



SUMMER TRAINING
RESEARCH PROJECT
ON

**PUBLIC ATTITUDE,
BELIEF &
BEHAVIOR PATTERN
TOWARDS
LOCKDOWN**

A REPORT SUBMITTED BY
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ROLL NO: 0945

INTRODUCTION

- COVID-19 outbreak
- Community spread
- Global Impact
- Mitigation Strategies
- Indian government implication



Research area

Lockdown strategy and Human Behavior



Purpose

To know the Attitude, Belief & Behavior pattern of people for obeying rules of lockdown



Rationale



Research question

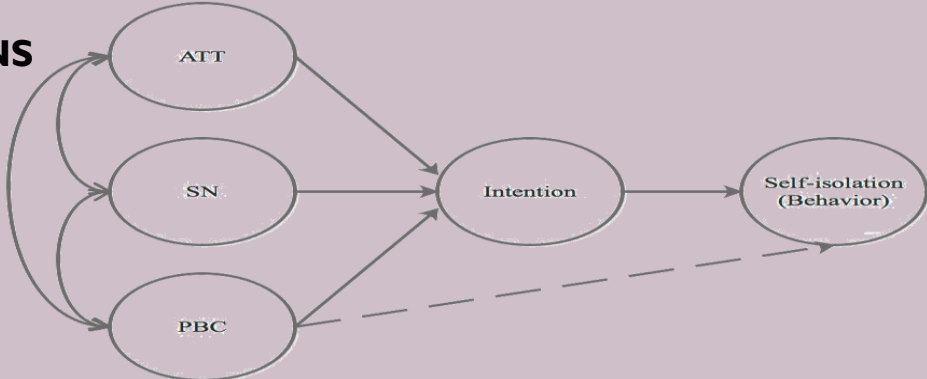
“What is public attitude, behavior, and belief towards lockdown?”

REVIEW OF LITERATURE



Title	Summery/ Results	Authors	Journal/Year of Publication
<u>Non-pharmaceutical Intervention</u>			
Pandemic influenza: Studying the lessons of history	Examine the effects of various interventions used during the 1918 pandemic. Results shows that Outside pharmaceutical mediation, non-pharmaceutical intervention (NPIs) assume a significant in decreasing the first wave, reducing its spike and the spreading of influenza. It incorporate more than simply self-isolation (SI), for example, quarantining infected people, the closing of schools, workplaces, and borders: the cleaning of surfaces etc. The main objective of NPI would be to decrease the impact of the pandemic as much as possible until an immunization could be created and administered.	Stephen S. Morse	PNAS publication 2007
<u>Public- Compliances towards Lockdown</u>			
Public Attitudes, Behaviors, and Beliefs Related to COVID-19, Stay-at-Home Orders, Nonessential Business Closures, and Public Health Guidance	Surveys were conducted among adults in NYC and Los Angeles to enable comparison of the two most populous cities in the United States. Widespread support of stay-at-home orders and nonessential business closures and high degree of adherence to COVID-19 mitigation guidelines.	Czeisler MÉ, Tynan MA, Howard ME -	MMWR Morb Mortal Wkly Rep 2020
COVID-19: Public Compliance with and Public Support for Stay-at-Home Mitigation Strategies	The cross-sectional study conducted of 5573 total respondents which show, Public compliance with stringent quarantine and stay-at-home policies was very high, in both highly affected (US, NY) and minimally affected regions (AU, LA). Despite the extensive disruption of respondents' lives, the vast majority supported the continuation of long-term government-imposed stay-at-home orders.	Mark É Czeisler, Mark E Howard, Rebecca Robbins, Laura K Barger, Elise R Facer-Childs,	medRxiv preprint, April 2020

REVIEW OF LITERATURE

Title	Summery/ Results	Authors	Journal/Year of Publication
<u>Conceptual Model</u>			
A SIMPLE PLANNING PROBLEM FOR COVID-19 LOCKDOWN	A modified version of the SIR model .Agents can be divided between those susceptible to be infected $S(t)$, those infected $I(t)$, and that recovered $R(t)$, i.e. $N(t) = S(t) + I(t) + R(t)$ Typically, in this epidemiological model, locking down a part of the population, while economically costly, can be very powerful to reduce the rate at which susceptible agents become infected. Hence, decreasing the number of contacts of each decreases the new infections	Fernando E.Alvarez David Argente Francesco Lippi	NBER publications April 2020
WILLINGNESS TO SELF-ISOLATE WHEN FACING A PANDEMIC RISK: MODEL, EMPIRICAL TEST,AND POLICY RECOMMENDATIONS	Theory of planned behavior (TPB) is a cognitive theory that provides a useful framework for predicting and identifying health-related behavior, It proposes that the individual is influenced by three factors. Results shows, Voluntary home isolation and quarantine are effective and acceptable measures; however, various factors may affect individuals' willingness to self-isolate when facing a pandemic risk.  <pre> graph LR ATT((ATT)) -- curved --> SN((SN)) SN -- curved --> PBC((PBC)) PBC -- curved --> ATT ATT -- straight --> Intention((Intention)) SN -- straight --> Intention PBC -- straight --> Intention Intention -- straight --> SelfIsolation((Self-isolation Behavior)) PBC -. dashed .-> SelfIsolation </pre>	Zhang X,Wang F,Zhu C,Wang Z	International Journal of Environmental Research and Public Health December 2019



Objective

“To Identify Psychosocial Behavior of people towards lockdown strategy in pandemic”



Methodology

- Primary data collected from cross section of population
- Online Surveys contained 15 questionnaire
- Respondents Above 18 years of age (N= 200)
- Survey framed in two sections
- Demographic variables
- Attitude, Behavior & Belief

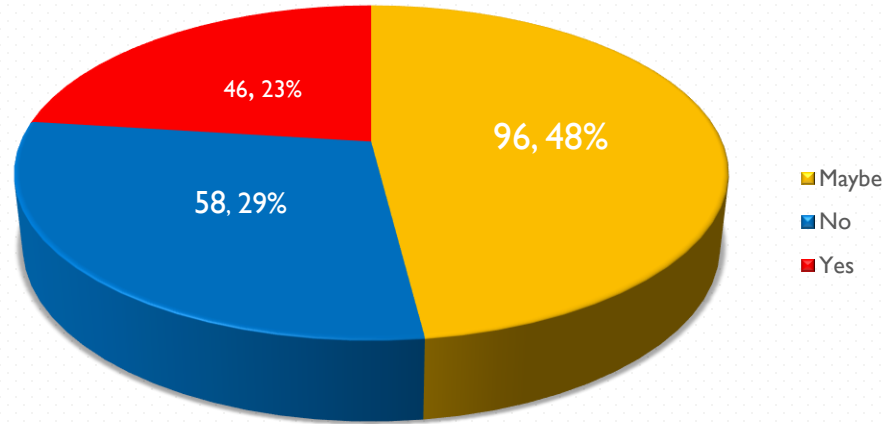


Data analysis

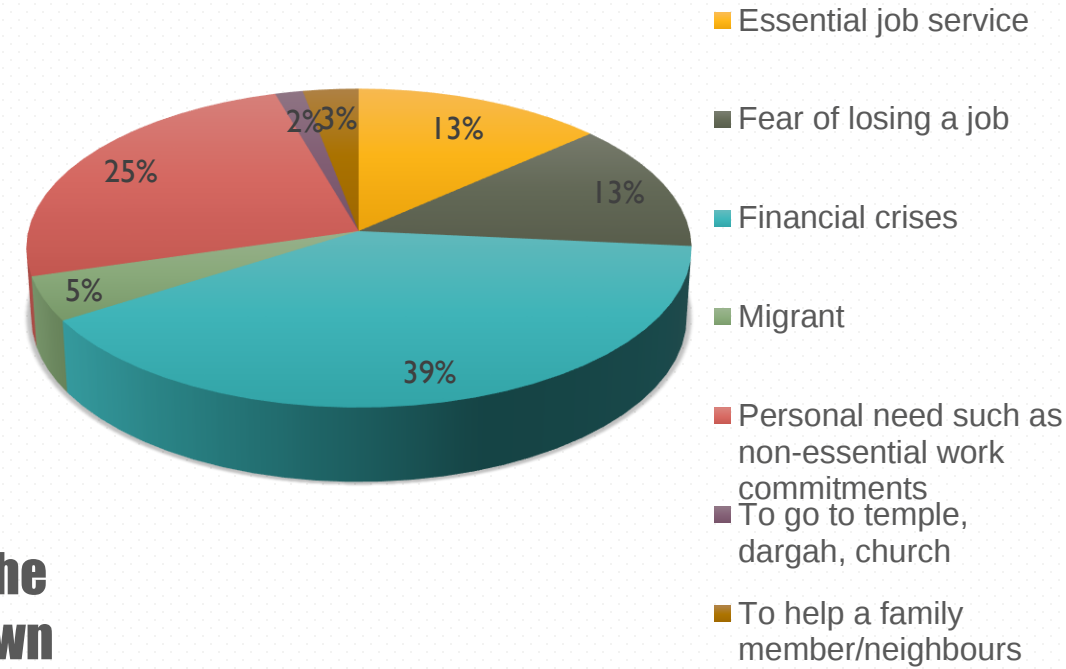
- Measures of Dispersion and Chi-squared statistics (threshold of $\alpha = 0.05$)
- SPSS and Windows EXCEL were used to perform data collation and analyses

RESULTS

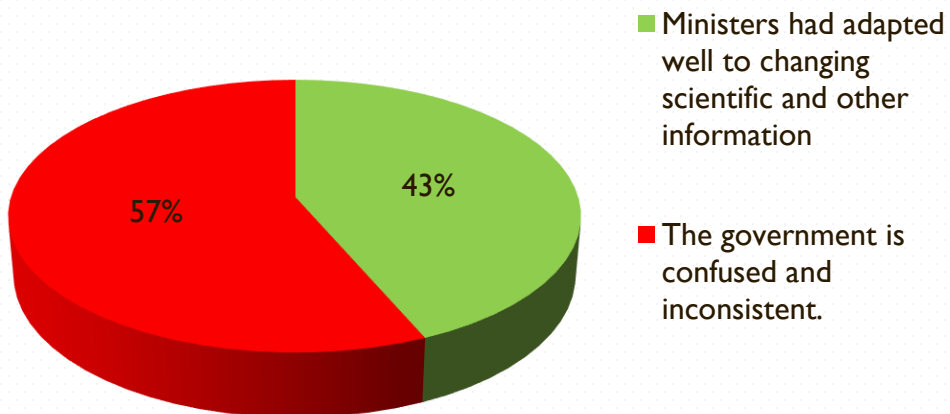
Do you feel like to regain normal life



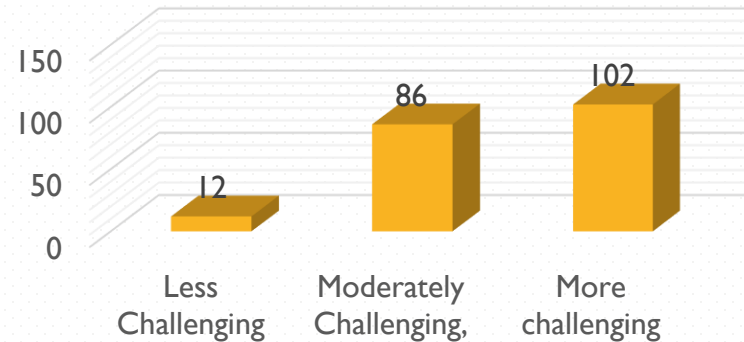
Reason for not obeying Lockdown



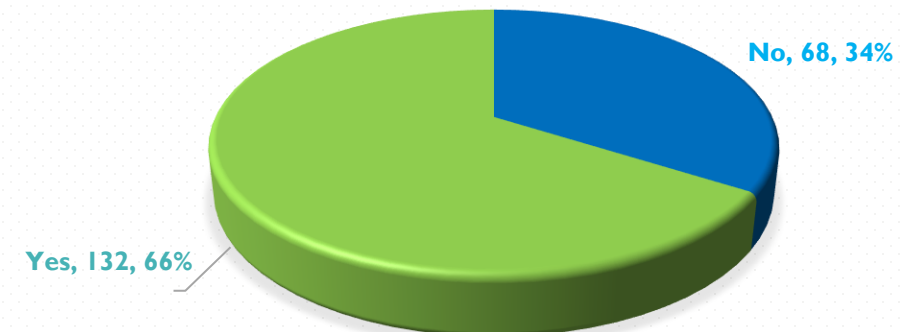
How Government is handling the Pandemic crisis



How challenging is the restriction of lockdown



LOCKDOWN SHOULD CONTINUE FURTHER



Chi²

	Null Hypothesis Statement	Pearson Chi-square Value	P-Value	Decision (Accept/Reject)
•	“There is no significant association between Gender and Attitude of people towards lockdown majors	4.716	.030	Reject Null Hypothesis”
•	“There is no significant association between Gender and Behavior of people, following rules and regulation of lockdown	16.87	.010	Reject Null Hypothesis”
•	“There is no significant association between Gender and Belief of lockdown strategy significant for handling pandemic	4.90	.027	Reject Null Hypothesis”
•	There is no significant association between Gender and Belief of people on government about handling crises”	7.53	.006	Reject Null Hypothesis”
•	There is no significant association between Gender and Belief of people on continuation of lockdown”	4.47	.034	Reject Null Hypothesis”

Descriptive Statistics

Variables	Median	Max	Min
Age	33 years	65 years	18 years

Variable	No. of Counts
Male	91(46%)
Female	109(54%)
Red Zone	123(63%)
Containment Zone	21(10%)
Orange Zone	25(13%)
Green Zone	28(14%)

LIMITATION

- First, behaviors and adherence to proposition were self-declared; thus, reactions may be liable to survey, reaction, and social allure biases.
- Second, respondents' reactions were cross-sectional, excluding determinations about causality.
- Third, "respondents were not necessarily representative among all associate", surprisingly a lower percentage of age group 54-65 and above responded which pertains inclination.
- Fourth, test statistics consider only Gender as a demographic variable to find the significance with Attitude, Behavior & Belief.
- Finally, the online survey does not choose individuals using masses-based likelihood examining, and respondents probably won't be totally illustrative of the Indian populace, discoveries may have constrained generalizability.

CONCLUSION

- Widespread support for community mitigation strategies and commitment to COVID-19 public health recommendations indicate that protecting the health and controlling the disease is public priorities amid this pandemic, despite the daily-life disruption and adverse economic impacts.
- Results from this study were helpful in forming the Community Mitigation Guidance i.e. lockdown because significant data was acquired about open worthiness and key open concerns.
- These findings of high public support might inform reopening policies and the timelines and restriction levels of these LOCKDOWN as an understanding of public support for and adherence to these policies evolves.
- Absent a vaccine, controlling COVID-19 depends on community mitigation strategies that require public support to be effective. As the pandemic progresses and mitigation strategies evolve, understanding public attitudes, behaviors, and beliefs are critical.
- Adherence to recommendations to wear MASK and SOCIAL DISTANCING guidelines are of public health importance.
- These findings and periodic assessments of public attitudes, behaviors, and beliefs have important implications for future planning if subsequent outbreak waves occur and if additional periods of expanded lockdown efforts are necessary to prevent the spread of COVID-19 and save lives.
- This ultimate aid for policymakers and government grappling with the decision as to when to lift restrictions.



1. Fernando E. Alvarez David Argente Francesco Lippi. (2020). A SIMPLE PLANNING PROBLEM FOR COVID-19 LOCKDOWN. *NATIONAL BUREAU OF ECONOMIC RESEARCH, NBER Working Paper No. 26981*, 10–11. Retrieved from <https://www.nber.org/papers/w26981.pdf>
2. Czeisler MÉ, Tynan MA, Howard ME, et al. Public Attitudes, Behaviors, and Beliefs Related to COVID-19, Stay-at-Home Orders, Nonessential Business Closures, and Public Health Guidance — United States, New York City, and Los Angeles, May 5–12, 2020. *MMWR Morb Mortal Wkly Rep* 2020;69:751–758. DOI: <http://dx.doi.org/10.15585/mmwr.mm6924e1external icon>
3. COVID-19: Public Compliance with and Public Support for Stay-at-Home Mitigation StrategiesMark É Czeisler, Mark E Howard, Rebecca Robbins, Laura K Barger, Elise R Facer-Childs, Shantha MW Rajaratnam, Charles A Czeisler medRxiv 2020.04.22.20076141; doi: <https://doi.org/10.1101/2020.04.22.20076141>
4. Zhang X, Wang F, Zhu C, Wang Z. Willingness to Self-Isolate When Facing a Pandemic Risk: Model, Empirical Test, and Policy Recommendations. *Int J Environ Res Public Health*. 2019;17(1):197. Published 2019 Dec 27. doi:10.3390/ijerph17010197
5. Crokidakis, N., & Duarte Queirós, S. M. (2012). Probing into the effectiveness of self-isolation policies in epidemic control. *Journal of Statistical Mechanics: Theory and Experiment*, 2012(06), P06003. <https://doi.org/10.1088/1742-5468/2012/06/p06003>
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REFERENCE

Thank you

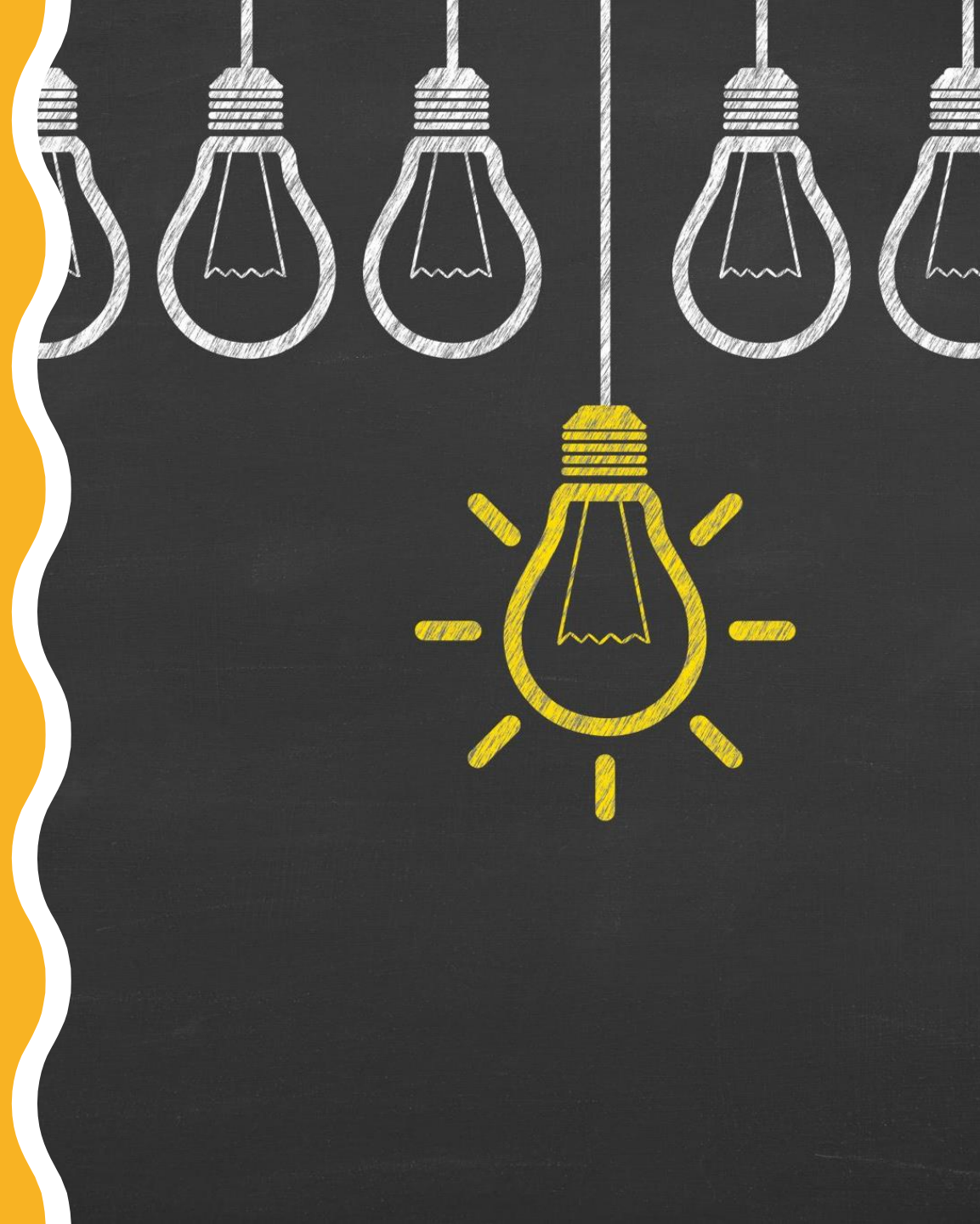


Catering to the welfare of people is not only the responsibility of the government, but also the citizens.

SUMMER ONLINE
COURSE
ON

**GOOGLE-THE
FUNDAMENTALS OF
DIGITAL
MARKETING**

PRESENTED BY
NETRA DILIP KADAM
ROLL NO.- 0945

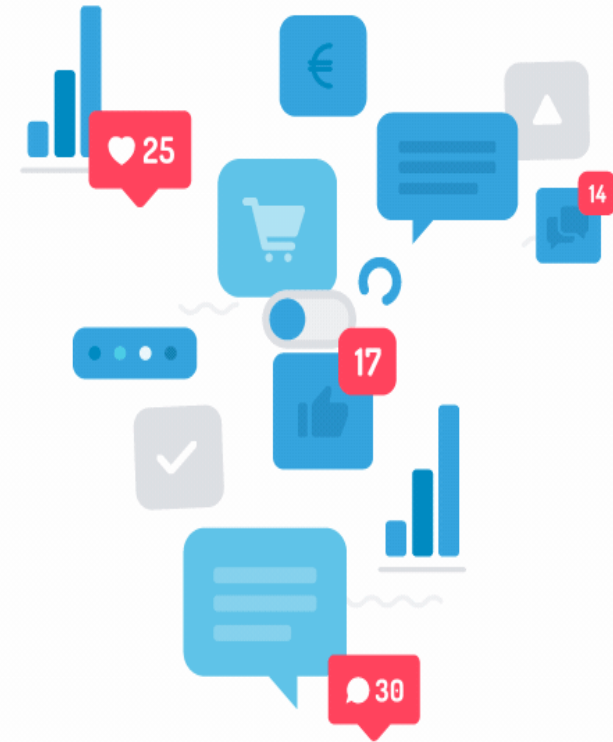


INTRODUCTION

Fundamentals of Digital Marketing is provided by Google in partnership with FICCI and Indian School of Business, to make understand Indian business about exponential growth with digital.

It's **40 hours** efficient program helps me to gain digital skills for utilizing the power of the internet, building online appearance, reaching target market cost-effectively, extending contact to larger audience, exceeding the sales volumes, maintaining the connection with potential customers, giving good competition, etc.

Today's world is more technological, where you get everything on digital, this course makes it easier to know e-commerce, media marketing, mobile marketing. It consists of 24 modules starting from how to take business online up to taking business global.





OBJECTIVE

“Google Digital Unlocked is a project launched between Google and the Indian government, the main objective of this project is to make people aware of Digital Marketing in India. Bringing small and big businesses online is a direction for any start-up.”

CONTENT



MODULE 1: TAKE A
BUSINESS ONLINE



MODULE 2: “MAKE IT
EASY FOR PEOPLE TO
FIND A BUSINESS ON
THE WEB”



MODULE 3: “REACH
MORE PEOPLE
LOCALLY, ON SOCIAL
MEDIA OR ON MOBILE”



MODULE 4: “REACH
MORE CUSTOMERS
WITH ADVERTISING”



MODULE 5: “TRACK
AND MEASURE WEB
TRAFFIC”



MODULE 6: “SELL
PRODUCTS OR
SERVICES ONLINE “



MODULE 7: TAKE A
BUSINESS GLOBAL

METHADODOLOGY



The fundamental of Digital Marketing course is very well made



lucid English language,



great animations,
superb case-studies,



accurate and exact
information, and very well-
structured outline.



4-6 minutes short videos
followed by Assessment on
Individual video



The format is very
intriguing and every badge
you earn keeps you
motivated.



There is an objective test
of 40 Questions in the end
based on all the 26
modules.

KEY LEARNING

02

Search
Engine
Optimization
(SEO)



E-Mail
Marketing



Social Media
Marketing
(SMM)



Search Engine
Marketing
(SEM)

05

01

Web
Analytics



Website
Designing



CERTIFICATE



Reference: [//learndigital.withgoogle.com/digitalunlocked](https://learndigital.withgoogle.com/digitalunlocked)

*Sell yourself before you try to sell
your company or your product.*

Jeffrey Gitomer

THANK YOU

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