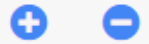




Zoom: 1



In this study, we are asking you to use a tool called mind-mapping to understand your experience with the corona virus. The following instructions will help you to understand how to use this tool.

 Zoom: 1

Julia regularly shops at the farmers' market and has many different thoughts and impressions about farmers markets versus alternative grocery stores.

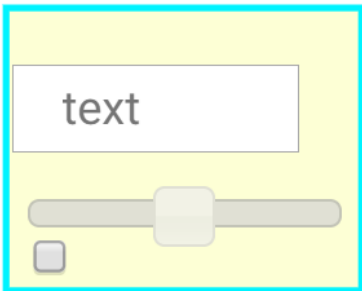
Using the mind-mapping tool, Julia is able to draw the impressions and thoughts she has about "shopping at the farmers' market". She is also able to evaluate and link her written impressions with each other.

+ - Zoom: 1



To add ideas, she first selects this option.

She next double-clicks
the screen.




A yellow box will appear.
In the text space Julia, can write her first thought.

+ - Zoom: 1



Julia begins with “shopping at the farmers’ market”, as her starting point.

A yellow rectangular box with a thin black border, containing the text "shopping at the farmers' market".

shopping at the
farmers’ market

Julia can now include other factors that are important to her decision to shop at the farmer’s market.

+ - Zoom: 1



shopping at the
farmers' market

text



Next, she notes that the farmers' market takes place outdoors



Zoom: 1



shopping at the
farmers' market

outdoors

Zoom: 1



Julia adds two more factors.

outdoors

more expensive

regional food

+ - Zoom: 1



Yellow squares represent factors that are neutral.

shopping at the
farmers' market

However, factors can be positive, negative, neutral, or ambivalent.
Double-click a factor to adjust its emotion.

outdoors

more expensive than
in the supermarket

regional



+ - Zoom: 1



Julia feels positively about “regional food”.

Positive factors are represented by **green ovals**.

The factor turns green when the slide bar is moved to the right.

outdoors

more expensive than
in the supermarket

+ - Zoom: 1



shopping at the
farmers' market

The slide bar offers **three strengths** for **positive evaluation**.
The thicker the border, the more positive the factor weights!

outdoors

more expensive

regional

Slightly
positive

regional

Intermediate
positive

regional

Very
positive

+ - Zoom: 1



shopping at the
farmers' market

Julia does not like that the food is more expensive than at the supermarket.

Negative factors are represented in the shape of a **red hexagon**.

Julia chooses the **3rd level** of border-thickness to indicate that this point is very negative for her.

outdoors

more exp

regional
Food

+ - Zoom: 1



Julia is **ambivalent** about the fact that the farmers' market is "outdoors". **Ambivalent** indicates that Julia has mixed, both positive and negative, feelings about it. To indicate **ambivalent**, Julia clicks the box under the slider. Ambivalences are shown as **superimposed violet ovals and hexagons**.

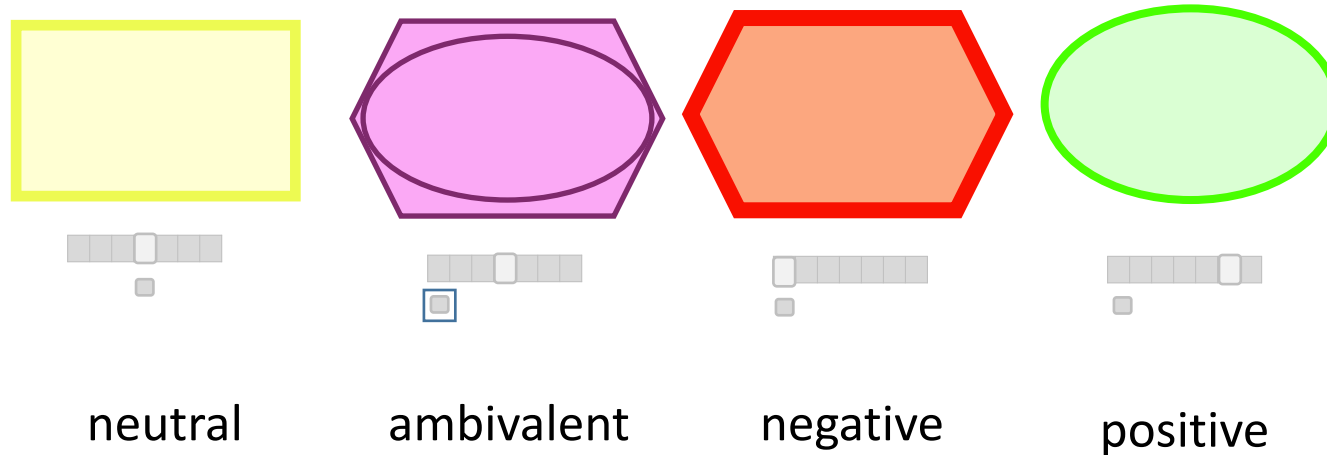
shopping at the
farmers' market



Zoom: 1



Below you can see all colors, shapes and their meanings.
The thicker the border (for green and red), the more intense the feeling.



+ - Zoom: 1



Next, Julia wants to relate factors with each other.

She selects the icon for creating links.

shopping at the
farmers' market

outdoors

more
expensive

regional

+ - Zoom: 1



To connect two factors, Julia must single-click both factors.



Single-clicking a factor will highlight the border in blue.



Zoom: 1



Single clicking a second factor automatically generates a link.



Link Info

Type of Link

SOLID

DASHED

Strength

Arrow Options

—

→

REVERSE
ARROW

As soon as a link is created, the link menu opens on the right.

+ - Zoom: 1



Let's look at the different Link options.

The default setting of a link is a solid line.

A solid line indicates that two factors agree or support one another. A dashed line indicates that two factors conflict with one another.



Link Info

Type of Link

☒ SOLID☐ DASHED

Strength



Arrow Options

☒ —☐ →☐ REVERSE
ARROW

+ - Zoom: 1



Julia can also turn the line into an arrow to indicate that the influence is one-sided.



For Julia, being “outdoors” has a one-sided supportive influence on going “shopping at the farmers’ market”.

Link Info

Type of Link

☒ SOLID☐ DASHED

Strength



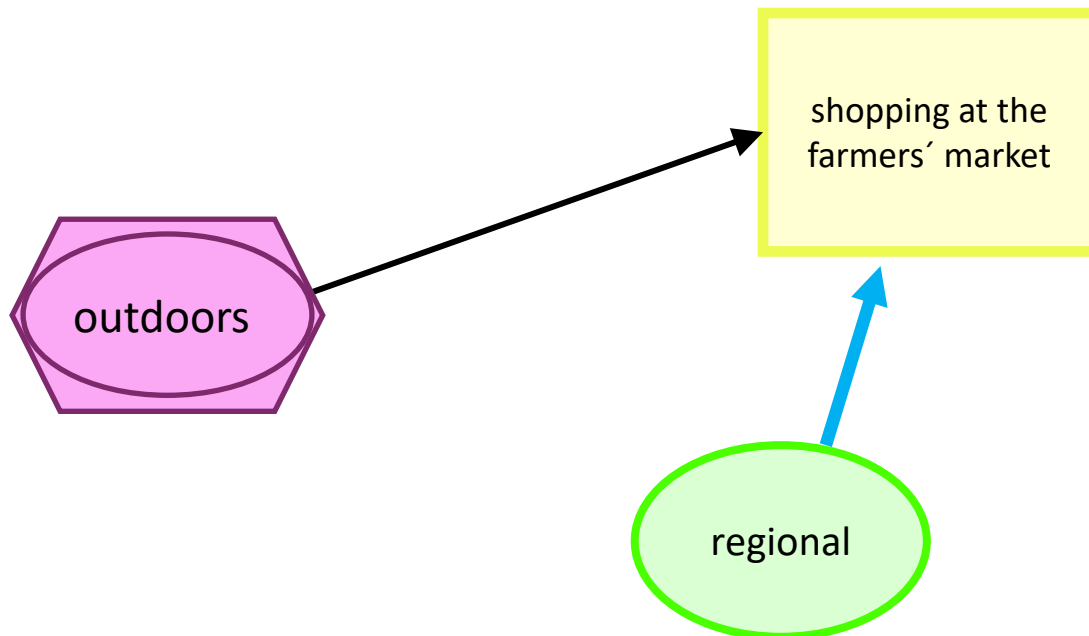
Arrow Options

☐ —☒ →☐ REVERSE
ARROW

Zoom: 1



Based on the thickness of the lines, we can see that for Julia, the influence of “regional” food on the decision to go to the supermarket is stronger than the influence of “outdoors”



She moves the slider to the right

Link Info

Type of Link

SOLID

DASHED

Strength

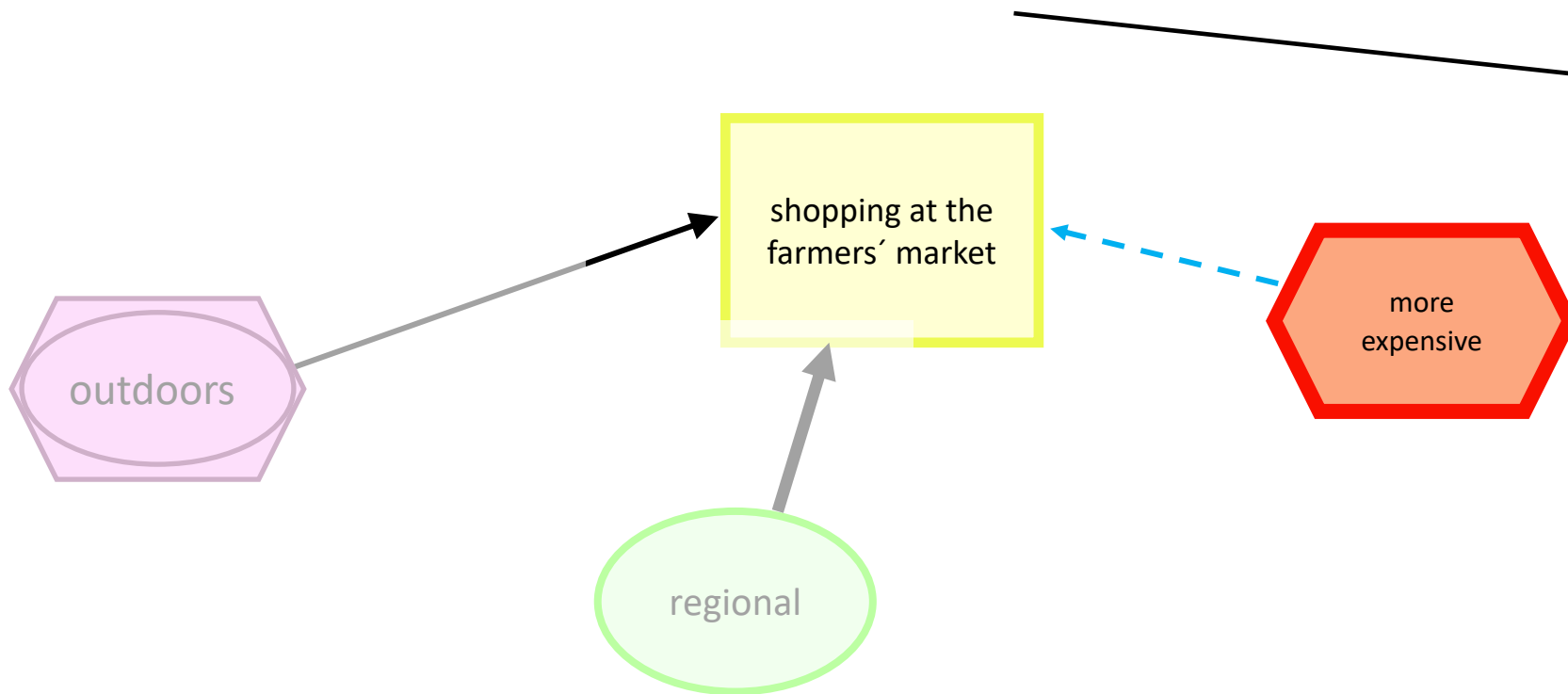
Arrow Options

REVERSE ARROW

+ - Zoom: 1



In comparison to the "regional" factor, "more expensive" food conflicts with "shopping at the farmers' market" and is represented by a dashed line.



Link Info

Type of Link

SOLID

DASHED

Strength

Arrow Options

—

→

REVERSE
ARROW

+ - Zoom: 1



Here you can see again the link types:

SOLID



Supportive influence

DASHED



Conflicting influence



Supportive one-sided influence



Conflicting one-sided influence

REVERSE
ARROW

Changes the arrow's direction



Zoom: 1



Concept
Comment

Please Select a Single
Concept to Add a
Comment

You can also comment on each factor in your map by selecting it and then clicking the “Add Comment” button.

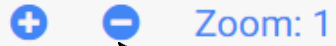


Concept
Comment

"More expensive" means
more expensive than in
the supermarket

ADD COMMENT

Julia types the following in
the comment in the text box.

A screenshot of a software interface's top toolbar. It features a blue header bar with the text 'CAM Theoretical Background'. Below the header, a light gray toolbar contains several icons: a blue plus sign, a blue minus sign, the text 'Zoom: 1', a blue house icon, a blue share icon, a blue save icon, a blue upload icon, a blue document icon, a blue paper plane icon, and a red trash can icon. A black arrow points from the minus sign icon to the 'Zoom: 1' text.

Finally, as you add more factors, use the Zoom button to adjust the view of your map.

You can delete factors and links by selecting them and pressing the backspace key.

On the next page,  you can see Julia's final map!



Zoom: 1

