

# &OWJSPONFOUBM 3FTFBSDI -FUUFST

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3 FTQPOEJOH UP TJNVMUBOFPVT DSJ  
OPSNT PG NBTL CFIBWJPS EVSJOH XJ

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1 6 # - \* 4 ) & %  
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% M A G W O N G P A R S T A N F O R D E D U

+EYWO#RDS\$ PROTECTIVE EBLEHSR NORMS SOI Jpp p +EYWO\$ D8DG & \$ 5\* à Ap` 0 # PND

/RIGINAL CONTENT FROM  
THIS WORK MAY BE USED  
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#REATIVE #OMMONS  
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OF THE WORK JOURNAL  
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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

