

# COVID-19 RESEARCH

## Hill and Levene Schools of Business

Our vision at the Hill and Levene Schools of Business is *to be a business school of choice in Canada and internationally for experiential education and **for relevant research***. The onset of COVID-19 in Canada and across the globe has presented significant challenges. Researchers at the Hill and Levene Schools are doing their part to develop research to better understand the impact of the pandemic on businesses and workers and beyond. Here are some highlights of that relevant research that is taking place as we speak.



### Dr. Shelagh Campbell

Dr. Shelagh Campbell (and the University of Regina) is part of a project being led by professors from the Centre for Work, Organization and Wellbeing at Griffith University in Australia. More than a dozen universities are taking part from Australia, New Zealand and Canada with Campbell being the lead at the U of R. The international research project is looking to understand the impact that working from home during the COVID-19 pandemic has had on university employees. A survey asking questions about home working arrangements and their impact on work is being administered.



### Dr. Magdalena Cismaru

Dr. Magdalena Cismaru is working on identifying, reviewing and analyzing initiatives promoting mental health during COVID with the ultimate purpose to provide recommendations for improvement. Based on the literature from social marketing and psychology, more than 20 principles have been created that can help maximize the effectiveness of such initiatives. As well, more than 20 initiatives promoting mental health during COVID from all around the world have been identified. Cismaru is now in the process of analyzing these initiatives to see how they are consistent with theory and practice and what can be done to make them more efficient.



### Dr. Sean Tucker

Dr. Sean Tucker is conducting a short survey of unionized health care workers in Saskatchewan and physicians represented by the Saskatchewan Medical Association. The survey focuses on PPE, communication, training, and wellbeing.



### Dr. Gina Grandy

Dr. Gina Grandy is working on a piece that contributes to a special issue on COVID-19 research and covers the impact on women entrepreneurs. Despite progress through such government funded initiatives as the Women Entrepreneurship Strategy (WES), which is targeting more than \$2 billion (Cdn) in investments towards women entrepreneurs, women entrepreneurs have been disproportionately negatively affected by COVID-19. These effects are amplified for women with disabilities, as well as racialized, Indigenous, and immigrant women. The invisibility of women entrepreneurs is deeply embedded and there is a continued need to advocate (and disrupt) for a gender and diversity lens, to ensure inclusive recovery that benefits women and diverse entrepreneurs.

Citation: Grandy, G., Cukier, W., & Gagnon, S. (forthcoming). (In)visibility in the margins: COVID-19, women entrepreneurs and the need for inclusive recovery. *Gender in Management: An International Journal*.



### Dr. Andrew Stevens

With Dr. Catherine Connelly at the DeGroot School of Business at McMaster University, Dr. Andrew Stevens is working on a study tentatively titled, "Is everyone equal

in the COVID recovery?", that examines labour market opportunities and marginalization based on race, status, and gender as the economies of Saskatchewan and Ontario re-open. Using a well-established call back methodology, they are asking if employers possess conscious and unconscious biases towards job applicants in the food service industry.

Stevens is also guest editing a special edition of *Workplace: A Journal for Academic Labour* titled "The Labour of COVID" that examines the state of work in post-secondary institutions in the time of a pandemic.



### Dr. Gordon Pennycook

Dr. Gordon Pennycook is working on three projects that relate to the people's beliefs about COVID-19 with collaborators from MIT, Durham University, and the

Institute For Advanced Study in Toulouse. The first relates to why people share misinformation about COVID-19 on social media, and what can be done to curtail it. His research shows that people often share "fake news" because they neglect to even consider whether it's accurate before sharing. Importantly, he found that a simple accuracy nudge that triggers people to think more about truth improves the extent to which they discern between true and false COVID-19 content when deciding what to share on social media. This was published in the top empirical journal in psychology.

Citation: Pennycook, G., McPhetres, J., Zhang, Y., Lu, J.G., & Rand, D.G. (2020). Fighting COVID-19 misinformation on social media: Experimental evidence for a scalable accuracy nudge intervention. *Psychological Science*. <https://journals.sagepub.com/doi/full/10.1177/0956797620939054>

Dr. Pennycook's work also relates to the factors that explain why people believe misperceptions about COVID-19. He fielded a large survey with people from Canada, the U.S., and the U.K. to answer this question. Although there was some evidence for political polarization (with conservatives being more likely to harbor COVID-19 misperceptions - particularly in the U.S.), accurate beliefs about COVID-19 were broadly associated with the quality of one's reasoning regardless of this polarization.

Citation: Pennycook, G., McPhetres, J., Bago, B., & Rand, D.G. (forthcoming). Attitudes about COVID-19 in Canada, the U.K., and the U.S.A.: A novel test of political polarization and motivated reasoning. Unpublished but under review and available online here: <https://psyarxiv.com/zhjpk/>

Finally, Dr. Pennycook is researching why some people are hesitant to get vaccinated for COVID-19 (once the vaccination is available). This study will test a variety of potential factors in large representative samples (both in Canada and the U.S.) and, in collaboration with fellow faculty member Dr. Lisa Watson, includes an intervention that clarifies the rigorous process that vaccines have to undergo to reach market. Studies found massive political polarization in the U.S. regarding openness to getting a COVID-19 vaccine, which was not matched in Canada. However, informing people about the rigor of the vaccination testing protocols increased people's positive assessments of COVID-19 vaccinations regardless of political affiliation in the U.S. The data collection for this study will be completed in the coming weeks.

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