

# PSYCHOLOGICAL SCIENCE MEETS POLICY



## SYMPOSIUM LESSONS LEARNED FROM THE PANDEMIC



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VEILIGHEID VAN DE VOEDSELKETEN  
EN LEEFMILIEU

NTNU  
Norwegian University of  
Science and Technology

# WELCOME!



# Goals of the symposium

- Looking back to look forward: from a helicopterview to lessons learned
- Engaging in a dialogue with different stakeholders
- Meet & greet during coffee break and reception



# Introduction: The methodology of the Motivation Barometer

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Maarten Vansteenkiste & Joachim Waterschoot  
Ghent University

**Q1: Why is it important to monitor motivation and well-being?**

**Q2: How can the methodology of the barometer be characterized?**

**Q3: Who were the participants and how were the data collected, analyzed, and reported?**

**Q4: How were the findings of the motivation barometer validated, disseminated and used?**

# Question 1: Why is it important to monitor motivation and well-being?

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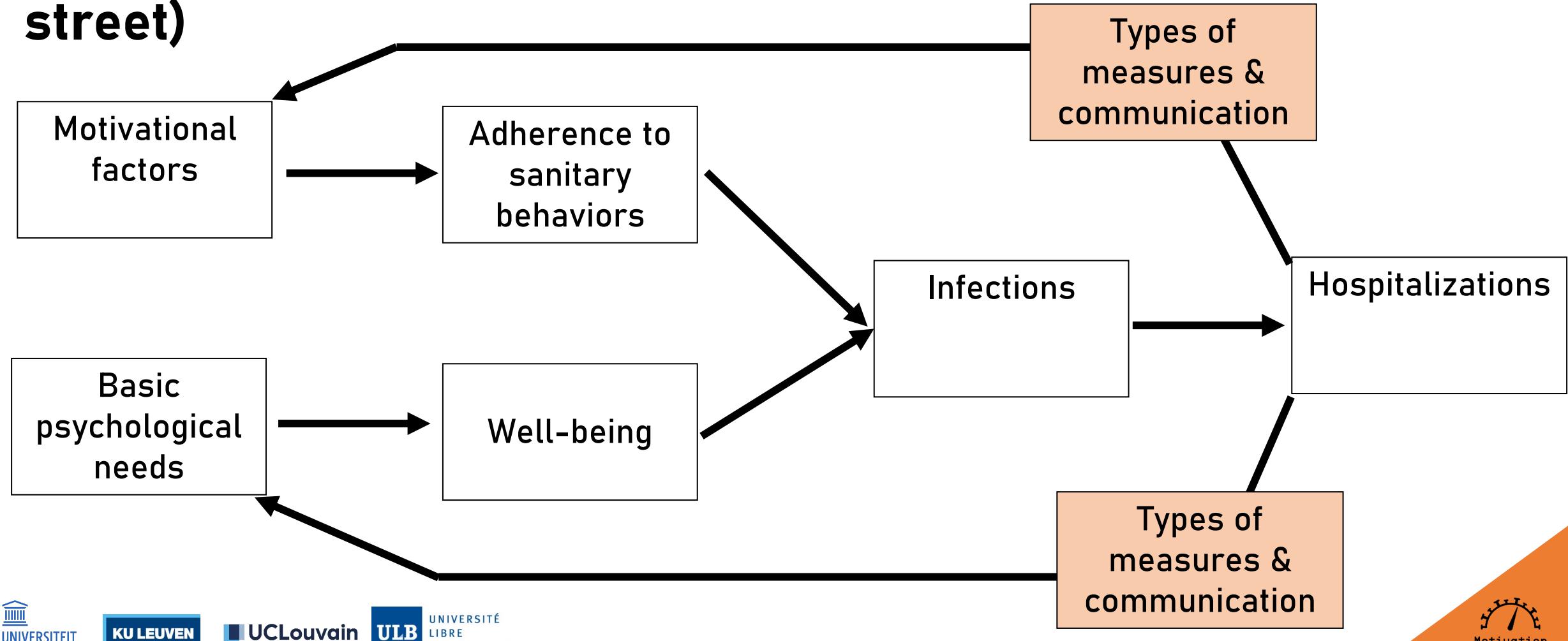
⇒ March 19<sup>th</sup> 2020: First day of assessments of motivation and well-being!

## 1) Substantial psychological impact

- ✓ Intrusive measures, even conflicting with natural, psychological inclinations
- ✓ Unpredictable nature of the crisis
- ✓ Chronicity => erosion of energetic and motivational resources

# Q1: Why is it important to monitor motivation and well-being?

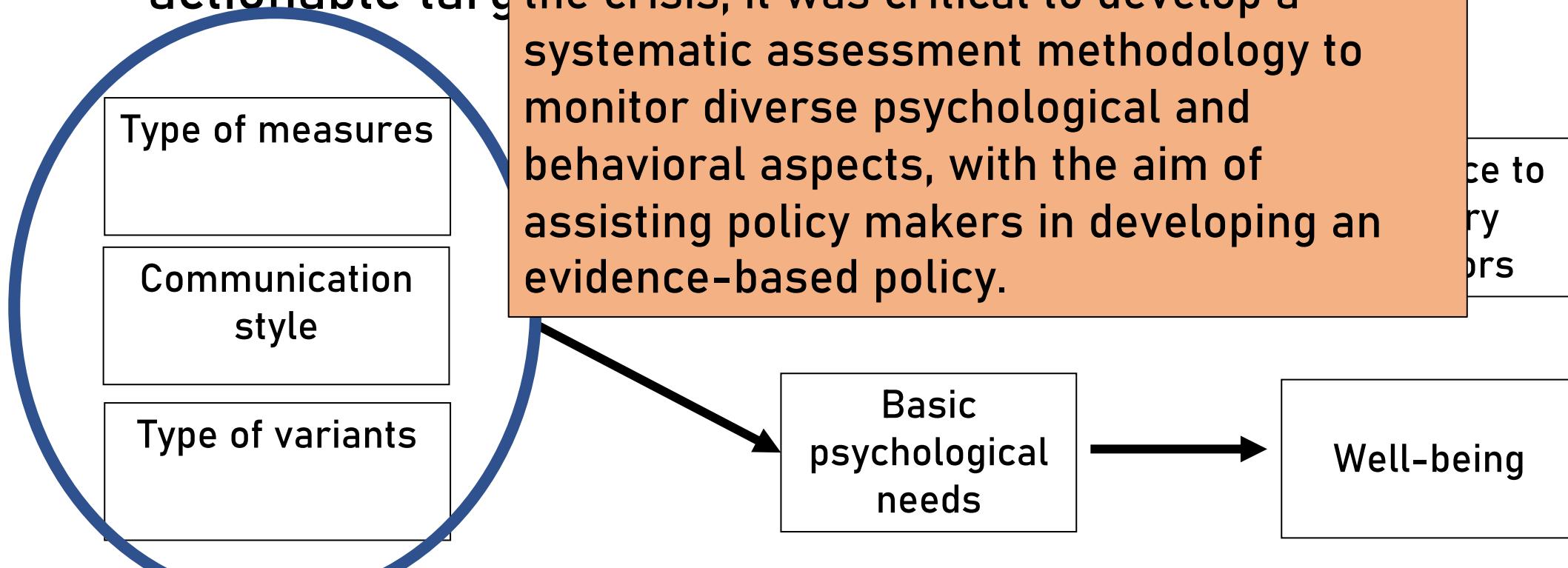
## 2) Preventive role of psychological processes (but two-way street)



# Q1: Why is it important to monitor motivation and well-being?

## 3) Motivation and basic psychological needs

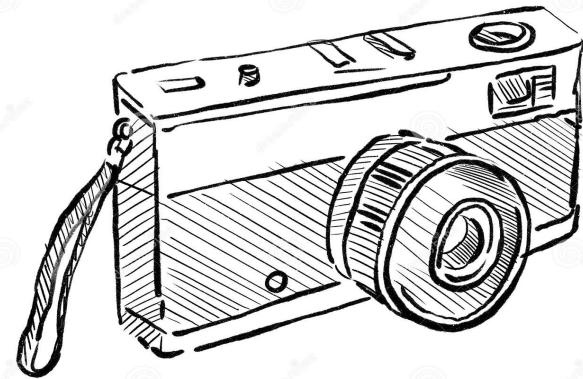
- = dynamic and changeable
- = actionable targets



# Question 2: How can the methodology of the barometer be characterized?

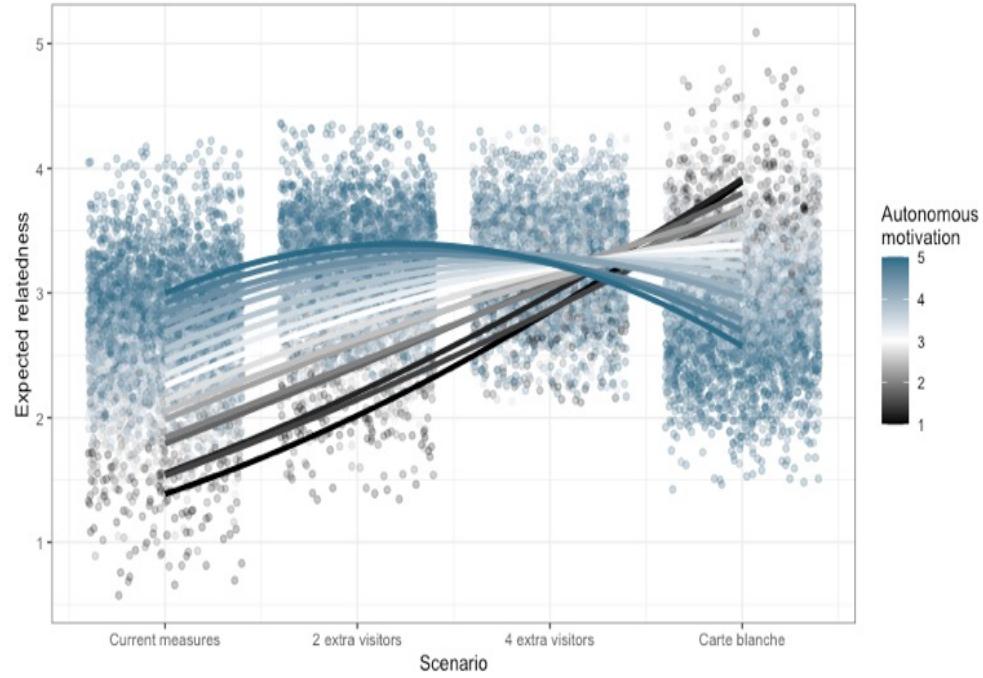
## Q2: How can the methodology be characterized?

- Metaphor = the motivation barometer is a systematic monitoring instrument to assess the '**psychological temperature**' of the population on critical moments during the pandemic.



## Q2: How can the methodology be characterized?

(1) Dynamic or flexible in terms of timing and content  
↔ static or predetermined

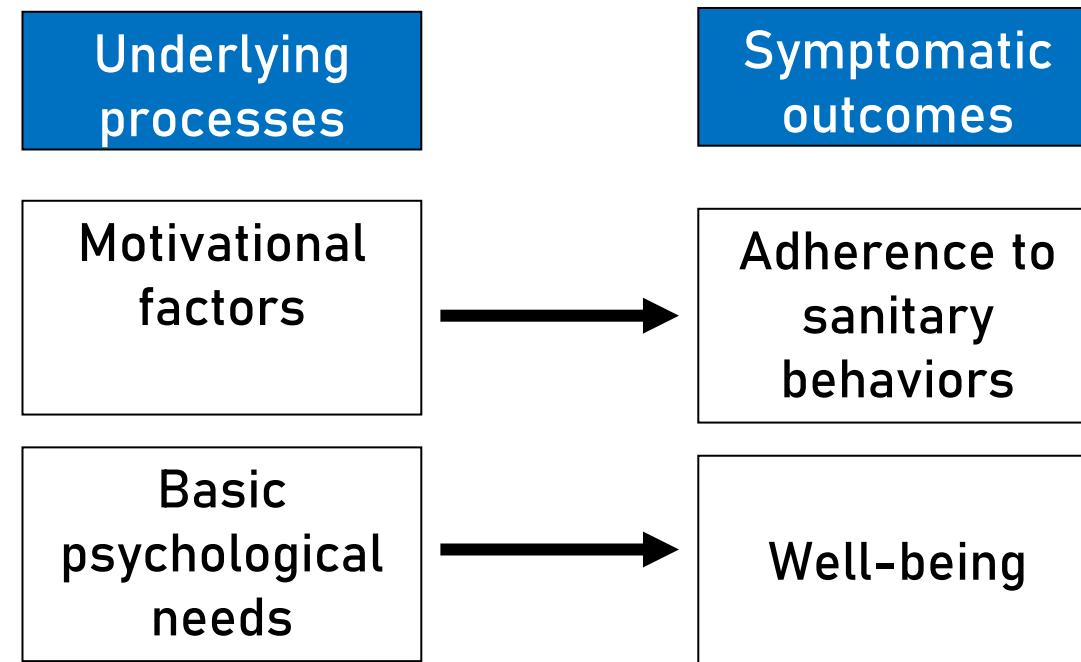


Waterschoot, J., Morbée, S., Van den Bergh, O., & Vansteenkiste, M. (in press). Merry Christmas and a 'Healthy' New Year: Assessing people's Expectations regarding Christmas Gathering in Pandemic Times. European Journal of Health Psychology

# Q2: How can the methodology be characterized?

## (2) Focus

- ✓ Process-oriented  $\Leftrightarrow$  symptomatic approach
- ✓ Theory-driven  $\Leftrightarrow$  a-theoretical



# Motivation: poll

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The more citizens are motivated to adhere to the measures,  
the better!

1. I agree
2. I disagree
3. It depends

# Roots of behavior: Motivation

⇒ “Why do you adhere to the measures?”

‘I can no longer make the effort’

‘because otherwise I would be sanctioned’

‘because I would feel guilty if I did not do it’

‘because I understand their necessity’

Internalization process

Increasing ownership, commitment and responsibility

my values'



Discouragement,  
apathy

Punishment, reward,  
expectation

Shame, guilt,  
Ego-involvement

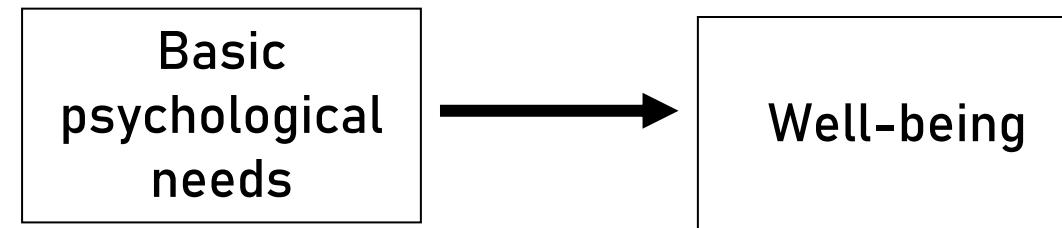
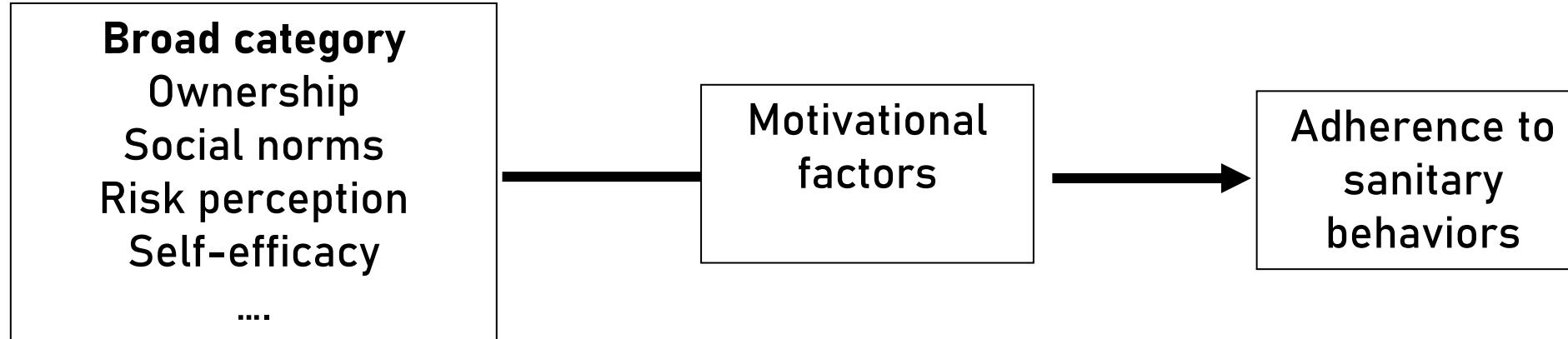
Personal meaning,  
value-based

Demotivation

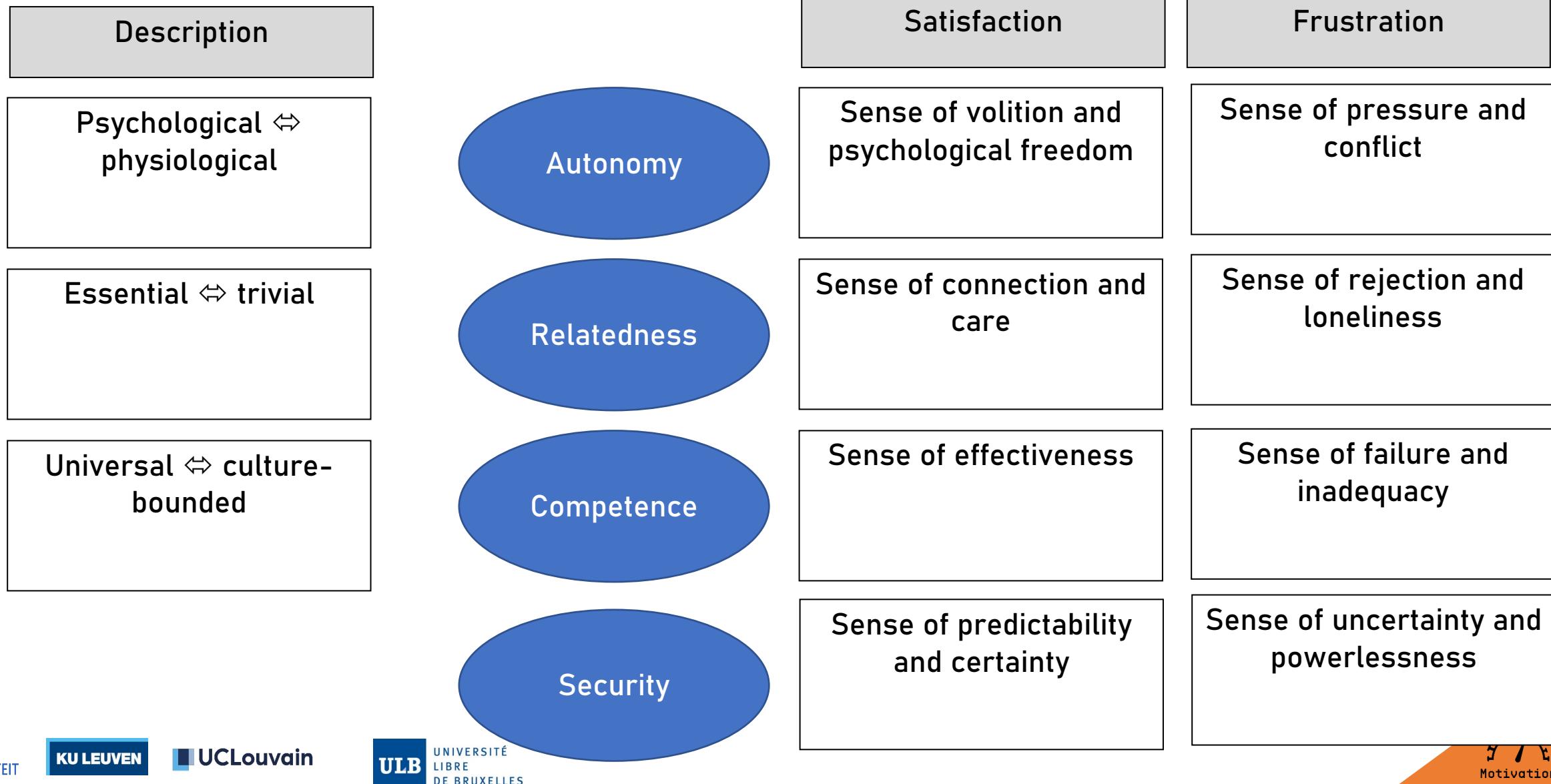
Controlled motivation  
**‘MUST-IVATION’**

Autonomous  
motivation  
**‘WANT-IVATION’**

# Roots of symptomatic outcomes



# Roots of well-being: Basic psychological needs



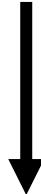
# Q2: How can the methodology be characterized?

## (3) Broad and diverse scope

Topics	Targeted samples	Methodology
Motivation Vaccination Well-being Identity Emotion regulation Risk perception Trust	Students Adolescents Parents The elderly ...	Cross-sectional Longitudinal Vignette-based Intervention

## Q2: How can the methodology be characterized?

Longitudinal design



Do motivational differences predict both individuals' vaccination intention and the effective uptake of vaccines?



Vignette-based design



What are people's attitudes towards mandatory vaccination and how do they estimate its well-being impact?



Intervention



Can we develop an effective e-health intervention that supports individuals' mental health?



LIFECRAFT

# Q2: How can the methodology be characterized?

## (4) Development and embeddedness

- ✓ Organically grown, unique interdisciplinary and interuniversity collaboration



## Q2: How can the methodology be characterized?

### (4) Development and embeddedness

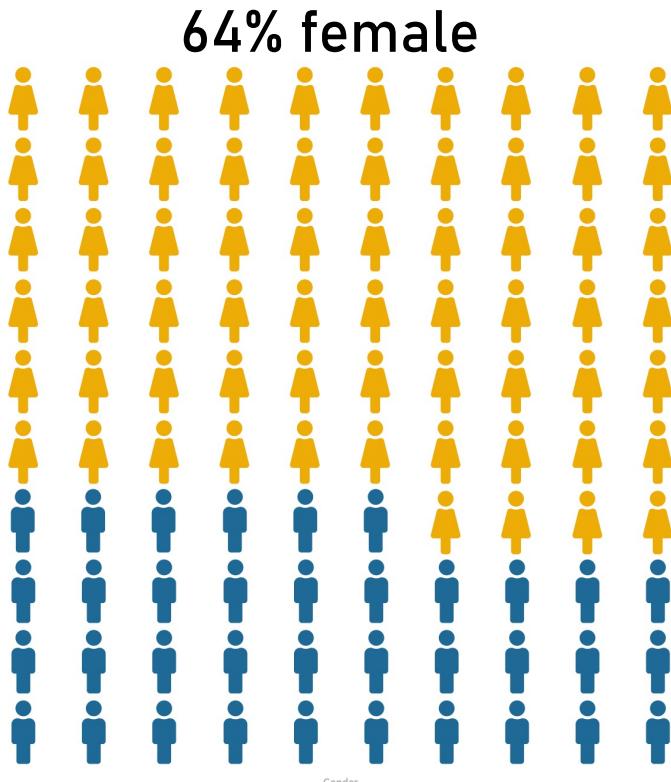
- ✓ Embedded within a layered, organizational structure
    - Motivation barometer = research team
    - Expert group ‘psychology & corona’ = representatives of professional organizations and broader circle of academic
    - Interna
- Conclusion: The theory-grounded and process-oriented approach of the barometer allowed us to study critical psychological dynamics in depth and move beyond a symptomatic approach. The dynamic, multi-method approach allowed us to act swiftly as a function of emerging urgent societal themes.

# Question 3:

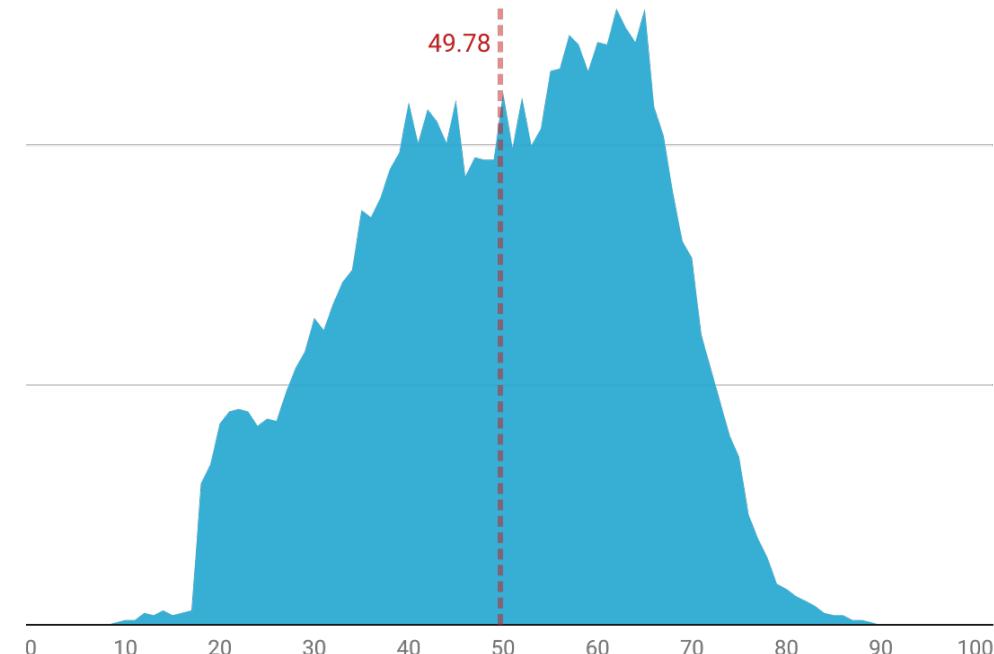
## Who were the participants and how did we collect, analyze and report the data?

# Who are the participants?

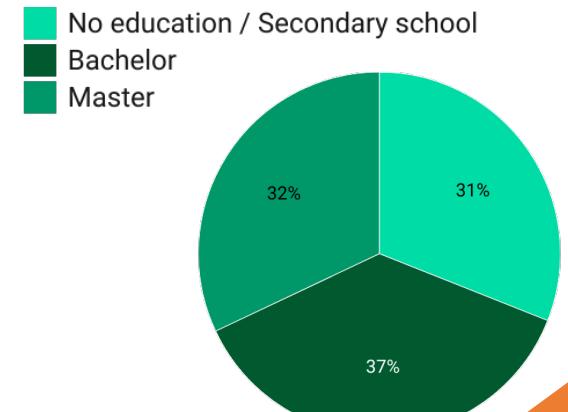
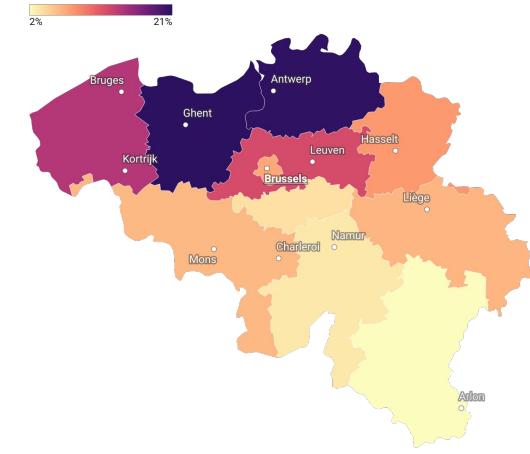
- $N = 463,510$  datapoints (82% unique participants )
- 26 months, 109 waves



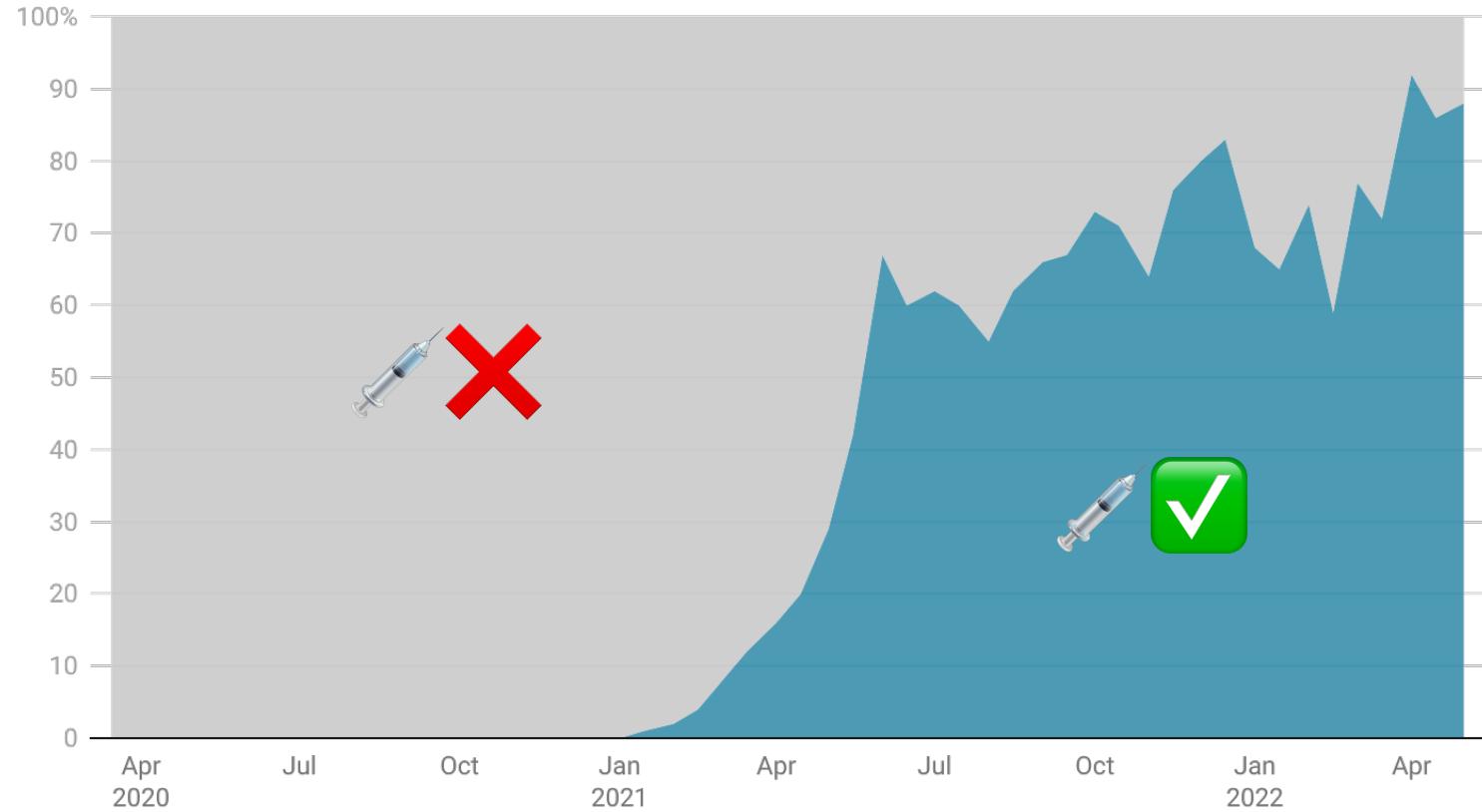
Mean age of 49.8 years



Across all provinces



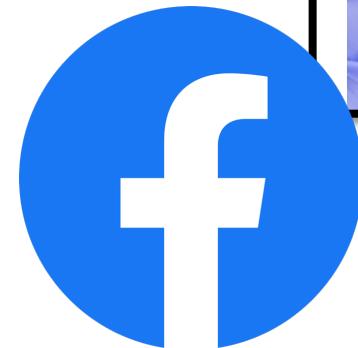
# Who are the participants? Some vaccination numbers



# Recruitment procedures

- Maximize heterogeneity: spread through different channels
- More female, Flemish and higher educated compared to Belgian population
- Access to the internet, understanding the surveys, etc.

The image shows two news snippets from Belgian media. The top snippet is from 'Nieuwsblad.be' with the headline: 'Team van de motivatiebarometer wil weten wat jouw mening is over het Covid Safe Ticket'. It features a photo of hands holding a smartphone displaying a QR code. The bottom snippet is from 'Le Soir' with the headline: 'Baromètre de la motivation: donnez votre avis sur la vaccination'. It features a photo of a medical syringe.



# Dealing with non-representative nature

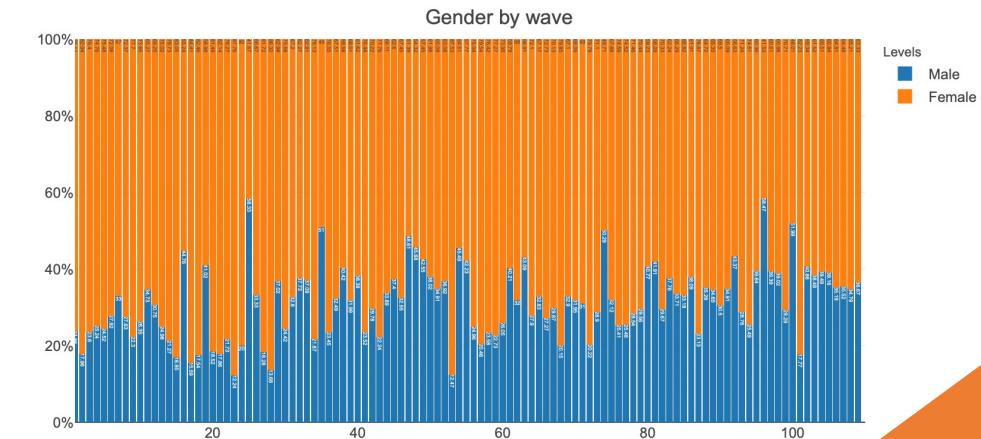
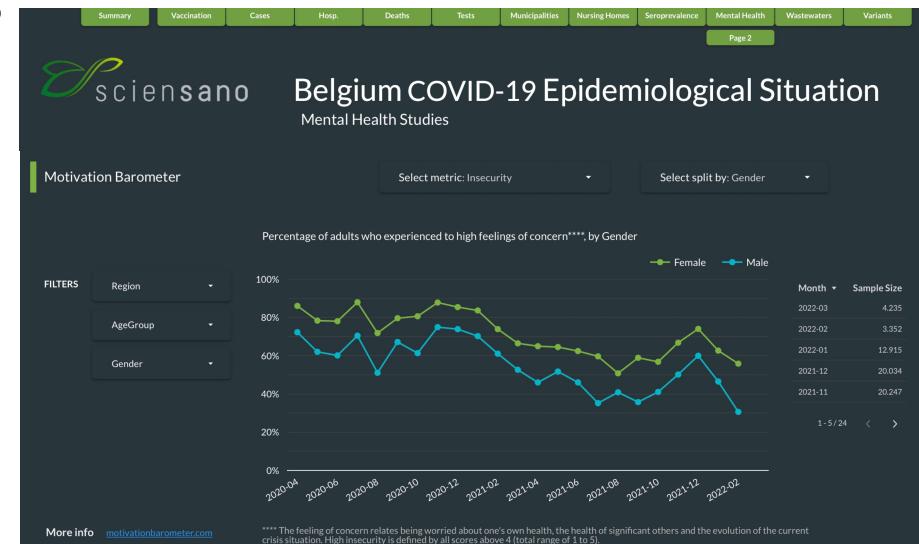
→ Comparison between waves and research projects

→ Weightening analyses

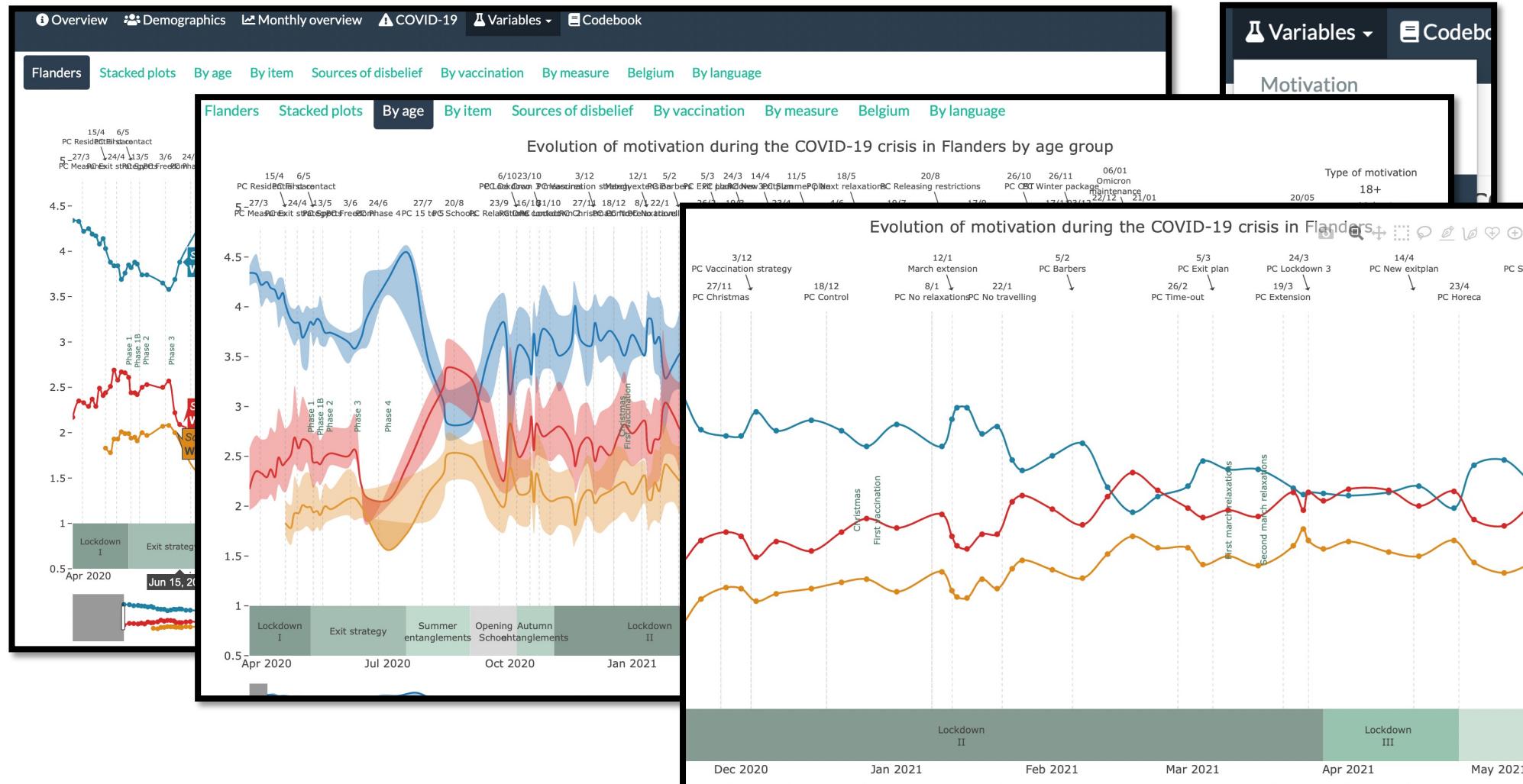
→ Structural and comparison analyses (e.g., effect size)

→ Therefore:

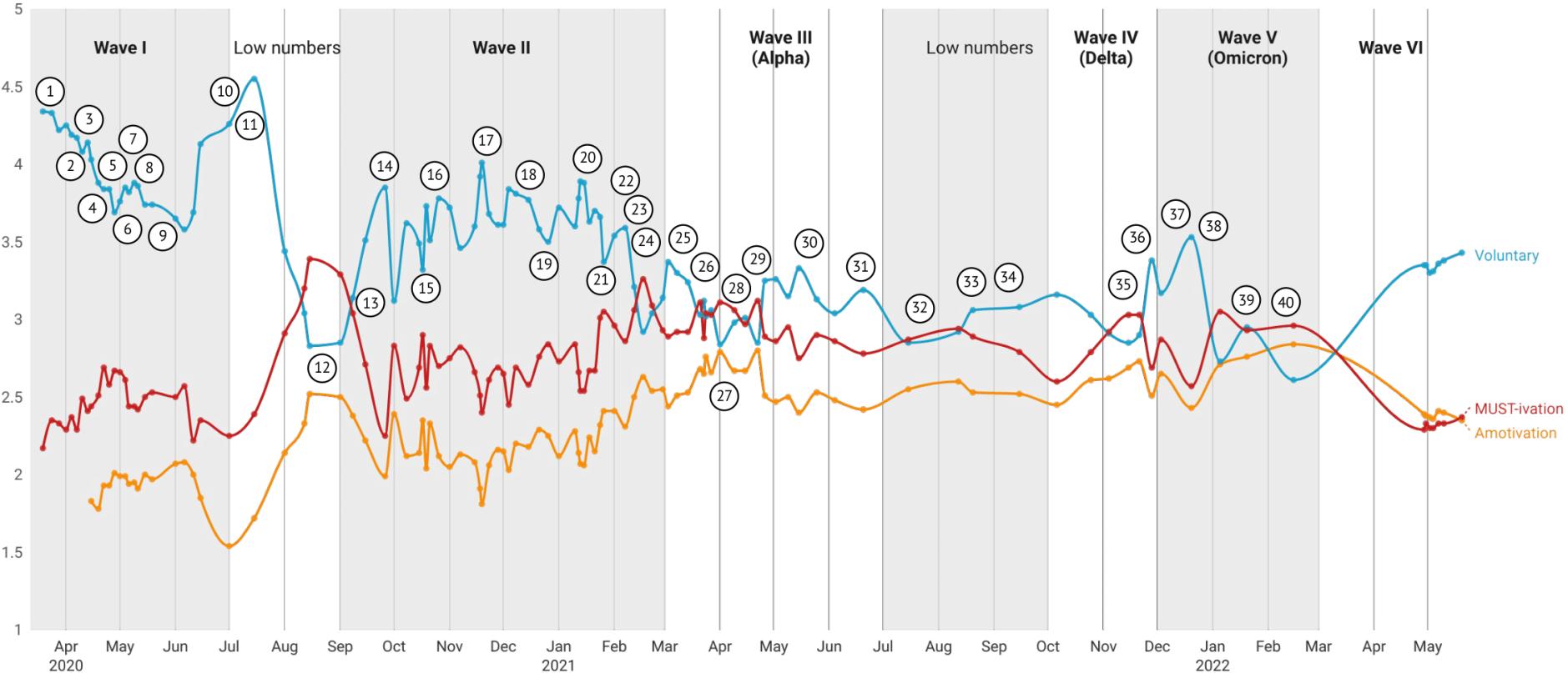
- Focus on evolutions rather than absolute percentages
- Visualizing non-weighted results
- Psychological contextualization in communication



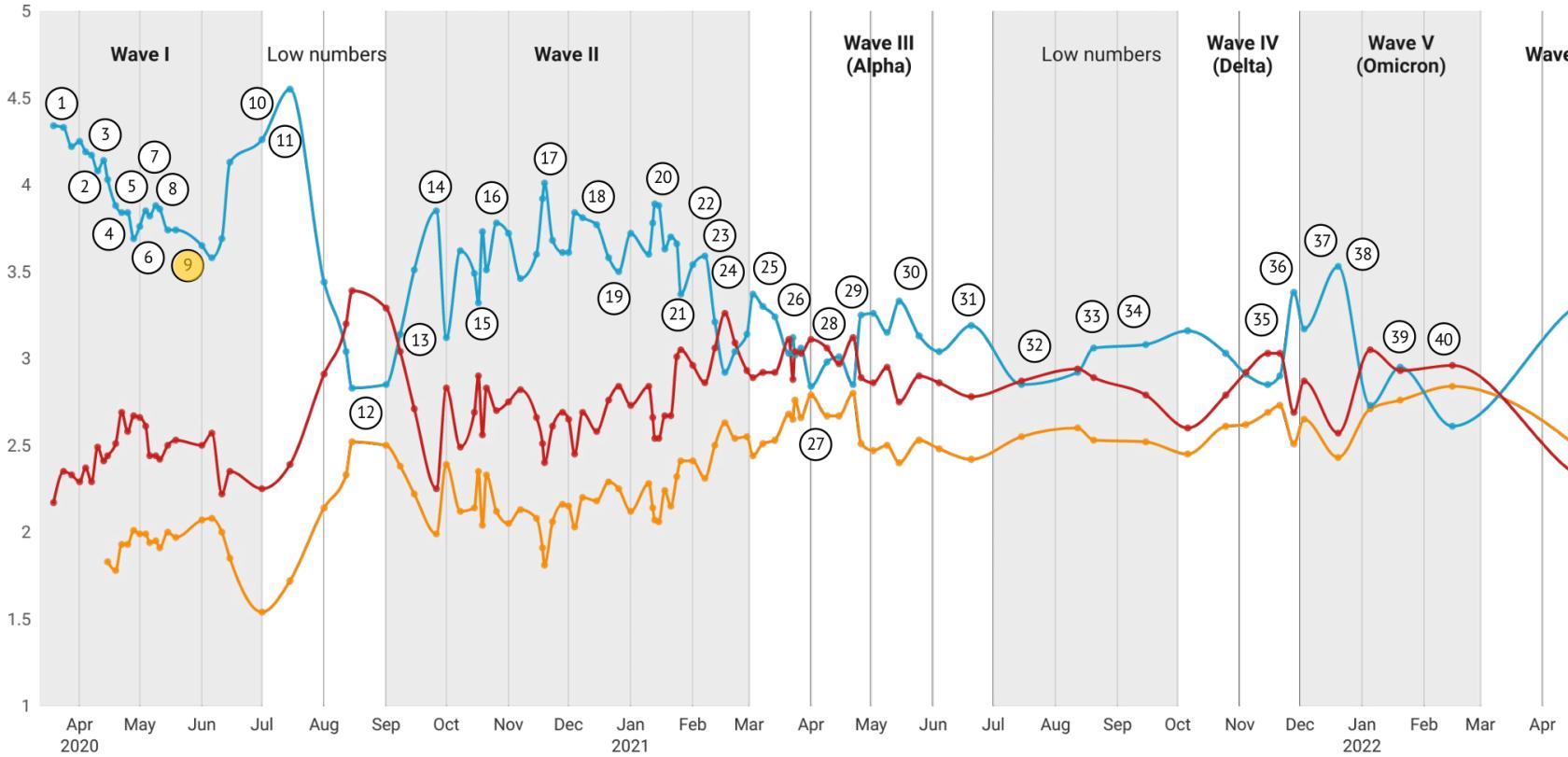
# Dashboard: real-time tracking



# Accessible reports



# Accessible reports



**REPORT 9**  
Discomforts of face masks:  
How we carry them with a  
smile by encouraging  
voluntary responsibility.

## The Motivation Barometer

Authors (in alphabetical order): Sofie Morbeke, Bart Soenens, Maarten Vansteenkiste, Branko Vermote, Joachim Waterschoot

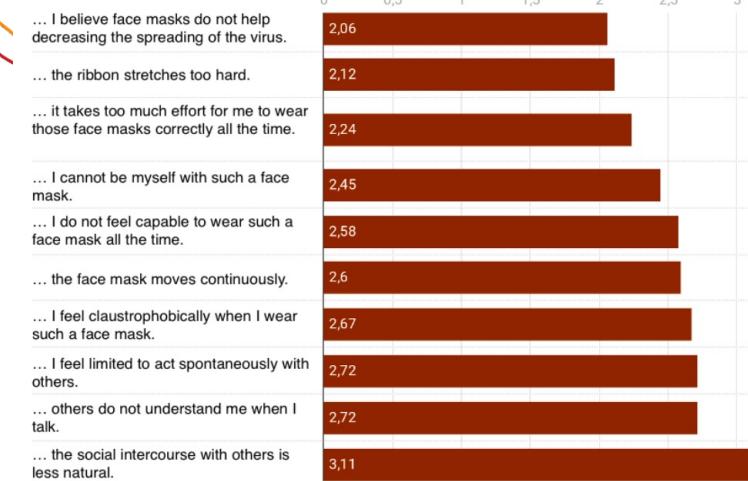
Reference: Motivation Barometer (May 19, 2020). Discomforts of face masks: how we wear them with a smile by encouraging voluntary responsibility. Ghent, Belgium.



Figure 4. Objections to wearing a face mask

## I'm not looking forward to wear face covering because...

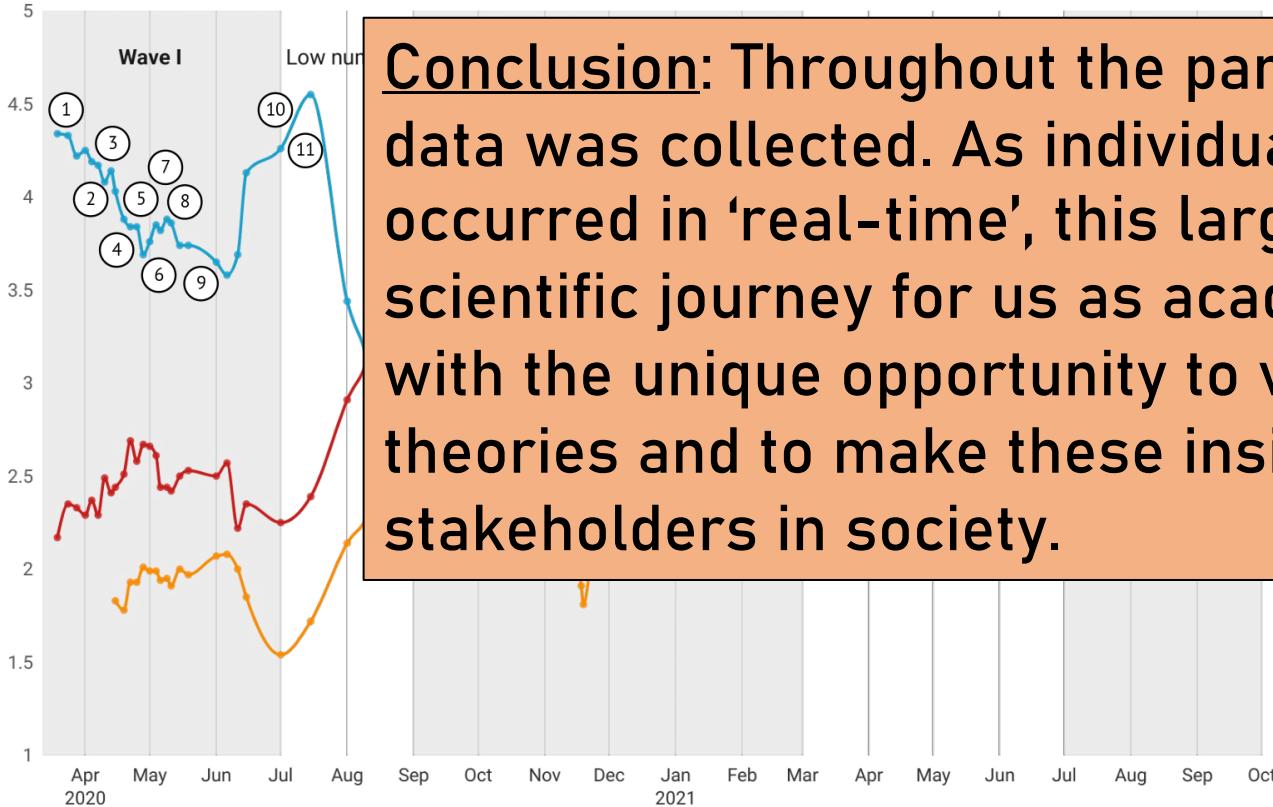
Coronastudie, Universiteit Gent



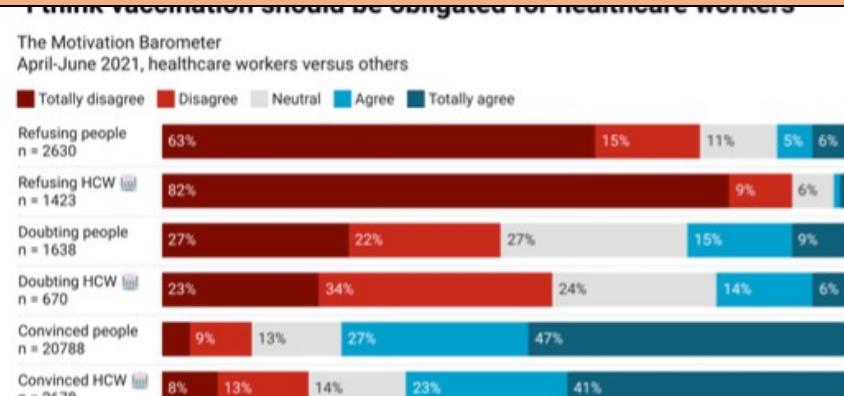
# Accessible reports

ZORGPERSONEEL

**'Geen enkele reden om vaccin niet te verplichten in de zorg'**



**Conclusion:** Throughout the pandemic, a massive amount of data was collected. As individuals' psychological functioning occurred in 'real-time', this large scale study was an exciting scientific journey for us as academics. The study provided us with the unique opportunity to validate our psychological theories and to make these insights useful for diverse stakeholders in society.



HCW = healthcare worker

# **Question 4:**

## **How were the findings from the motivation barometer validated, disseminated and used during the crisis?**

# Broader public: via media-interventions

- Psychologically disturbing times => helping the population to interpret and make sense of the situation

## Accessible reports



## Opinion pieces

**Knack** Nieuws | Opinie | Factcheck | Maai Mei Niet | Magazine

**OPINIE**

**'Covid Safe Ticket: communicatie voorkomt polarisatie'**

**Maarten Vansteenkiste**

Hoogleraar ontwikkelings- en motivatiepsychologie (UGent) • 15-09-2021, 13:10 •

**M**aarten Vansteenkiste en Omer Van den Berg pleiten voor transparante en juiste communicatie over het Covid Safe Ticket.

Niemand is gebaat bij een grote tegenvaller.

**De Standaard** Meest recent Binnenland Buitenland Opinie Economie Cultuur Sport Corona Meer ▾

**OPINIE MENTAL WELZIJN**

**Burgerzin krijg je niet door een oproep en nog minder door een verwijt**

In de coronacrisis hebben we controle over de sleutelfactor: ons gedrag. Enkele knikjes in onze motivatie tonen aan dat onoordeelkundige versoepeelingen de motivatie ondermijnen.

Omer Van den Berg, Maarten Versteenkiste, Sofie Morbée, Joachim Waterschoot, Olivier Luminet, Vincent Yzerbyt  
Academici verbonden aan de KU Leuven, UGent, ULB en UCLouvain. Leden van de werkgroep 'Psychologie & Corona'.

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**Motivatiepsycholoog Maarten Vansteenkiste: "Overheid moet het waarom van de maatregelen beter uitleggen"**

Er heerst weer wat verwarring na de persconferentie van premier Wilmès over de strikte coronaregels. Zijn het nu vijf mensen in onze bubbels, of toch tien, twaalf? De cijfers op zich doen er minder toe, vindt Maarten Vansteenkiste. Psychologisch is het van belang dat mensen weten waarom de maatregelen beter toe te lichten. Want dan zijn we meer bereid om te gehoorzamen.

**Tweede coronagolf: 'De sociale hunger zal pijnlijk zijn'**

28/07/20 om 02:24 Bijgewerkt om 02:24 Bron: Belga

Voor veel mensen zal dit een grote tegenvaller zijn omdat niemand had verwacht dat de tweede golf er zo snel zou zijn. De sociale hunger zal pijnlijk zijn', zegt Omer Van den Berg, gezondheidspsycholoog aan de KU Leuven en lid van de werkgroep 'Psychologie & Corona' die geregeld advies geeft aan de GEES.

## Media interventions

### VEILIGHEIDSHAAD

#### Gezocht: coronamaatregelen met een coherent verhaal

Aan de vooravond van de Veiligheidsraad is de motivatie om de coronamaatregelen na te leven lager dan ooit. 'Op motivationeel vlak is het kwart over twaalf.' Maar veel versoepeling komt er niet.

Jef Poppelemonde, Simon Grymonprez, Jan-Frederik Abbeloos

Donderdag 20 augustus 2020 om 3.25 uur



# Broader public: via website and podcasts

[www.motivationbarometer.com](http://www.motivationbarometer.com)

The screenshot shows the homepage of the Motivatiebarometer website. At the top, there's a navigation bar with links to 'COVID-19 thema's', 'LifeCraft', 'Media', 'Over ons', and 'Contact'. Below the navigation is a section titled 'DE MOTIVATIEBAROMETER' featuring a welcome message and a list of COVID-19 related themes. To the right is a 'NIEUWS' (News) section with several news items. A large orange banner at the bottom is titled 'HET PROJECT' and contains three bullet points: 'Het grootste gedragsexperiment ooit', 'Een interdisciplinaire samenwerking', and 'Een brug tussen theorie en praktijk'. On the left side, there's a logo for 'Motivatiebarometer'.

This screenshot shows a page titled '40 PUBLIC REPORTS' where users can browse through various reports. It includes a search/filter section with 'Filter Categories' and 'Sort By Date' options. A sidebar on the left lists categories like 'All', 'Policy', 'Restrictions', 'Communication', etc., with checkboxes. Two reports are displayed on the right: 'Report 6: Motivation during the 'people's marathon' rises slightly' and 'Report 4: The Leadership compass as a guide to motivational communication'. Each report has a thumbnail image and a brief description. A circular diagram titled 'impetus 360' is also shown.

# Broader public: via website and podcasts

[www.motivationbarometer.com](http://www.motivationbarometer.com)

**THEMES**

Below you will find all information, **publications**, **reports** and **podcasts** thematically categorised.

<b>THEORY &amp; PRACTICE</b> <a href="#">Click here</a>	<b>MOTIVATION</b> <a href="#">Click here</a>	<b>WELL-BEING</b> <a href="#">Click here</a>
<b>RISK PERCEPTION</b> <a href="#">Click here</a>	<b>VACCINATION</b> <a href="#">Click here</a>	<b>COMMUNICATION</b> <a href="#">Click here</a>

**MOTIVATION**

**KEY QUESTIONS:**

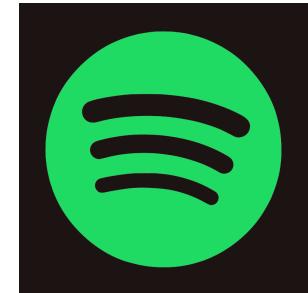
- ?
- WHAT ROLE DOES MOTIVATION PLAY?
- ?
- WHAT WERE THE VARIOUS UPS AND DOWNS THROUGHOUT THE CRISIS?
- ?
- DO STRICTER MEASURES DEMOTIVATE?
- ?
- WHAT BACKGROUND FACTORS PLAY AN IMPORTANT ROLE IN THE OVERALL MOTIVATION?
- ?
- WHAT CAN WE LEARN FROM THIS?

**LISTEN HERE TO OUR PODCAST ABOUT MOTIVATION**

Motivation (ENG)  
Motivationbarometer  
(Dutch and French version coming soon)

**MOTIVATION BAROMETER**

**PODCAST**



# Policy makers

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- to support policy makers in developing an evidence-based policy via different channels
  - ✓ GEMS
  - ✓ Contact with politicians and governors
  - ✓ Vaccination task force
  - ✓ Hoge Gezondheidsraad

# Intermediate stakeholders

- To inspire and support intermediate stakeholders

## Well-being



## Communication



Tabel 1 - Do's en don'ts van motiverende en demotiverende communicatie

Zone	Checklist	Toelichting en voorbeeld	%
Participatief	Toets je het <b>draagvlak</b> voor een maatregel goed af?	Maatregelen zullen pas nageleefd worden indien men er achter staat. De mogelijkheid om ouderen te bezoeken in woonzorgcentra werd bijvoorbeeld onvoldoende doorgesproken met de sector, waardoor de maatregel moet teruggedraaid worden.	53.6%
	Pik je <b>signalen</b> uit diverse sectoren op en beluister je deze?	Verschillende sectoren (cfr. tuincentra, tennissfederatie) dringen op een versoepeling / aan en bedenken zelf creatieve oplossingen waarbij ze de maatregelen in acht nemen. Hun stem beluisteren is cruciaal.	
Afstemmend	Voorzie je een <b>zinvolle en logische uitleg</b> voor het invoeren, behouden of (gedeeltelijk) versoepelen van een maatregel?	Hoe meer de bevolking begrijpt waarom een maatregel moet ingevoerd worden (cfr. discussie over de bankjes) of behouden blijven, hoe groter de bereidheid om zich er naar te schikken (cfr. speech van Angelina Merkel). Onderschat de bevolking hierbij niet. Als er een versoepeling komt aan verschillende snelheden, is een logische uitleg voor zij die in het keurlijf blijven broodnodig.	41.2%
	Toon je <b>begrip</b> voor de inspanningen van de bevolking?	Probeer erkentelijk te zijn voor de last die de bevolking vandaag torst. Erken dat er veel van de mensen gevraagd wordt en dat het zware tijden zijn. Door expliciet je dankbaarheid te tonen voor de inspanningen stel je ie empatisch op. Zo voelt de	47.2%

## Vaccination



# Scientific community

- Spreading knowledge within the academic community, where new insights can be exchanged
- Dozens of scientific publications have been published

Testing an Online Program  
to Promote Motivation  
and Well-being During  
the COVID-19 Pandemic

"Nele Laporte"<sup>1</sup> · Daphne van den Bogaard

Accepted: 10 March 2022  
© The Author(s), under exclusive licence to Springer Science+Business Media, Dordrecht 2022

## Abstract

The COVID-19 pandemic represents a threat to individuals' well-being. Self-Determination Theory assumes that the satisfaction of basic psychological needs promotes psychological well-being during challenging times. Participants in the LifeCraft program, that promotes individuals' need crafting skills, reported increases in well-being and decreases in need frustration. The current study examined whether LifeCraft, that promotes individuals' need crafting skills, was effective in promoting well-being during the COVID-19 pandemic. We explored the role of participants' motivation for vaccination ( $M_{age} = 51.67$  (range = 26–85); 68.55% female) at baseline and after participation in the LifeCraft program (mean age = 51.67 (range = 26–85); 68.55% female). At the level of the individual, participants who actively participated in the LifeCraft program reported more positive vaccination outcomes than those who did not participate.

There were only small immediate program engagement, findings showed that the program was more beneficial for participants who actively participated, with these participants reporting immediate and stable increases in need crafting, need satisfaction and well-being and decreases in need frustration. Further, changes in need crafting fully mediated changes in need-based experiences and well-being. To conclude, the findings provide initial evidence for the effectiveness of LifeCraft during the COVID-19 pandemic, with active participation being a prerequisite for the program to be effective.

**Conclusion:** Looking backward, it seems as if the psychologists and behavioral scientists had always been on board in expert committees. Yet, this was not the case. Through the motivation barometer project we managed to make clear to politicians, expert committees and intermediate stakeholders that we could offer unique and complimentary insights, recommendations, and tools to other scientific disciplines. Thus, also at the societal level, it was an interesting journey to manifest ourselves as psychologists.



## ARTICLE INFO

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Risk perception  
Pandemic concerns  
COVID-19  
Vaccination  
Vaccination hesitancy

## ABSTRACT

The present research examined which motivational factors contribute to individuals' intention to take a vaccine that protects against SARS-CoV-2-virus and their self-reported vaccine uptake several months later. The role of different types of motivation was investigated (i.e., autonomous and controlled regulation) as well as vaccine distrust and effort to obtain a vaccine. Across two large-scale cross-sectional ( $N = 8887$ ) and longitudinal ( $N = 6996$ ) studies and controlling for various covariates, autonomous motivation and distrust-based amotivation contributed positively and negatively, respectively, to a) concurrent vaccination intentions, b) self-reported vaccination and c) subsequent subscription to a waitlist to obtain a vaccine. Participants' infection-related risk perception predicted more positive vaccination outcomes through fostering greater autonomous motivation for vaccination and lower distrust, whereas pandemic-related health concerns failed to yield such adaptive effects. The results emphasize the importance of fostering autonomous motivation for vaccination and handling distrust.

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Frank Martela , Nelli Hankonen , Richard M. Ryan & Maarten Vansteenkiste

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To link to this article: <https://doi.org/10.1080/10463283.2020.1857082>

# Thank you for your attention

## Do you have any question?

