

&OWJSPONFOUBM 3FTFBSDI -FUUFST

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3 FTQPOEJOH UP TJNVMUBOFPVT DSJ
OPSNT PG NBTL CFIBWJPS EVSJOH XJ

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+EYWO #R D \$ PROTECTIVE E BLE H S R EOR NORMS SOI J p p +EYWO \$ D 8 D G & \$ 5 * à Ap ` 0 # PND

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CITATION AND \$ /)

SEASON CAN ONLY PROTECT INDIVIDUAL HEALTH WHEREAS WEARING A MASK DURING #/6)\$ MAY ALSO PROVIDE GROUP BENEFITS BY PREVENTING VIRUS TRANSMISSION FROM ASYMPTOMATIC INDIVIDUALS IN USUALLY HABITABLE AREA OF STUDY INVOLVES HOW SOCIAL NORMS RELATED TO MASK BEHAVIOR INTERACT WITH INDIVIDUALISTIC VERSUS COLLECTIVE MOTIVATIONS ;

PUBLIC HEALTH COMMUNICATIONS SHOULD LEVERAGE THE GROWING UNDERSTANDING OF THE SOCIAL NATURE OF MASK USE #COMMON WAYS TO USE SOCIAL NORMS

