

Terror Management Theory And Its Effect on North Carolinians During COVID-19

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What is Terror Management Theory?

- Terror Management Theory (TMT) posits that humankind has an acute and sophisticated ability to realize the inevitability of death.
- TMT also posits that when death anxiety thoughts are prevalent, proximal defenses are activated to suppress thoughts of death by denying one's own vulnerability or to pursue a healthier behavior to ensure a longer life.

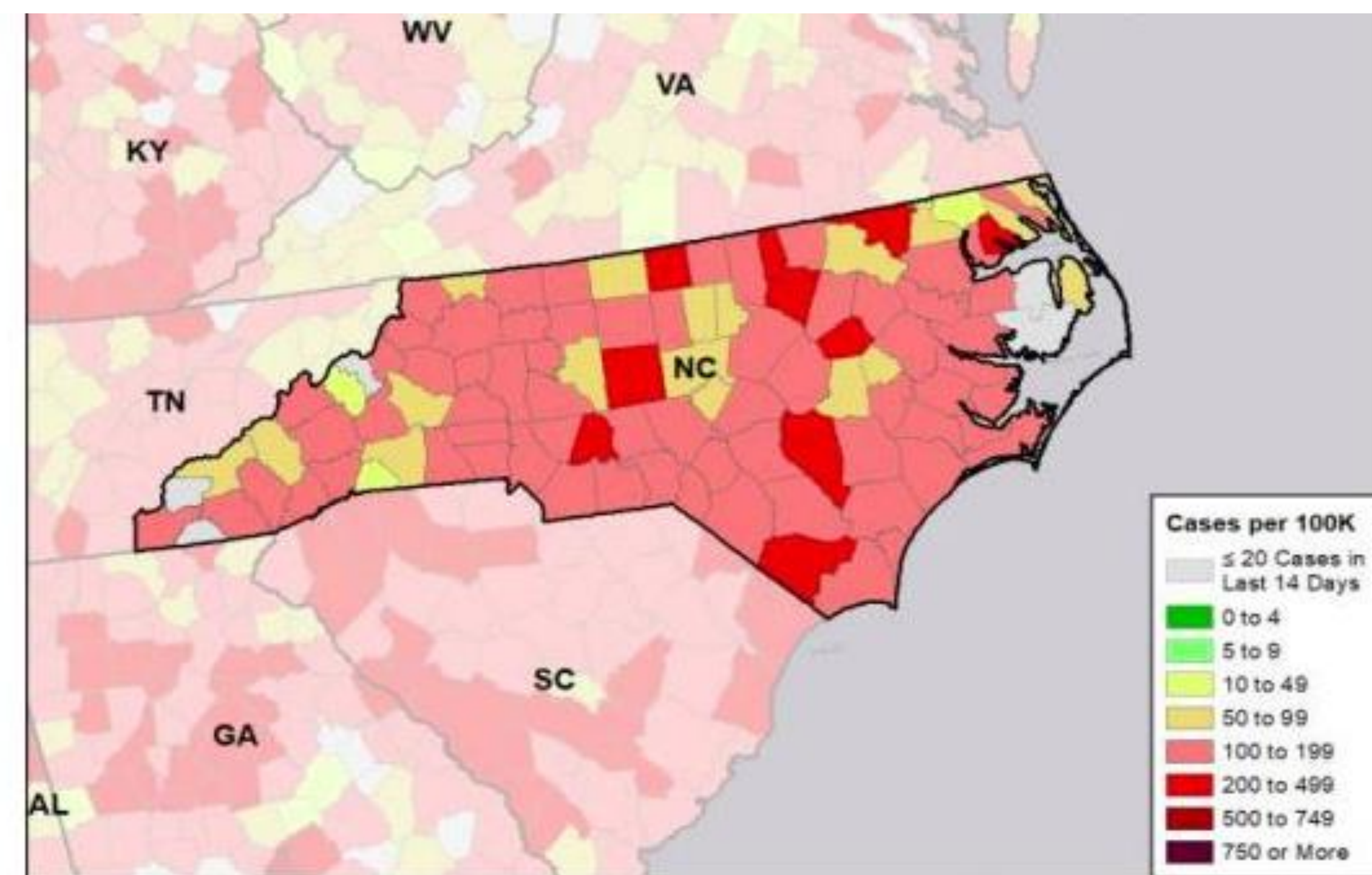
Hypotheses

- An increased knowledge of COVID-19 or increased risk perceptions will increase levels of healthier precautionary behavior

Objectives

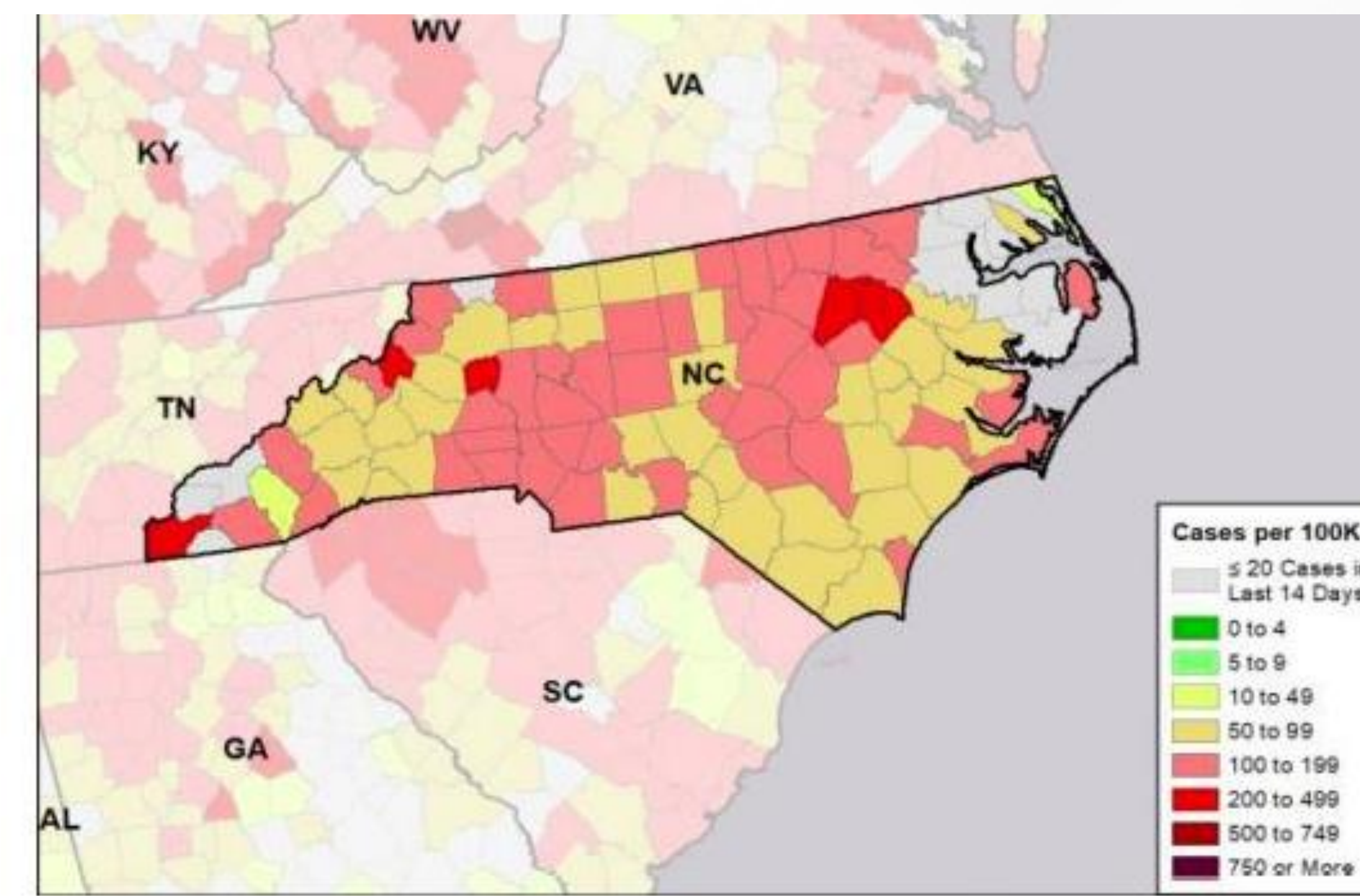
- To further advance academic research on Terror Management and potential influence on behaviors during uncertain and unpredictable health circumstances such as COVID-19.
- To provide implications for health practitioners in an effort to alleviate the spread of COVID-19.

New Cases per 100K
From 2/26/21 to 3/4/21

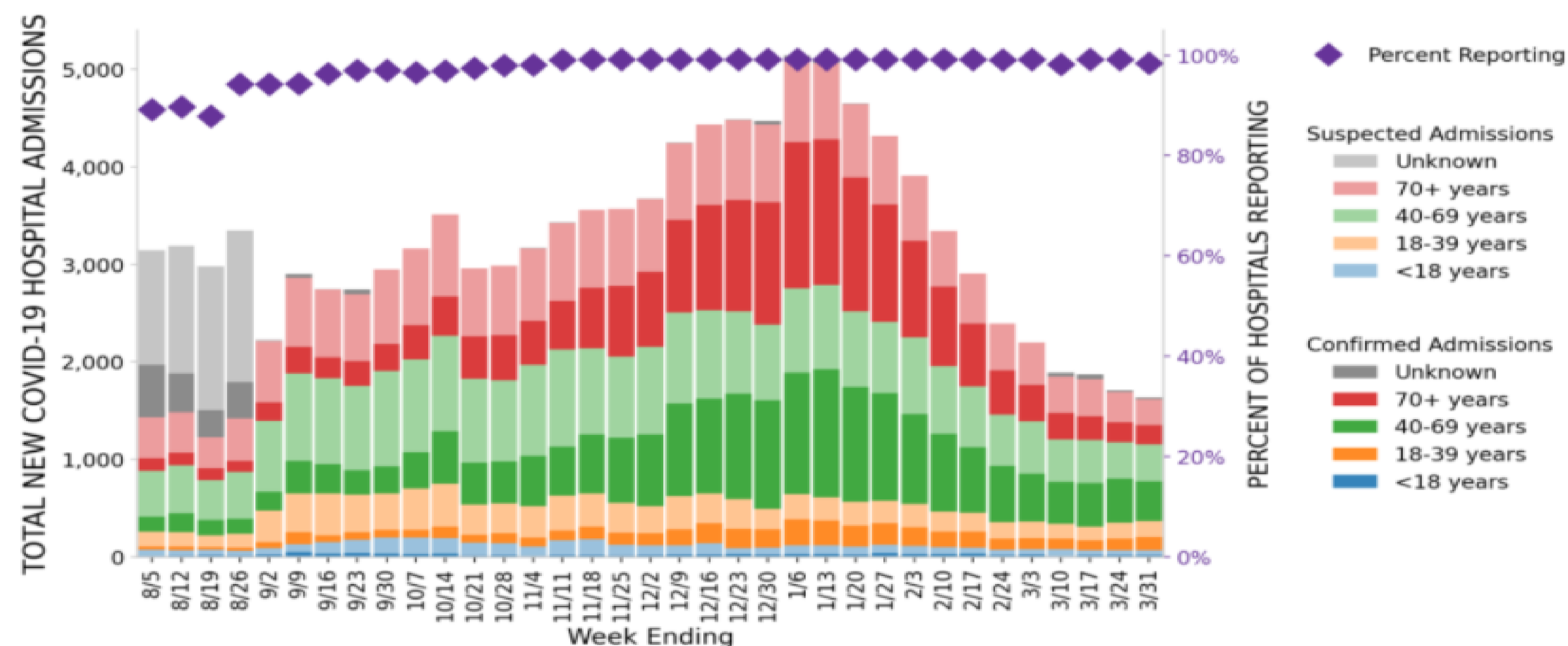


[COVID-19 State Profile Report - North Carolina | HealthData.gov](https://www.healthdata.gov/nc/covid-19/state-profile-report)

New Cases per 100K
From 3/26/21 to 4/1/21



[COVID-19 State Profile Report - North Carolina | HealthData.gov](https://www.healthdata.gov/nc/covid-19/state-profile-report)



[ta.gov](https://www.healthdata.gov/nc/covid-19/state-profile-report)

Method

- Upon receiving approval from the Institutional Review Board, a survey would be developed through Qualtrics.
- The 1,000 person survey would be distributed in order to test the hypotheses.
- The survey would be circulated through Facebook's survey distribution feature (SurveyRock) with the first 500 usable surveys included in the study.
- In an effort to minimize sample bias, a printed version of the survey would also be distributed through senior living facilities across North Carolina. The first 500 usable surveys from senior living facilities will be included in the study.
- We will utilize regression analysis to analyze data results to determine whether to accept or reject the hypotheses.

Future Research

- This study should be performed in several states in order to determine if generalization exists.
- Research may also be conducted to analyze if other variables related to TMT help to reduce the spread of COVID-19.
- Research on other deadly viruses could be performed to determine if similar results can be determined.

References

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