

## **User Acceptance of Contact-Tracing Apps: An Overview of Adoption Barriers and Incentives [Working Title]**

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### **Motivation:**

Contact-tracing apps constitute an important corner-stone of many nations' public health strategy to contain the spread of the coronavirus disease 2019 (Covid-19) and to ease the severe economic and social implications of the lock downs caused by the pandemic. Examples for contact-tracing apps are TraceTogether (Singapore), Stopp Corona (Austria) and the Corona-Warn-App (Germany). The aim of such contact-tracing apps is to monitor a person's contacts and to trace infection chains. This allows for a targeted isolation of infected persons and for alerting contacts about the possibility of infection.

The effectiveness of contact-tracing apps crucially depends on widespread app adoption (i.e., installation and persistent usage) among citizens. However, digital contact tracing requires individuals' willingness to provide access to their personal data, which may evoke privacy concerns. As the adoption of contact-tracing apps is not mandatory but voluntary in most countries, this poses the question of how to appropriately incentivize the installation and usage of these apps such that a maximum number of active users can be achieved.

### **Goal:**

The aim of this thesis is to give an overview of research studies on the acceptance of contact-tracing apps: which user concerns and adoption barriers exist in this context? Which app design specifications are critical for user acceptance? Do personal characteristics have an influence on app acceptance? Moreover, based on the identified adoption barriers and research from the field of behavioral economics, incentives for app installation and usage should be derived and discussed (e.g., monetary incentives, nudges). What are the advantages and challenges of these incentives?

### **Related Literature:**

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