questionnaire. The dependent variable "willingness to implement" in the questionnaire is to survey on the willingness of individuals to voluntarily implement home isolation and other prevention and control measures.

In this study, risk perception refers to the public's understanding and mastery of their risk in the face of major epidemic crisis, such as the awareness of the knowledge of the incubation period, infectious and main transmission routes of the COVID-19 epidemic; Based on the ripple effect of risk cognition and the theory of communication, the public has formed the subjective attitude towards the behavior of prevention and control measures, namely, evaluation of the effectiveness necessity and trust of home segregation policy.

In the information society, the construction of social support system is integrated into different channels of public trust communication. Therefore, whether we can get the correct information of anti epidemic through mainstream or official channels and obtain reliable psychological support during the epidemic period is the core content of social support variables in the model. Generally speaking, the closer the social distance is, the greater the impact of important others on individual subjective norms. Therefore, this study explores the social support for prevention and control behavior from parents, relatives, colleagues, friends and the public, so as to carry out the measurement of subjective norms.

Control belief is measured from two aspects: external prevention and control environment and self-control confidence. For example, there are almost no pedestrians on the street during the Spring Festival, so I don't want to go out; I am confident to do a good job in personal protection and not add chaos to the country, and measure perceived behavior control variables from whether I can adhere to the implementation of prevention and control measures and do a good job in home isolation.

Data analysis. Spss24.0 was used to conduct preliminary processing and descriptive statistical analysis on sample data, and amos24.0 was used to construct structural equation model for influencing factors of behavior intention. Structural equation models can be specified to investigate measurement issues, to examine

structural relationships among sets of variables,or to accomplish both purposes simultaneously. Measurement model is the basis and condition of constructing structural model. According to Kline's two-stage model modification, confirmatory factor analysis is carried out to test the fitness, aggregation and discrimination validity of the measurement model, and then structural equation model analysis is carried out to explore the path coefficient among the variables, test the model fitting degree and verify the hypothesis, and answer the research questions.

# Research results

## Evaluation of Measurement Model

Since the scale adopts Likert scoring method and the research topic determines that the high scores of the options are relatively concentrated, the sample data can not conform to the multivariate normality, which is verified by multivariate normality test (multivariate kurtosis > 49), so Bollen – sting bootstrap is used to modify the fitting index. The overall fitness index of the modified measurement model is $x^2 = 467.754$; DF = 149; $x^2$ / DF = 3.14; RMSEA = 0.03; GFI = 0.98; AGFI = 0.96; CFI = 0.99, which shows that the measurement model has a good fit.

Amos24.0 was used to carry out confirmatory factor analysis on the measurement model. The results were shown in Table 1 The factor loads of risk perception, social support, control belief,executive attitude, subjective norms, perceived behavior control and behavior intention were between 0.617 and 0.906, and all item parameters were estimated at significant level; the component reliability (CR) was between 0.692-0.861, and the mean variance extraction (AVE index) was between 0.428-0.678. We considered the following three broad sets of issues (Hair et al., 1998; Fornell & larcker, 1981 ):

1.The factor load is greater than 0.5.
2.The component reliability is greater than 0.6.
3.The mean variance extraction is greater than 0.5 (0.36 is the acceptable standard).
Therefore, except that the control belief is slightly lower than the standard, but still acceptable, other items and dimensions of the model meet the standard.

*Table 1. Measurement model:reliability and validity test*

| Dismension | Items | Parameter Significance Estimation | | | | Convergent Validity | | |
|---|---|---|---|---|---|---|---|---|
| | | Unstd. | S.E. | C.R. (t-value) | P | Std. | CR | AVE |
| Risk Perception | FX1 | 1.000 | | | | 0.799 | 0.714 | 0.557 |
| | FX2 | 0.622 | 0.102 | 6.107 | *** | 0.689 | | |
| Social Support | ZC1 | 1.000 | | | | 0.643 | 0.861 | 0.678 |
| | ZC2 | 0.864 | 0.057 | 15.190 | *** | 0.906 | | |
| | ZC3 | 0.873 | 0.058 | 15.105 | *** | 0.895 | | |

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| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Control Belief | XN1 | 1.000 | | | | 0.435 | 0.473 | 0.320 |
| | XN2 | 1.918 | 0.231 | 8.322 | *** | 0.671 | | |
| Attitude | TD1 | 1.000 | | | | 0.647 | 0.692 | 0.428 |
| | TD2 | 0.812 | 0.083 | 9.757 | *** | 0.617 | | |
| | TD3 | 0.862 | 0.082 | 10.497 | *** | 0.697 | | |
| Subjective Norms | GF1 | 1.000 | | | | 0.705 | 0.786 | 0.480 |
| | GF2 | 1.159 | 0.099 | 11.746 | *** | 0.634 | | |
| | GF3 | 0.949 | 0.070 | 13.594 | *** | 0.748 | | |
| | GF4 | 0.889 | 0.071 | 12.493 | *** | 0.678 | | |
| Perceived Behavior Control | KZ1 | 1.000 | | | | 0.783 | 0.841 | 0.642 |
| | KZ2 | 1.176 | 0.081 | 14.510 | *** | 0.686 | | |
| | KZ3 | 1.343 | 0.075 | 17.888 | *** | 0.917 | | |
| Behavior Intention | YS1 | 1.000 | | | | 0.961 | 0.886 | 0.729 |
| | YS2 | 1.170 | 0.034 | 34.674 | *** | 0.944 | | |
| | YS3 | 1.253 | 0.083 | 15.061 | *** | 0.611 | | |
| ***p<0.001 (two-tailed test) | | | | | | | | |

The discriminant validity of each variable in the model was investigated by model comparison. The results were shown in Table 2, compared with the other five models, the 7-factor model (baseline model) fitted the actual data best ($x^2$ = 467.754; DF = 149; $x^2$ / DF = 3.14; TLI = 0.907; CFI = 0.927; RMSEA = 0.070; SRMR = 0.058).The 7-factor model constructed in this study has good discriminant validity.

*Table 2. Measurement model: discriminant validity*

| Model | $\chi^2$ | df | TLI | CFI | RMSEA | SRMR | Model Contrast | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Contrast | $\triangle \chi^2$ | $\triangle$ df |
| Baseline model | 467.754 | 149 | 0.907 | 0.927 | 0.070 | 0.058 | | | |
| 5-Factor model Ⅰ | 619.753 | 151 | 0.865 | 0.892 | 0.085 | 0.080 | 2 vs 1 | 151.999*** | 2 |
| 5-Factor model Ⅱ | 480.032 | 151 | 0.905 | 0.924 | 0.071 | 0.059 | 3 vs 1 | 12.278** | 2 |
| 3-Factor model | 630.628 | 153 | 0.864 | 0.890 | 0.085 | 0.082 | 4 vs 1 | 162.874*** | 4 |
| 2-Factor model | 1042.418 | 155 | 0.750 | 0.796 | 0.115 | 0.086 | 5 vs 1 | 574.664*** | 6 |
| 1-Factor model | 1174.739 | 156 | 0.715 | 0.766 | 0.123 | 0.103 | 6vs 1 | 706.985*** | 7 |
| Note:baseline model:risk perception, social support, control belief, attitude, subjective norms, perceived behavior control and behavior intention; | | | | | | | | | |
| 5-Factor model Ⅰ: Based on the baseline model, risk perception, social support and control belief are combined into one factor; | | | | | | | | | |
| Factor model Ⅱ: Based on the baseline model, attitude, subjective norms, perceived behavior control are combined into one factor; | | | | | | | | | |
| 3-Factor model: Based on the baseline model, risk perception, social support and control belief are combined into one factor: attitude, subjective norms, perceived behavior control are combined into one factor; | | | | | | | | | |
| 2-Factor model: risk perception, social support, control belief, attitude, subjective norms, perceived behavior control are combined into one factor; | | | | | | | | | |

| |
|---|
| 1-Factor model: risk perception, social support, control belief, attitude, subjective norms, perceived behavior control and behavior intention are combined into one factor; |
| ***p<0.001 **p<0.05 |

## Descriptive Statistical Analysis

As shown in Table 3, public behavior intention is very high (M=6.91), and has a significant moderate positive correlation with other variables. The mean of the other six influencing factors in the model is also very high, and is a significant positive correlation between the works.

*Table 3. Correlation analysis between variables*

| | Average | Standard deviation | Risk perception | Social support | Control beliefs | Attitude | Subjective norms | Perceptual behavior control | Behavior Intention |
|---|---|---|---|---|---|---|---|---|---|
| Risk perception | 6.84 | 0.52 | 1 | | | | | | |
| Social support | 6.70 | 0.57 | .244*** | 1 | | | | | |
| Control beliefs | 6.78 | 0.54 | .188*** | .475*** | 1 | | | | |
| Attitude | 6.79 | 0.47 | .288*** | .576*** | .341*** | 1 | | | |
| Subjective norms | 6.76 | 0.49 | .200*** | .632*** | .435*** | .489*** | 1 | | |
| Perceptual behavior control | 6.61 | 0.81 | .205*** | .500*** | .492*** | .317*** | .436*** | 1 | |
| Behavior | | | | | | | | | |
| intention | 6.91 | 0.35 | .264*** | .465*** | .469*** | .383*** | .454*** | .488*** | 1 |
| ***p<0.001(two-sided) | | | | | | | | | |

## Evaluation of Structural Models

In view of the fact that the data does not meet the multivariate normal distribution and Bollen sting bootstrap P=0.003, this study adopts the maximum likelihood estimation and Bollen sting bootstrap method to estimate the parameters of the structural model and chi square correction (Bollen & Stine, 1992), and the modified fitting index is Bollen sting $X^2$=377.800; df=161; $X^2$/df=2.347; TLI=0.941; CFI=0.950; RMSEA=0.056. The results show that the sample data fit the structural equation model well, which supports the validity of the structural equation model, and answers the first research question. As shown in Figure 1, behavior attitude, subjective norm, perceived behavior control and their exogenous variables account for 34% of executive intention, risk perception account for 27% of executive attitude, social support account for 66% of subjective norm and control belief account for 48% of perceived behavioral control. Compared with executive attitude

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and perceived behavior control, subjective norms have the strongest explanatory power on implementation willingness.

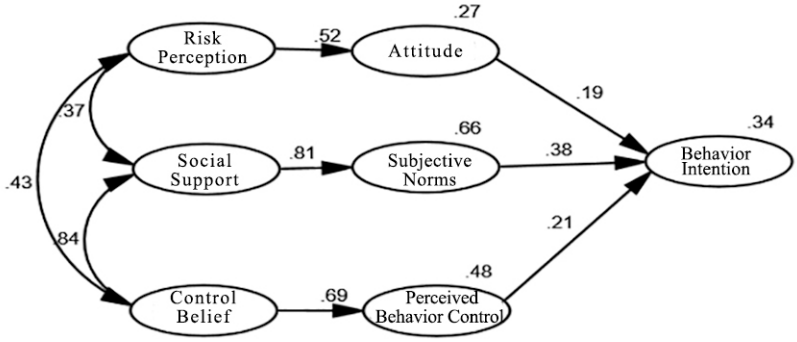


*Figure 1. Structural model results*

## Hypothesis Test

As shown in Table 4, the nonstandardized path coefficient of structural model and its corresponding hypothesis test results show that "risk cognition positively affects executive attitude", "executive attitude positively affects behavior intention", "social support positively affects subjective norms", "subjective norms positively affect behavior intention", "control belief positively affects perceived behavioral control" and "perceived behavioral control positively affects behavior intention" All the hypotheses are tenable and answer the second question. This is also in line with the basic Theory of Planned Behavior, that is, the more positive an individual's attitude towards the implementation of prevention and control measures, the more positive the individual's willingness to implement the prevention and control measures; the stronger and positive the subjective norms of individual's conscious and active cooperation with the prevention and control measures, the stronger the individual's behavior intention will be; similarly, the stronger and positive the individual's evaluation of perceived behavior control is, the stronger the individual' behavior intention.

*Table 4. Hypothesis test result*

| | Path | | | Unstd. | SE | CR | P | Std. | Support |
|---|---|---|---|---|---|---|---|---|---|
| H1 | Risk Perception | → | Attitude | 0.435 | 0.081 | 5.354 | *** | 0.520 | Yes |
| H2 | Attitude | → | Behavior Intention | 0.120 | 0.039 | 3.050 | 0.002 | 0.193 | Yes |
| H3 | Social Support | → | Subjective Norms | 0.593 | 0.052 | 11.371 | *** | 0.814 | Yes |
| H4 | Subjective Norms | → | Behavior Intention | 0.246 | 0.043 | 5.691 | *** | 0.380 | Yes |
| H5 | Control Belief | → | Perceived Behavior Control | 2.437 | 0.235 | 10.370 | *** | 0.693 | Yes |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| H6 | Perceived Behavior Control | → | Behavior Intention | 0.066 | 0.019 | 3.531 | *** | 0.208 | Yes |
| ***p<0.001 (two-tailed test) | | | | | | | | | |

## Conclusion

The Theory of Planned Behavior emphasizes the predictive role of the willingness to execute in the execution behavior. In other words, in the face of the epidemic, the implementation of the people's prevention and control measures is affected by the willingness to execute. In the mobilization of epidemic prevention and control, the willingness of healthy people to implement measures such as home quarantine is a subjective manifestation of the degree of psychological cohesion of the public, which represents the degree of individual willingness to comply with and cooperate with the prevention and control measures, and is an important guarantee for the prevention and control work to proceed cautiously.

The purpose of this research is to explore the influencing factors of the people's willingness to execute and the path of action. The research results show that the seven-factor model based on the Theory of Planned Behavior effectively explains the positive influence and determinative effect of execution attitude, subjective norms, perceptual behavior control and its exogenous variables (risk perception, social support, control belief) on execution intention. The public's comprehensive and scientific understanding of the epidemic directly affects their attitudes towards the prevention and control measures adopted by the country, which in turn affects the individual's enthusiasm for implementation. The social support system of different information channels directly affects the individual's perception of the supportive forces implementing prevention and control measures. The stronger the sense of strength, the more consciously it can cooperate with the state to implement effective isolation. The belief control variables of the external environment and internal beliefs directly affect the level of behavior control perceived by the individual. The stronger the belief, the more positively the implementation of the intention to execute.

Based on this research, the following enlightenment is drawn:

Strengthen the discussion of social mobilization mechanism based on psychological perspective. In response to the psychological behavior of the people as micro-subjects in crisis events, a mechanism for the prevention, monitoring and early warning of crisis events will be constructed, the response mechanism will be optimized from the psychological mechanism, and pandemic anxiety will be transformed into symbiotic power, and a community of destiny based on epidemic prevention and anti-epidemic will be constructed. Consciousness of public prevention and control awareness is the psychological path of administrative mobilization integration and shift to social mobilization, rooting social mobilization in the strong psychological demands of the people, guiding and motivating the people to take the initiative and actively participate in crisis management.

Improve the risk awareness of the epidemic and take care of the people's attitude towards implementation. Helping the public quickly grasp accurate information on the epidemic is the primary task of social prevention and control mobilization. Complete the whistle-blower protection system, improve the public's scientific

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understanding and judgment of the spread of the epidemic and its related knowledge, and meet people's demands for information, so as to effectively reduce people's negative mentality of panic, uncertainty and self-fear caused by the epidemic.

Expand the psychological analysis framework of risk perception, and construct a social support system based on people's trust communication channels. On the one hand, we should increase the public's sense of crisis and provide necessary environmental support; on the other hand, we should use the power of public opinion dissemination to create social pressure and encourage the public to consciously cooperate with home isolation. In this process, practice the public opinion leadership capabilities of the official media, make full use of and innovate multiple forms of mobilization such as slow live broadcast, WeChat, Weibo, and new media, strive to enhance its effective prevention and control communication potential and publicity effectiveness, and integrate social resources. Form a joint force to focus on epidemic prevention and control.

Arouse the psychological mechanism to mobilize the people emotion, interprets the isolation control force of reality. On the one hand, it establishes an external environment for group defense and governance from family members, friends and the general public, on the other hand, it realizes emotional resonance and emotional rendering based on value identification and behavior identification. Although the physical distance between the people has expanded, psychological comfort, humanistic care, and public discourse space have been strengthened, so that they can maintain a calm mental state in continuous isolation execution.

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