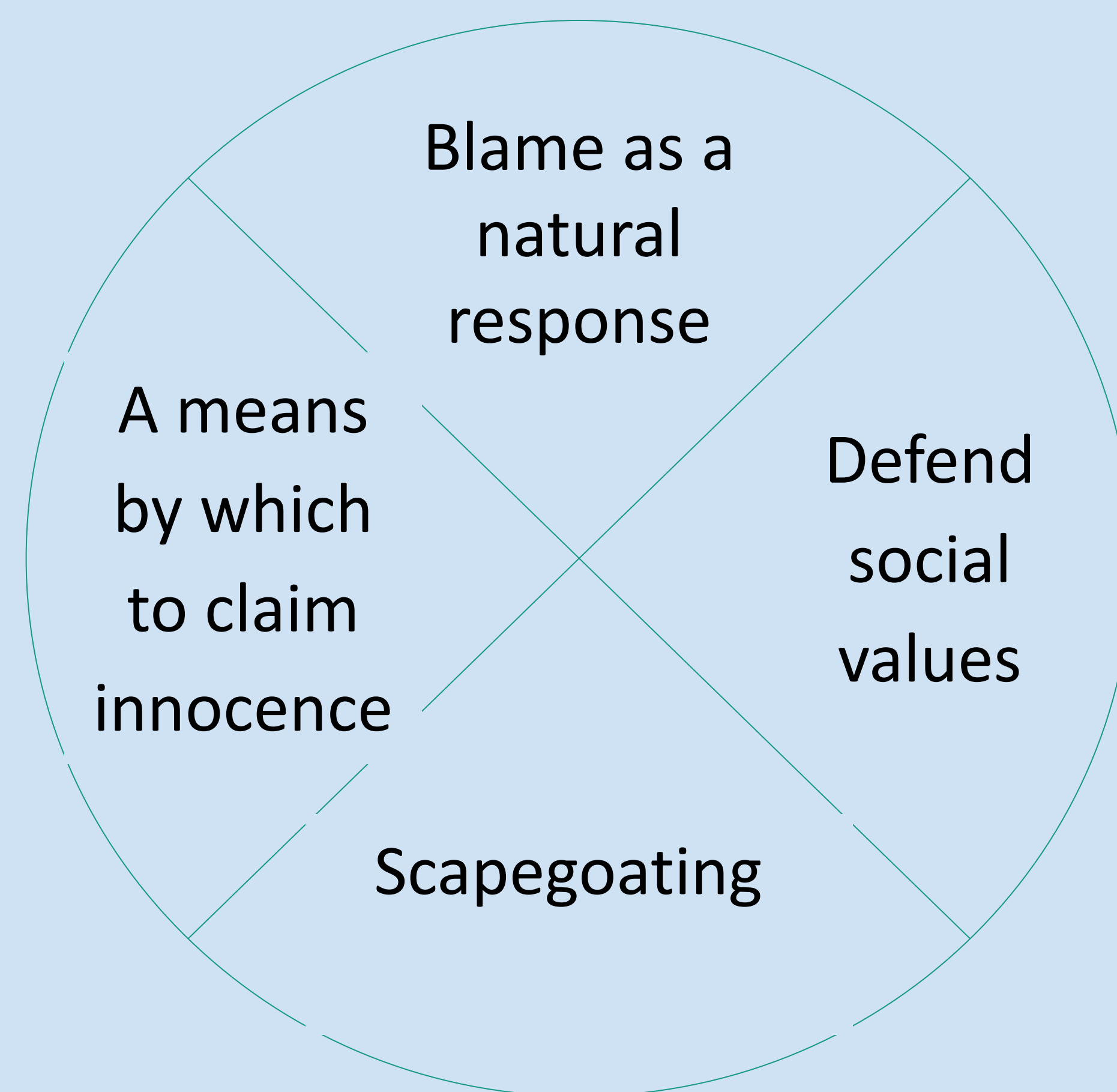


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Background

COVID-19 Pandemic
- Eruption of blame focused discourse
- Increase in Xenophobia

Some Uses of Blame



Research Questions

How do young adults at Northwestern attribute blame during the coronavirus? What are their perceptions regarding blame and response-management during the coronavirus pandemic?

Findings

1. Managing the Self During COVID-19

“I think I’ve done a good job of doing that”

Positive Perception of Self

“Everything seems very bad. It’s really touched every aspect of life in a negative way”

Understanding the Severity and Implications of COVID-19

“I think I have a lot more judgement which is something that is frustrating for me”

Adapting to COVID-19

2. Forming Personal Views

“People are ruder like both online and in public”

Drawing from Personal Experience

“They’re so polarized as outlets go, the reactions have all been very confusing and conflicting”

Media Influences

3. The Concepts of Blame During COVID-19

“People in charge such as institutional leaders, Governor, the President, like public figures”

Attributing Blame

Conclusion

The way individuals attribute blame during the coronavirus is contingent upon many factors involving personal views and personal experiences and the social, political, and cultural influences shaping these views and experiences.

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Methodology

- Interviewed 12 Northwestern University undergraduate students through Zoom
 - All participants identified as left leaning
 - Most participants identified as either middle or upper middle class
 - 5 participants were White, 3 participants were Indian, 3 participants were East Asian, and 1 participant was mixed (Asian & Native Latino)
 - Recruited participants by posting in NU class Facebook pages and contacting students individually through personal social networks
- Asked questions about who they blame and why
- Data was subject to grounded analysis and coded for common themes

References

