

Phone-based presentation of other commuters' subjective experiences: impact on car-driver intentions

Luis Oliveira (L.Oliveira@lboro.ac.uk), Tracy Ross, Andrea Burris - Loughborough University
Bronia Arnott, Vera Araujo-Soares – Newcastle University

People walking or cycling are generally happier than car drivers. This study demonstrates an experiment investigating the impact of this information on car drivers. We designed a smartphone application, known as CommuterExperience, that uses self-monitoring and social comparison of subjective experiences with those taking active modes of transport, alongside providing users with feedback on their own behaviour. The aim was to encourage reflection and influence drivers' intentions to change their travel behaviours.



1 Self-monitoring

Capture drivers' subjective experiences after the most recent commute via comments and a 5-point smiley scale

2 Social comparison

Display comments and ratings from other people walking and cycling to work in the same town

3 Feedback on past behaviour

Auto detection and visualisation of personal behaviours via CO2 emissions, calories, a list of journeys and a map

Key Findings

- Engaging with the CommuterExperience app led to users reflecting on their own travel behaviour and habits more than usual
- As a result of reflecting on the subjective experiences of others, users' perceptions of control were influenced
- Users' expressed an intention to change to active modes in the future suggesting they were contemplating change

Reflecting on other's subjective experiences:

...They [cyclists] seemed to be like happier, they seemed to be getting to destinations on time and things like that, I saw a lot of comments about that...

...I just thought it was fun to do, I thought, oh all these people are having such a nice time, why am I so grumpy in the car!..

Considering change:

...one lady went a different scenic [route]. Whereas for me, I just have a straight run, I don't have an option to look anywhere else. So it actually has made me think about getting a bike because I don't actually have a bike...

...it made me think a little bit that I'd quite like to have done a different mode of travel that day...

...it did kind of make me think, you know, when the weather, when spring comes around again I'll probably start walking...

Project



Partners



Collaborators

