

PP - (20844) - THE COMMUNICATION ABOUT SUSTAINABLE MOBILITY: AN EXPLORATIVE STUDY ON SOCIAL NETWORKS

Rosalinda Vavalle¹; Renata Metastasio¹; Elena Bocci¹; Paola Passafaro¹

1 - Department of Developmental and Social Psychology - Sapienza University of Rome

Research or practical problem and objectives

Research

Social Networks (SNs) are multimodal communication media nowadays people use for a variety of purposes including communicating facts and opinions regarding themes of personal and common interest (e.s. Boyd, Ellison, 2008). Social sciences need to deepen the scientific understanding of this new form of communication with particular reference to the implications for sustainability issues. This presentation will illustrate the preliminary results of an exploratory study focused on the communication regarding sustainable mobility.

Objectives

We aimed at exploring the communication on sustainable mobility posted on particular SNs. More specifically, we focused on the analysis of contents, forms and languages of the posts published on three particular SNs (i.e. Facebook, Twitter and Instagram). The ultimate goal is to lay the ground for future studies that will deepen the impact of social networks on people views and practices regarding sustainable mobility.

Methods and process (for empirical research)

Overall, we collected 794 posts published on the SNs targeted during a 6 months period (i.e., March – September, 2021) responding to various *hashtags* (e.g. # sustainable mobility, #urbanmobility, #greenmobility, etc.). The material collected was content analyzed by the authors with the support of IRAMUTEQ software.

Main results preview and importance (or main arguments in the case of critical reviews)

Main results

Most of the post focused on three main topics:

- political-economic support to the transition towards electric vehicles
- promotion of events and virtual seminars to inform, educate and raise awareness on alternative forms of mobility
- sharing of technical information regarding the characteristics of new vehicles

The presentation will illustrate nature and implications of these and the other contents identified.

Importance

This study is one of the firsts to analyze communications relating to sustainable mobility in the post-pandemic period, focusing on three different NSs. The few existing studies, all published during the pre-Pandean period, have focused only on some specific forms of mobility and on other types of media.

Palavras-chave : Sustainable mobility, Communication, Social Networks