

Question and objective:

- Is there a connection between people's vaccination behavior explicit motives?
- Can a changed strategy be derived from the explicit motives in order to win over more people for vaccination in comparable situations?

Hypothesis:

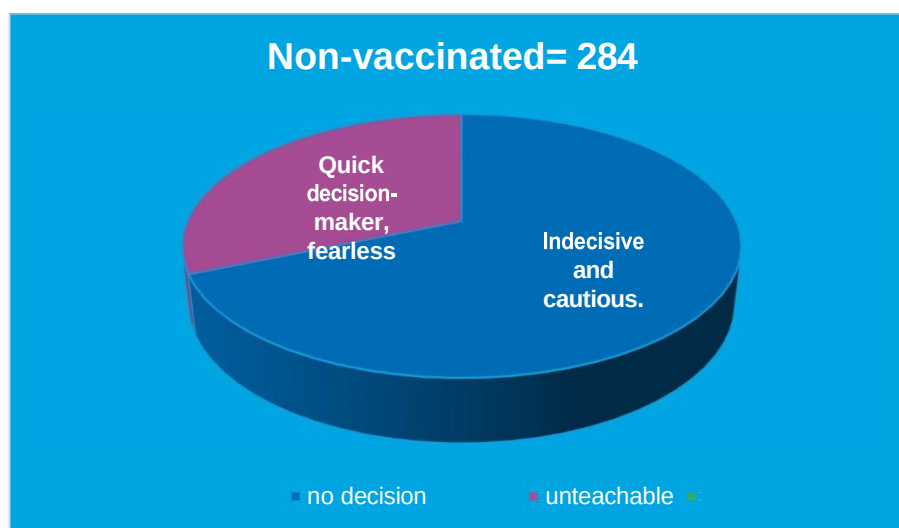
- Unconscious (explicit) motives not only control our behavior. They also influence our fundamental values, goals and motives and therefore our decisions. Against this background, there are similarities in the motives of vaccination supporters and critics.
- The study can be used to assign the guiding emotions to the aforementioned cognitive reasons for the decisions on the vaccination issue. This makes it possible to find out which actual emotions behind the behavior in the vaccination question.

Procedure:

- Between December 2021 and the beginning of February 2022, 1,364 people across Germany took part in the anonymous study.
- The study was conducted with the Motivation Survey on life motives and additional questions on vaccination status and the reasons for vaccination or refusal of vaccination.
- The results are representative in terms of gender, age, education and profession.

Extract from the results for the non-vaccinated group

Among the non-vaccinated, there are two clearly different groups with almost opposing character traits and motivations



Undecided group

In this group we find people who do not like to make decisions and prefer to rely on the knowledge, experience or advice of others. Non-vaccination is reinforced by fear of the unpredictable consequences and the lack of structure in the information policy.

Undecided	Decisions are only made with unquestionable knowledge or trustworthy advice, very carefully and highly structured.
Significant motives	INFLUENCE BLUE+ SAFETY RED+ STRUCTURE RED

Quick decision maker group

People in the second largest group make their decisions quickly, with and without extensive knowledge and prefer to give advice to others rather than accept it themselves. The "non-vaccination" in this group is reinforced by a pronounced self-confidence and lack of fear. "I am stronger than the virus!" (RECOGNITION BLUE and SAFETY BLUE)

Quick decision maker	Decide quickly and stringently from the gut, without self-doubt, are fearless.
Significant motives	INFLUENCE RED+ SOCIAL RECOGNITION BLUE+ SECURITY BLUE

What consequences can be derived from the results for increasing the vaccination rate?

1. The determined quick decision-makers (30% of those not vaccinated) can hardly be reached with arguments. The effort required to change their minds may be too great. Even the attempt can be perceived by them emotionally as unacceptable and rejected.
2. The undecided and those seeking advice, on the other hand, can very well be reached and contribute to a significant increase in the vaccination rate. These people need someone they can trust. Someone who is both competent and genuinely interested in the welfare of the undecided person.

The Covid pandemic has shown that this approach is successful in many care homes for the elderly. In many homes, 98% - 99% of residents were vaccinated and 97% - 98% of staff were vaccinated. These figures come from the many facilities that are organized in the Ruhr Area Care Conference (www.ruhrgebietskonferenz-pflege.de) and from Diakonie homes in Gütersloh and the surrounding area.

These enormous rates were thanks to the trusting closeness between the nursing staff and the residents. For the most part, they enjoy the trust is needed to overcome the barrier of emotional insecurities.



Motivational analysis of vaccination behavior during the Covid pandemic

In order to increase vaccination behavior in situations similar to the Covid pandemic, people need to be able to build the trust to reach a doubting person and thus enable the decision to vaccinate.

The kind of information confusion we have seen during the Covid pandemic is counterproductive.