

App Tracking Data

Members of the survey provider’s passive tracking panel are incentivized to provide mobile app usage histories via passive metering software Wakoopa.

Tracking period and scope
June 15, 2020 (one day before official app launch) to September 21, 2020; panelists with Android device only

Data
Corona app usage, time stamps, duration, device information

Survey Wave 1

Participants complete a 20-minute survey about sociodemographic, attitudinal and behavioral characteristics.

Message Stimulus

As part of the initial survey, participants are randomly assigned to one of two treatment conditions or the control condition with equal probability.

Survey Wave 2

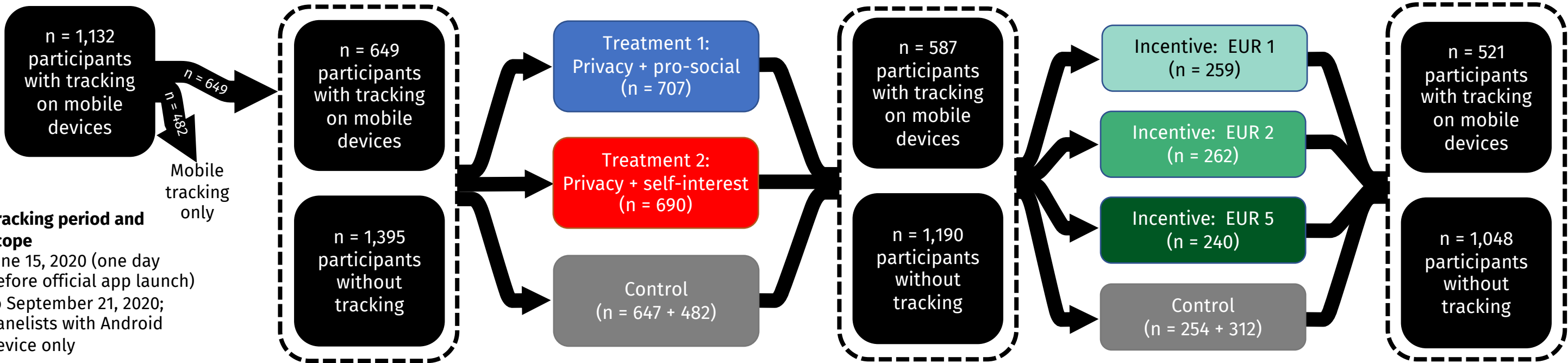
On average 12 days after the initial survey, participants are re-invited to a follow-up survey in which key measures of attitudes and behaviors are repeated.

Incentivization

As part of the follow-up survey, self-reported non-users of the app are randomly assigned to one of three incentivization conditions or the control condition with equal probability.

Survey Wave 3

On average 28 days after the survey Wave 2, participants are re-invited to another follow-up survey in which key measures of attitudes and behaviors are repeated.



Tracking baseline
For analyses of tracked app usage, the 482 mobile tracking-only sample participants are used as additional control units

Tracking baseline
For analyses of tracked app usage, the 312 mobile tracking-only sample participants who did not have the app installed at the time of Follow-Up Survey I are used as additional control units