Public perceptions regarding cultural and racial issues impacted by COVID-19 in the U.S.

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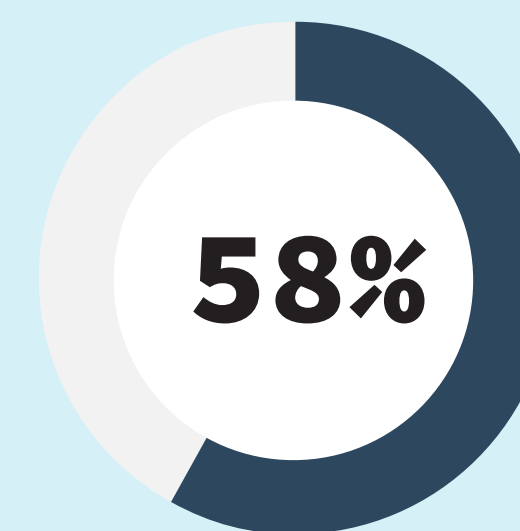
Stress and Pandemics

- On January 20th, 2020, the first case of COVID-19 was confirmed in the United States.
- Pandemics are known to cause anxiety among a population, which increases as the number of positive cases rise. [1]
- The financial worry associated with the spread of COVID-19 has led to a significant increase in stress and anxiety in the population.[2]
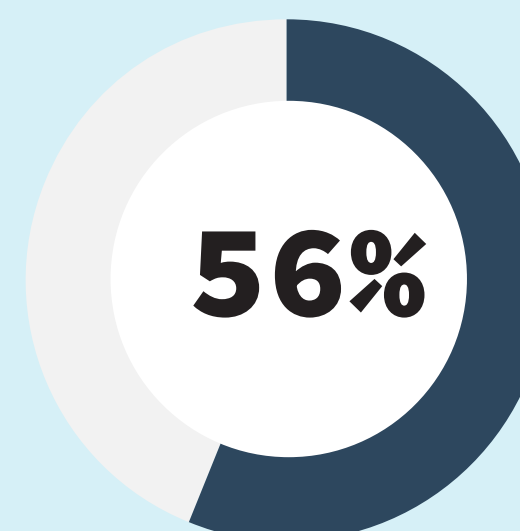
Cultural Stressors

- While COVID-19 spread through the country, several high-profile and controversial events such as the murders of Ahmaud Arbury and Breonna Taylor came into focus.
- Though these were not the first occurences of their kind, their stories garnered national news coverage and attention in a way that had not happened before.
- As a result of these and subsequent events, protests began to spread throughout the country.
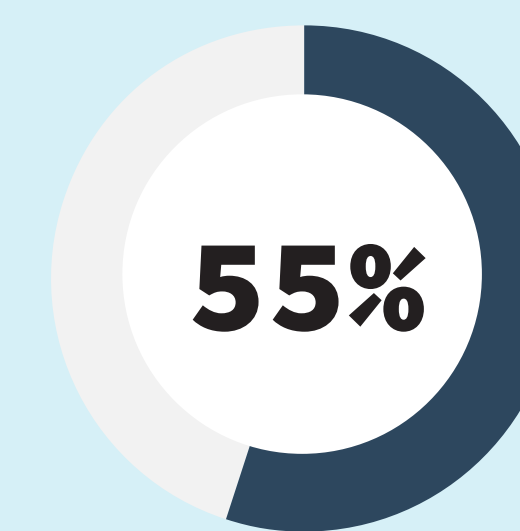
Percentage of Americans who reported concern that COVID-19 is...

58%

Making it harder for underrepresented groups **to achieve the American dream.**

56%

Creating a **cultural divide in the United States.**

55%

Making **race and cultural relations worse in our society.**

Purpose & Methods

- This research was conducted in order to understand the impact COVID-19 has had on race and cultural issues in the United States.
- A public opinion survey using Qualtrics was conducted from July 23-August 9.
- A quota sample representative of the U.S. Census was used to gather 1,500 repondents for this survey.

Conclusions & Recommendations

- Americans are concered by the impact of the current pandemic on race and cultural relations in the United States. This aligns with previous work highlighting the concept of intersectionality and the interconnected nature of identities that often amplify harm, discrimination and disadvantage in marginalized communities.[3]

- Further research is needed to better understand how global health crises can inhibit underrepresented populations from achieving the American dream and make cultural divides worse, as well as how communicators can assist in discussing and presenting knowledge that highlights the multifaceted impact pandemics can have on marginalized communities.

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2. Fetzer, T., Hensel, L., Hermle, J., & Roth, C. (2020, June 19). Coronavirus Perceptions and Economic Anxiety. Retrieved September 01, 2020, from https://www.mitpressjournals.org/doi/abs/10.1162/rest_a_00946
3. Crenshaw, K. (1989). Demarginalizing the intersection of race and sex: a Black feminist critique of anti-discrimination doctrine, feminist theory and anti-racist politics. University of Chicago Legal Forum, 1989(1), pp.139-167.

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