

## Codebook campaign motivations

Motivation	Authors	Description	Examples
Social identity	Van zomeren et al. (2008); Klandermans, (2004); Bekkers & Wiepking, 2010; Klein, Smith, and John (2004)	Social identity is a sense of belonging together with organization and other participants that emerges out of common attributes, experiences and external labels. This refers to the social benefits of collective action, including pleasurable psychological experiences on giving ("Joy of Giving" or ), producing a positive mood, alleviating feelings of guilt, reducing aversive arousal, satisfying a desire to show gratitude, etc.	<ul style="list-style-type: none"> <li>- References to slogans, signs, etc. that relate to the campaign organization</li> <li>- References to other participants, team members, co-workers, friends, etc.</li> <li>- References to the joy or fun of participating</li> </ul>
Injustice	Van zomeren et al. (2008); Klandermans, (2004)	Injustice includes both affective (emotions such as anger) and cognitive perceptions (ideology) of an unfair situation that is addressed by a campaign.	<ul style="list-style-type: none"> <li>- References to the cause (cancer)</li> <li>- References to the people that suffer from the cause (patients)</li> <li>- Reference to personal experiences with the cause</li> <li>- Emotional expressions (cancer is such a horrible disease, cancer makes me angry, etc.)</li> </ul>
Collective efficacy	Van zomeren et al. (2008); Klandermans, (2004); Bandura (2000)	Collective efficacy is the shared belief that one's group is capable of resolving its grievances through a campaign.	<ul style="list-style-type: none"> <li>- References to the possible effect of the campaign (this campaign can make a difference!)</li> <li>- References to the costs and benefits of the campaign (easy to participate, make an effort together)</li> </ul>