SUPPORTING INFORMATION

Collectivism Predicts Mask Use During COVID-19

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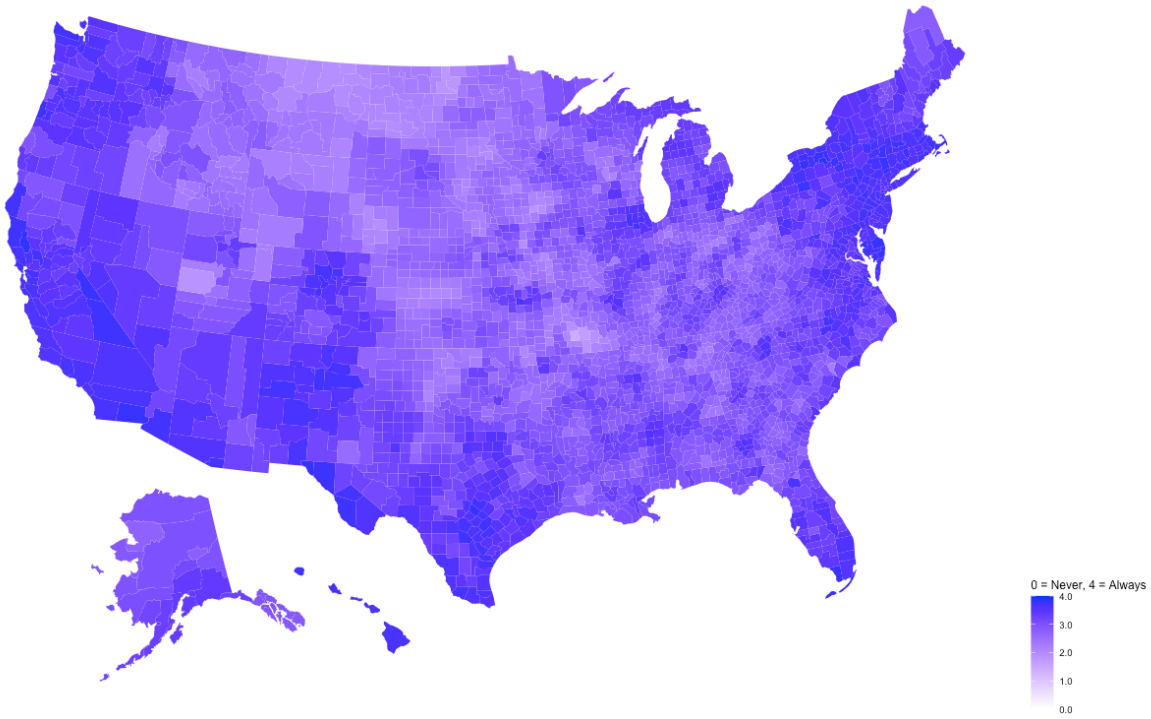
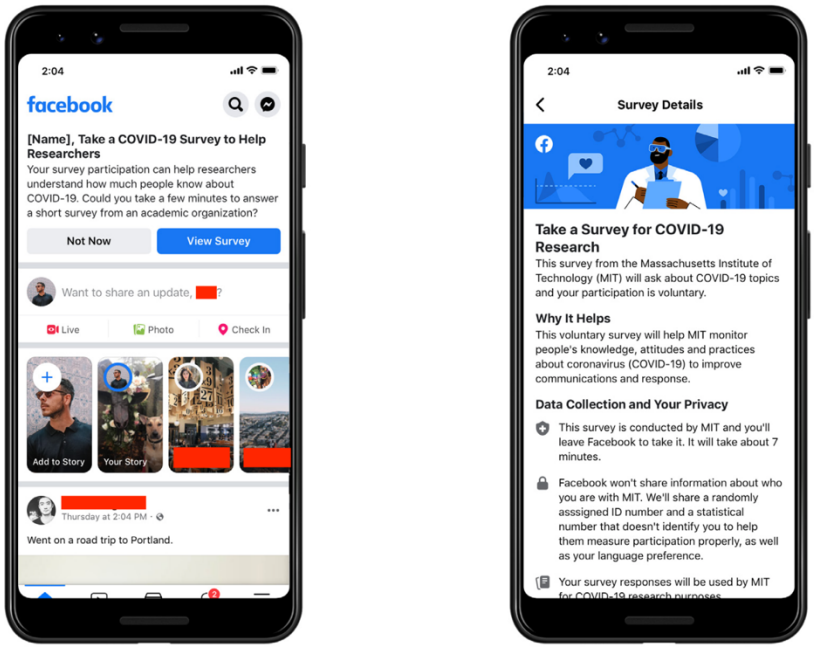
Figure S1
Study 1a: Mask Usage in all 3,141 US Counties



Note. Mask usage based on a survey conducted by *The New York Times* and Dynata from July 2 to July 14, 2020.

Figure S2
Study 3. Facebook Survey Interface



Source: https://dataforgood.fb.com/wp-content/uploads/2020/07/COVID-19-Preventive-Health-Survey_Overview.pdf

Figure S3
Study 3. Percentage of Respondents who Reported Wearing Masks in 67 Countries and Territories

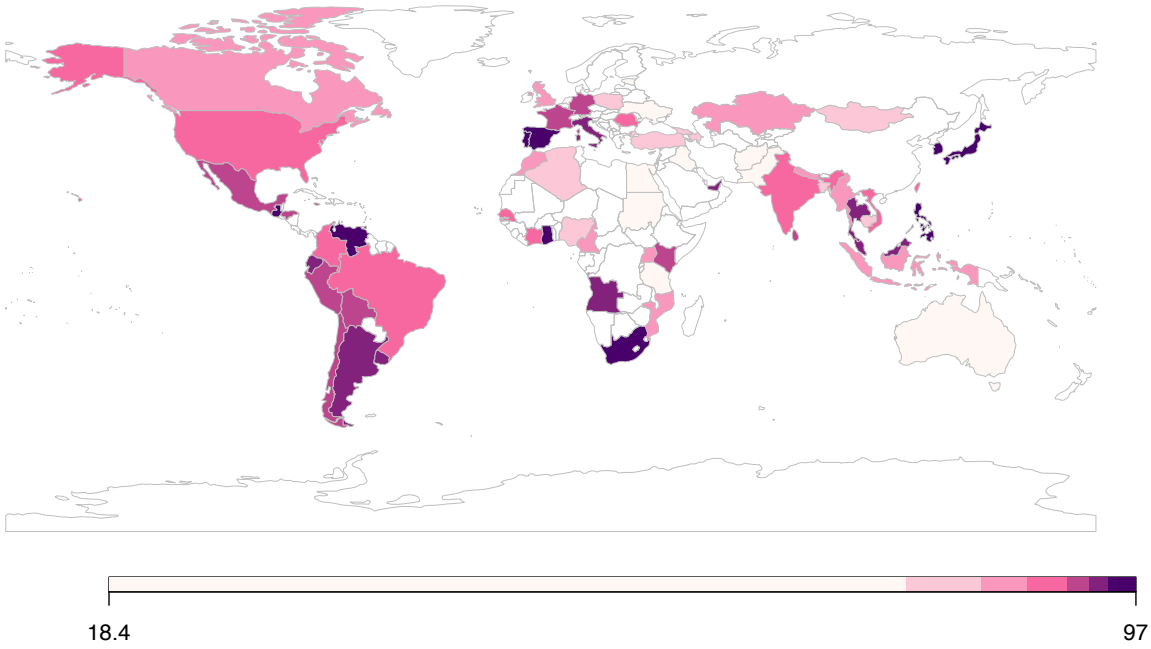


Table S1. Variable Sources

Variables	Level	Year	Source
Collectivism	US state		Vandello & Cohen (1999)
Collectivism	Country		Composite of Hofstede's index and the GLOBE in-group collectivism index
Tightness	US state		Harrington & Gelfand (2014)
Tightness	Country		Uz (2015)
Median age	US county	2019	https://www2.census.gov/programs-surveys/popest/datasets/2010-2019/counties/asrh/
Median age	US state	2019	https://www.census.gov/data/tables/time-series/demo/popest/2010s-state-detail.html Annual Estimates of the Resident Population for Selected Age Groups by Sex: April 1, 2010 to July 1, 2019
Median age	Country	2020	https://population.un.org/wpp/Download/Standard/Population/ Median Age of Population
% Male	US county	2019	https://www2.census.gov/programs-surveys/popest/datasets/2010-2019/counties/asrh/
% Male	US state	2019	https://www.census.gov/data/tables/time-series/demo/popest/2010s-state-detail.html Annual Estimates of the Resident Population for Selected Age Groups by Sex: April 1, 2010 to July 1, 2019
% Male	Country	2019	https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS
% college educated or more	US county	2014-2018	https://www.ers.usda.gov/data-products/county-level-data-sets/download-data Educational attainment for the U.S., States, and counties, 1970-2018
% college educated or more	US state	2019	https://data.census.gov/cedsci/table?q=Educational%20Attainment%20in%20the%20United%20States&t=Educational%20Attainment&g=0100000US.04000.001&tid=ACSST1Y2019.S1501&tp=true&hidePreview=true
Population density	US county	2019	Population density = Population / Land area Population (2019): https://www.census.gov/data/datasets/time-series/demo/popest/2010s-counties-total.html Annual Estimates of the Resident Population for Counties: April 1, 2010 to July 1, 2019 Land area: https://www.census.gov/library/publications/2011/compendia/usa-counties-2011.html.
Population density	US state	2010	https://www.census.gov/quickfacts/geo/chart/US/POP060210
Population density	Country	2020	https://population.un.org/wpp/Download/Standard/Population/ Population Density
Income per capita	US county	2019	https://www.bea.gov/data/income-saving/personal-income-county-metro-and-other-areas
Income per capita	US state	2019	https://www.bea.gov/data/income-saving/personal-income-by-state
GDP per capita	Country	Most recent year available	https://github.com/owid/covid-19-data/blob/master/public/data/owid-covid-data.csv
Universal health coverage	Country	2017	https://apps.who.int/gho/data/view.main.INDEXOFESSENTIALSERVICECOVERAGEv?lang=en

			UHC index of service coverage
COVID-19 severity	US county	2020	https://github.com/nytimes/covid-19-data/blob/master/us-counties.csv
COVID-19 severity	US state	2020	https://github.com/OxCGRT/covid-policy-tracker/blob/master/data/OxCGRT_latest.csv
COVID-19 severity	Country	2020	https://github.com/owid/covid-19-data/blob/master/public/data/owid-covid-data.csv
Government stringency	US state	2020	https://github.com/OxCGRT/covid-policy-tracker/blob/master/data/OxCGRT_latest.csv
Government stringency	Country	2020	https://github.com/owid/covid-19-data/blob/master/public/data/owid-covid-data.csv
Political affiliation	US state	2014	https://www.pewforum.org/religious-landscape-study/compare/party-affiliation/by/state/

Table S2
Study 1a. Descriptive Statistics of the 50 US States

State	State abbreviation	Collectivism	Mean mask usage
Alabama	AL	57	2.92
Alaska	AK	48	3.08
Arizona	AZ	49	3.30
Arkansas	AR	54	2.88
California	CA	60	3.49
Colorado	CO	36	3.19
Connecticut	CT	50	3.63
Delaware	DE	55	3.69
Florida	FL	54	3.19
Georgia	GA	60	2.98
Hawaii	HI	91	3.70
Idaho	ID	42	2.64
Illinois	IL	52	3.02
Indiana	IN	57	2.87
Iowa	IA	39	2.68
Kansas	KS	38	2.66
Kentucky	KY	53	2.93
Louisiana	LA	72	3.02
Maine	ME	45	3.23
Maryland	MD	63	3.58
Massachusetts	MA	46	3.67
Michigan	MI	46	3.22
Minnesota	MN	41	2.67
Mississippi	MS	64	3.03
Missouri	MO	46	2.57
Montana	MT	31	2.38
Nebraska	NE	35	2.60
Nevada	NV	52	3.35
New Hampshire	NH	43	3.27
New Jersey	NJ	59	3.59
New Mexico	NM	51	3.37
New York	NY	53	3.61
North Carolina	NC	56	3.25
North Dakota	ND	37	2.24
Ohio	OH	45	2.81
Oklahoma	OK	42	2.68
Oregon	OR	33	3.35
Pennsylvania	PA	52	3.41
Rhode Island	RI	48	3.71
South Carolina	SC	70	2.99
South Dakota	SD	36	2.54
Tennessee	TN	56	2.74
Texas	TX	58	3.23
Utah	UT	61	2.83
Vermont	VT	42	3.28
Virginia	VA	60	3.32
Washington	WA	37	3.41
West Virginia	WV	48	2.93
Wisconsin	WI	46	2.82
Wyoming	WY	35	2.44

Note. The collectivism-individualism scores are sourced from Vandello and Cohen (1999).
Mask usage question: "How often do you wear a mask in public when you expect to be within six feet of another person?" (0 = never, 1 = rarely, 2 = sometimes, 3 = frequently, 4 = always).

Table S3
Study 1a. US State-Level Descriptive Statistics and Correlations

Variables	*M*	*SD*	1	2	3	4	5	6	7	8	9	10
1. Mask usage	3.08	0.38										
2. Collectivism	50.08	11.34	.44									
3. Tightness	50.14	12.60	-.46	.23								
4. % Republican	0.40	0.08	-.85	-.24	.59							
5. Government stringency	60.78	8.85	.55	.24	-.29	-.46						
6. COVID-19 severity	125.59	105.78	-.13	.32	.44	.28	-.05					
7. Median age	38.83	2.30	.35	-.03	-.23	-.43	.31	-.24				
8. % Male	0.49	0.01	-.44	-.43	-.29	.37	-.30	-.18	-.48			
9. % College degree or above	0.30	0.05	.48	-.12	-.60	-.55	.26	-.45	.15	-.10		
10. Population density	194.96	261.09	.62	.24	-.26	-.58	.29	-.23	.29	-.50	.54	
11. Income per capita (US$)	54234.50	8632.47	.46	-.11	-.63	-.52	.17	-.49	.07	.09	.82	.57

Table S4
Study 1a. US County-Level Descriptive Statistics and Correlations

Variables	*M*	*SD*	1	2	3	4	5	6
1. Mask usage	2.98	0.41						
2. COVID-19 severity	115.61	144.91	.11					
3. Median age	41.75	5.41	-.06	-.26				
4. % Male	0.50	0.02	-.09	-.01	-.03			
5. % College degree or above	21.57	9.43	.35	-.10	-.15	-.18		
6. Population density	272.86	1786.36	.16	.01	-.11	-.09	.25	
7. Income per capita (US$)	44117.17	12727.53	.19	-.08	.03	-.10	.67	.28

Table S5
Study 1a. OLS Regressions Predicting Mask Usage at US State Level

	Model 1	Model 2	Model 3
Intercept	2.341***	1.069	1.169
	(0.226)	(3.747)	(4.508)
Collectivism	**0.015****	**0.016*****	**0.007***
	(0.004)	**(0.004)**	**(0.003)**
Median age		0.043*	-0.0004
		(0.020)	(0.016)
% Male		-3.180	-1.143
		(6.366)	(8.173)
% College degree or above		3.788***	0.241
		(0.776)	(1.072)
COVID-19 severity			0.0002
			(0.0003)
Government stringency			0.007†
			(0.004)
Population density (log)			0.017
			(0.049)
Income per capita (log)			0.256
			(0.373)
% Republican			-3.167***
			(0.576)
R^2	0.189	0.561	0.809
Adj. R^2	0.172	0.522	0.767
Observations (state)	50	50	50

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table S6
Study 1a. Multilevel OLS Regressions Predicting Mask Usage

	Model 1	Model 2	Model 3
Fixed Effects			
Intercept	2.336***	2.045***	3.399***
	(0.221)	(0.230)	(0.478)
Collectivism	**0.015*** **	**0.015*** **	**0.007** **
	(0.004)	**(0.004)**	**(0.002)**
Median age		-0.002	0.003***
		(0.001)	(0.001)
% Male		0.077	0.423
		(0.215)	(0.224)
% College degree or above		0.012***	0.010***
		(0.001)	(0.001)
COVID-19 severity			0.0001***
			(0.00003)
Government stringency			0.007*
			(0.003)
Population density (log)			0.043***
			(0.005)
Income per capita (log)			-0.068*
			(0.031)
% Republican			-2.822***
			(0.361)
Random Effects			
Intercept	0.335	0.291	0.156
	(0.035)	(0.030)	(0.017)
Observations (county)	3141	3141	3070
Number of US states	50	50	50
AIC	854	354	205
BIC	878	397	277
Log likelihood	-423	-170	-90
Ω_0^2	0.59	0.65	0.66

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.
Ω_0^2 represents generalized R^2 for linear mixed effect models (1).

Table S7
Study 1b. Descriptive Statistics of the 50 US States

State	State abbreviation	Collectivism	Mean mask usage
Alabama	AL	57	2.46
Alaska	AK	48	2.43
Arizona	AZ	49	2.45
Arkansas	AR	54	2.27
California	CA	60	3.10
Colorado	CO	36	2.97
Connecticut	CT	50	3.01
Delaware	DE	55	3.10
Florida	FL	54	2.89
Georgia	GA	60	2.85
Hawaii	HI	91	3.36
Idaho	ID	42	2.02
Illinois	IL	52	2.91
Indiana	IN	57	2.64
Iowa	IA	39	2.27
Kansas	KS	38	1.96
Kentucky	KY	53	2.58
Louisiana	LA	72	2.87
Maine	ME	45	2.79
Maryland	MD	63	3.12
Massachusetts	MA	46	2.99
Michigan	MI	46	2.80
Minnesota	MN	41	2.20
Mississippi	MS	64	2.78
Missouri	MO	46	2.45
Montana	MT	31	1.93
Nebraska	NE	35	2.64
Nevada	NV	52	2.89
New Hampshire	NH	43	2.32
New Jersey	NJ	59	3.19
New Mexico	NM	51	2.61
New York	NY	53	3.25
North Carolina	NC	56	2.63
North Dakota	ND	37	1.44
Ohio	OH	45	2.48
Oklahoma	OK	42	2.12
Oregon	OR	33	2.66
Pennsylvania	PA	52	2.93
Rhode Island	RI	48	3.40
South Carolina	SC	70	2.66
South Dakota	SD	36	1.94
Tennessee	TN	56	2.46
Texas	TX	58	2.75
Utah	UT	61	2.70
Vermont	VT	42	3.24
Virginia	VA	60	2.74
Washington	WA	37	2.68
West Virginia	WV	48	2.65
Wisconsin	WI	46	2.28
Wyoming	WY	35	2.05

Note. The collectivism-individualism scores are sourced from Vandello and Cohen (1999).
Mask usage question: "How often have you worn a face mask outside your home (e.g., when on public transport, going to a supermarket, going to a main road)?" (0 = not at all, 1 = rarely, 2 = sometimes, 3 = frequently, 4 = always).

Table S8
Study 1b. US State-Level Descriptive Statistics and Correlations

Variables	*M*	*SD*	1	2	3	4	5	6	7	8	9	10
1. Mask usage	2.64	0.42										
2. Collectivism	50.08	11.34	.54									
3. Tightness	50.14	12.60	-.33	.23								
4. % Republican	0.40	0.08	-.76	-.24	.59							
5. Government stringency	69.49	6.62	.57	.20	-.38	-.56						
6. COVID-19 severity	94.98	42.13	.16	.36	.37	.01	-.26					
7. Median age	38.83	2.30	.30	-.03	-.23	-.43	.48	-.27				
8. % Male	0.49	0.01	-.52	-.43	-.29	.37	-.32	-.44	-.48			
9. % College degree or above	0.30	0.05	.40	-.12	-.60	-.55	.34	-.10	.15	-.10		
10. Population density	194.96	261.09	.58	.24	-.26	-.58	.31	.36	.29	-.50	.54	
11. Income per capita (US$)	54234.50	8632.47	.32	-.11	-.63	-.52	.24	-.01	.07	.09	.82	.57

Table S9
Study 1b. OLS Regressions Predicting Mask Usage at US State Level

	Model 1	Model 2	Model 3
Intercept	1.650***	3.878	4.379
	(0.229)	(3.928)	(5.628)
Collectivism	**0.020***	**0.019***	**0.010***
	(0.004)	**(0.004)**	**(0.004)**
Median age		0.030	-0.014
		(0.021)	(0.023)
% Male		-8.920	-0.189
		(6.675)	(12.046)
% College degree or above		3.479***	0.801
		(0.814)	(1.391)
COVID-19 severity			0.0004
			(0.001)
Government stringency			0.014†
			(0.007)
Population density (log)			0.054
			(0.061)
Income per capita (log)			-0.193
			(0.499)
% Republican			-2.571***
			(0.711)
R^2	0.291	0.587	0.759
Adj. R^2	0.276	0.550	0.705
Observations (state)	50	50	50

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table S10
Study 1b. Multilevel OLS Regressions Predicting Mask Usage

	Model 1	Model 2	Model 3
Fixed Effects			
Intercept	0.313	-0.974***	-0.964
	(0.204)	(0.274)	(3.435)
Collectivism	**0.017*** **	**0.019*** **	**0.011*** **
	(0.004)	**(0.003)**	**(0.003)**
Age		0.004***	0.004***
		(0.001)	(0.001)
Gender (1 = male, 0 = female)		-0.251***	-0.242***
		(0.022)	(0.022)
% College degree or above		3.792***	0.916
		(0.655)	(0.989)
COVID-19 severity			0.001***
			(0.0001)
Government stringency			0.005*
			(0.002)
Population density (log)			0.044
			(0.029)
Income per capita (log)			0.128
			(0.324)
% Republican			-2.126***
			(0.535)
Week fixed effects	Yes	Yes	Yes
Random Effects			
Intercept	0.277	0.204	0.137
	(0.033)	(0.027)	(0.023)
Observations (person)	16737	16737	15952
Number of US states	50	50	50
AIC	58742	58556	55982
BIC	58919	58757	56213
Log likelihood	-29348	-29252	-27961
Ω_0^2	0.23	0.23	0.24

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
$^{\dagger}p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.
Ω_0^2 represents generalized R^2 for linear mixed effect models.

Table S11
Study 2. Descriptive Statistics of 29 Countries and Territories

Country/ Territory	ISO code	Collectivism (Hofstede)	Collectivism (GLOBE)	Sample size	Mean age	% Male	Mask usage
Australia	AUS	10	4.17	16045	47.02	49.7%	1.35
Brazil	BRA	62	5.18	10274	40.74	49.4%	3.66
Canada	CAN	20	4.26	11222	49.78	45.3%	2.56
China	CHN	80	5.80	15704	32.70	56.1%	3.48
Denmark	DNK	26	3.53	11651	47.81	48.9%	0.51
Finland	FIN	37	4.07	11507	48.78	48.8%	0.52
France	FRA	29	4.37	16900	48.95	45.8%	2.88
Germany	DEU	33	4.02	15774	48.80	48.0%	2.78
Hong Kong	HKG	75	5.32	6757	44.25	48.2%	3.72
India	IND	52	5.92	16142	36.44	52.5%	3.67
Indonesia	IDN	86	5.68	12053	30.38	54.7%	3.70
Italy	ITA	24	4.94	15508	48.38	47.7%	3.70
Japan	JPN	54	4.63	6382	48.66	52.8%	3.48
Malaysia	MYS	74	5.51	11552	32.73	42.5%	3.71
Mexico	MEX	70	5.71	11519	40.03	48.3%	3.62
Netherlands	NLD	20	3.70	6362	48.46	48.1%	0.97
Norway	NOR	31	N/A	11515	47.07	50.0%	0.53
Philippines	PHL	68	6.36	11426	36.11	47.6%	3.83
Saudi Arabia	SAU	75	N/A	11161	34.60	63.8%	3.41
Singapore	SGP	80	5.64	12965	44.20	49.5%	3.66
Korea (South)	KOR	82	5.54	5879	42.27	55.0%	3.68
Spain	ESP	49	5.45	15540	46.70	48.8%	3.46
Sweden	SWE	29	3.66	15126	49.16	49.1%	0.38
Taiwan	TWN	83	5.59	11569	36.23	50.7%	3.34
Thailand	THA	80	5.70	11880	35.07	48.0%	3.71
United Arab Emirates	ARE	75	N/A	11603	34.91	67.3%	3.68
United Kingdom	GBR	11	4.08	25002	48.07	47.6%	1.75
United States	USA	9	4.25	16804	47.82	45.8%	2.79
Vietnam	VNM	80	N/A	11228	31.19	52.7%	3.61

Note. In line with the literature, we reverse-coded Hofstede's individualism index to denote collectivism (= 100 – individualism) for ease of interpretation.
Mask usage: "How often have you worn a face mask outside your home (e.g., when on public transport, going to a supermarket, going to a main road)?" (0 = not at all, 1 = rarely, 2 = sometimes, 3 = frequently, 4 = always).

Table S12
Study 2. Country-Level Descriptive Statistics and Correlations

Variables	*M*	*SD*	1	2	3	4	5	6	7	8	9
1. Mask usage	2.83	1.20									
2. Collectivism (composite)	-0.36	1.13	.80								
3. Tightness (= – Looseness)	-60.14	27.13	.53	.75							
4. Government stringency	62.53	13.84	.34	.13	.13						
5. COVID-19 severity	28.29	32.93	.08	-.14	-.29	.33					
6. Median age	38.67	6.26	-.32	-.48	-.51	-.53	-.08				
7. % Male	50.69	4.12	.15	.27	.48	.06	.12	-.36			
8. Population density	711.77	1964.08	.22	.26	.07	.00	.09	.22	-.09		
9. GDP per capita (US$)	37055.47	19925.84	-.38	-.41	-.36	-.41	.20	.51	.29	.47	
10. Universal health coverage	78.93	8.89	-.45	-.58	-.58	-.43	.14	.75	-.18	.14	.63

Table S13
Study 2. OLS Regressions Predicting Mask Usage at Country Level

	Model 1	Model 2	Model 3
Intercept	3.144***	3.068	-1.264
	(0.143)	(2.438)	(3.314)
Collectivism	**0.855*** **	**0.943*** **	**0.945*** **
	(0.123)	**(0.152)**	**(0.193)**
Median age		0.020	0.089†
		(0.028)	(0.044)
% Male		-0.013	0.001
		(0.038)	(0.049)
COVID-19 severity			0.005
			(0.005)
Government stringency			0.039*
			(0.016)
Population density (log)			-0.004
			(0.102)
GDP per capita (log)			-0.001
			(0.406)
Universal health coverage			-0.020
			(0.029)
R^2	0.643	0.659	0.786
Adj. R^2	0.630	0.616	0.692
Observations (country)	29	28	27

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table S14
Study 2. Multilevel OLS Regressions Predicting Mask Usage

	Model 1	Model 2	Model 3
Fixed Effects			
Intercept	2.147***	2.203***	2.780
	(0.144)	(0.144)	(2.488)
Collectivism	**0.834*** **	**0.836*** **	**0.794*** **
	(0.124)	**(0.124)**	**(0.175)**
Age		-0.00002	-0.0001
		(0.0001)	(0.0001)
Gender (1 = male, 0 = female)		-0.108***	-0.104***
		(0.004)	(0.004)
COVID-19 severity			0.00004
			(0.00007)
Government stringency			-0.002***
			(0.0002)
Population density (log)			0.085
			(0.097)
GDP per capita (log)			-0.166
			(0.307)
Universal health coverage			0.011
			(0.025)
Week fixed effects	Yes	Yes	Yes
Random Effects			
Intercept	0.738	0.737	0.749
	(0.097)	(0.097)	(0.102)
Observations (person)	367050	367050	348724
Number of countries	29	29	27
AIC	1118398	1117532	1068292
BIC	1118701	1117857	1068669
Log likelihood	-559171	-558736	-534111
Ω_0^2	0.54	0.54	0.55

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
$^{\dagger}p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.
Ω_0^2 represents generalized R^2 for linear mixed effect models.

Table S15
Study 3. Descriptive Statistics of 67 Countries and Territories

Country/ Territory	ISO code	Collectivism (Hofstede)	Collectivism (GLOBE)	Sample size	Mean age (categorical)	% Male	% of respondents who used mask	Perceived community mask usage
Afghanistan	AFG	N/A	N/A	876	2.66	93.6%	56.2%	35.92
Algeria	DZA	65	N/A	1072	3.42	73.3%	83.8%	52.22
Angola	AGO	82	N/A	1152	3.19	71.7%	94.6%	74.96
Argentina	ARG	54	5.51	10673	3.69	36.5%	93.6%	80.34
Australia	AUS	10	4.17	1171	4.24	39.7%	48.3%	34.81
Azerbaijan	AZE	78	N/A	795	3.40	62.5%	79.9%	59.11
Bangladesh	BGD	80	N/A	9096	2.60	81.1%	84.6%	57.86
Bolivia	BOL	90	5.47	1014	2.93	52.4%	92.5%	70.50
Brazil	BRA	62	5.18	9986	3.53	40.1%	91.2%	70.05
Cambodia	KHM	N/A	N/A	804	2.76	76.6%	82.1%	54.93
Cameroon	CMR	N/A	N/A	1216	2.95	70.3%	86.4%	44.96
Canada	CAN	20	4.26	1153	4.21	38.8%	87.7%	60.37
Chile	CHL	77	N/A	1020	3.67	40.8%	93.4%	83.49
Colombia	COL	87	5.73	10428	3.18	45.5%	91.6%	77.85
Cote d'Ivoire	CIV	N/A	N/A	920	3.24	81.4%	89.2%	52.86
Ecuador	ECU	92	5.81	1028	3.01	51.0%	93.6%	75.55
Egypt	EGY	75	5.64	8803	3.06	70.1%	76.3%	47.55
Estonia	EST	40	N/A	809	3.35	39.9%	18.4%	14.46
France	FRA	29	4.37	11075	3.96	39.0%	91.9%	67.88
Georgia	GEO	59	6.19	828	3.46	51.4%	81.5%	70.78
Germany	DEU	33	4.02	10562	3.93	45.4%	92.6%	73.46
Ghana	GHA	85	N/A	1095	2.84	71.3%	95.3%	62.23
Guatemala	GTM	94	5.63	1069	2.88	51.7%	95.1%	79.69
Honduras	HND	80	N/A	971	3.06	47.8%	92.8%	69.36
India	IND	52	5.92	10647	2.87	80.8%	89.3%	74.78
Indonesia	IDN	86	5.68	10798	3.18	65.5%	87.7%	75.04
Iraq	IRQ	70	N/A	1015	3.22	81.0%	79.0%	41.26
Italy	ITA	24	4.94	11485	4.04	43.7%	94.5%	64.75
Jamaica	JAM	61	N/A	814	3.69	32.6%	92.4%	67.24
Japan	JPN	54	4.63	10452	4.71	63.7%	95.2%	85.27
Kazakhstan	KAZ	80	5.26	1022	3.92	41.3%	85.2%	63.93
Kenya	KEN	75	N/A	1377	3.10	69.5%	91.9%	61.45
Korea (South)	KOR	82	5.54	1106	3.80	66.9%	95.0%	85.10
Malaysia	MYS	74	5.51	9478	3.38	56.1%	93.7%	82.04
Mexico	MEX	70	5.71	9296	3.11	46.1%	92.4%	60.81
Mongolia	MNG	N/A	N/A	685	2.85	46.6%	81.0%	62.48
Morocco	MAR	54	5.87	1107	3.28	72.2%	87.1%	53.20
Mozambique	MOZ	85	N/A	1279	2.90	68.0%	87.4%	69.42
Myanmar	MMR	N/A	N/A	950	2.91	73.2%	85.9%	58.33
Nepal	NPL	70	N/A	1122	2.64	76.2%	88.7%	72.18
Netherlands	NLD	20	3.70	1138	4.62	39.6%	38.8%	26.11
Nigeria	NGA	70	5.55	9177	3.22	76.6%	83.1%	52.80
Pakistan	PAK	86	N/A	8660	2.72	80.3%	79.2%	51.63
Peru	PER	84	N/A	1066	3.23	48.6%	92.5%	81.64
Philippines	PHL	68	6.36	9630	3.01	43.7%	96.0%	86.46
Poland	POL	40	5.52	10220	3.66	40.5%	83.4%	57.33
Portugal	PRT	73	5.51	995	3.91	40.4%	95.9%	73.46
Romania	ROU	70	N/A	9866	3.75	47.7%	88.7%	61.31
Senegal	SEN	75	N/A	813	3.44	71.2%	88.7%	49.35
Singapore	SGP	80	5.64	1008	3.70	56.7%	97.0%	92.52
South Africa	ZAF	35	4.79	1271	3.70	41.0%	96.5%	72.82
Spain	ESP	49	5.45	1123	3.77	39.7%	96.9%	75.52
Sri Lanka	LKA	65	N/A	917	3.23	70.4%	92.8%	83.66

Sudan	SDN	N/A	N/A	1115	2.83	76.0%	53.1%	28.18
Taiwan	TWN	83	5.59	331	3.68	55.8%	90.6%	77.43
Tanzania	TZA	75	N/A	897	3.04	82.1%	62.3%	32.00
Thailand	THA	80	5.70	10404	3.81	54.3%	93.7%	82.44
Trinidad and Tobago	TTO	84	N/A	1054	3.68	35.5%	93.8%	57.74
Turkey	TUR	63	5.88	10335	3.59	71.7%	84.8%	64.79
United Arab Emirates	ARE	75	N/A	940	3.25	66.7%	94.8%	89.91
Uganda	UGA	N/A	N/A	1459	2.85	76.5%	86.9%	46.35
United Kingdom	GBR	11	4.08	10335	4.16	38.3%	86.0%	56.35
Ukraine	UKR	75	N/A	1051	3.49	36.5%	78.3%	53.61
Uruguay	URY	64	N/A	968	4.02	30.1%	94.5%	71.83
United States	USA	9	4.25	8875	4.42	36.3%	91.4%	65.99
Venezuela	VEN	88	5.53	1395	3.84	48.8%	96.2%	76.78
Vietnam	VNM	80	N/A	11534	2.68	56.6%	89.2%	83.39

Note. In line with the literature, we reverse-coded Hofstede's individualism index to denote collectivism (= 100 – individualism) for ease of interpretation.

Age categories: 1 = under 20, 2 = 20 to 30, 3 = 31 to 40, … 7 = 71 to 80, 8 = over 80.

Perceived community mask usage: Out of 100 people in your community, how many do you think wear a face mask or covering when they go out in public?

Table S16
Study 3. Country-Level Descriptive Statistics and Correlations

Variables	*M*	*SD*	1	2	3	4	5	6	7	8	9	10
1. Personal mask usage	0.86	0.14										
2. Perceived community mask usage	63.45	17.41	.73									
3. Collectivism (composite)	0.22	0.87	.39	.37								
4. Tightness (= – Looseness)	-51.42	28.28	-.08	-.09	.59							
5. Government stringency	62.77	19.05	.23	.15	.22	-.04						
6. COVID-19 severity	33.73	49.58	.25	.29	-.05	-.34	.46					
7. Median age	31.28	8.96	.03	.26	-.53	-.55	-.38	.05				
8. % Male	49.73	2.71	.08	.17	.12	.43	-.02	-.01	-.12			
9. Population density	278.53	1020.96	.10	.23	.09	.03	-.09	.00	.18	.13		
10. GDP per capita (US$)	18528.55	17258.41	.00	.20	-.55	-.48	-.29	.10	.72	.34	.48	
11. Universal health coverage	67.14	14.46	.12	.31	-.53	-.56	-.15	.28	.85	-.01	.15	.74

Table S17
Study 3. OLS Regressions Predicting Personal Mask Usage at Country Level

	Model 1	Model 2	Model 3
Intercept	0.855***	0.569†	0.369
	(0.017)	(0.319)	(0.338)
Collectivism	**0.062****	**0.077****	**0.069****
	(0.020)	**(0.024)**	**(0.025)**
Median age		0.003	0.003
		(0.002)	(0.005)
% Male		0.004	0.004
		(0.006)	(0.007)
COVID-19 severity			0.0005
			(0.0004)
Government stringency			0.002
			(0.001)
Population density (log)			0.020
			(0.015)
GDP per capita (log)			-0.014
			(0.043)
Universal health coverage			0.002
			(0.003)
R^2	0.151	0.178	0.306
Adj. R^2	0.136	0.132	0.193
Observations (country)	59	58	58

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table S18
Study 3. OLS Regressions Predicting Perceived Community Mask Usage at Country Level

	Model 1	**Model 2**	**Model 3**
Intercept	64.882***	-14.363	-34.877
	(1.998)	(33.541)	(34.734)
Collectivism	**6.774****	**10.713*****	**9.682*****
	(2.254)	**(2.510)**	**(2.573)**
Median age		0.818**	0.815
		(0.254)	(0.500)
% Male		1.042	1.130
		(0.640)	(0.753)
COVID-19 severity			0.068
			(0.042)
Government stringency			0.177
			(0.119)
Population density (log)			2.156
			(1.528)
GDP per capita (log)			-2.341
			(4.462)
Universal health coverage			0.218
			(0.318)
R^2	0.137	0.295	0.431
Adj. R^2	0.122	0.255	0.338
Observations (country)	59	58	58

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
$^{\dagger}p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table S19
Study 3. Multilevel Logistic Regressions Predicting Personal Mask Usage

	Model 1	Model 2	Model 3
Fixed Effects			
Intercept	1.956***	0.614***	-3.844**
	(0.119)	(0.128)	(1.490)
Collectivism	**0.348****	**0.400****	**0.491****
	(0.131)	**(0.135)**	**(0.152)**
Age (categorical)		0.045***	0.045***
		(0.005)	(0.005)
Gender (1 = male, 0 = female)		-0.545***	-0.545***
		(0.014)	(0.014)
Education		0.401***	0.401***
		(0.009)	(0.009)
COVID-19 severity			0.0004
			(0.0004)
Government stringency			0.018***
			(0.001)
Population density (log)			0.172*
			(0.084)
GDP per capita (log)			0.128
			(0.236)
Universal health coverage			0.018
			(0.016)
Week fixed effects	Yes	Yes	Yes
Random Effects			
Intercept	0.864	0.887	0.807
	(0.080)	(0.083)	(0.076)
Observations (person)	268801	264661	264332
Number of countries	59	59	58
AIC	176056	167806	167383
BIC	176203	167985	167614
Log likelihood	-88014	-83886	-83670

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
$^{\dagger}p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.
Age categories: 1 = under 20, 2 = 20 to 30, 3 = 31 to 40, … 7 = 71 to 80, 8 = over 80.
Education categories: 1 = less than primary school, 2 = primary school, 3 = secondary school, 4 = college/university, 5 = graduate school.

Table S20
Study 3. Multilevel OLS Regressions Predicting Perceived Community Mask Usage

	Model 1	Model 2	Model 3
Fixed Effects			
Intercept	61.650***	60.045***	-9.682
	(1.989)	(2.058)	(22.831)
Collectivism	**6.745****	**6.639****	**10.123*****
	(2.211)	**(2.218)**	**(2.336)**
Age (categorical)		-0.373***	-0.372***
		(0.062)	(0.062)
Gender (1 = male, 0 = female)		-1.115***	-1.094***
		(0.180)	(0.180)
Education		0.954***	0.956***
		(0.115)	(0.115)
COVID-19 severity			0.016***
			(0.004)
Government stringency			0.124***
			(0.017)
Population density (log)			2.563*
			(1.288)
GDP per capita (log)			1.757
			(3.624)
Universal health coverage			0.462†
			(0.248)
Week fixed effects	Yes	Yes	Yes
Random Effects			
Intercept	14.540	14.591	12.426
	(1.350)	(1.355)	(1.168)
Observations (person)	101336	99924	99830
Number of countries	59	59	58
AIC	955204	941359	940371
BIC	955346	941530	940590
Log likelihood	-477587	-470661	-470162
Ω_0^2	0.17	0.17	0.18

Note. Unstandardized regression coefficients are displayed, with standard errors in parentheses.
† $p < 0.10$. * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.
Ω_0^2 represents generalized R^2 for linear mixed effect models.
Age categories: 1 = under 20, 2 = 20 to 30, 3 = 31 to 40, … 7 = 71 to 80, 8 = over 80.
Education categories: 1 = less than primary school, 2 = primary school, 3 = secondary school, 4 = college/university, 5 = graduate school.

Table S21
Study 3. Mask Usage Questions in 51 Languages

Language	Personal Mask Usage		Perceived Community Mask Usage	
EN	What measures have you taken to prevent infection from COVID-19 in the past week?	Wearing a face mask or covering	Out of 100 people in your community, how many do you think do the following when they go out in public?	Wear a face mask or covering
PT-BR	Que medidas você tomou para evitar a infecção da COVID-19 na semana passada?	Usar uma máscara ou proteção facial	De cada 100 pessoas na sua comunidade, quantas você acha que fazem o seguinte quando saem em público?	Usar uma máscara ou proteção facial
CEB	لە ماوەی یەک هەفتەی ڕابردوو دا چ کارگەلێکت کردووە بۆ ئەوەی ڕێگە بگریت لە تووشبوون بە کۆڤیدی 19؟	بەکارهێنانی ماسکی دەموچاو یان دەمامک	لە هەر 100 کەسی نێو کۆمەڵگای ئێوە، بە ڕای تۆ چەند کەس لە کاتی چوونەدەرەوە بۆ نێو خەڵک ئەم کارانەی خوارەوە ئەنجام دەدەن؟	بەکارهێنانی ماسکی دەموچاو یان دەمامک
AR	ما الإجراءات التي اتخذتها لمنع الإصابة بعدوى فيروس كورونا (كوفيد-١٩) خلال الأسبوع الماضي؟	ارتداء كمامة أو غطاء وجه	من وجهة نظرك، من بين كل 100 شخص في مجتمعك، كم عدد الذين يتبعون الإجراءات التالية عند التواجد في الأماكن العامة؟	ارتداء كمامة أو غطاء وجه
AZ-AZ	Ötən həftə COVID-19 infeksiyasından qorunmaq üçün hansı tədbirlər görmüsüz?	Üzmaskası yaxud örtük taxıram	Sizin fikrinizcə cəmiyyətinizdəki 100 insandan neçəsi ictimaiyyət arasına çıxarkən aşağıdakılara əməl edir?	Maska yaxud örtük taxır
BN	গত সপ্তাহে কোভিড-19 সংক্রমণ আটকাতে আপনি কী ব্যবস্থা নিয়েছেন?	ফেস মাস্ক পরা বা মুখ ঢেকে রাখা	আপনার কমিউনিটিতে 100 জন লোকের মধ্যে, কত জন লোক যখন বাইরে যান তখন নিম্নোক্ত বিষয় মেনে চলেন বলে আপনি মনে করেন?	ফেস মাস্ক পরা বা মুখ ঢেকে রাখা
CA	Quines mesures has pres per evitar infectar-te amb la COVID-19 durant l'última setmana?	Portar una mascareta o cobrir-me la cara	De cada 100 persones de la teva comunitat, quantes creus que prenen les següents mesures quan surten a espais públics?	Portar una mascareta o cobrir-se la cara
DE	Welche Maßnahmen hast du in der vergangenen Woche getroffen, um eine Ansteckung mit COVID-19 zu vermeiden?	Eine Gesichtsmaske oder einen Mund-Nasen-Schutz tragen	Von hundert Menschen in deiner Gemeinschaft, wie viele tun deiner Meinung nach Folgendes, wenn sie außer Haus gehen?	Eine Gesichtsmaske oder Mund-Nasen-Schutz tragen
EN-GB	What measures have you taken to prevent infection from COVID-19 in the past week?	Wearing a face mask or covering	Out of 100 people in your community, how many do you	Wear a face mask or covering

			think do the following when they go out in public?	
ET	Milliseid meetmeid olete viimase nädala jooksul võtnud COVID-19 nakkuse vältimiseks?	Maski või näokatte kandmine	Kui paljud teie kogukonna 100 inimesest teevad teie arvates avalikus kohas järgmisi asju?	Kannavad maski või katavad näo
FA	برای پیشگیری از ابتلا به COVID-19 در هفته گذشته، چه اقداماتی انجام دادید؟	استفاده از ماسک یا پوشش صورت	از هر 100 نفر در اجتماع شما، فکر می‌کنید چند نفر در زمان حضور در اماکن عمومی کارهای زیر را انجام می‌دهند؟	از ماسک یا پوشش صورت استفاده می‌کنند
FR	Quelles mesures avez-vous prises pour éviter une contamination par le COVID-19 au cours de la semaine dernière ?	Porter un masque de protection ou se couvrir le visage	D’après vous, sur 100 personnes dans votre communauté, combien respectent les règles suivantes lorsqu’ils sortent en public ?	Porter un masque de protection ou se couvrir le visage
FR-CA	Au cours de la dernière semaine, quelles mesures avez-vous prises pour éviter d’attraper la COVID-19?	Porter un masque ou un couvre-visage	Selon vous, combien de personnes sur 100 dans votre communauté respectent les mesures suivantes lorsqu’elles sortent en public?	Porter un masque ou un couvre-visage
GU	ગત અઠવાડિયામાં COVID-19ના સંક્રમણને અટકાવવા માટે તમે કયા પગલાં લીધા છે?	ફેસ માસ્ક પહેરવો કે ચહેરાને કપડાંથી ઢાંકવું	તમને શું લાગે છે કે તમારી કોમ્યુનિટીના 100 માંથી કેટલા લોકો સાર્વજનિક સ્થળોએ જતી વખતે નીચેની બાબતોને અનુસરે છે?	ફેસ માસ્ક પહેરે છે કે ચહેરાને કપડાંથી ઢાંકે છે
HI	COVID-19 के संक्रमण से बचने के लिए आपने पिछले हफ़्ते क्या उपाय किए हैं?	फ़ेस मास्क या चेहरे को ढँकने वाली कोई चीज़ पहनना	आपकी कम्युनिटी के 100 लोगों में से, आपके अनुसार कितने लोग भीड़ में बाहर जाने के समय ये काम करते हैं?	फ़ेस मास्क या चेहरे को ढँकने वाली कोई चीज़ पहनना
HR	Koje ste mjere poduzeli u posljednjih tjedan dana da biste spriječili infekciju koronavirusom COVID-19?	Nošenje maske za lice ili prekrivala	Od 100 ljudi u vašoj zajednici, koliko mislite da ih se pridržava sljedećih pravila kada izlaze u javnost?	Nose masku za lice ili prekrivalo
HU	Milyen óvintézkedéseket tettél az elmúlt héten a koronavírus-fertőzés (COVID-19) megelőzéséért?	Arcmaszk viselése vagy az arc eltakarása.	A közösségedben 100 ember közül szerinted hányan tartják be az alábbiakat, ha nyilvános helyre mennek?	Arcmaszk viselése vagy az arc eltakarása.
HYE	Անցած շաբաթվա ընթացքում COVID-19-ի վարակը կանխելու համար ի՞նչ միջոցներ եք ձեռնարկել:	Դեմքի դիմակ կամ ծածկող այլ միջոց կրելը	Ձեր կարծիքով ձեր համայնքի 100 մարդուց քանի՞սն են անում հետևյալը, երբ գնում դուրս են գալիս մարդկանց մեջ:	Դիմակ կամ ծածկող միջոց են կրում դեմքին

ID	Langkah-langkah apa yang sudah Anda ambil untuk mencegah infeksi COVID-19 dalam seminggu terakhir?	Memakai masker	Dari 100 orang di komunitas Anda, berapa banyak menurut Anda yang melakukan hal berikut ketika keluar ke tempat publik?	Memakai masker
IT	Quali misure hai preso per prevenire l'infezione da COVID-19 nella scorsa settimana?	Ho indossato una mascherina o un'altra protezione	Su 100 persone nella tua comunità, quante ritieni adottino i seguenti comportamenti quando sono in pubblico?	Indossare una mascherina o un'altra protezione
JA	先週、新型コロナウイルス感染症の感染を防ぐために執った対策を教えてください。	マスクやフェイスカバーを着用する	お住まいの地域で、公共の場で次の行動を執る人は 100 人中何人くらいだと思いますか？	マスクやフェイスカバーを着用する
KAN	ಳೆದ ವಾರದಲ್ಲಿ COVID-19 ನಿಂದ ಸೋಂಕನ್ನು ತಡೆಗಟ್ಟಲು ನೀವು ಯಾವ ಕ್ರಮಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೀರಿ?	ಮುಖದ ಮಾಸ್ಕ್ ಅಥವಾ ಆವರಿಸುವಿಕೆಯನ್ನು ಧರಿಸುವುದು	ನಿಮ್ಮ ಸಮುದಾಯದ 100 ಜನರಲ್ಲಿ, ಅವರು ಸಾರ್ವಜನಿಕವಾಗಿ ಹೊರಗೆ ಹೋದಾಗ ಎಷ್ಟು ಮಂದಿ ಈ ಕೆಳಗಿನವುಗಳನ್ನು ಮಾಡುತ್ತಾರೆ ಎಂದು ನೀವು ಭಾವಿಸುತ್ತೀರಿ?	ಮುಖದ ಮಾಸ್ಕ್ ಅಥವಾ ಆವರಿಸುವಿಕೆಯನ್ನು ಧರಿಸಿ
KAT	რა ზომები მიიღეთ COVID-19-ით ინფიცირების პრევენციისათვის გასულ კვირას?	ვატარებ ნიღაბს ან დამცავ საშუალებას	თქვენს თემში 100 ადამიანიდან რამდენი ფიქრობს შემდეგზე საზოგადოებაში გასვლისას?	ატარებს ნიღაბს ან დამცავ საშუალებას
KAZ	Соңғы аптада COVID-19 жұқтырмау үшін қандай шаралар қолдандыңыз?	Бетперде немесе қорғаныс қалқанын кию	Сіздің ойыңызша, көпшілік жиналатын орындарға шыққанда, қауымыңыздағы 100 адамның ішінен қанша адам төмендегілерді орындайды?	Бетперде немесе қорғаныс қалқанын кию
KM	តើអ្នកបានចាត់វិធានការអ្វីខ្លះដើម្បីការពារការឆ្លងពីជំងឺ COVID-19 កាលពីសប្តាហ៍មុន?	ពាក់ម៉ាសមុខ ឬម៉ាសក្រណាត់	ក្នុងចំណោមមនុស្ស 100 នាក់នៅក្នុងសហគមន៍របស់អ្នក តើអ្នកគិតថាមានមនុស្សប៉ុន្មាននាក់ដែលអនុវត្តតាមដូចខាងក្រោមនៅពេល	ពាក់ម៉ាស់មុខ ឬម៉ាស់ក្រណាត់

			ដែលពួកគេចេញទៅក្រៅនៅទីសាធារណៈ?	
KO	지난 한 주간 코로나 19 감염 예방을 위해 어떤 조치를 취했나요?	마스크 착용 또는 코와 입 가리기	귀하의 지역 사회에서 100 명 중 몇 명 정도가 공공장소에서 다음 수칙을 지킨다고 생각하시나요?	마스크 착용 또는 코와 입 가림
MAL	കഴിഞ്ഞ ആഴ്ച COVID-19 അണുബാധയിൽ നിന്ന് രക്ഷ നേടാൻ നിങ്ങൾ എന്ത് നടപടികളാണ് സ്വീകരിച്ചത്?	മാസ്ക് അല്ലെങ്കിൽ മുഖാവരണം ധരിക്കുന്നു	നിങ്ങളുടെ കമ്മ്യൂണിറ്റിയിലെ 100 ആളുകളിൽ, എത്രപേർ പുറത്തുപോകുമ്പോൾ ഇനിപ്പറയുന്നവ ചെയ്യുമെന്ന് നിങ്ങൾ കരുതുന്നു?	മാസ്ക് അല്ലെങ്കിൽ മുഖാവരണം ധരിക്കും
MK	Кои мерки сте ги презеле за да ја спречите заразата со COVID-19 во текот на изминатава седмица?	Носење заштитна маска или прекривка за лице	Од 100 луѓе во вашата заедница, според вас, колкумина го прават следново кога излегуваат во јавност?	Носење заштитна маска или прекривка
MN	Өнгөрсөн долоо хоногт та коронавируст халдвараас (COVID-19) сэргийлэх ямар арга хэмжээ авсан бэ?	Нүүрний маск эсвэл халхавч зүүх	Танай орон нутгийн 100 хүнээс хэд нь гадуур олон нийтийн газраар явахдаа дараахыг хэрэгжүүлдэг гэж бодож байна вэ?	Нүүрний маск эсвэл халхавч зүүх
MS	Apakah langkah-langkah yang telah anda ambil untuk mencegah jangkitan COVID-19 dalam seminggu yang lalu?	Memakai topeng muka atau menutup muka	Pada pendapat anda daripada 100 orang dalam komuniti anda, berapa ramaikah yang akan melakukan perkara berikut ketika mereka berada di khalayak ramai?	Memakai topeng muka atau menutup muka
NL	Welke maatregelen heb je in de afgelopen week genomen om besmetting met COVID-19 te voorkomen?	Een mondkapje of andere bedekking dragen	Hoeveel van 100 willekeurige mensen in je community doen volgens jou het volgende wanneer ze in het openbaar zijn?	Een mondkapje of andere bedekking dragen
MY	ယခင်တစ်ပတ်အတွင်း COVID-19 ကူးစက်မှုကို ကာကွယ်ဖို့	နှာခေါင်းစည်း ဝတ်ဆင်ခြင်း သို့မဟုတ် ဖုံးအုပ်သွားခြင်း	သင်၏ လူမှုအဖွဲ့အစည်းအတွင်းမှ လူများက အများဆိုင်နေရာများကို	နှာခေါင်းစည်းဝတ်သည် သို့မဟုတ် ဖုံးအုပ်သွားသည်

	သင်ဘာတွေများ ဆောင်ရွက်ဖြစ်ပါသလဲ။		သွားလာစဉ်တွင် အောက်ပါတို့ကို လိုက်နာသူဦးရေမှာ ၁၀၀ လျှင် ဘယ်နှစ်ယောက်ရှိမလဲ။	
PA-IN	ਪਿਛਲੇ ਹਫ਼ਤੇ ਤੁਸੀਂ COVID-19 ਦੇ ਇਨਫੈਕਸ਼ਨ ਤੋਂ ਬਚਣ ਲਈ ਕਿਹੜੇ ਉਪਾਅ ਕੀਤੇ ਹਨ?	ਫੇਸ ਮਾਸਕ ਪਹਿਨਣਾ ਜਾਂ ਕੱਪੜੇ ਨਾਲ ਮੂੰਹ ਢਕਣਾ	ਜਦੋਂ ਉਹ ਪਬਲਿਕ ਵਿੱਚ ਬਾਹਰ ਜਾਂਦੇ ਹੋ, ਤਾਂ ਤੁਹਾਨੂੰ ਤੁਹਾਡੇ ਭਾਈਚਾਰੇ ਦੇ 100 ਲੋਕਾਂ ਵਿੱਚੋਂ ਕਿੰਨੇ ਕੁ ਲੋਕ ਹੇਠਾਂ ਲਿਖੀਆਂ ਗੱਲਾਂ ਨੂੰ ਮੰਨਦੇ ਹੋਏ ਦਿਸਦੇ ਹਨ?	ਫੇਸ ਮਾਸਕ ਪਹਿਨਣਾ ਜਾਂ ਕੱਪੜੇ ਨਾਲ ਮੂੰਹ ਢਕਣਾ
PL	Jakie działania podejmowałeś(aś), aby zapobiec zakażeniu koronawirusem w ciągu ostatniego tygodnia?	Noszenie maski ochronnej lub osłony	Ile osób na 100 Twoim zdaniem stosuje poniższe środki ostrożności podczas przebywania w miejscach publicznych w Twojej okolicy?	Noszenie maski ochronnej lub osłony
PT	Que medidas tomaste ao longo da última semana para não contraíres a COVID-19?	Usar uma máscara de proteção facial ou tapar a cara	Em 100 pessoas na tua comunidade, quantas achas que respeitam as seguintes recomendações quando saem em público?	Usar uma máscara de proteção facial ou tapar a cara
RO	Ce măsuri ai luat pentru a preveni infectarea cu coronavirus în ultima săptămână?	Am purtat o mască sau un alt obiect pentru a-mi acoperi nasul și gura	Din 100 de persoane din comunitatea ta, câte persoane crezi că fac următoarele când merg în public?	Poartă o mască sau un alt obiect pentru a-și acoperi nasul și gura
RU	Какие меры вы приняли, чтобы предотвратить инфицирование COVID-19 за прошедшую неделю?	Ношение маски для лица или прикрывание лица	Сколько членов вашего сообщества из 100, по вашему мнению, выполняют указанные ниже действия в публичных местах?	Носят маску для лица или прикрывают лицо
SQI	Çfarë masash ke marrë për të parandaluar infeksionin nga COVID-19 në javën e kaluar?	Mbajtja e një maske fytyre ose mbulese tjetër	Nga 100 persona në komunitetin tënd, sa mendon se veprojnë si më poshtë kur dalin në publik?	Mbajnë një maskë fytyre ose mbulesë tjetër
SW	Umechukua hatua zipi kuzuia maambukizi ya COVID-19 katika wiki iliyopita?	Kuvaa barakoa au kitambaa cha kufunika uso	Kati ya watu 100 katika jumuiya yako, unafikiri ni wangapi hufanya yafuatayo wanapokuwa kwenye umma?	Kuvaa barakoa au kufunika uso
TA	கடந்த வாரத்தில் COVID-19 நோய்த்தொற்றைத் தடுக்க நீங்கள் என்ன	முகக் கவசம் அணிந்துக் கொள்ளல் அல்லது முகத்தை மறைத்தல்	உங்கள் சமூகத்தில் உள்ள 100 பேரில், எத்தனை பேர் வெளியே	முகக் கவசம் அணிதல் அல்லது முகத்தை மறைத்தல்

	நடவடிக்கைகள் எடுத்துள்ளீர்கள்?		செல்லும்போது பின்வருவனவற்றைச் செய்கிறார்கள் என்று நினைக்கிறீர்கள்?	
TEL	గతవారం, మీరు COVID-19 ఇన్ఫెక్షన్ సోకకుండా నివారించడం కోసం ఏయే చర్యలు తీసుకున్నారు?	ఫేస్ మాస్క్ లేదా వేరే ఏదైనా ధరించడం	మీ కమ్యూనిటీలోని ప్రతి 100 మంది వ్యక్తులలో ఎంతమంది బహిరంగ ప్రదేశాలకు వెళ్లినప్పుడు క్రింది పనులు చేస్తున్నట్లు మీరు భావిస్తున్నారు?	ఫేస్ మాస్క్ లేదా మరేదైనా ధరించడం
TGL	Anu-anong mga hakbang ang ginawa mo upang maiwasan ang impeksiyon mula sa COVID-19 sa nakaraang linggo?	Nagsusuot ng face mask o takip	Sa 100 tao sa iyong komunidad, sa tingin mo ilan ang gumagawa ng mga sumusunod kapag lumalabas sila sa publiko?	Nagsusuot ng face mask o takip
TH	คุณใช้มาตรการใดเพื่อป้องกันการติดเชื้อจากโควิด-19 ในช่วงสัปดาห์ที่ผ่านมา	สวมหน้ากากหรือหน้ากากอนามัย	จากผู้คน 100 คนในชุมชนของคุณ คุณคิดว่ามีกี่คนที่ปฏิบัติดังต่อไปนี้เมื่ออยู่ในที่สาธารณะ	สวมหน้ากากหรือหน้ากากอนามัย
TR	Geçtiğimiz hafta, COVID-19 enfeksiyonunu önlemek için hangi önlemleri aldınız?	Maske takmak veya başka bir şekilde yüzü örtmek	İçinde bulunduğunuz topluluktaki her 100 kişiden kaçının kamusal alana çıktığında şunları yaptığını düşünüyorsunuz?	Maske takmak veya başka bir şekilde yüzünü örtmek
UK	Яких заходів ви вживали для запобігання зараженню COVID-19 минулого тижня?	Носіння маски для обличчя або прикриваючої пов’язки	Скільки людей зі 100 у вашій спільноті, на ваш погляд, виконують наведені нижче дії, коли виходять у громадські місця?	Носять маску або прикриваються
UR	آپ نے گذشتہ ہفتے میں کورونا وائرس CoVID-19 سے ہونے والے انفیکشن سے بچنے کیلئے کیا اقدامات اٹھائے ہیں؟	چہرے کا ماسک پہننا یا ڈھانپنا	آپ کے حساب سے، آپ کی کمیونٹی کے 100 افراد میں سے کتنے افراد باہر جاتے وقت مندرجہ ذیل کام کرتے ہیں؟	چہرے کا ماسک پہننا یا ڈھانپنا
VI	Trong tuần qua bạn đã thực hiện các biện pháp nào để tránh bị nhiễm COVID-19?	Đeo khẩu trang hoặc khăn che mặt	Bạn nghĩ trong cộng đồng của mình, cứ 100 người thì có bao nhiêu người thực hiện những việc sau khi đi ra nơi công cộng?	Đeo khẩu trang hoặc khăn che mặt

ZH-S	在过去一周内，您采取了什么措施来防止自己感染新冠病毒？	佩戴口罩或其他遮盖物	在您居住的社区内，您认为每 100 人中有多少人会在外出公共场合时采取以下做法？	佩戴口罩或其他遮盖物
ZH-T	在過去一週內，您曾採取哪些措施來預防感染新冠肺炎？	佩戴口罩或以物品遮擋臉部	您的社群每 100 人當中，您認為有多少人在前往公共場所時會確實遵守下列事項？	佩戴口罩或以物品遮擋臉部
ES	¿Qué medidas tomaste para evitar contagiarte COVID-19 durante la última semana?	Usar mascarilla sanitaria o tapabocas	De 100 personas de tu comunidad, ¿cuántas piensas que hacen lo siguiente en lugares públicos?	Usar mascarilla sanitaria o tapabocas
ES-ES	¿Qué medidas tomaste para evitar contagiarte COVID-19 durante la última semana?	Usar mascarilla sanitaria o tapabocas	De 100 personas de tu comunidad, ¿cuántas piensas que hacen lo siguiente en lugares públicos?	Usar mascarilla sanitaria o tapabocas

Source: https://covidsurvey.mit.edu

Study S1: Priming Collectivism Can Increase the Willingness to Wear Masks

Our four large-scale survey studies have consistently demonstrated a link between collectivism and mask usage during the COVID-19 pandemic. To explore a potential intervention, we conducted an experiment to examine whether priming people with collectivism could increase their willingness to wear masks. Oyserman and Lee's situated cognition perspective on culture (2) posits that "individuals in all cultures have access to individualist and collectivist cognitive content and that content of either type may be activated through subtle primes" (3). Indeed, a meta-analytic review of studies in different countries found that priming collectivism can produce more collectivistic attitudes and cognitions (4).

Method

This study was pre-registered at https://aspredicted.org/blind.php?x=kf8uj2 and approved by the Institutional Review Board of Massachusetts Institute of Technology (protocol E-2906).

Participants. We used G*Power to determine the sample size for a small-sized effect: A total of 321 participants were required for the study to be powered at 90%. To exceed this requirement, we aimed to recruit 450 qualified participants via the TurkPrime platform (5). Participants qualified for the study only if they were native English speakers born in the United States. As specified in the pre-registration, participants were excluded if they had contracted COVID-19, failed our attention check question, or failed the pronoun-clicking task (see below).

490 participants completed this study (48.2% female; mean age = 40.75 years, *SD* = 13.39). Their educational backgrounds were: 12.5% high school or lower, 25.1% some college, 41.6% bachelor's degree, 20.8% master's degree or above. 79.8% self-identified as Whites, 8.8% Asian, 6.5% Black, 3.3% Latino, and 1.6% other ethnicities. Their political affiliations were: 38.8% Democrat, 19.8% leaning Democrat, 17.1% no political leaning, 13.3% leaning Republican, 11.0% Republican.

Experimental design and measures. Participants were randomly assigned to one of three conditions in a between-subjects design: collectivism, individualism, or control condition.

We primed collectivism (vs. individualism) with a pronoun-clicking task developed by Brewer and Gardner (6). This priming manipulation has been validated and used in dozens of past studies (4).

Before indicating their willingness to wear masks, participants in the collectivism and individualism conditions read a short story about a trip to a city and were asked to click on all pronouns. In the collectivism condition, all 20 pronouns were first-person plural: *we*, *us*, *our*, or *ourselves*:

> *We* go to the city often. *Our* anticipation fills *us* as *we* see the skyscrapers come into view. *We* allow *ourselves* to explore every corner, never letting an attraction escape *us*. *Our* voice fills the air and street. *We* see all the sights, *we* window shop, and everywhere *we* go *we* see *our* reflection looking back at *us* in the glass of a hundred windows. At nightfall *we* linger, *our* time in the city almost over. When finally *we* must leave, *we* do so knowing that *we* will soon return. The city belongs to *us*.

In the individualism condition, all 20 pronouns were first-person singular: *I*, *me*, *my,* or *myself*:

> *I* go to the city often. *My* anticipation fills *me* as *I* see the skyscrapers come into view. *I* allow *myself* to explore every corner, never letting an attraction escape *me*. *My* voice fills the air and street. *I* see all the sights, *I* window shop, and everywhere *I* go *I* see *my* reflection looking back at *me* in the glass of a hundred windows. At nightfall *I* linger, *my*

time in the city almost over. When finally *I* must leave, *I* do so knowing that *I* will soon return. The city belongs to *me*.

Following past research (7), we excluded participants who clicked on fewer than 15 of the 20 pronouns (75%). Results were similar when we used more stringent exclusion criteria.

In the control condition, participants did not complete the pronoun-clicking task. This control condition enabled us to assess participants' baseline willingness to wear masks.

Willingness to wear masks. To measure willingness to wear masks, we used the question adapted from Rieger (8): "Suppose it is not mandatory to wear masks during the COVID-19 pandemic. Would you still wear a mask in the following situations?" The five situations were: street, park, office, beach, and university campus (1 = no, 2 = probably no, 3 = unsure, 4 = probably yes, 5 = yes; $\alpha = .90$). The display order of the five situations was randomized.

Results and Discussion

As hypothesized, participants in the collectivism condition ($M = 4.01$, $SD = .93$) were significantly more willing to wear masks than participants in the individualism condition ($M = 3.54$, $SD = 1.35$; $t = 3.55$, two-tailed $p < .001$, $d = .40$, 95% CI = [.21, .73]) and the control condition ($M = 3.78$, $SD = 1.09$; $t = 2.08$, two-tailed $p = .039$, $d = .23$, 95% CI = [.01, .45]). Moreover, participants in the individualism condition were marginally less willing to wear masks than participants in the control condition ($t = -1.76$, two-tailed $p = .08$, $d = -.19$, 95% CI = [-.51, .03]). Together, these results suggest that priming people with collectivism has the potential to increase their willingness to wear masks during the COVID-19 pandemic.

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