

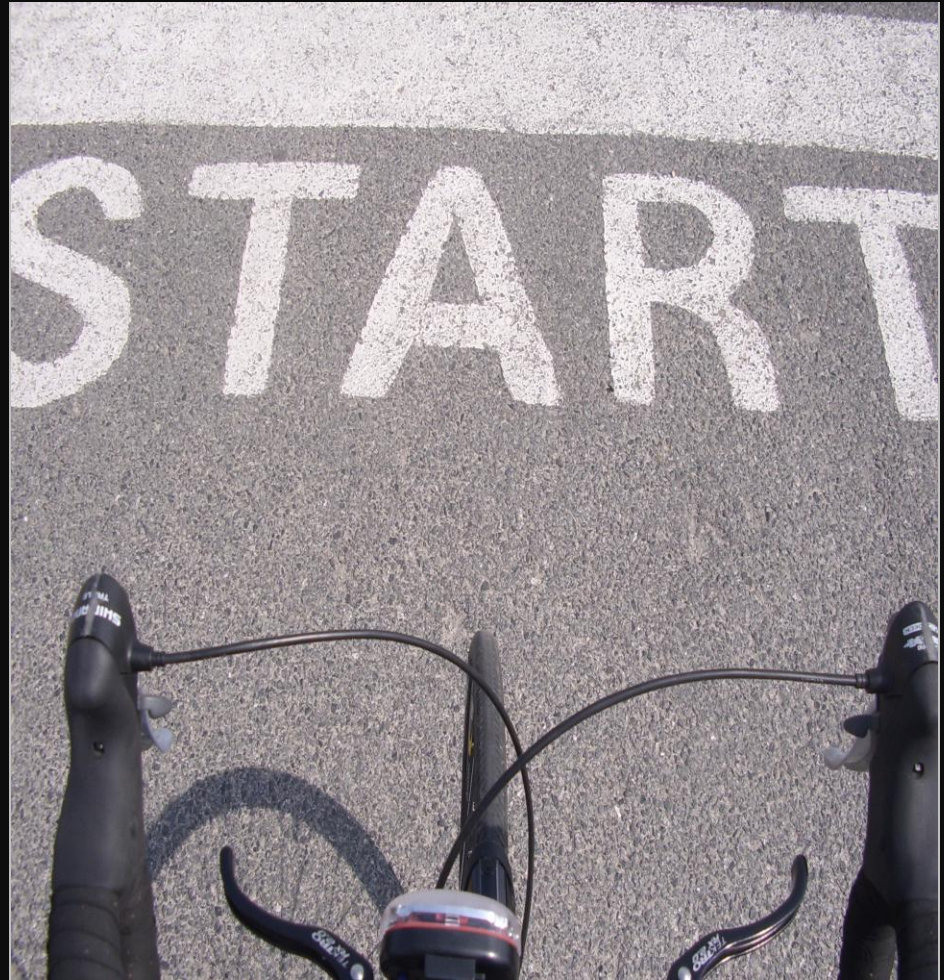


Understanding Walking & Cycling

The Qualitative Part

Dave Horton
Griet Scheldeman

- who are we
- the project
- qualitative part:
 - Lancaster pilot
 - research plan
- discussion





PhD (Sociology): ethnography of everyday life among environmental activists

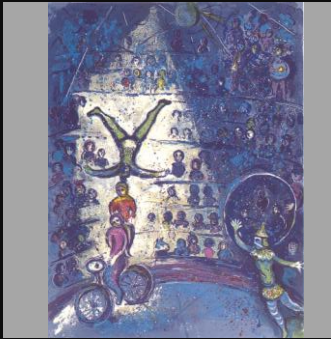
Post-doc work (CeMoRe): researching cycling from social science perspectives

Key interests:

- culture, environment, politics, mobility
- the production of sustainable cultures
- the roles of cycling in urban futures

Dave's route to the project





Griet's route to the project

- PhD (anthropology): *Performing diabetes: teenagers, diabetes and insulin pumps*

Interests:

- existential dynamics
- Human-technology interface
- phenomenology, bodily being in the world
- People's creative engagements with their surroundings



Understanding walking and cycling

- 3 years
- 3 universities
- 4 research sites
- Mixed disciplinary backgrounds
- Mixed methods
- Policy relevant
- Advisory Board



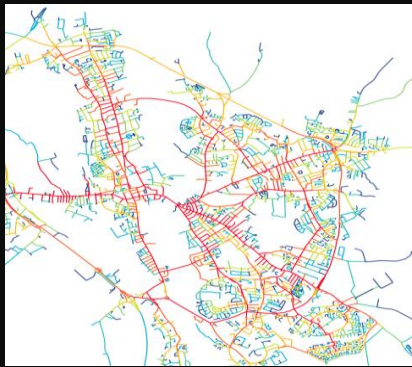


Context



- The everyday short, urban journey
- The car has become problematic
- Growth of policy interest in walking
- And perhaps especially, cycling
- It's the end of the world, as we know it
 - (perhaps inevitably;
 - perhaps only if we work to make it so)
- How do people decide how to move around cities?





Multiple methods

- Questionnaire survey
- Spatial network analysis
- Qualitative research
 - Ethnographic fieldwork
 - Interviews

Please think about journeys you make, for example, to the shops, to school or childcare, to visit nearby family, to the cinema, or taking children to the park when answering this questionnaire.

Please answer all the questions even if you do not normally make journeys on foot as what you think is just as important.

1. How likely are you to regularly make journeys on foot?

Please tick the statement below that best describes you. *Regularly means on 1 or more days per week.*

- There is no chance at all of me regularly making journeys on foot in the future
- There is a possibility that I will start regularly making journeys on foot in the future
- I plan to regularly make journeys on foot in the next 6 months
- From time to time I regularly make journeys on foot and then stop again
- I plan to regularly make journeys on foot in the next 30 days
- I already regularly make journeys on foot and have done so for the last 6 months
- I already regularly make journeys on foot and have done so for more than 6 months

**2. Please list up to 3 reasons in order of importance to you (1 being most important) why you either...
A...walk or are considering walking more: OR B.. would not consider walking:**

- | | |
|---------|---------|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |

3. In the past, how often have you made journeys on foot?

- Daily
- 4-5 days a week
- 2-3 days a week
- Once a week
- 1-3 days a month
- Less often

4. Nowadays how often do you make journeys on foot?

- Daily
- 4-5 days a week
- 2-3 days a week
- Once a week
- 1-3 days a month
- Less often

5. Generally how easy or difficult it is for you to make journeys on foot?

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

6. How hilly is where you live?

- Very hilly
- A bit hilly
- More or less flat

7. How hilly is your journey to work, college or training?

- Very hilly
- A bit hilly
- More or less flat
- Not applicable

8. The weather where I live is often not suitable for walking

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

9. Where I live there is a high crime rate

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

10. Where I work, attend college or training there is a high crime rate

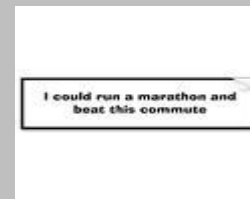
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Not applicable

Please turn over



- 1 dinner with 4 parents
- 2 x (1 week, 1 family w 3 children (age 1,5- 8))
- Observe, follow along, talk
 - Weekdays:
 - at house before school run
 - Followed school run (am and pm)
 - Stay with mum (and children): at home, to playground, playgroup, into town, shops
 - Walk/cycle to work, with dad, with mum
 - 1 weekend day: join family as they go about: into town, car trips
- Audio recorded (memory prompt, atmosphere)
- Cameras to kids

Pilot fieldwork





Pilot ethnography – findings

- Walking is so much more than walking! A complex practice
 - Being ,dealing with, encouraging, teaching kids
 - Hanging out in networks – in the playground, in Market Sq.
 - Time to relax and unwind; time to exercise and get fit
- Even the youngest child learns, embodies, knows, the best routes and strategies for negotiating them
- The car is used to prevent car use! (There are particular styles of car ownership, car use, and car driving)
- Households are trip destinations as well as trip start-points. They form part of multiple networks (post, parcels, friends, family ...)
- Continuous dance between constraints and opportunities





- School run
- Walk to work
- Daily trips: town/shop/playgroup
- Getting ready to go out (jackets...)

Changes of plan:

- weather, one-off trip
- Arrangements/network: pick up kids
- Contingencies

Moving around:

- Bodily-physical (speed, skill, knowledge)
 - Negotiating infrastructure, traffic
 - Choosing routes
 - Experience, meaning, feeling
-
- Where to live: reasons and reasoning

Pilot ethnography - findings

Routines -- patterns allowing for variation

Routines: certain pattern

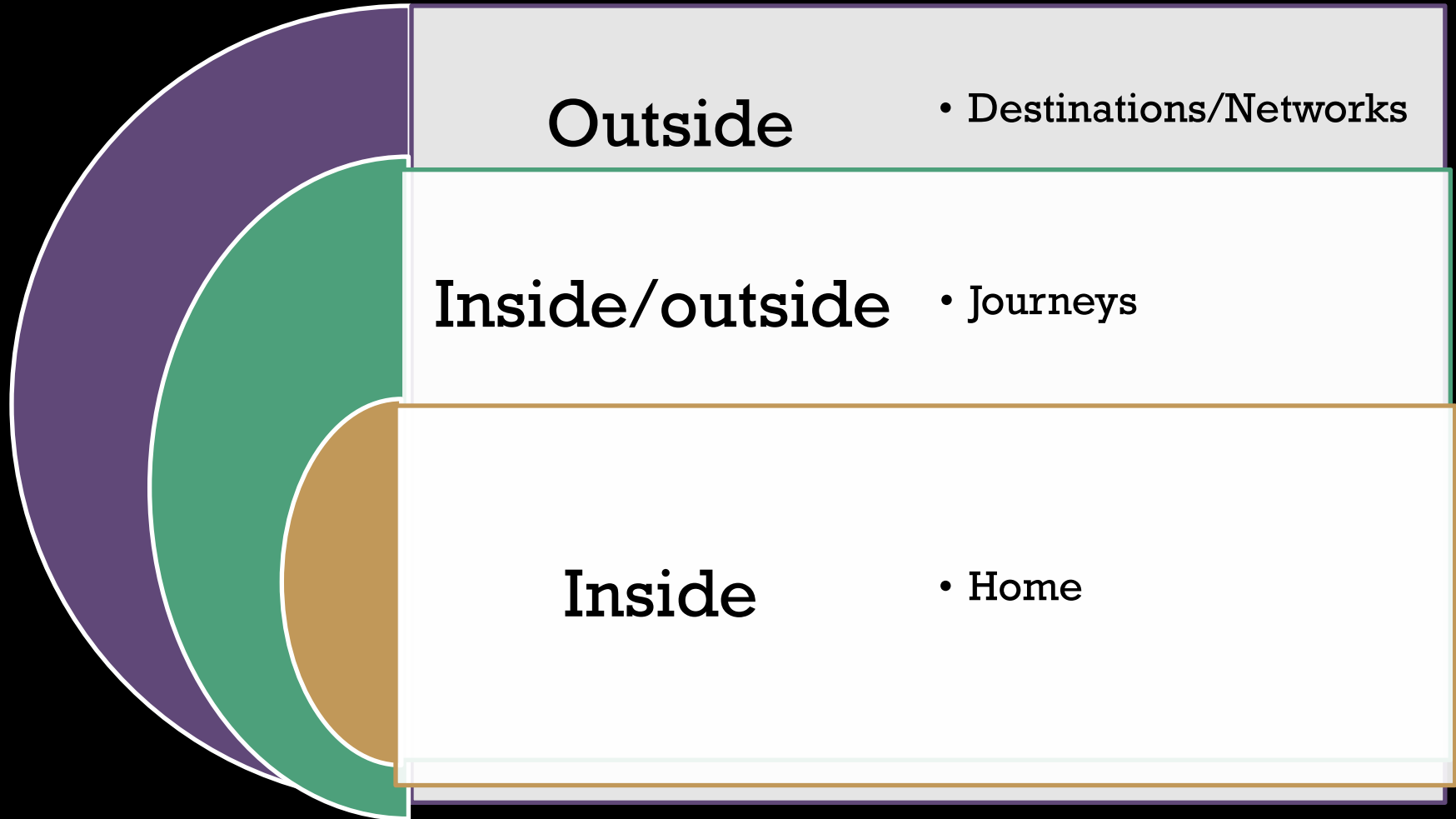
how
how come
why

- agreements, disagreements
- underlying values
- choices made
- people reflecting on their habits
- decision making

Gaps (what we did not find)



Developing an ethnographic toolkit



The ethnographic toolkit

Home

- Observation
- Mobilities inventories
- Mapping exercises
- Log book
- Project blog
- Interviews (esp. at start and end)
- Household time-sheets

Journeys

- Go-alongs
- Neighbourhood tours

Networks

- Observation at destinations
- Interviews
- Social events (mid-way and finish)



- Following 20 households across a year
- 5 from the same 'neighbourhood' of each city
- Challenges
 - Recruitment
 - Diversity
 - (Down the line) maintaining involvement

The ethnographic research



