

# Culture & COVID-19

Global Implications of Perceptions of Race and Cultural Relations During the COVID-19 Pandemic in the United States

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## Background

Tensions related to race and culture have emerged during the COVID-19 pandemic, exacerbating pre-existing health and social disparities. Due to their role within communities, Extension professionals have the capacity to improve resilience during public health crises by promoting equity and inclusion.

## Purpose

The purpose of this study was to understand Americans' perceptions of race and cultural relations during the COVID-19 pandemic and provide recommendations for Extension professionals to reduce the implications of racial and cultural tensions.

## Methods

Data were collected via online survey January 8-21, 2021. Sample included 1,549 adult Americans. Quantitative and qualitative methods were used to understand concerns related to race and culture during COVID-19.

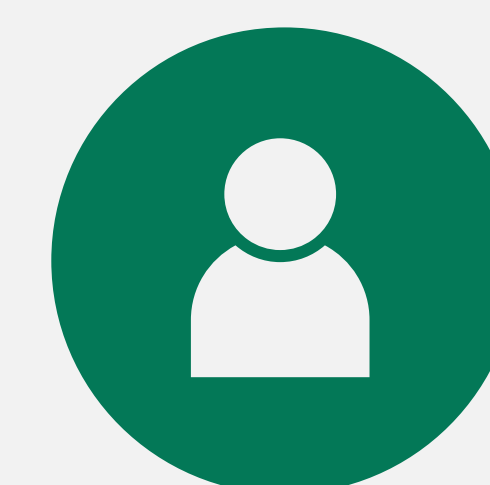


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## Findings

### Demographic Differences

Results showed that people with different demographics and beliefs had different perceptions of racial and cultural relations during COVID-19. Influencing factors included:



Race



Education Level



Rural / Urban



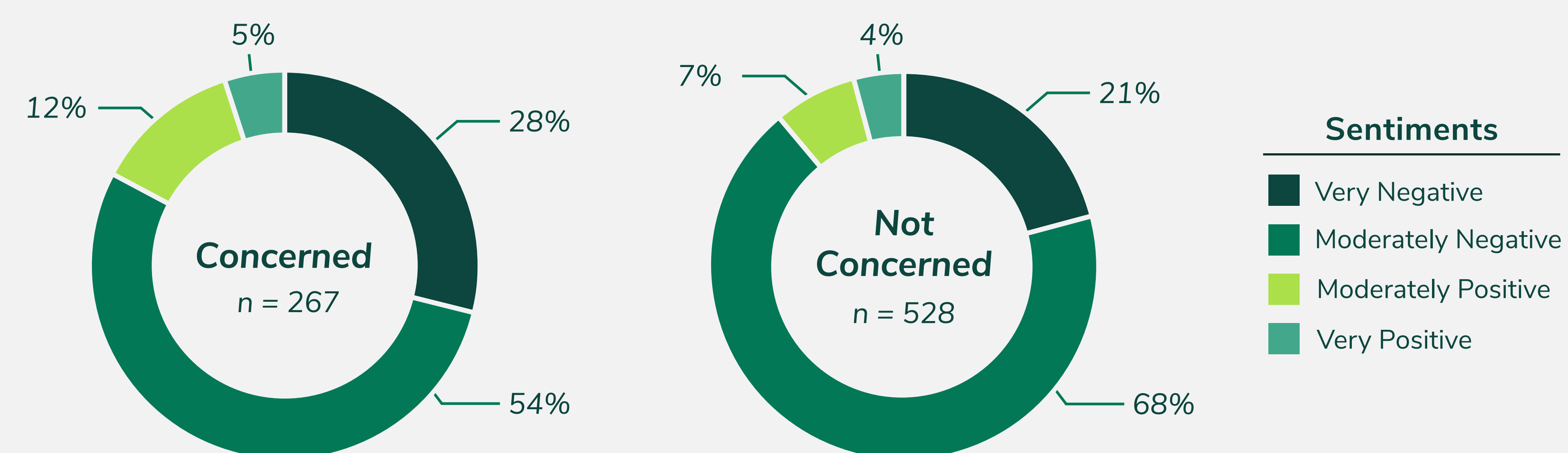
Political Beliefs



Vaccine Beliefs

### Sentiment Analysis

NVivo sentiment analysis results indicated difference in sentiment between those who were concerned about race and culture during COVID-19 and those who were not.



## Recommendations

By understanding the factors that influence Americans' perceptions of racial and cultural relations during COVID-19, Extension professionals can develop materials and resources to better reach underrepresented populations.