

THE MOTIVATION BAROMETER

Lessons to be learned from the pandemic

Vincent Yzerbyt

Psychological sciences and human behavior

- From the start of the pandemic, it was clear that the way to address the crises would require
 - Scientific knowledge on the medical front
 - Scientific knowledge on the psychological front
- Psychology has a long history of examining **the determinants of human behaviour**
 - The medical situation (virus, hospitalizations, vaccine, etc.) has an impact on human behaviour
 - The human behavior has an impact on the medical situation
- These determinants revolve around individual aspects as well as social and societal aspects
 - At the individual level : **Motivations, attitudes, emotions, and cognitions**
 - At the social level : **Norms and social identity**
 - At the societal level : **Representations and culture**
- The person...The person in the group.. The group in the person

The motivation barometer: lessons from the pandemic

- 1 Lessons from the past : Intriguing data and other counterintuitive findings
- 2 Lessons for the present : Report 41 : The current state of mind !
- 3 Lessons into the future : Capitalizing on human behavior

1. Lessons from the past: Some counterintuitive findings

A

NO linear relation between strictness of measures and motivation

- People will follow stricter measures if they see them as meaningful and coherent
 - A need to motivate the motivation with clear, consistent, and empathic communication
- Threat of illness, circulation of virus and protection from vaccines feed into risks and concerns
 - Perceived risks (concerns) are positively (negatively) related to motivation and adherence

B

Vaccination hesitancy is NOT a fixed state of mind

- Rewarding or sanctioning does not lead to vaccination intentions but fostering an understanding
- Beyond the individual level, vaccination is also a social issue. Conspiracy theories are a threat
- The (autonomous) motivation is largely shaped by trust in authorities and especially HCWs
- CST is accepted if seen as a safety-enhancing (and not disguised constraint) measure

C

Well-being is key BUT is not the same for all strands of the population

- The CST has gradually affected the autonomy and belongingness for the unvaccinated
- The younger people were more affected during lockdown

2. Lessons for the present: Report 41: The current state of mind

A Motivation, adherence, and risk perception

- Autonomous motivation, i.e., the best predictor of adherence, has increased since March
- Disbelief in the strategy is at its lowest, particularly among vaccinated
- Adherence to mouth mask and other low-effort measures is rather high
- Mean levels of risk perception went down (but the gap between vacc+ and vacc- remains)

B Basic needs, concerns, and well-being

- Strong improvement in people's levels of psychological needs, mostly for of autonomy
- Levels of exclusion and loss of freedom among vacc- went back to levels prior to CST
- Situation-related concerns went down, possibly due to the barometer (but war and climate).
- Well-being has clearly improved (especially vitality and life satisfaction)

C Vaccination

- Those with no or only dose continue to object (86%)
- In contrast, 62% of those who had 3 doses would accept (and only 12% would object)
- If variant with serious (no or little) health consequences, 80% (51%) would accept

3. Lessons into the future: Capitalizing on human behavior

A Human behaviors weigh heavily in the unfolding of a crisis

- People **do react** to the situation but they also shape the situation with huge consequences
- Most intuitions of people and decision-makers about the variables at work are misguided.
- A host of psychological factors are being overlooked (motivation, imitation, biases, social...)
- By improving the level of monitoring and applying our knowledge, we can improve response

B Future challenges are ahead of us

- Other pandemics, migration, war... the BIG ONE is climate change The difficulty is to take
- preventive actions versus let the situation (market) decide
- Accompany people to save a common good versus count on their adaptation and willingness
- Relying on the psychological and social foundations allows minimizing negative consequences

C The model of Psychology & Corona and of the Motivation Barometer

- Research teams linking with professional organizations and broader circle of academics
- Building on scientific knowledge and evidence-based research (surveys, scenarios)
- Capitalize on Copernican revolution: Independent academic research informs public policy

The motivation barometer



Thank you very much indeed !