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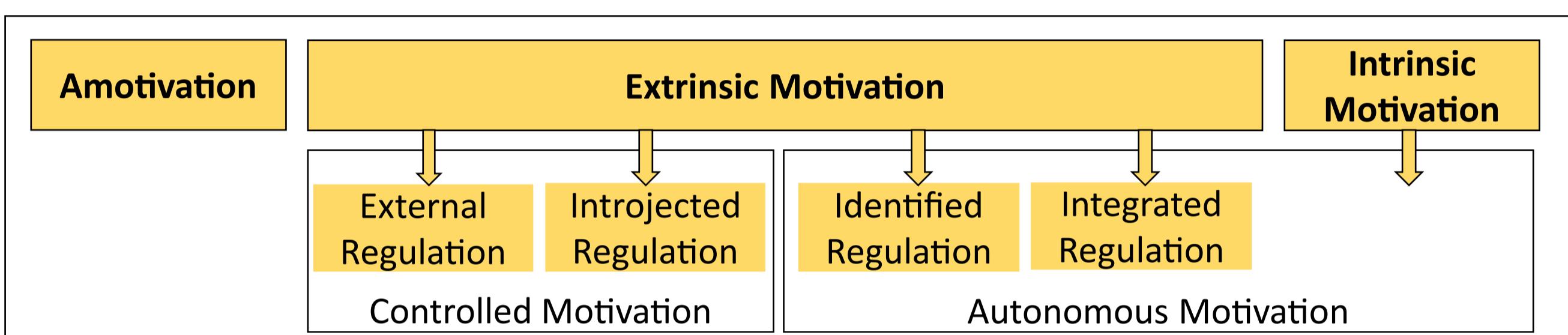
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### Research design and methodology

**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