



# The Finnish Union of Practical Nurses (SuPer): Member Emotions and Behavior

*October 2020*





## How the study was conducted?

- The study audience included over 40,000 SuPer members from health care, social services, and early childhood education
- The study was conducted by the Finnish Union of Practical Nurses (SuPer) and NayaDaya Inc.
- The audience was reached through emails in October 2020

### Questions:

1. How do you feel about your daily work right now? (2356 respondents)
2. How do you feel about the staffing levels in your workplace right now? (2447 respondents)
3. How do you feel about the Finnish health care right now? (2417 respondents)
4. How do you feel about the authorities' decisions on the corona-virus epidemic right now? (2776 respondents)

# Negative and Positive Emotions

## Among the Finnish practical nurses

### Daily work



### Staffing levels



### Finnish health care



### Authorities' decisions on the corona epidemic

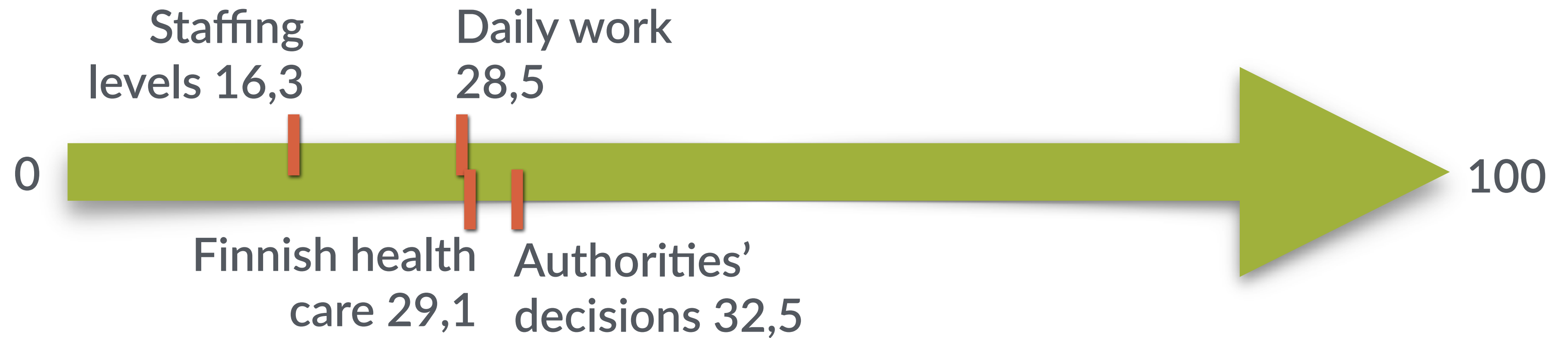


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## Emotional Value Index (EVI) – All Questions

EVI value predicts positive, engaged, and prosocial behavior





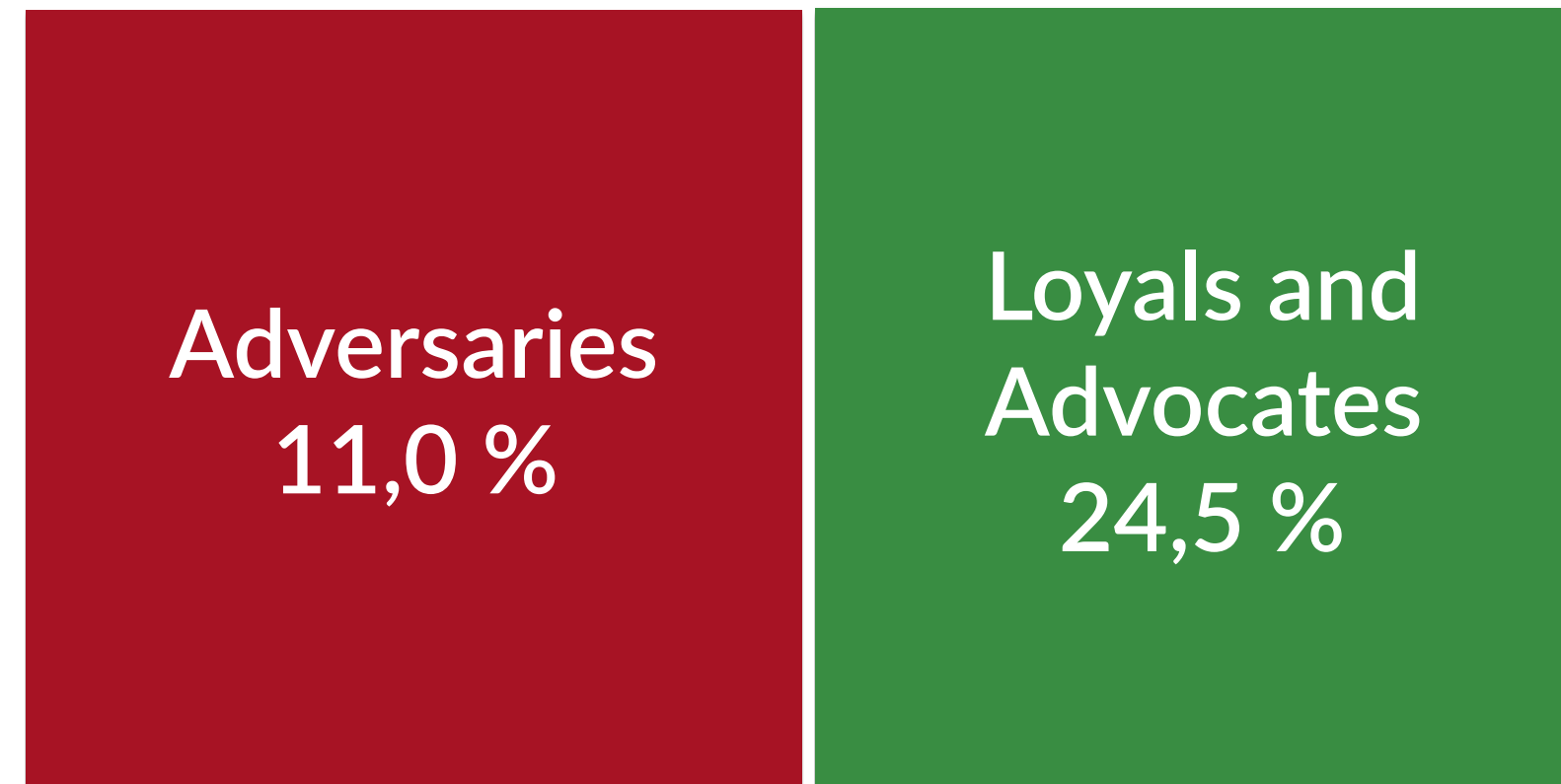
# 1. Behavior Matrix – Daily Work

*How do you feel about your daily work right now?*

## Negative-engaged

Accusation, aggression, hostile actions, attack

ENGAGED



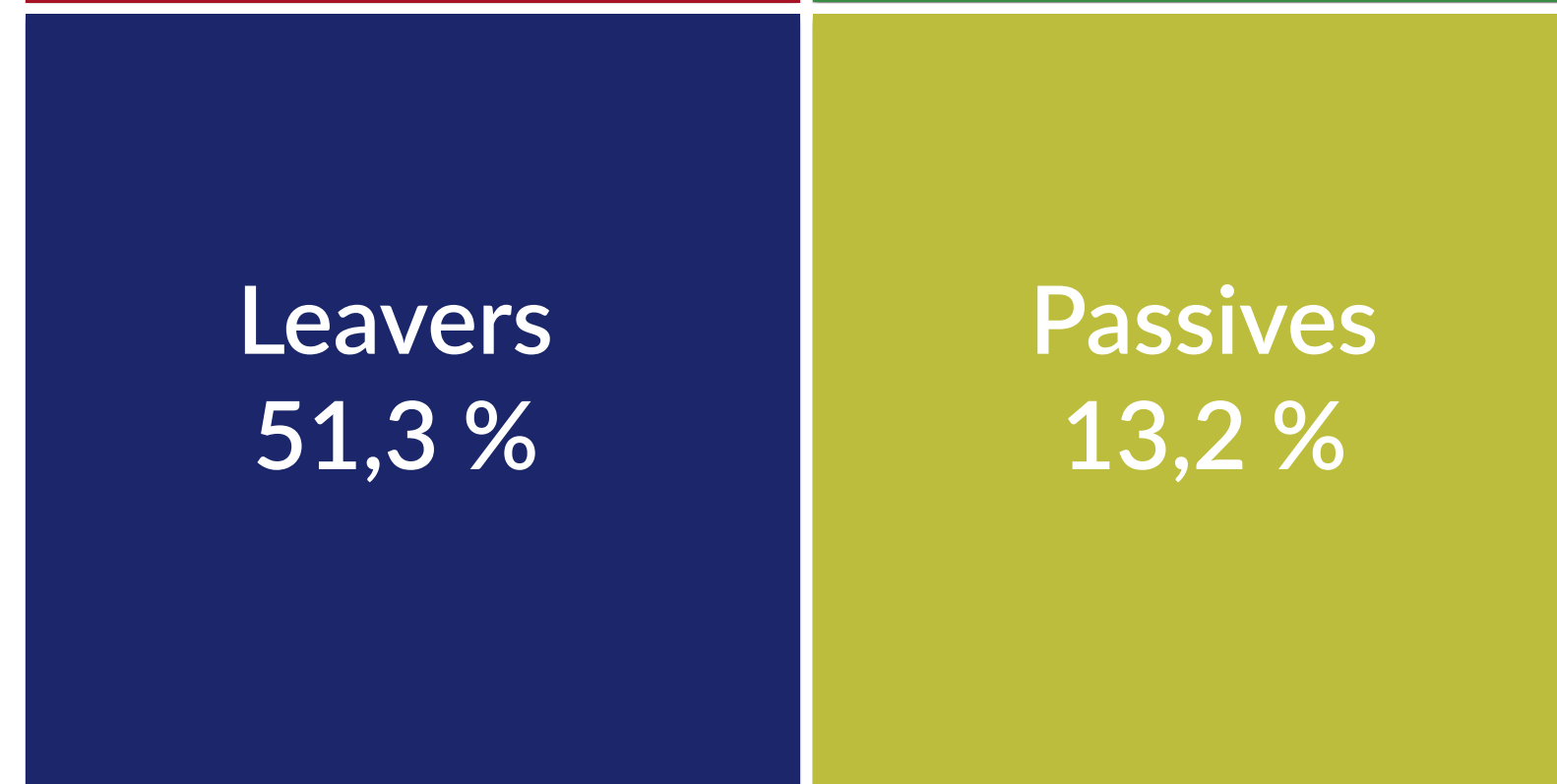
## Positive-engaged

Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations

## Negative-disengaged

Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing

DISENGAGED



## Positive-disengaged

Acquiescence, agreement, relaxation, passive enjoyment, quiet support

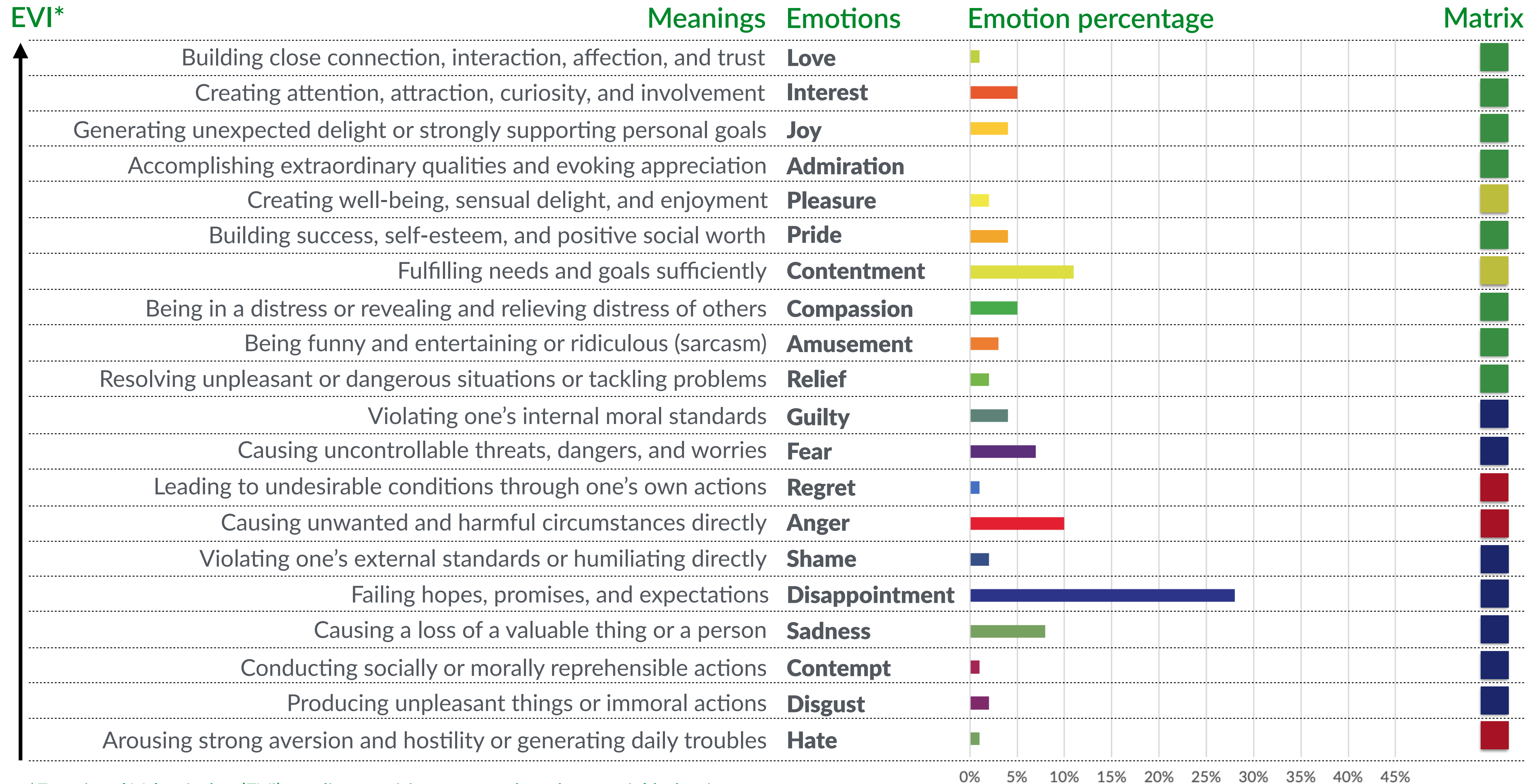
NEGATIVE

POSITIVE

# 1. Emotions and Meanings – Daily Work

*How do you feel about your daily work right now?*

Adversaries  Loyals   
Leavers  Passives 



\*Emotional Value Index (EVI) predicts positive, engaged, and prosocial behavior



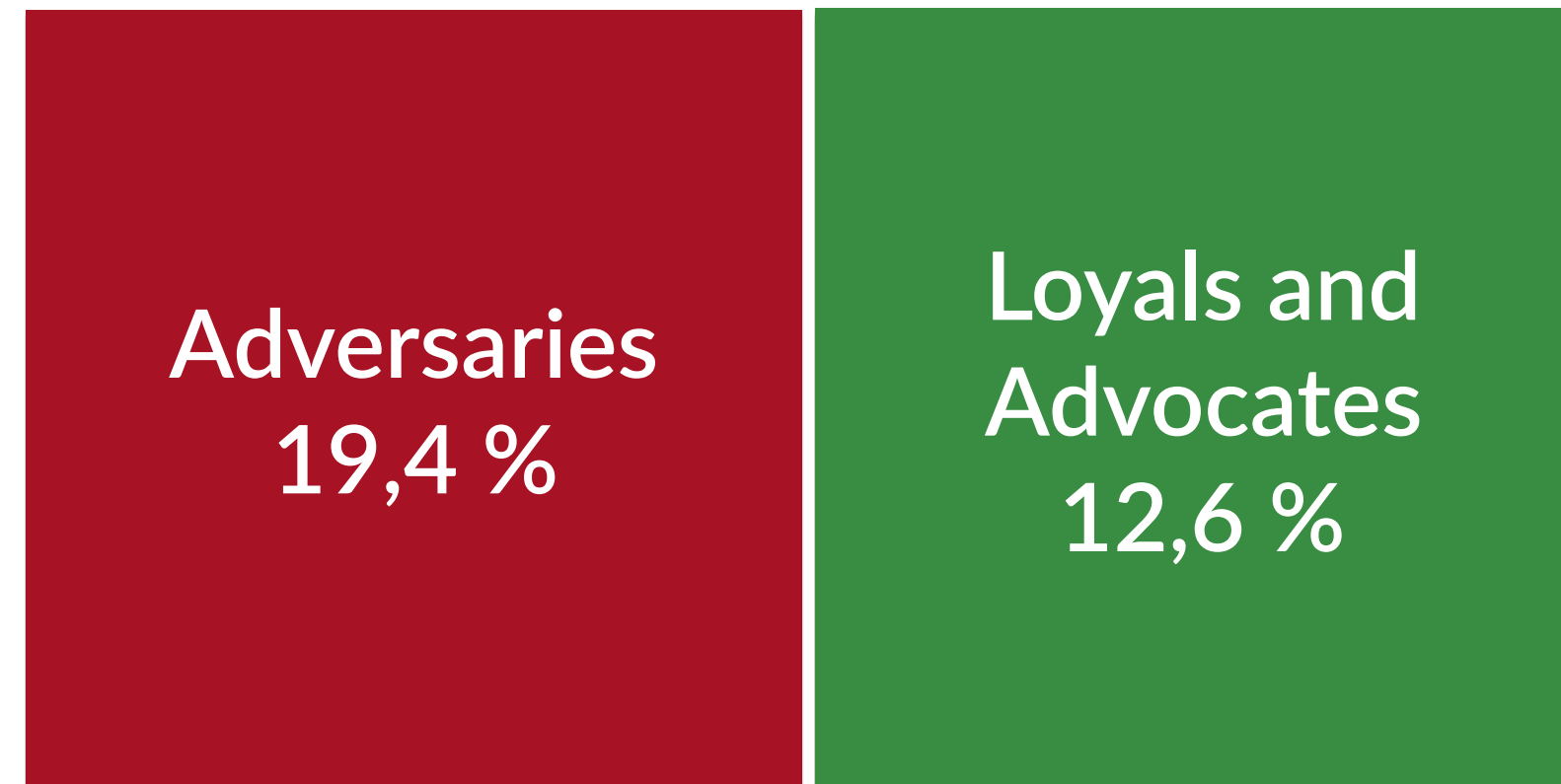
## 2. Behavior Matrix – Staffing Levels

*How do you feel about the staffing levels in your workplace right now?*

### Negative-engaged

Accusation, aggression, hostile actions, attack

ENGAGED



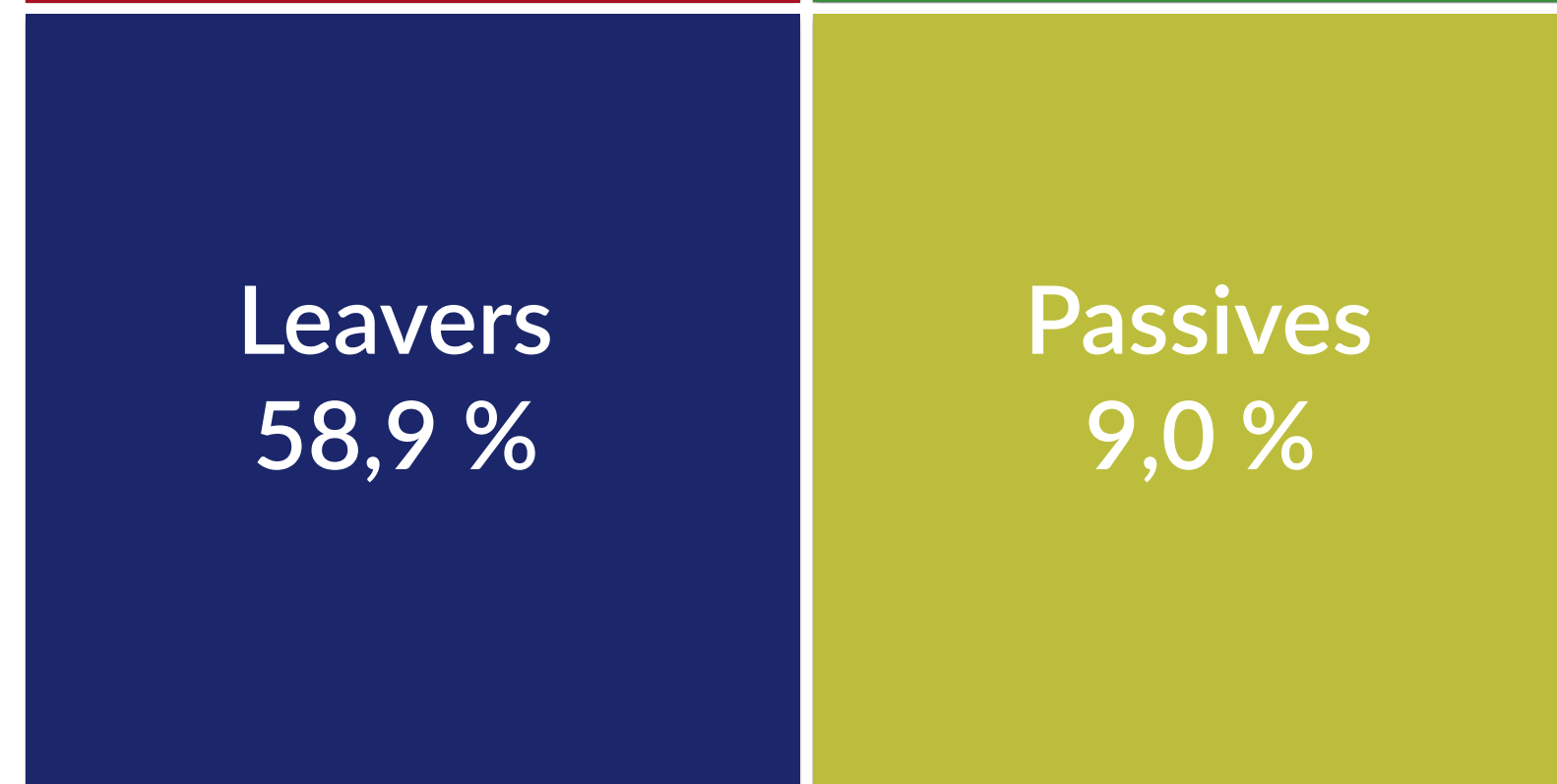
### Positive-engaged

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DISENGAGED



### Positive-disengaged

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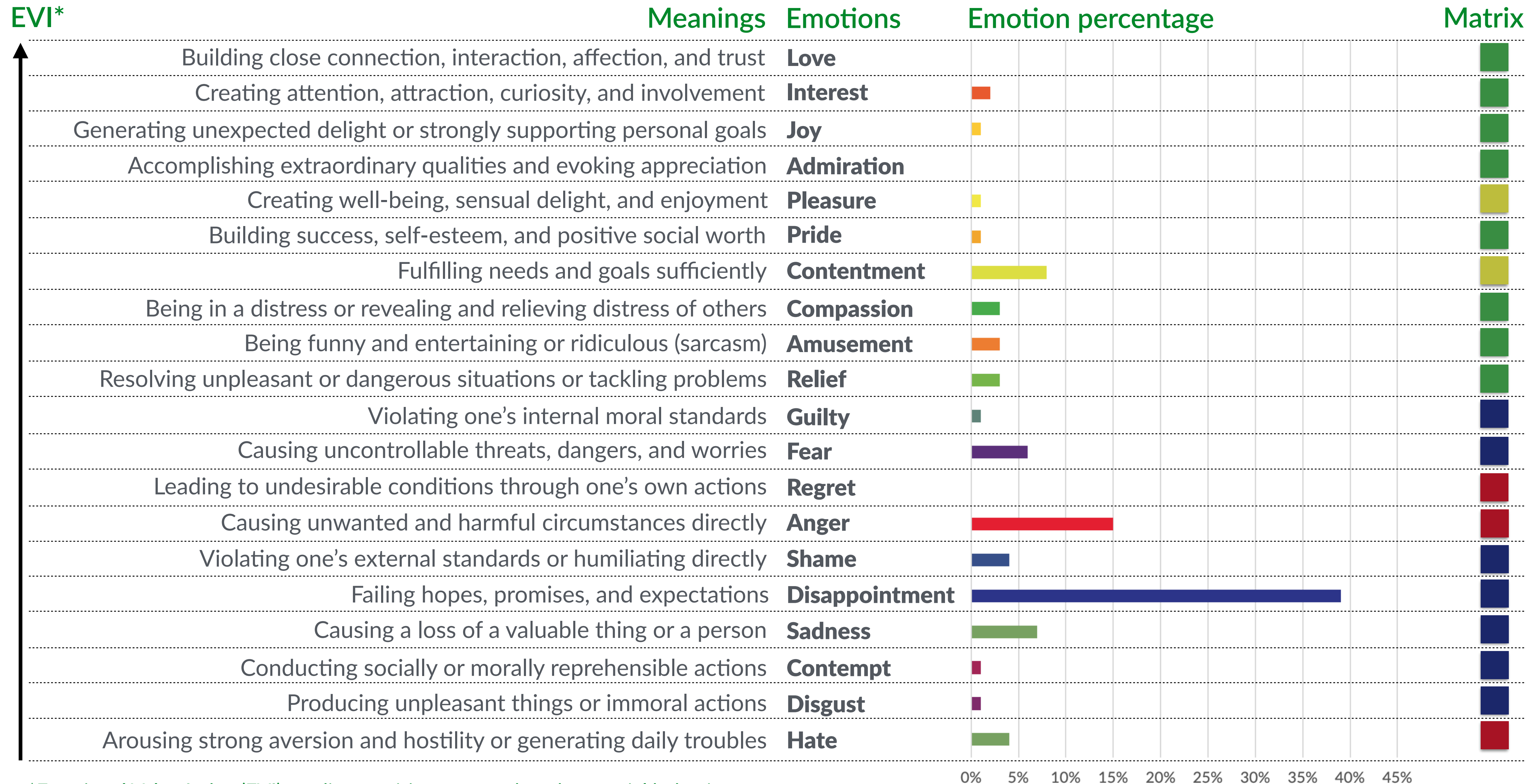
NEGATIVE

POSITIVE

## 2. Emotions and Meanings – Staffing Levels

*How do you feel about the staffing levels in your workplace right now?*

Adversaries  Loyals   
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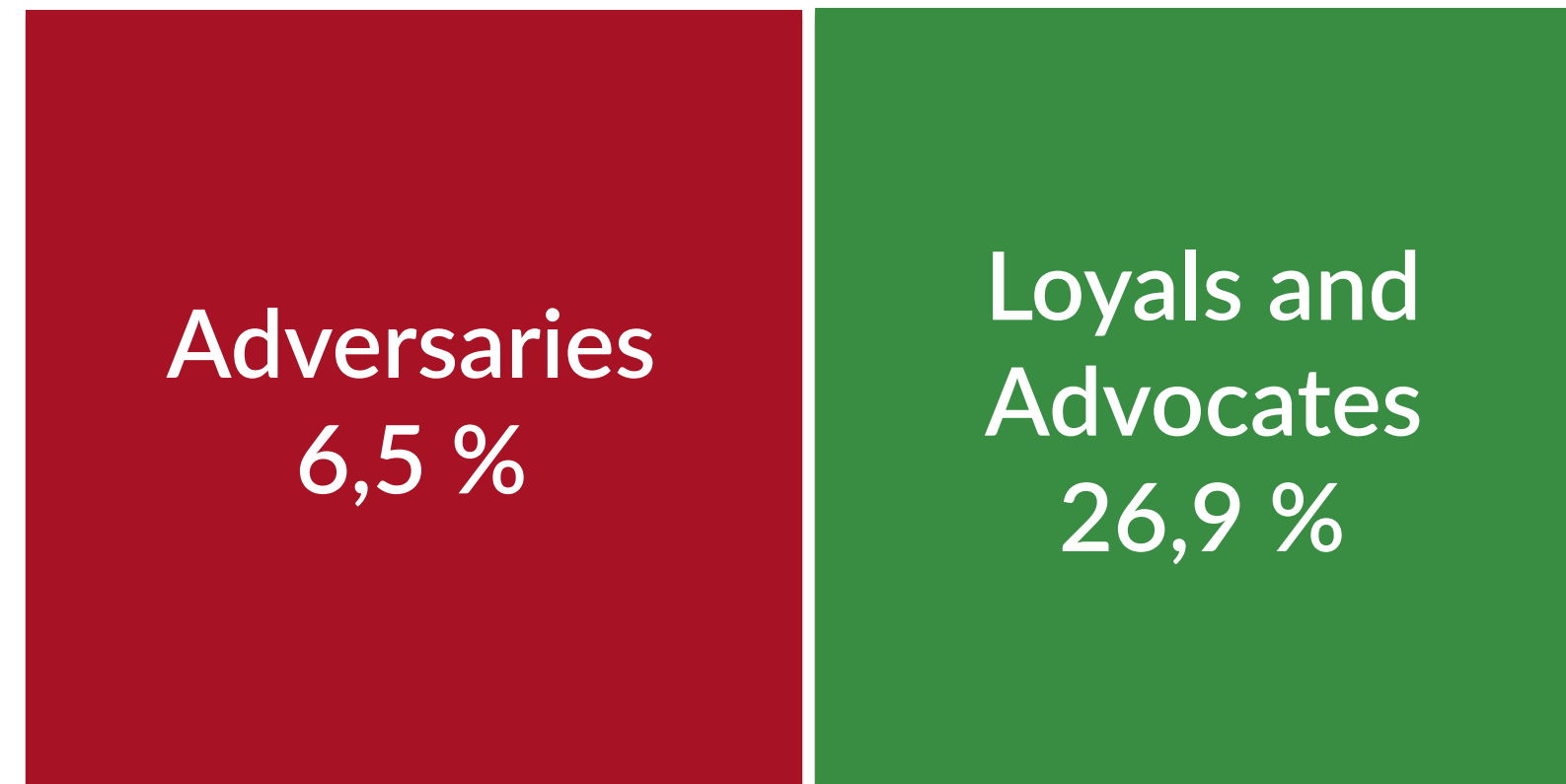
### 3. Behavior Matrix – Finnish Health Care

*How do you feel about the Finnish health care right now?*

#### Negative-engaged

Accusation, aggression, hostile actions, attack

ENGAGED



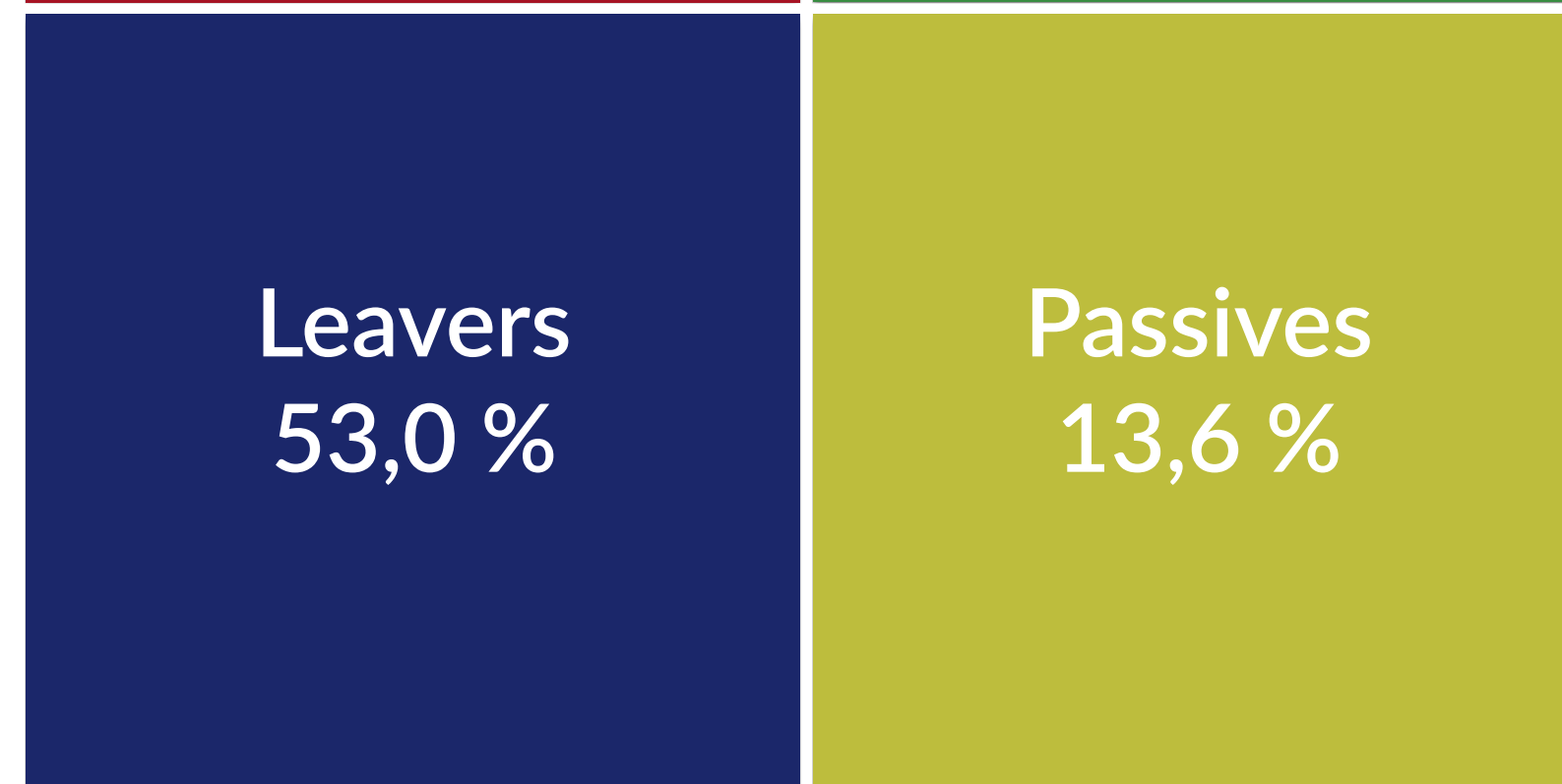
#### Positive-engaged

Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations

#### Negative-disengaged

Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing

DISENGAGED



#### Positive-disengaged

Acquiescence, agreement, relaxation, passive enjoyment, quiet support

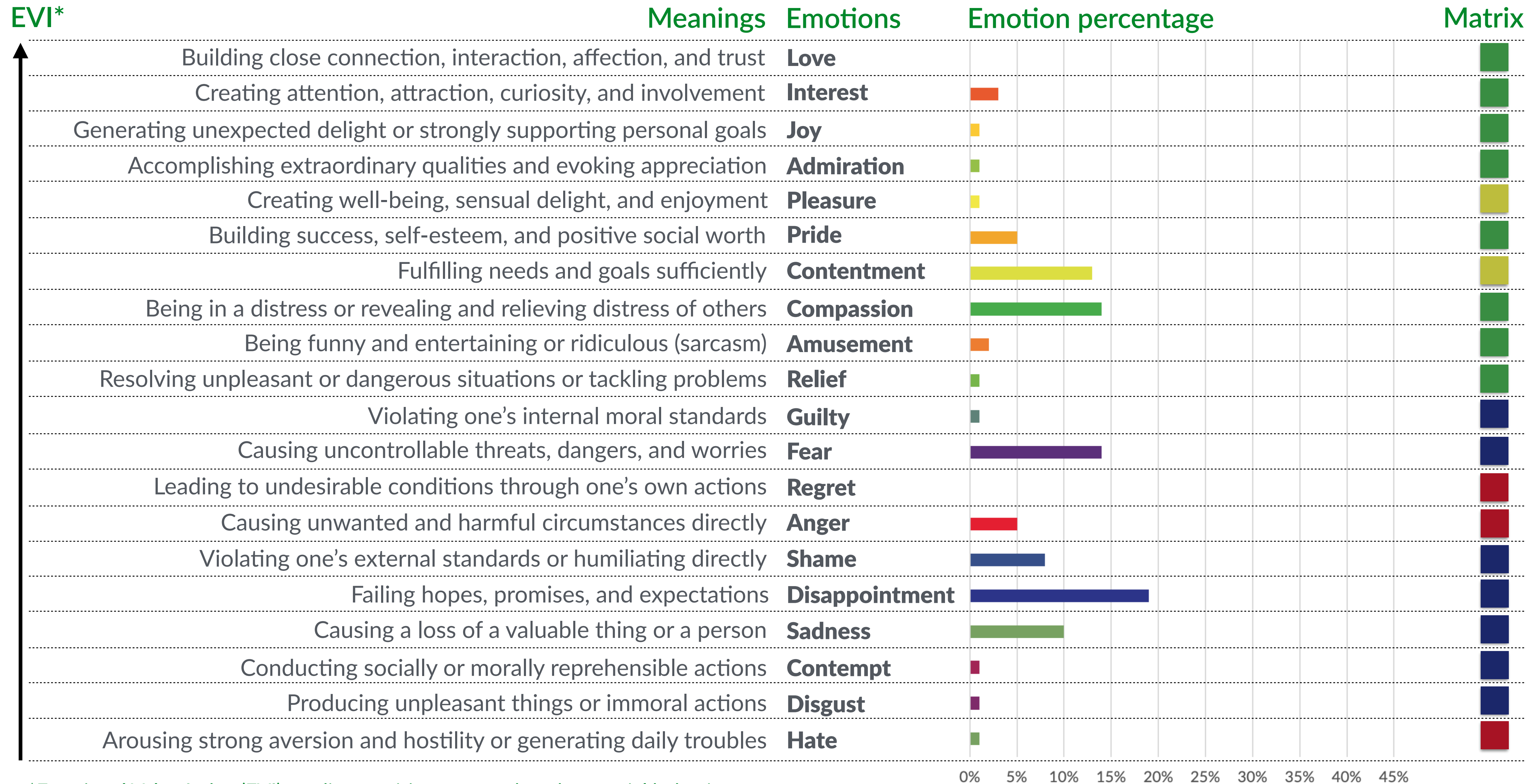
NEGATIVE

POSITIVE

# 3. Emotions and Meanings – Finnish Health Care

*How do you feel about the Finnish health care right now?*

Adversaries  Loyals   
Leavers  Passives 



\*Emotional Value Index (EVI) predicts positive, engaged, and prosocial behavior



# 4. Behavior Matrix – Authorities’ Decisions

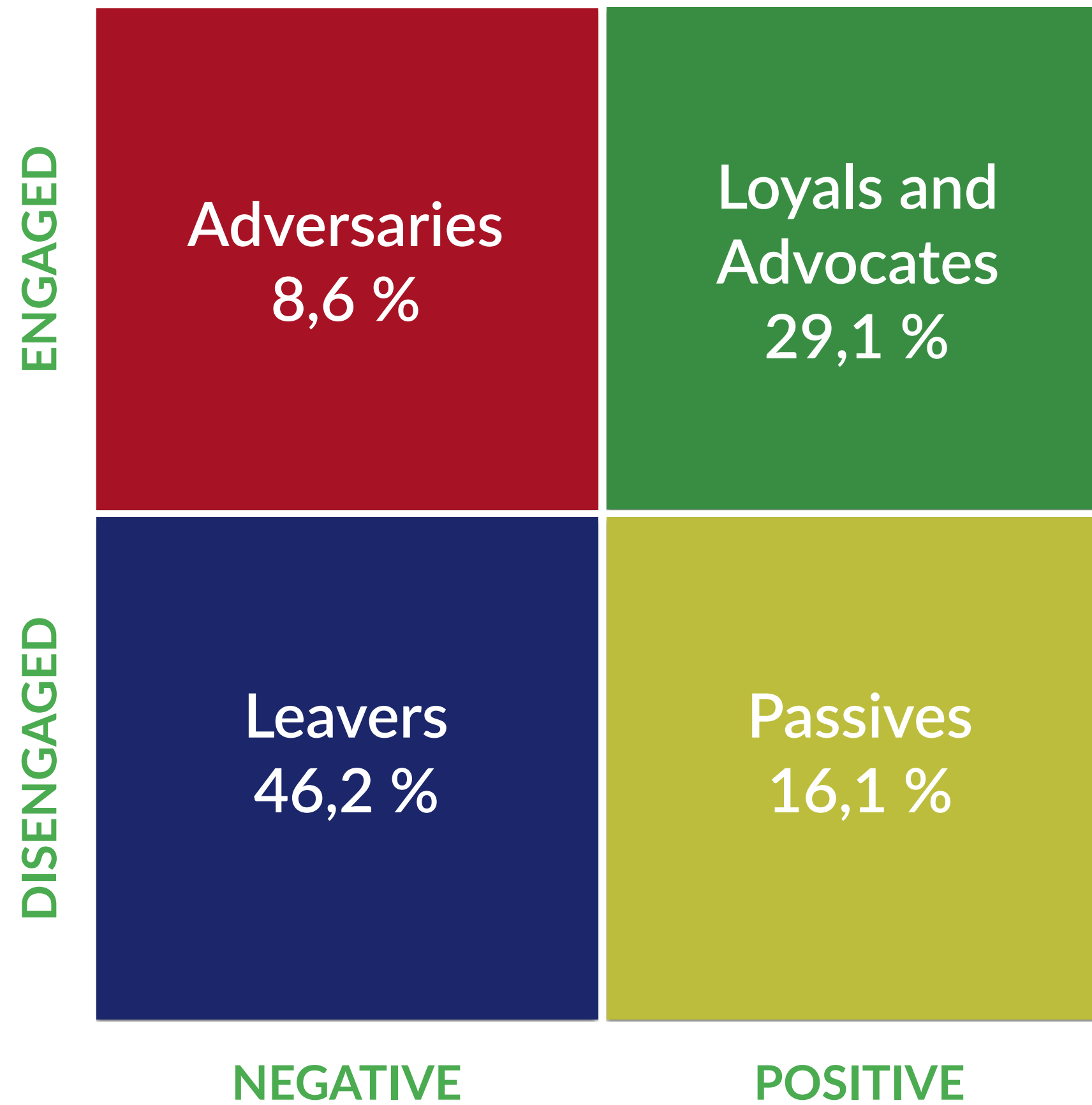
*How do you feel about the authorities’ decisions on the corona-virus epidemic right now?*

## Negative-engaged

Accusation, aggression, hostile actions, attack

## Negative-disengaged

Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing



## Positive-engaged

Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations

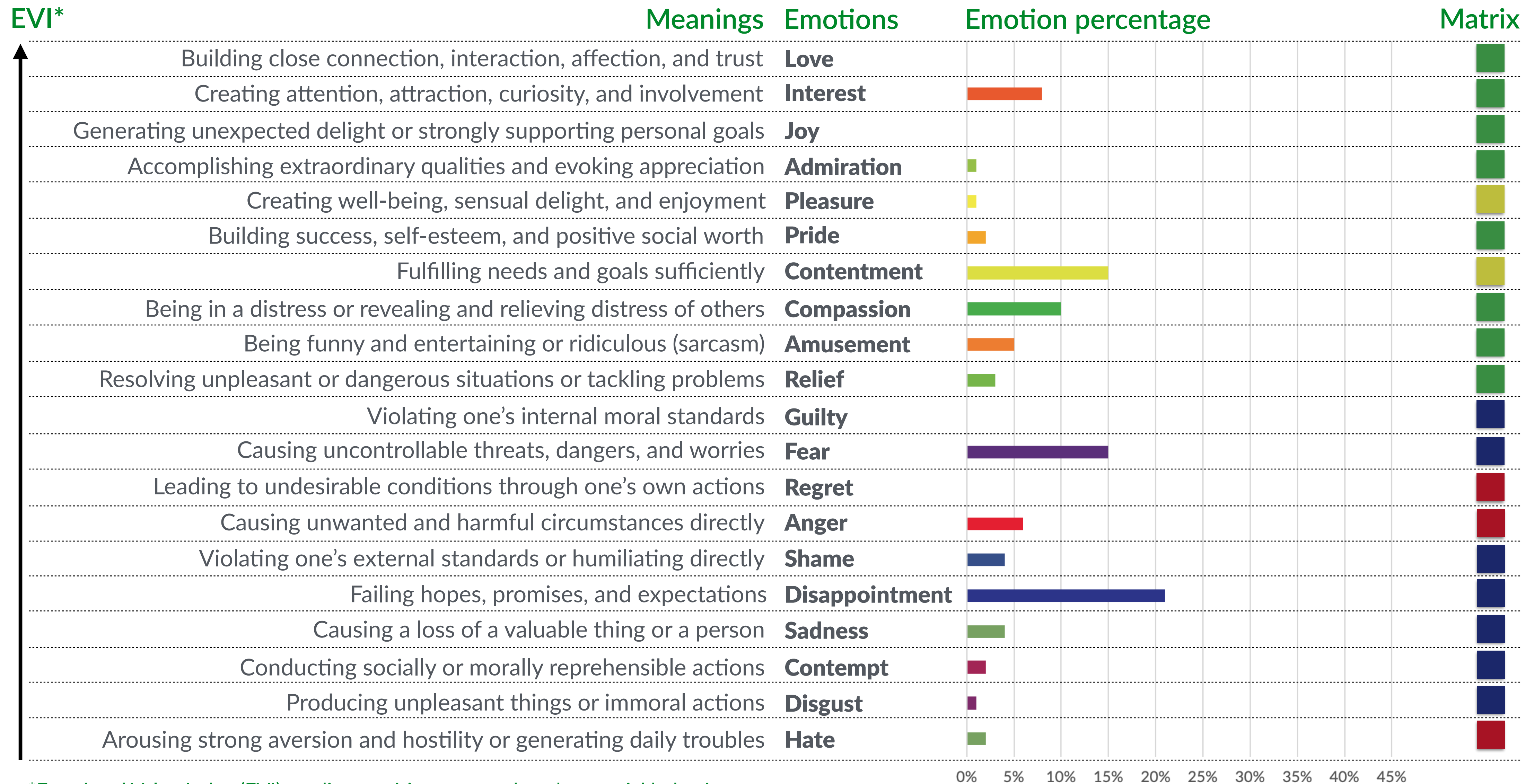
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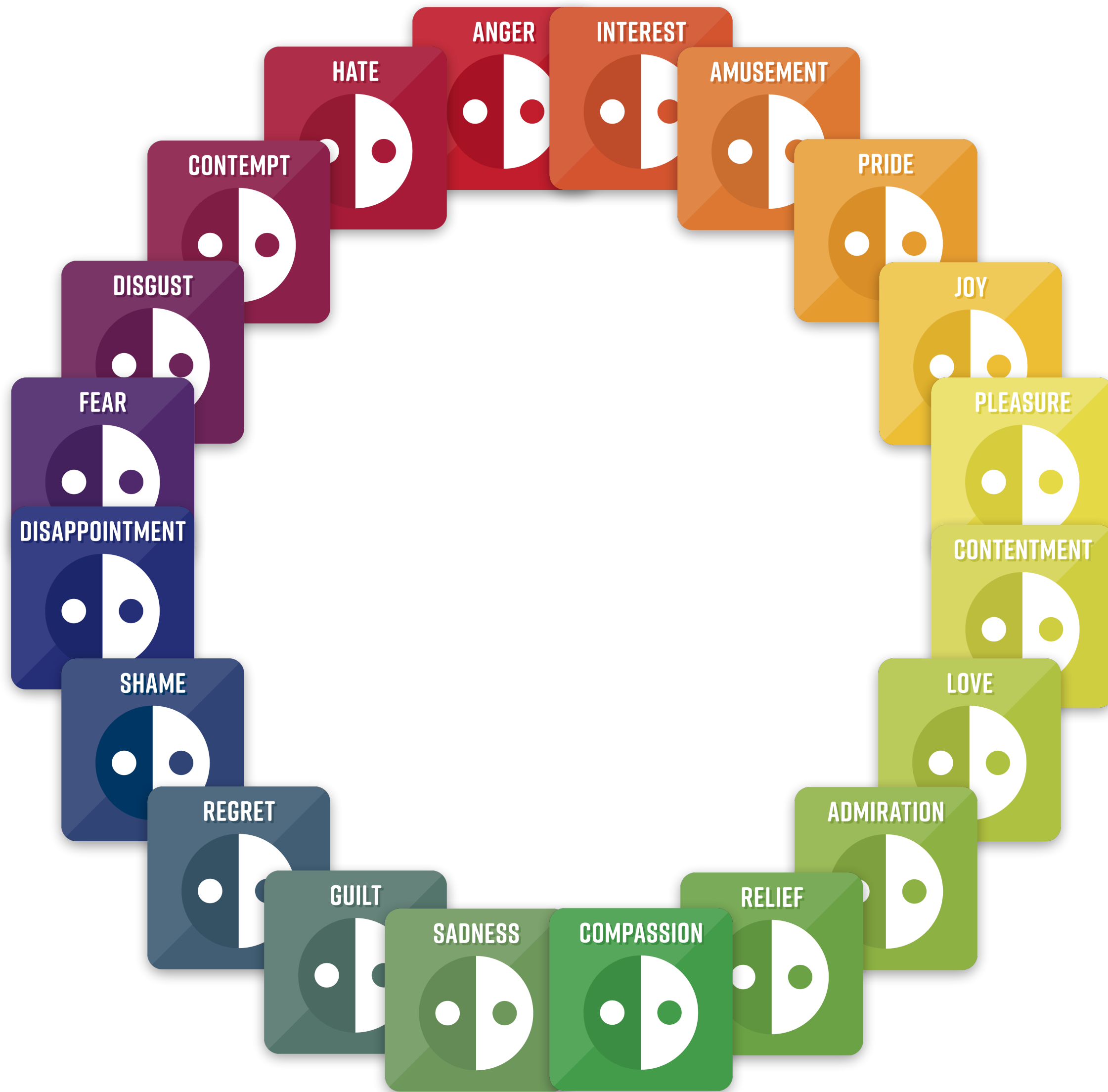
# 3. Emotions and Meanings – Authorities’ Decisions

*How do you feel about the authorities’ decisions on the corona-virus epidemic right now?*

Adversaries ■ Loyals ■  
Leavers ■ Passives ■



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## Scientific Analytics for Emotions and Behavior

The study was implemented with a method and predictive analytics, developed by NayaDaya Inc. and based on the scientific theory<sup>[1]</sup>, research<sup>[2]</sup>, and algorithm<sup>[3]</sup>.

[1] Scherer, K.R., Fontaine, J.R.J., & Soriano, C. (2013). Components of Emotional Meaning. Oxford University Press.

[2] Pre-existing scientific research independently conducted and published by the Geneva Emotion Research Group at the University of Geneva.

[3] The Emotional Value Index (EVI) algorithm developed by NayaDaya Inc.



## Further Information

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*NayaDaya Inc. reveals the way emotions and behavior interact with phenomena and brands. Through data, insight, empathy, and impact we empower responsible organizations, brands, and leaders to thrive and shape the world.*