



Glossary

WELL-BEING	
Basic psychological needs	Just as we need to eat and drink enough to be physically healthy, these basic psychological needs act as crucial vitamins for our motivation and psychological well-being. Three basic psychological needs are distinguished: the need for autonomy, relatedness, and competence
Need for autonomy	When the need for autonomy is satisfied, we experience choice in our actions, thinking and feeling and we can be ourselves. When we experience a deficit, we feel short-changed and pressured.
Need for relatedness	Satisfaction of relatedness comes from warm and close relationship with others. In the case of frustration, we feel lonely and isolated.

MOTIVATION TO ADHERE TO THE MEASURES	
Voluntary or autonomous motivation	Voluntary motivation occurs when people perceive the measures to be relevant and congruent with their personal values (e.g., solidarity, health). For instance, people identify with the measures and accept their necessity, meaning, and personal importance. Because people with voluntary motivation internalize the measures and anchor them within their own values, they are more likely to adhere to the measures across time.
Controlled motivation or must-ivation	Mus-ivation occurs when people rather feel obliged to adhere to the measures, for example to avoid criticism or to avoid a fine. In this case, their reasons for adhering to the measures have not been internalized, but instead are dependent on the salience of external contingencies. Accordingly, measures are unlikely to be reliably adhered to over time.
Amotivation	Amotivation denotes a lack of intentionality to follow the measures, which can stem from different resources. People could, for example, be amotivated because adhering to the measures is too effortful and because they feel incapable of sticking to the imposed measures, or because they doubt that the behavior translates into the desired outcome of containing the SARS-CoV-2-virus.

MOTIVATION FOR SALIVA TESTING	
Voluntary or autonomous motivation	Voluntary or autonomous motivation expresses the degree to which one is fully convinced of the added value and necessity of saliva testing, for example, because it provides protection for oneself, loved ones, or the population and helps keep schools open.
Norms	Norms express the degree to which one perceives that others think participation in these saliva tests is important.

The Motivation Barometer



Outcome Expectations	Outcome expectations express the expected positive effects of participating in saliva tests, including expectation of increased freedom, relatedness with others, and safety.
Effort	Effort expresses the degree to which getting tested requires a great deal of effort.
Distrust	Distrust expresses the degree to which one distrusts the effectiveness of saliva testing or the person recommending saliva testing.

MOTIVATION TO GET VACCINATED	
Voluntary or autonomous motivation	Voluntary or autonomous motivation indicates the extent to which one is fully convinced of the benefit and necessity of vaccination, for example because it offers protection for themselves, for their loved ones, or for the population.
'Must'-ivation	'Must'-ivation indicates the extent to which one feels obligated to be vaccinated, for example, because others want us to do it or to avoid criticism.
Distrust	Distrust expresses the degree to which people distrust the effectiveness of the vaccine or the person recommending the vaccination.
Difficulty (effort)	Difficulty (effort) indicates how much effort the vaccination requires.
Resistance (opposition)	Resistance (opposition) expresses the degree of opposition to the authorities, who are seen as a source of interference with individual freedom. This distrust is based on the idea that the measures they take are excessive.
Conspiracy trait	The sensitivity to conspiracy thinking in general (e.g., the belief that the state tends to cover up the truth).
COVID conspiracy	The sensitivity to conspiracy thinking related to COVID-19 (e.g., the idea that COVID-19 is the result of a deliberate Chinese strategy to cause an economic crisis).

RISK AWARENESS	
Collective risk perception	This is a general evaluation of how high do people estimate the risk of coronavirus infection for the general population and how seriously do they assess the consequences of a coronavirus infection for the population in general? The population is motivated to adhere to (strict) measures appropriate to the risk level of the pandemic.

The Motivation Barometer



Personal risk perception	This is a general evaluation of people of what are their chances of getting infected with the coronavirus in the near future and if they were infected with the coronavirus, how serious do they think the consequences would be. The population is motivated to adhere to (strict) measures appropriate to the risk level of the pandemic.
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MOTIVATING COMMUNICATION STYLES	
Participative	<p>Participative communication means that you</p> <ul style="list-style-type: none"> • test the support for a measure and communicate about it through dialogue and co-creation • make citizens aware of the choices they have and the consequences • encourage citizens to take co-responsibility • pick up and listen to signals from various sectors
Attuning	<p>Attuning communication means that you</p> <ul style="list-style-type: none"> • provide a meaningful and logical explanation for introducing, maintaining, or (partially) relaxing a measure, tailored to the target audience • show understanding and empathy for people's efforts • work connectively by pointing out solidarity and the collective interest • foresee playful elements that resonate well with the target audience • use recognizable imagery
Guiding	<p>Guiding communication means that you</p> <ul style="list-style-type: none"> • provide concrete and clear guidelines • share inspiring examples of (role) models • validate the effort of the population • provide an end goal and intermediate goals • exude confidence and a message of hope
Clarifying	<p>Clarifying communication means that you</p> <ul style="list-style-type: none"> • communicate at set times • creating predictability • point out the consequences of adhering or not adhering • you communicate in unison

DEMOTIVATING COMMUNICATION STYLES	
Demanding	<p>Demanding communication means that you</p> <ul style="list-style-type: none"> • put too much pressure on the population • communicate in a compelling way
Domineering	<p>Domineering communication means that you</p> <ul style="list-style-type: none"> • capitalize on fear in the population • talk the population into guilt
Abandoning	<p>Abandoning communication means that you</p> <ul style="list-style-type: none"> • send out negative signals yourself

The Motivation Barometer



Awaiting

Awaiting communication means that you

- take a wait-and-see attitude instead of communicating proactively

MOTIVATIONAL TOOLS

Corona barometer

The corona barometer includes a color-coded system where each color reflects a different risk level of the pandemic. The system includes clear thresholds to switch from one color to another according to the risk level and it describes corresponding measures. . Threshold values in a downward trend should be reached for a longer period of time in order to shift off cautiously and avoid a yo-yo effect.

Corona badges

A corona badge contains a corona-specific message that citizens can pin to their jacket or sweater. The basic philosophy of the corona badge is that citizens keep each other alert. In this way, a collective vigilance is created whereby we encourage or even empower each other to follow the corona measures. These badges could have a slogan, for example, "1.5m all day keeps the virus away"

Corona footprint

Corona footprint could help people to be aware of the risks they take with particular activities

Nudging

A psychological principle by which the environment is arranged in such a way that the desired behavior is encouraged

Contact budget

Estimated amount of virologic leeway, depending on the risk level of the pandemic.