

# **Is it all about fitting in?**

## **Teenagers, social norms and cycling for transport**



Jillian Frater, PhD Candidate, University of  
Canterbury, Christchurch



- Why?
- What I did
- Results
- Conclusions about what is needed

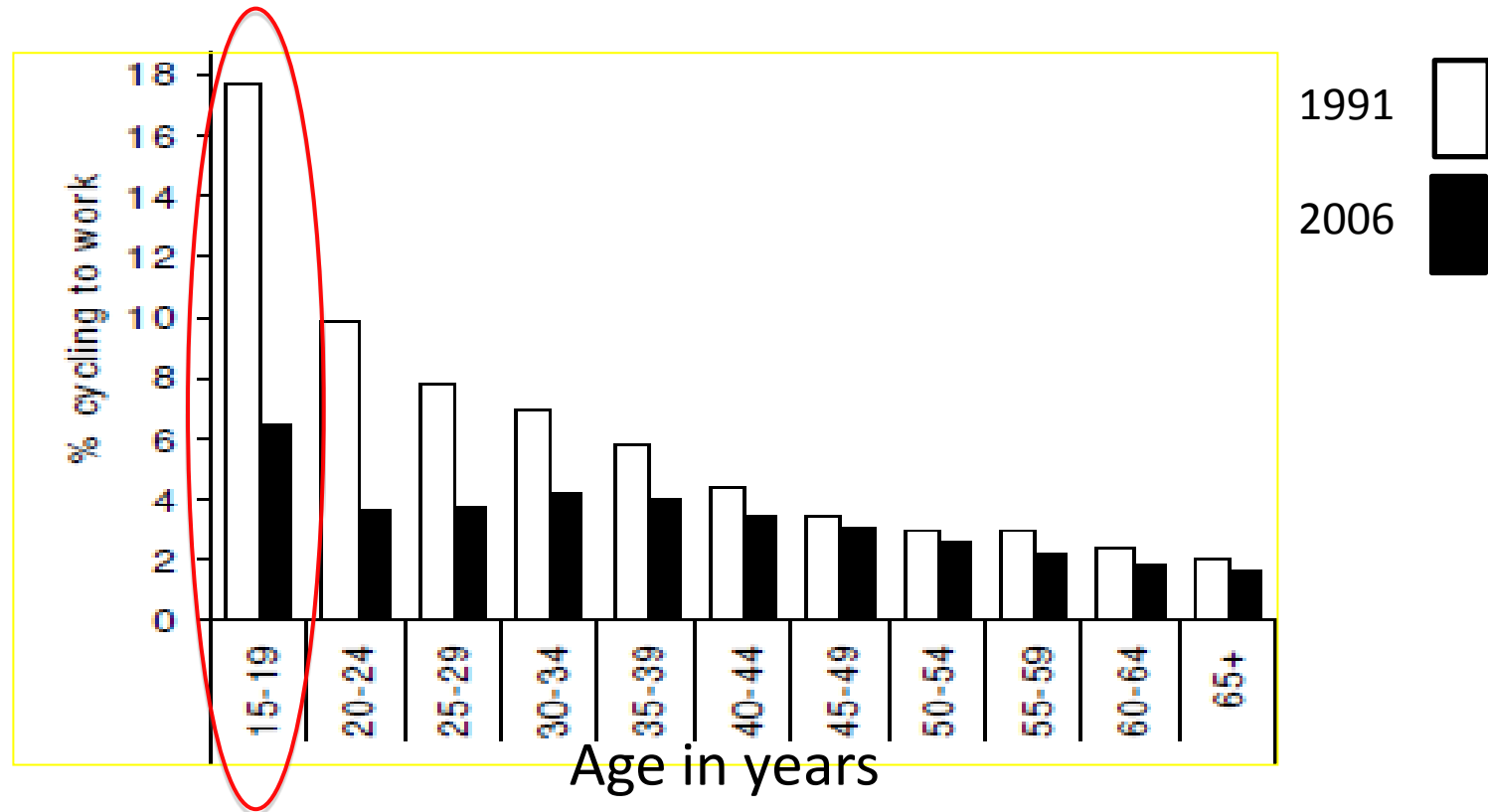


# Why?



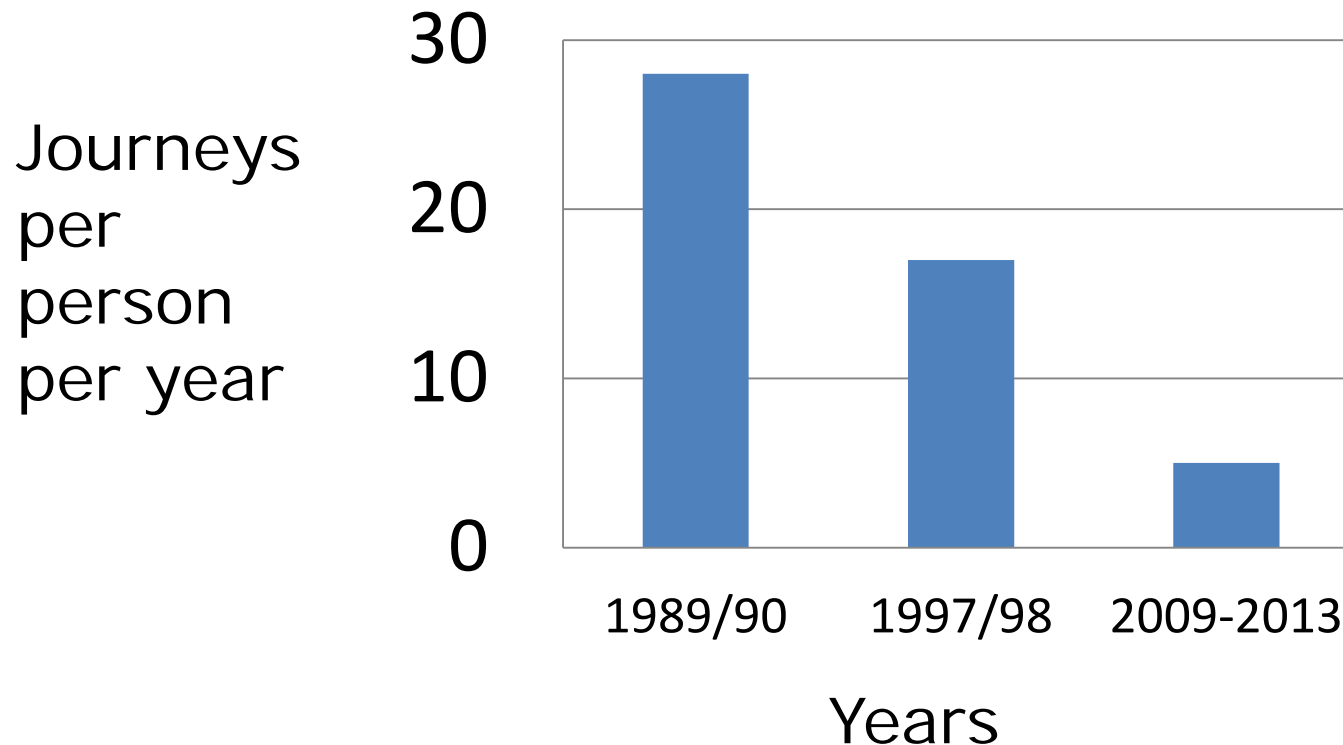
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# Proportion of males in NZ who cycled to work on census day by age



TIN TIN S, WOODWARD, A., THORNLEY, S. & AMERATUNGA, S. (2009) International Journal of Behavioural Nutrition and Physical Activity. International Journal of Behavioural Nutrition and Physical Activity, 6, 64.

# Travel to school by bicycle in New Zealand – ages 13-17 (girls and boys)



Source: NZ Household Travel Survey – Comparing Travel Modes –Ministry of Transport

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# What?



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# Research

795 student  
surveys



14 focus  
groups



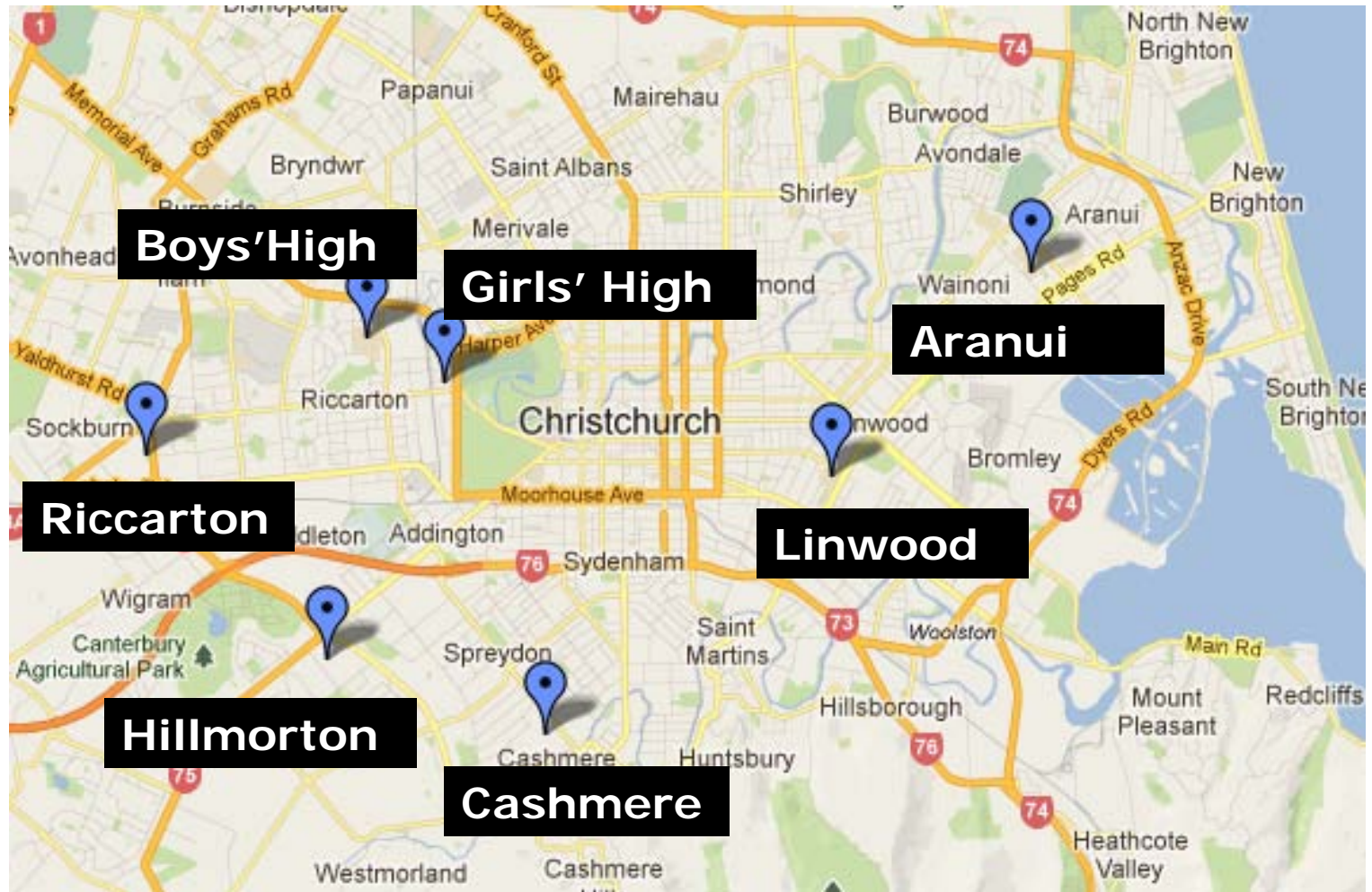
7 teacher  
interviews



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# Christchurch schools in study



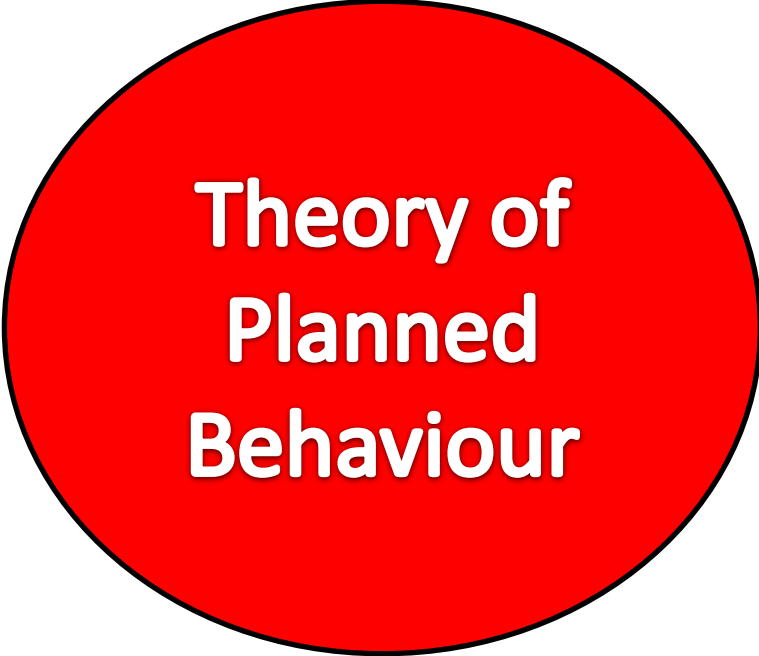
# Netherlands Research

## The British School in the Netherlands



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# Behaviour Change Theories

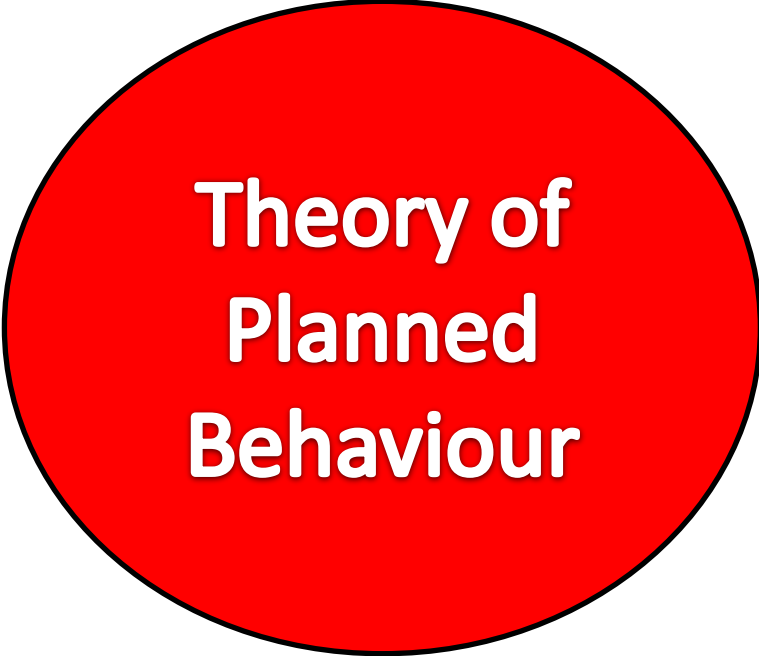


## Theory of Planned Behaviour

Icek Ajzen  
(1991)

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# Behaviour Change Theories



**Theory of  
Planned  
Behaviour**

Icek Ajzen  
(1991)

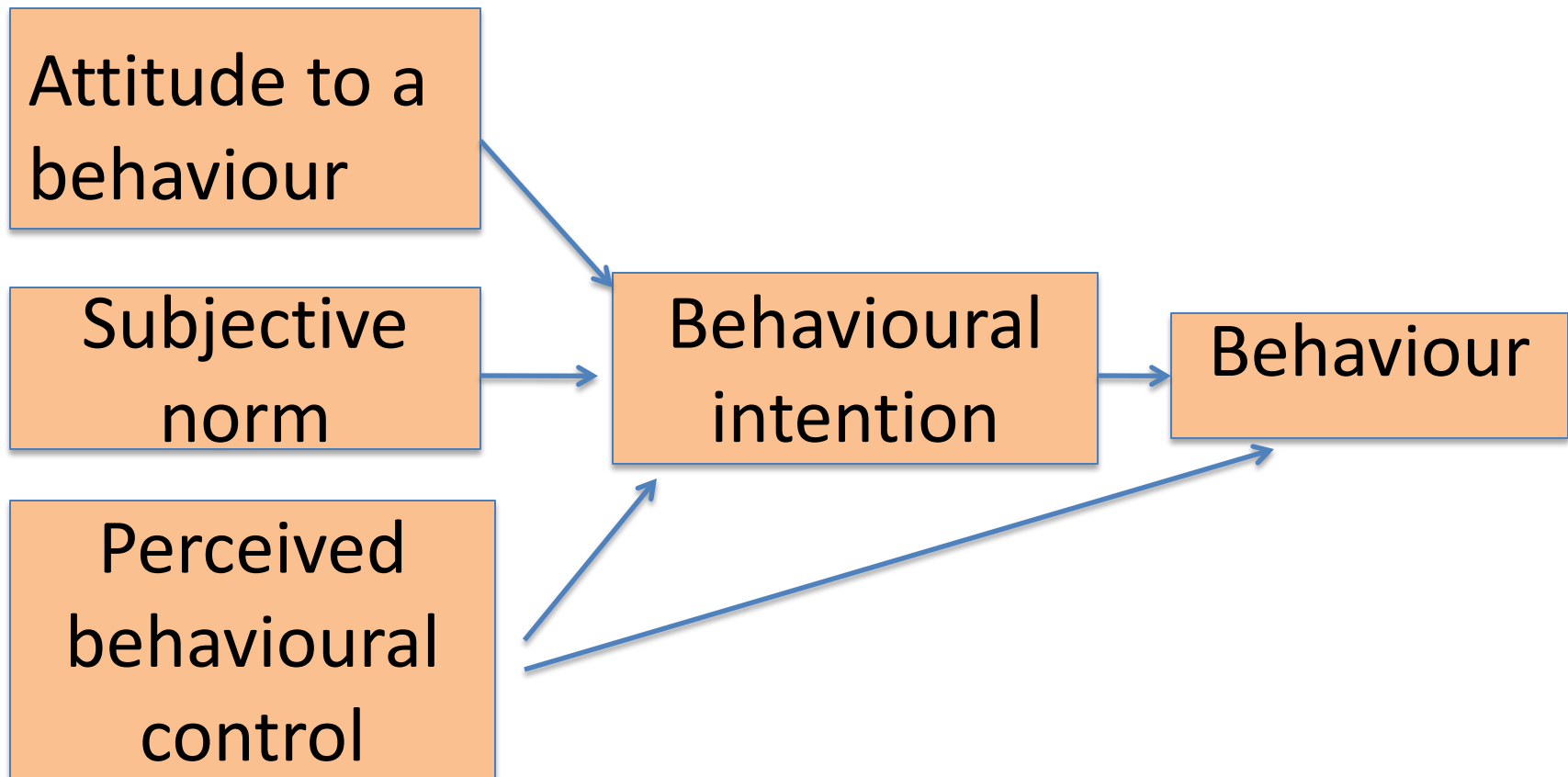


**Prototype  
Willingness  
Model**

Gerrard et  
al. (2008)

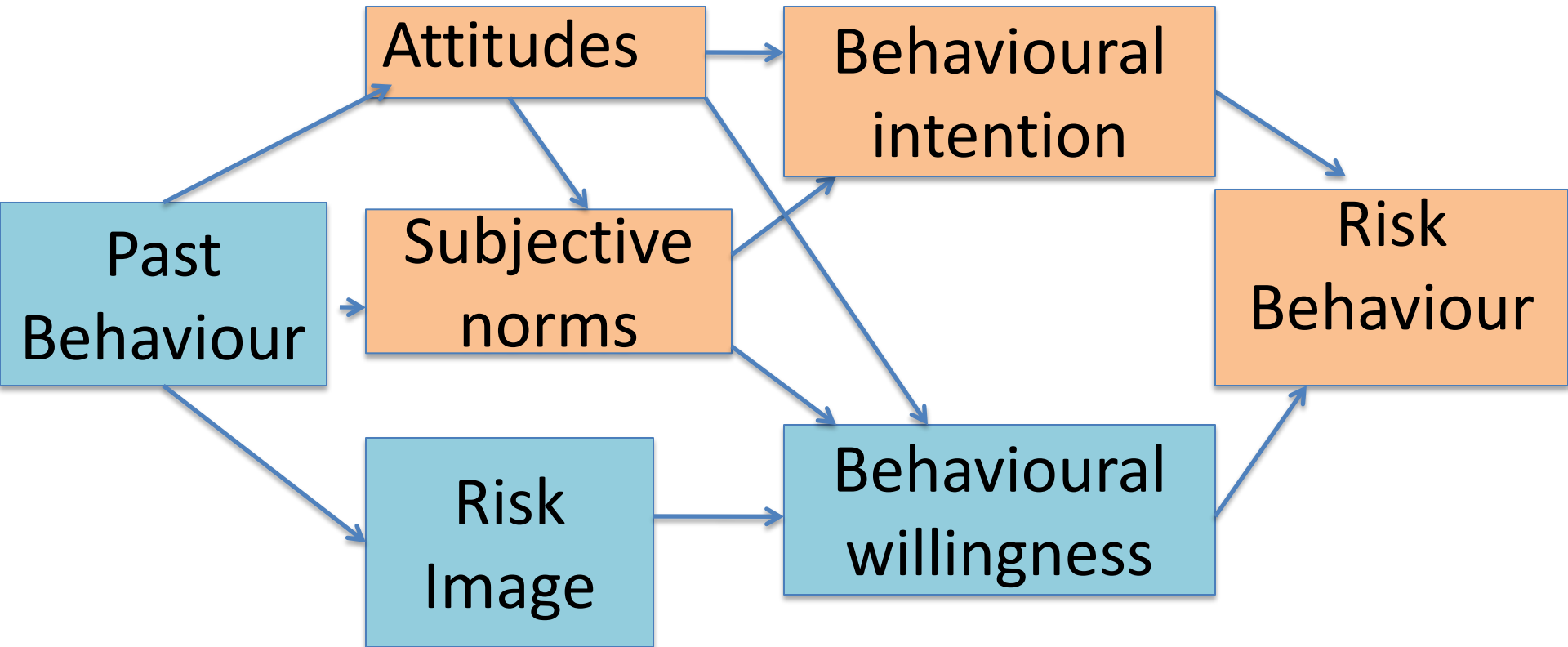
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# The Theory of Planned Behaviour



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# Prototype Willingness Model



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# My Hypothesis - Is it all about fitting in?

## Norms

(what one ought to do and  
what is typical)





# Results



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# NZ Survey Results

## Norms



<http://colicoscreativos.wordpress.com/>

## Attitudes



<http://colicoscreativos.wordpress.com/>

# Teacher Interviews



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# Teacher Interviews

- Care deeply about the well-being of students



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# Teacher Interviews

- Care deeply about the well-being of students
- Other priorities



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# NZ Focus groups

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# Attitudes



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# Attitudes

- Cycling is not a social thing to do



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# Attitudes

- Cycling is not a social thing to do
- Students often embarrassed to ride bikes.
- Image is important when cycling



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# Norms



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# Norms

- Few parents or friends cycle



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# Norms

- Few parents or friends cycle
- Some parents are supportive



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# Norms

- Few parents or friends cycle
- Some parents are supportive
- Friends not likely to be supportive (particularly for older students)



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# Norms

- Few parents or friends cycle
- Some parents are supportive
- Friends not likely to be supportive (particularly for older students)
- Movies have an influence



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# Control

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# Control

- Students are not confident cyclists

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# Control

- Students are not confident cyclists
- Bicycles are not well maintained

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# My Hypothesis - Is it all about fitting in?

## Norms

(what one ought to do and  
what is typical)



# Overall results

## Survey

Norms and attitude most important

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# Overall results

## Survey

Norms and attitude most important

## Focus groups

Norms, attitude, perceived behavioural control (confident, capable, parents) and image all important

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Photo by J Frater

# Overall results

## Survey

Norms and attitude most important

## Focus groups

Norms, attitude, perceived behavioural control (confidence, equipment etc) and image all important

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# Culture change?

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Photo by J Frater









Photo by J Frater

# How do we make cycling normal?

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**KATE MACKINTOSH**  
*Havelock North*

*Student & Daughter  
Driver & Cyclist*



*Let's look out for each other*

 **SHARE  
THE  
ROAD**  
www.iway.org.nz

<http://can.org.nz/article/hastings-share-the-road-campaign>



PREV

NEXT

# See the person Share the road

  
Safer Journeys  
New Zealand Government

[www.nzta.govt.nz/about/advertising/other.../share-the-road.html](http://www.nzta.govt.nz/about/advertising/other.../share-the-road.html)

# “The Tipping Point: How little things can make a big difference” Malcolm Gladwell (2006)



<http://www.barriedavenport.com/wp-content/uploads/2013/05/Tipping-point.jpg>

For something to make it  
into the mainstream it must  
be everywhere

DeeDee Gordon  
Airwalk

# Princess Mary



<http://princesseslives.blogspot.co.nz/2012/07/mary-in-copenhagen.html>

# Celebrities swap limos for bicycles!

Tuesday 2:30 PM, 14/04/2009

f Like 12 t Tweet 1



Agness Deyn

Agness Deyn



Harrison Ford



# Lily Allen - LDN



<http://www.andypreece.co.uk/cycling/vids.php>

*[Chorus]*

Sun is in the sky oh why oh why ?

Would I wanna be anywhere else

# Brazilian Girls – Good time



<http://www.andypreece.co.uk/cycling/vids.php>







<http://pricetags.wordpress.com/2012/07/13/kerrisdale-cycle-chic/>





<http://www.citibikenyc.com/blog/2014/06>

# Frocks on Bikes



<http://happyzine.co.nz/files/2010/12/bikingbeauties-image-by-Photo-by-Andy-Morley-Hall.jpg>



**Lazy Sunday Cycle**

# Lazy Sunday Cycle





# Tribeca Hotel – New York



<http://thenomadlab.com/post/7809562228/tribecagrandbikes>

Photo by J Frater



Photo by J Frater



# Work-place bike fleets



<http://bikesatwork.com.au/portfolio/workplace-bike-fleets/>

# Ellerslie Flower Show



Photo by J Frater

# Make cycling normal and everywhere



# How do we achieve cultural change?



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Dr David Conradson and Dr Roeline Kuijer.

### References

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GLADWELL, M. (2006). *The tipping point: How little things can make a big difference: Hachette Digital, Inc.*

TIN TIN S, WOODWARD, A., THORNLEY, S. & AMERATUNGA, S. (2009) *International Journal of Behavioural Nutrition and Physical Activity*, 6, 64.





# The Tipping Point -Malcolm Gladwell

- Law of the Few – Get well-connected people, information experts, and people with gift for selling on board.
- Stickiness – package cycling so it is irresistible
- Power of Context – create the right environment for cycling.