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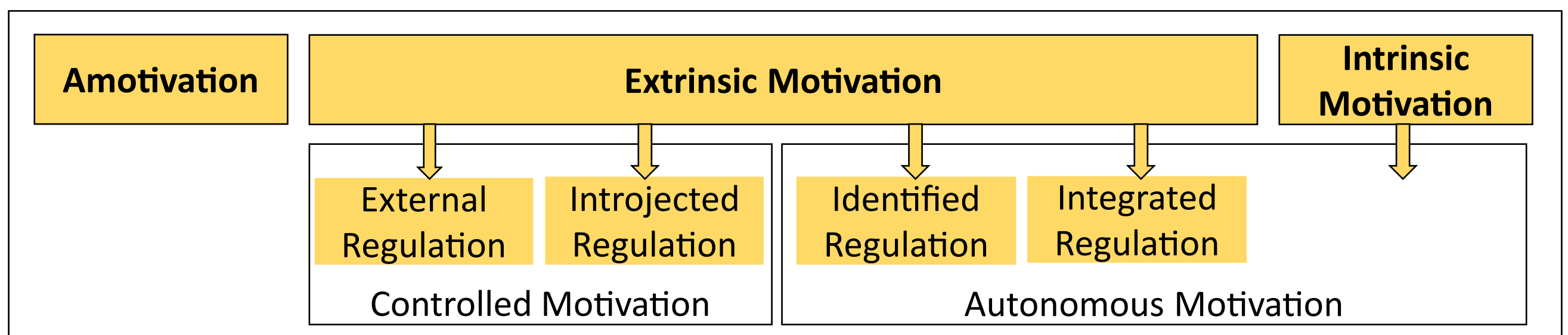
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Research design and methodology

Theoretical approach: Self-Determination Theory (SDT), see visualization below

Evaluation: Qualitative content analysis: inductive coding, differentiation by types of motivation after coding

Data collection: Still ongoing; qualitative expert interviews, 21 interviews total as of June 2022



A visualization of SDT (adapted from Gagné and Deci (2005) and Sugihara and Hardman (2022))

Results

External pressure to act: controlled motivation

Charging as a service: moderately controlled to moderately autonomous motivation

Environmental reasons: autonomous motivation

Access to funding: controlled motivation

Interest in technology: intrinsic motivation but not dominating decision-making

Top-down – decision wasn't made by the interviewee

Reasons specific to the kind of institution

Conclusion: Tendency towards controlled motivation

Important limitation: Data collection is ongoing, list of reasons might not be complete

About LINOx BW: German corporate research and funding program, funded by German Ministry for Economic Affairs and Climate Action (BMWK); 178 recipients from 23 cities in Baden-Württemberg, over 2.358 funded charging points