May 4th, 12:00 PM - 2:00 PM

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Analytic Thinking Predicts Vaccine Endorsement: Cognitive Style as an Antecedent of Vaccine Attitudes

Daniel A. Anderson
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Introduction

Causal relationship between cognitive style (CS) and effective orientation toward childhood vaccination (AV) was reported in a sample of 15 adults, indicating the presence of covariates. Findings suggest an analytic cognitive style predicts greater likelihood of endorsing childhood vaccination higher AV. Results highlight relationships between individual cognitive and social influences over vaccine beliefs.

Hypotheses

• Higher scores in analytic CS will predict higher AV scores.
• Higher scores in intuitive CS will predict lower AV scores.
• These associations will be observed independently and in the presence of covariates.

Method

During October-November 2016, a sample of 15 adults (9-40) was assessed on demographic and attitude factors (see Oliveira, 2017). Data were analyzed with measures for:

- Effective orientation toward childhood vaccination: (Smith, 2016)
- Analytic cognitive style (Epstein et al., 1996)
- Intuitive cognitive style (Epstein et al., 1996)
- Compositional benefit (Brotherton et al., 2013)

Measures for covariates were collected from the literature (see Oliveira, 2017). Results were also included, including:

- Political orientation (Cook & Komro, 1994)
- Personal orientation (Cook & Komro, 1994)

Out of 7-14 inputs, only 1 (p < 0.05) failed to meet inclusion criteria (competition time ≠ 1 time, no proof of conspiracy). Limiting n = 5 to the final sample. Observations were weighted respectively according to the 2014 US Census (to compensate for high oversampling of females). All models were similar after without mediating and weighting variables.

Results

While analytic orientation predicted higher AV scores, intuitive orientation predicted lower AV scores. These relationships were observed independently and in the presence of covariates.

Discussion

Summary: The hypotheses were partially supported. While intuitive orientation predicted lower AV in the national sample, it was not observed in the sample. However, positive associations were observed for political orientation. For the national sample, intuitive orientation predicted lower AV scores.

References

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