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

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

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

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Christchurch schools in study

- Boys’ High
- Girls’ High
- Aranui
- Riccarton
- Linwood
- Hillmorton
- Cashmere
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Behaviour Change Theories

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

- Attitude to a behaviour
- Subjective norm
- Perceived behavioural control

Behavioural intention

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)

http://colicoscreativos.wordpress.com/
Results

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NZ Survey Results

Norms

Attitudes

http://colicoscreativos.wordpress.com/

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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
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
Norms

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

- Students are not confident cyclists
- Bicycles are not well maintained
My Hypothesis - Is it all about fitting in?

Norms

(what one ought to do and what is typical)

http://colicoscreativos.wordpress.com/
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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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
How do we make cycling normal?

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See the person
Share the road

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)
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

http://www.posh24.com/agyness_deyn/celebrities_swap_limos_for_bicycles

Agyness Deyn

Harrison Ford

http://www.posh24.com/agyness_deyn/celebrities_swap_limos_for_bicycles
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
GIRL ON THE GO
The Ultimate Sidekick

exclusively at bloomingdale's
"THE BIKE SHARE BACKPACK"
HANDBAGS
ON THE BALCONY

REBECCA MINKOFF
ON J.
Frocks on Bikes

Lazy Sunday Cycle
Lazy Sunday Cycle
Tribeca Hotel – New York

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

Photo by J Frater
Work-place bike fleets

Make cycling normal and everywhere
How do we achieve cultural change?
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References


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.