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Erratum To: Accounting for Behavioral Responses during a Flu Epidemic Using Home Television Viewing

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Erratum

After the publication of this work [1], we became aware of errors in the reported results in Table 1. A corrected version of this table appears below. The main error involved reporting results for the low SEL class in the high SEL class row, and vice versa. Other small errors in reported *p*-values in the final column of the table have also been corrected.

The only implication of correcting these errors for the results discussed in the paper is to strengthen rejection of one of the null hypotheses tested. In the original text we observed that, "During the intervention period, on average the high SEL group shows a response that is over 50 % greater than that of the low SEL group." Furthermore we remarked that, "This difference is significant at the 5 % level." This difference is in fact significant at the 1 % level. We regret the error.

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Received: 22 August 2016 Accepted: 22 August 2016 Published online: 05 September 2016

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 Springborn M, Chowell G, MacLachlan M, Fenichel EP. Accounting for behavioral responses during a flu epidemic using home television viewing. BMC Infect Dis. 2015;15(1):21.

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Table 1 Summary statistics for daily percentage deviation from the long-run mean ATV (Δ_t) for various demographic groups

group		statistics for Δ_t within the intervention period ($ au$)			
		range	mean	mean = 0 (p-value)	equal means within class (p - value)
aggregate		[-1.4 %, 22.6 %]	13.6 %	<0.001	<0.001
age class	children	[-4.7 %, 46.2 %]	23.7 %	<0.001	
	adults	[-6.5 %, 21.8 %]	8.9 %	<0.001	
SEL class	low	[-3.5 %, 21.0 %]	11.3 %	<0.001	low-med: 0. 06
	medium	[0.4 %, 32.1 %]	15.3 %	<0.001	med-high: 0.40
	high	[-0.4 %, 31.7 %]	17.5 %	<0.001	low-high: <0.01
time of day	daytime	[-3.7 %, 30.7 %]	18.4 %	<0.001	<0.001
	nighttime	[-4.1 %, 17.0 %]	9.6 %	<0.001	