

Understanding national dimensions of culture for mobility management campaigns

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1. What are national dimensions of culture; and
2. Why do we need to consider them in behaviour change campaigns?

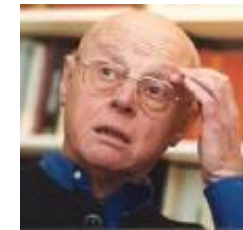
Why is it important for Mobility Management?



- “Hard to reach” are also considered to be “hard to understand” population in a given country – especially when they are immigrant groups:
 - Understanding cultural values may increase the likelihood of targeting the “hard to reach” population better and hence improving the value for money of campaigns & avoid waste.
- Cultural values have implications over transport and travel behaviour:
 - Understanding cultural values can improve not only the campaigns but also influence the long term adoption of different modes of transport.

« Values are profoundly *unconscious*. They were acquired a long time ago and are linked to *powerful emotions*, and consequently very difficult to change »

Prof. Geert Hofstede



Broad preferences for one state of affairs over others to which strong emotions are attached

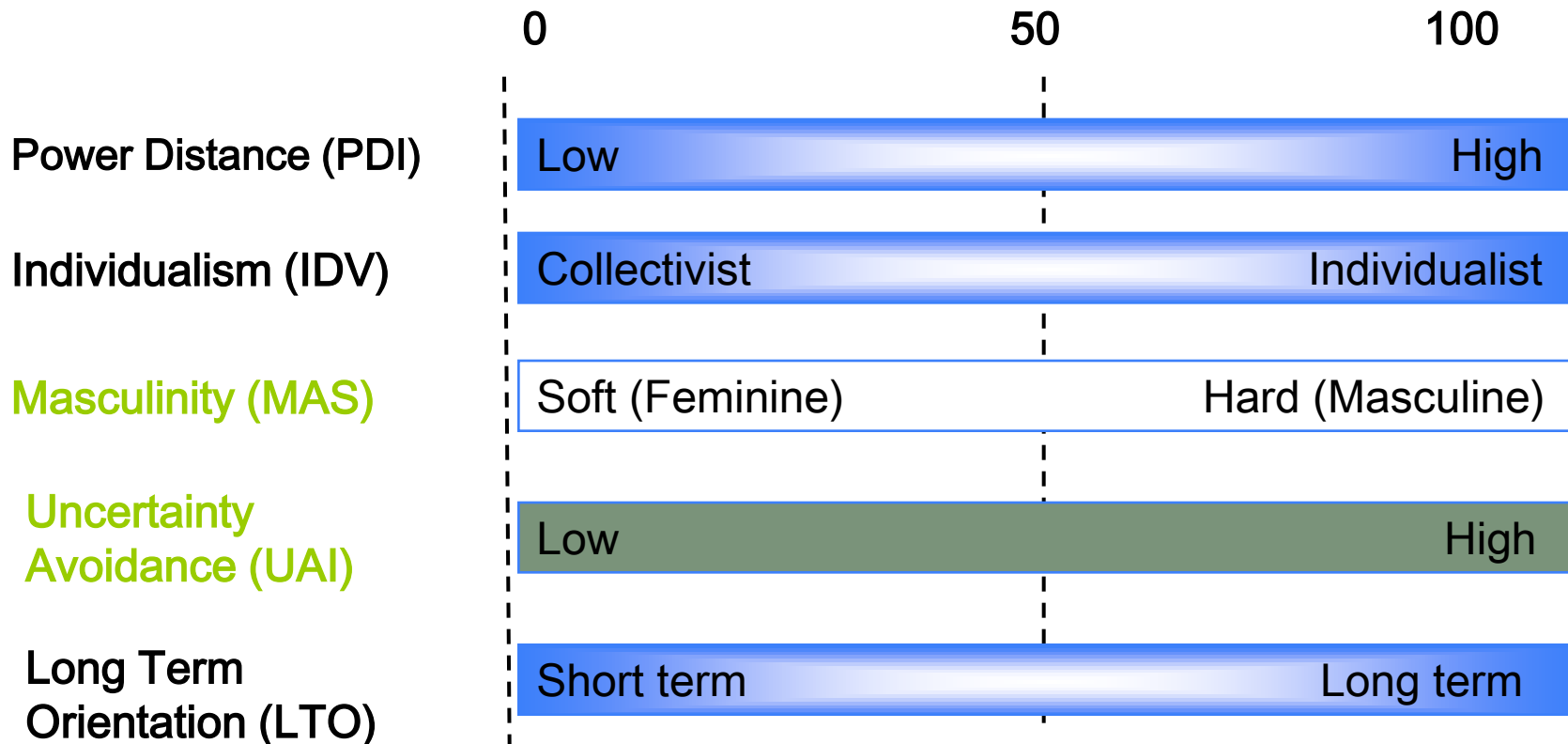


The 5-D model

Source: Itim international ©



Value differences between countries can be explained using five "dimensions of national culture".



Hard .v. Soft Cultures



Source: Geert Hofstede ©

Emphasis on status, achievement and success in life = ego enhancement
(HARD cultures - Masculine)

.v.

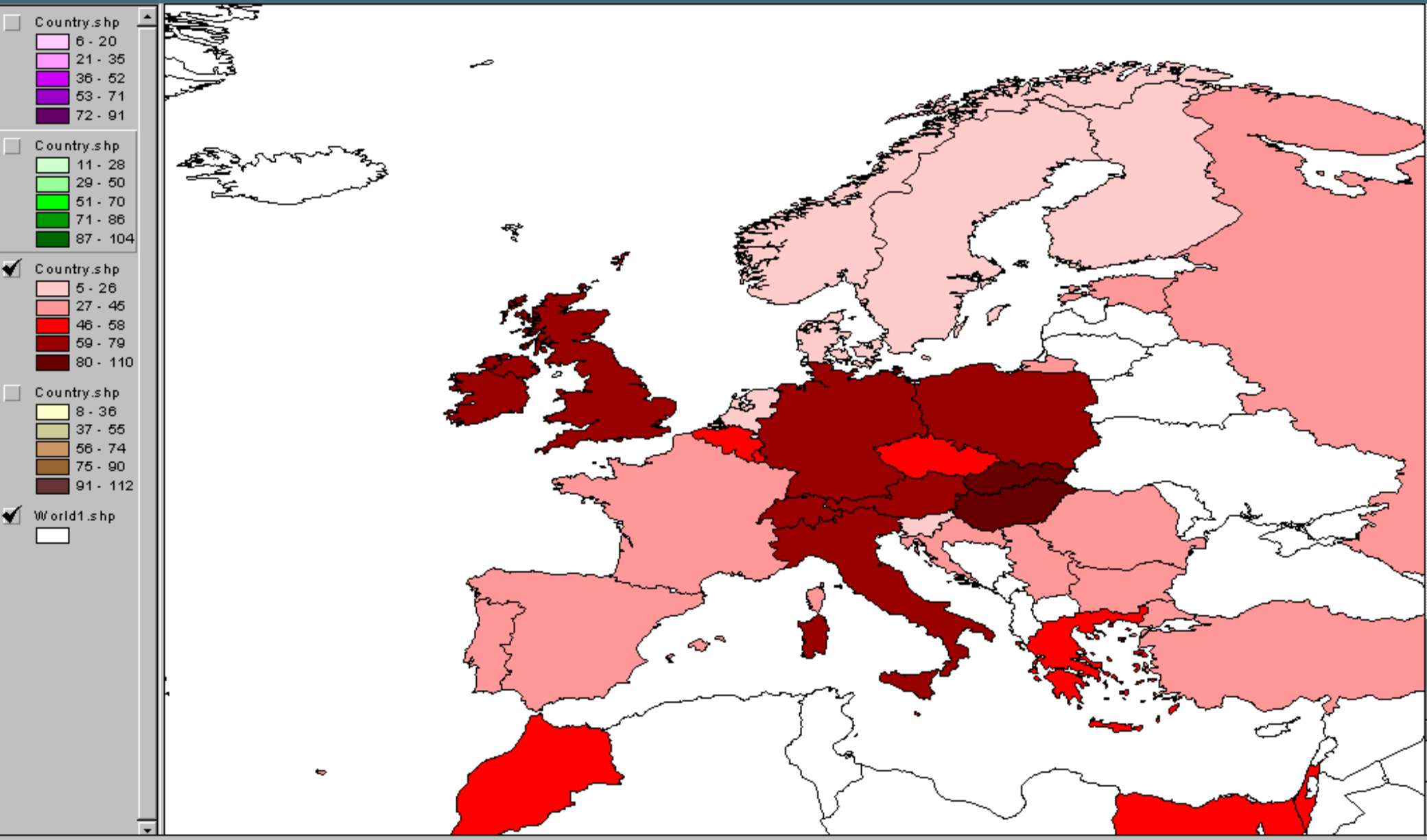
Emphasis on the quality of life and serving others = social enhancement
(SOFT cultures - Feminine)

This dimension is unrelated to wealth: poor & rich countries can be HARD or SOFT

| HARD CULTURES | SOFT CULTURES |
|--|---|
| <ul style="list-style-type: none">• Performance society ideal;• The strong should be supported;• Corrective society;• Maintenance of economic growth should have highest priority;• Government spends relatively small proportion of budget on development assistance to poor countries but a relatively high proportion on armaments. | <ul style="list-style-type: none">• Welfare society ideal;• The needy should be helped;• Permissive society;• Preservation of the environment should have highest priority;• Government spends relatively large proportion of budget on development assistance to poor countries. |

Europe: SOFT to HARD

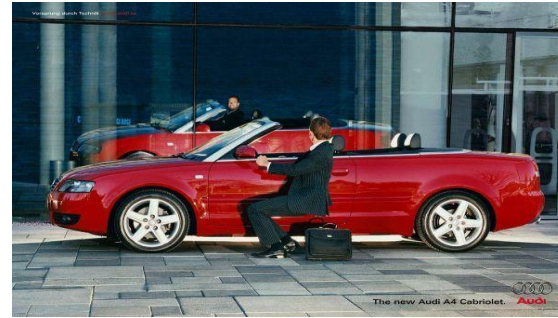
Source: Gert Jan Hofstede ©



Hard vs. Soft cultures: values influence messages & travel behaviour



HARD cultures
Advertisement messages in the UK
emphasise power and performance for the
individual



SOFT cultures
Advertisement messages in Sweden emphasise
aspirational humour and awareness of
environmental implications



Swedish “1
coach or 50
cars” campaign
successfully
projected
priority of buses
over cars on
streets



- **Road Safety**

Traffic is safer in individualist wealthy countries but more so if these countries are also softer.

- **Speed Regulation**

Maximum speed *allowed* on motorways in 14 developed countries correlate to Hard/Soft cultural dimensions:

hard cultures = fast is beautiful

soft cultures = slow is beautiful.



- **Choice between preservation of the environment and maintenance of economic growth**

Harder cultures would sacrifice the environment for economic growth and vice versa.

Softer culture show a desire for the quality of life and of the environment .v. performance and growth goals and consequently report higher levels of wellbeing (the degree to which individuals judge the overall quality of their life as a whole in a favourable way)

- **Differences in the need for success as a component of status**

Harder cultures will tend to favour performance over environmental friendliness in mobility choice and purchase.



Extent to which people feel threatened by ambiguous situations and have created beliefs and institutions to try & avoid them.

UAI- (low)

- Low need for structure and rules
- Risk taking
- Emotions not shown
- Relaxed

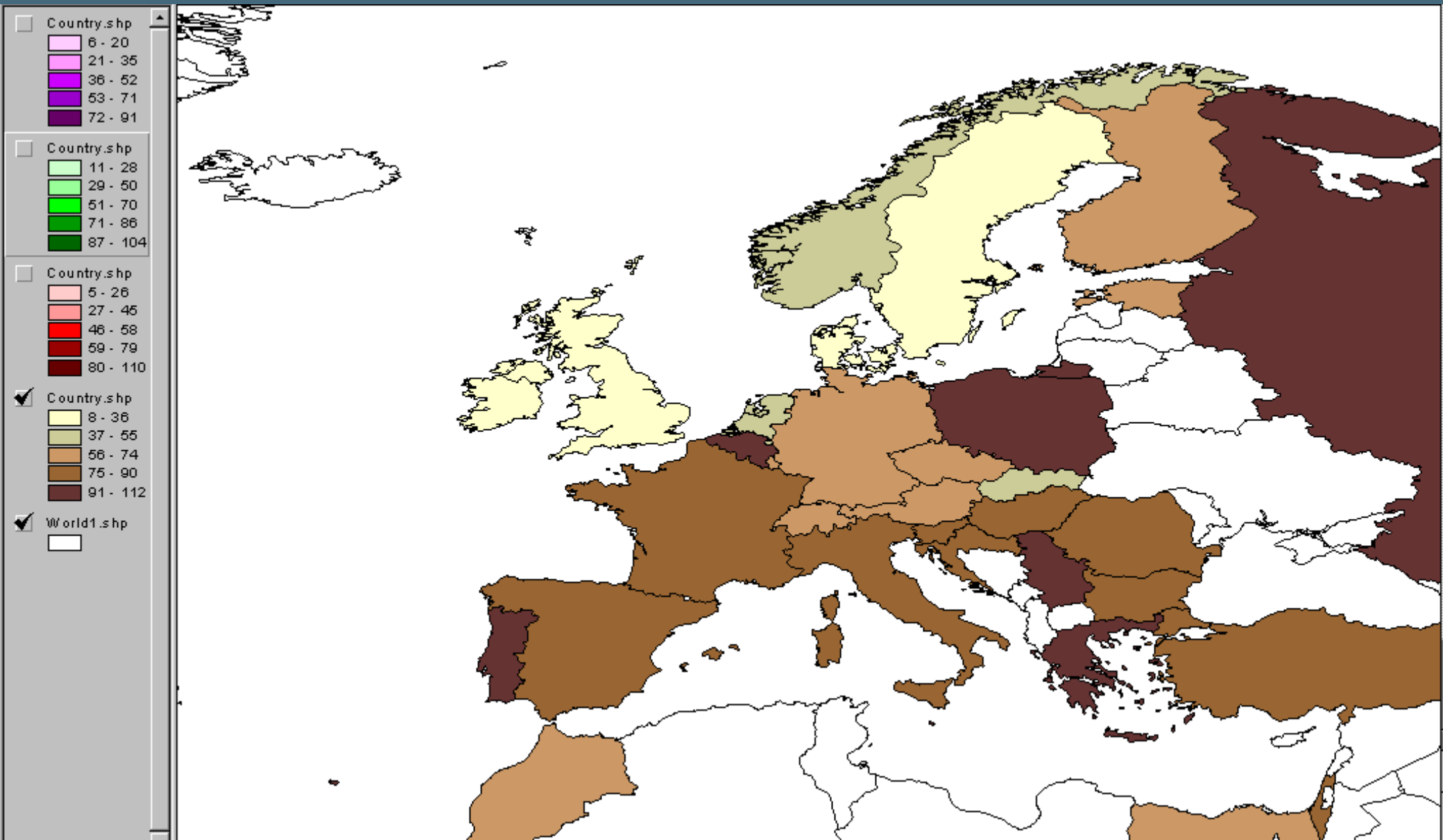
UAI+ (high)

- Need for structure and rules
- Security
- Showing emotions
- Stressful

| Low | Medium | High |
|---|--|--|
| In the UK everything is allowed, unless it is forbidden | In Germany everything is forbidden, unless it is allowed | In France everything is allowed, even if it is forbidden |

Europe UA (uncertainty tolerant to uncertainty avoiding)

Source: Gert Jan Hofstede ©





- Introduction of new policies and attitudes to change – low UAI cultures adopt change faster
e.g. British adoption of EU regulations claimed as faster
- Importance of expertise – high UAI cultures adopt change if brought by experts
e.g. need for academic achievement in higher positions in Germany vs. UK
- Following rules and taking ownership – low UAI cultures take responsibility and follow rules more easily
e.g. implementation of smoking bans across Europe



- Importance of safety .v. associated risk

e.g. actual driving speed on motorways in 14 developed countries correlated to UAI- the higher the uncertainty avoidance, the more people break the speed law and take uncalculated risk when driving; therefore higher accident rate in higher UAI cultures

- Level of reported subjective well-being and active life style

i.e. low UAI cultures tend to encourage people to adopt sports and active travel lifestyles (bicycle)



Cycling Motivations: Low PDI Countries



| | Anglo Saxon (UK) (low PDI, high IDV, high MAS, low UAI) | Scandinavian (Sweden, Norway) & Baltic States (low PDI, high IDV, FEM, low UAI) | Germanic (Austria), Czech, Hungarian (low PDI, MAS, med IDV, high UAI) |
|---|--|---|--|
| <i>Motivations to adopt cycling as means of transport</i> | <ol style="list-style-type: none"> 1.Allows for flexibility and individuality 2.Individual health goals 3.Individual competitiveness 4.Beat the traffic on way to work | <ol style="list-style-type: none"> 1.Allows for flexibility and individuality 2.Environmental friendly 3.Cheap & easy, fast and flexible | <ol style="list-style-type: none"> 1.Allows for flexibility and individuality 2.Individual health goals 3.Individual competitiveness 4.Environmental friendly 5.Beat the traffic on way to work |

Cycling Motivations: Med - High PDI Countries



| | Poland (med PDI, med IDV, MAS, high UAI) | Turkey (med PDI, med IDV, FEM, high UAI) | Latin Europe (high PDI, high IDV, high UAI) | Serbia (high PDI, low IDV, FEM, high UAI) |
|---|---|--|---|--|
| <i>Motivations to adopt cycling as means of transport</i> | <ol style="list-style-type: none"> 1. Fast can be a motivator 2. Fun and social (group cycling) 3. Recreation and contacts, not for work transport (safety is a concern) | <ol style="list-style-type: none"> 1. Increase of operating space in poor / rural areas 2. Not for work unless no other option available (safety is a concern) | <ol style="list-style-type: none"> 1. Fun and social (group cycling) 2. Recreation and contacts, not for work transport (safety is a concern) 3. Cost effective, environmental and social contacts | <ol style="list-style-type: none"> 1. Increase of operating space in poor / rural areas 2. Not for work unless no other option available (safety is a concern) |

Cycling Behaviour: Low PDI Countries



| | Anglo Saxon (UK) (low PDI, high IDV, high MAS, low UAI) | Scandinavian (Sweden, Norway) & Baltic States (low PDI, high IDV, FEM, low UAI) | Germanic (Austria), Czech, Hungarian (low PDI, MAS, med IDV, high UAI) |
|---|--|---|---|
| <i>Cycling behaviour is likely to exhibit</i> | <ol style="list-style-type: none"> 1. Choose competitive bikes 2. Cycle fast and measure individual goals 3. Rule abiding | <ol style="list-style-type: none"> 1. Relaxed 2. Rule abiding 3. Functional bikes (any bike) | <ol style="list-style-type: none"> 1. Competitive equipment 2. Cycle fast and measure individual goals 3. Rule abiding |

Cycling Behaviour: Med - High PDI Countries



| | Latin Europe (high PDI, high IDV, high UAI) | Poland (med PDI, med IDV, MAS, high UAI) | Serbia (high PDI, low IDV, FEM, high UAI) | Turkey (med PDI, med IDV, FEM, high UAI) |
|---|--|--|--|--|
| <i>Cycling behaviour is likely to exhibit</i> | 1. Not relaxed 2. Not rule abiding | 1. Not relaxed 2. No training 3. Not rule abiding 4. Linked to status | 1. Not relaxed 2. No training 3. Not rule abiding 4. Linked to status | 1. Not relaxed 2. No training 3. Not rule abiding 4. Linked to status |

Cycling Infrastructure: Low PDI Countries



| | | | |
|-------------------------------|---|--|---|
| | Anglo Saxon (UK) (low PDI, high IDV, high MAS, low UAI) | Scandinavian (Sweden, Norway) & Baltic States (low PDI, high IDV, FEM, low UAI) | Germanic (Austria), Czech, Hungarian (low PDI, MAS, med IDV, high UAI) |
| <i>Cycling infrastructure</i> | <ol style="list-style-type: none"> 1.Regulated as part of traffic (competes with cars) 2.Organised lanes within traffic | <ol style="list-style-type: none"> 1.Regulated as part of traffic - more important than cars 2.Organised lanes side by side with traffic | <ol style="list-style-type: none"> 1.Regulated as part of traffic 2.Organised lanes side by side with traffic |

Cycling Infrastructure: Med - High PDI Countries



| | Latin Europe (high PDI, high IDV, high UAI) | Poland (med PDI, med IDV, MAS, high UAI) | Serbia (high PDI, low IDV, FEM, high UAI) | Turkey (med PDI, med IDV, FEM, high UAI) |
|-------------------------------|---|---|---|---|
| <i>Cycling infrastructure</i> | 1. Not part of traffic - competes with pedestrians 2. Some organised lanes | 1. Not part of traffic - competes with pedestrians 2. Some organised lanes | 1. Not part of traffic - competes with pedestrians 2. No lanes | 1. Not part of traffic - competes with pedestrians 2. No lanes |

Contact Details



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