

PP - (20926) - SOCIAL IDENTITY BASED MOTIVATION TO ENGAGE IN COLLECTIVE ACTION SUPPORTING THE REDISTRIBUTION OF STREET SPACE

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Research or practical problem and objectives

However important for a sustainable mobility transition, reallocation of street space to active travel modes remains contested. Citizen engagement plays a crucial role in pushing city councils to take action and provide safe infrastructure for cyclists and pedestrians. Mobility initiatives often call on an individual's identification with a specific user group, like e.g. cyclists. Using the Social Identity Model of Collective Action, we want to investigate how social identification with user groups predicts intention to become actively involved in discussions around the distribution of street space among different mode of transport user groups.

Methods and process (for empirical research)

In an online survey, we will collect data of 600 panelists, representative of age and gender in the German population. Participants will rate their willingness to engage in collective action to promote transport policies reallocating street space. We will assess social identification with different mode-of-transport-related user groups, their group-based emotions regarding the status quo of street design as well as the transport policies, social norms and collective efficacy beliefs. We will use regression analyses to predict willingness to actively engage in collective action to promote sustainable transport policies redistributing street space.

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

We expect social identification with cyclists, pedestrians and public transport users to be associated with a higher willingness to actively support sustainable transport policies and social identification with motorists to be associated with opposition to these measures. Data collection is set in February 2022.

By investigating the importance of social identification with different user groups, we might be able to better understand the conflicts arising around the distribution of street space. We hope to deepen our understanding of how city planners and local initiatives can use social identification mechanisms to encourage people to get actively involved as citizens to fight for a sustainable and inclusive transport infrastructure in their community.

Palavras-chave : social identity, transport policies, citizen engagement, policy support