

Whose Health Guidance Can I Trust?

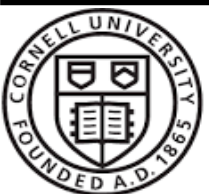
Context, Culture, and Identity-Based Motivation

Neil A. Lewis, Jr.

Department of Communication, Cornell University

Division of General Internal Medicine, Weill Cornell Medicine

National Academies of Sciences, Engineering, and Medicine, December 8, 2022



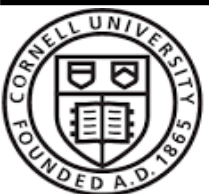
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Is This Person or Institution Worthy Of My Trust?



Burgess et al., 2010 | Earl & Lewis, 2019 | Lewis & Oyserman, 2016 | Lewis & Sekaquaptewa, 2016 | Penner et al., 2013 | Stone et al., 2016



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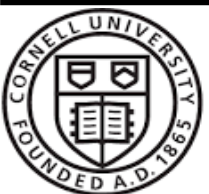
These Questions Mattered During the Pandemic

COVID-19 VACCINATION UPTAKE BEHAVIORAL SCIENCE TASK FORCE: FINAL REPORT – FEBRUARY 23, 2021

PRESENTED TO LEE A. FLEISHER, M.D., CMS CHIEF MEDICAL OFFICER AND DIRECTOR OF THE CENTER FOR CLINICAL STANDARDS AND QUALITY, FOR DISTRIBUTION TO COLLEAGUES AT THE DEPARTMENT OF HEALTH & HUMAN SERVICES (“HHS”).

FOR PUBLIC DISTRIBUTION

Barsade et al., 2021



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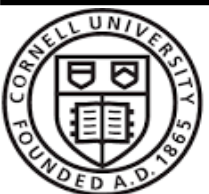
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A Reminder from Science of Persuasion

“If nothing feels wrong, we nod along”

-Norbert Schwarz

Oppenheimer, 2006 | Schwarz, 2012 | Song & Schwarz, 2008



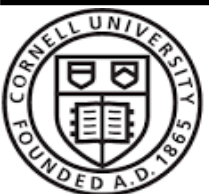
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Disfluency (Without Explanation) Creates Skepticism



Oppenheimer, 2006 | Schwarz, 2012 | Song & Schwarz, 2008



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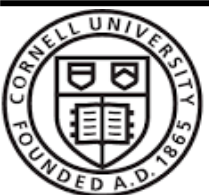
From Insights to Action

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Barsade et al., 2021 | IJzerman, Lewis, Przybylski, et al., 2020, *Nature Human Behaviour* | Lewis, 2021, *American Psychologist*



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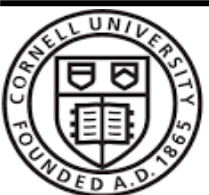
ORIGINAL ARTICLE

Integrating Qualitative Methods and Open Science: Five Principles for More Trustworthy Research*

Lee Humphreys^{iD}*, Neil A. Lewis Jr, Katherine Sender, & Andrea Stevenson Won^{iD}

Department of Communication, Cornell University, Ithaca, NY 14853, USA

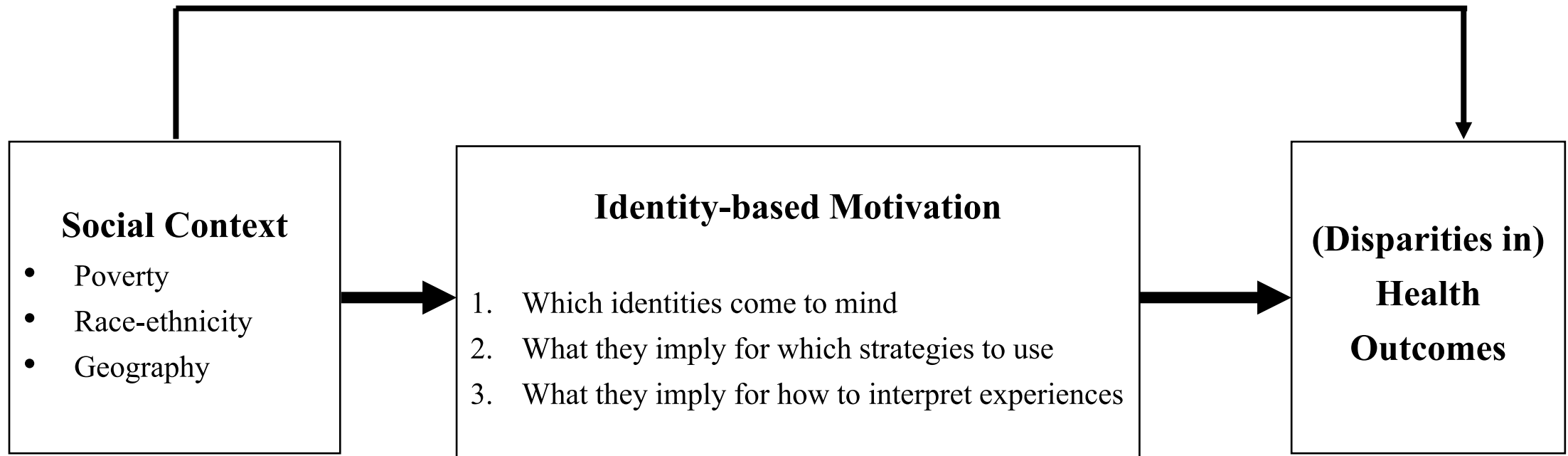
Humphreys, Lewis, Sender, & Won, *Journal of Communication* | Lewis, 2021, *American Psychologist*



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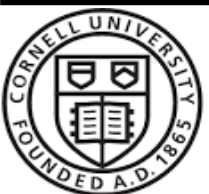
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Identity-based Motivation and Health



Lewis, 2021a, *Psychological Inquiry* | Lewis & Earl, 2018, *JPSP* | Lewis & Oyserman, 2016, *Behav Sci & Policy* | Lewis et al., 2021, *Health*

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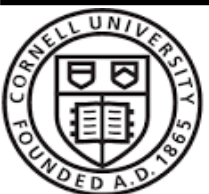
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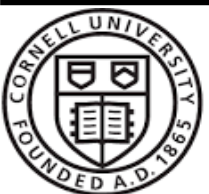
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Thank You

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