

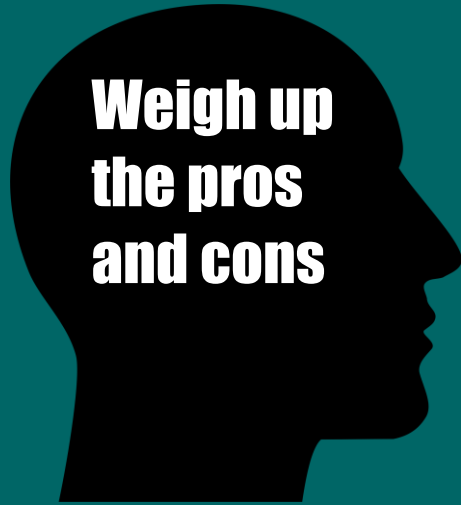
Bath's relationship with motor vehicles: Three things to consider

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1

**People don't
necessarily know why
they drive**



**Weigh up
the pros
and cons**



**Optimal
action**

Repetition + stable context = habit

This means:

**Tomorrow's commute is usually a
(largely unconscious) repeat of today's
commute**

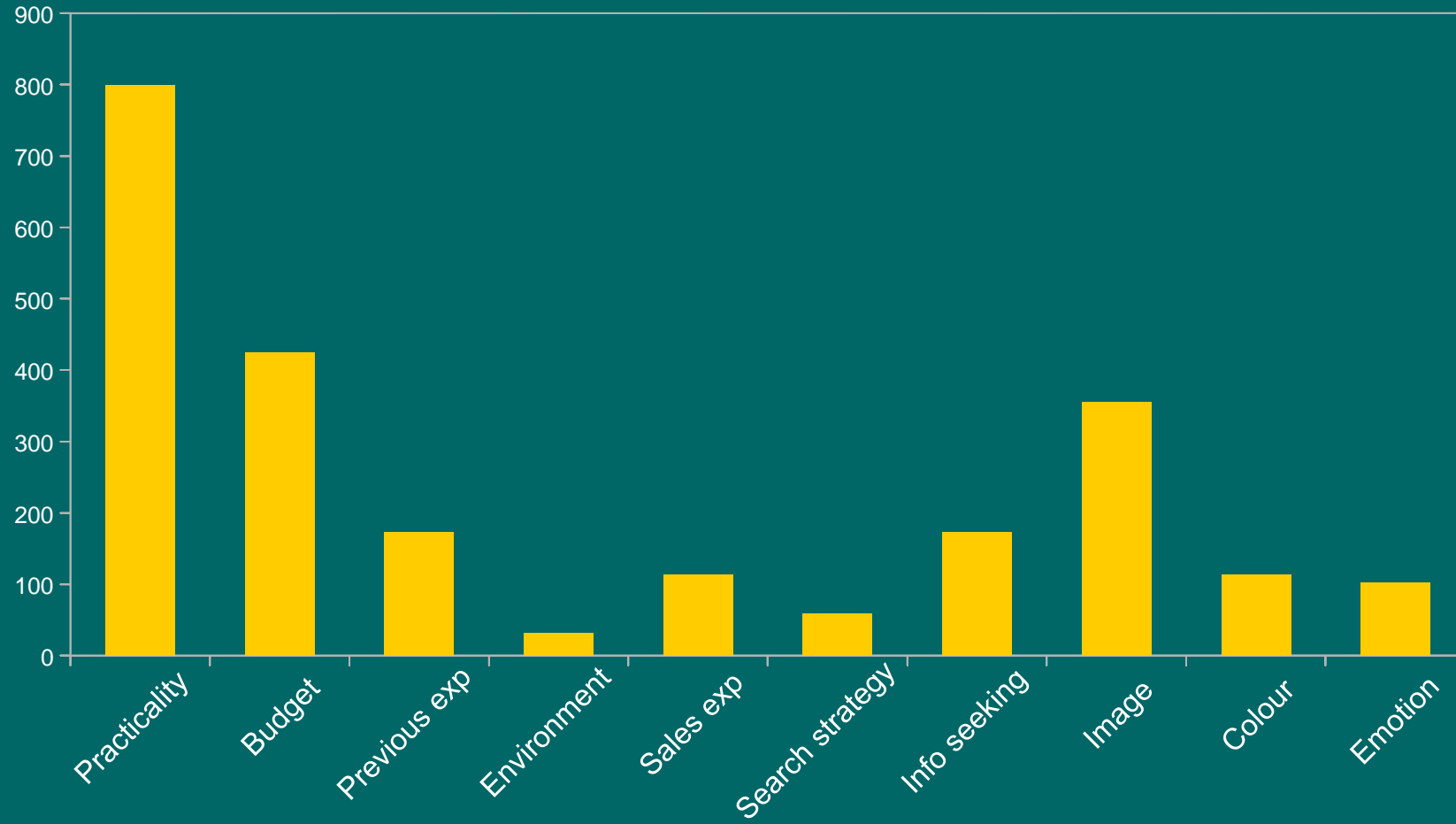
Which means:

**Almost all the time, changing minds is
not sufficient to change behaviour**

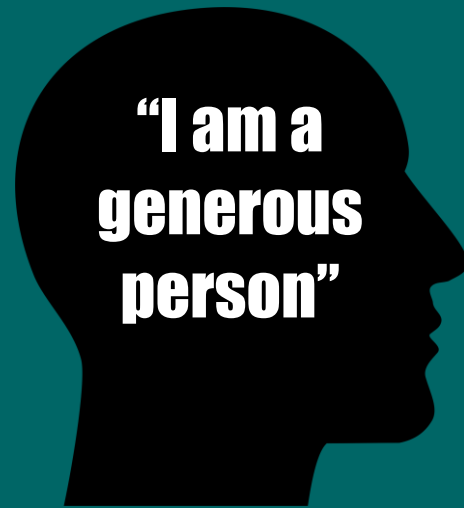
**Also, do people always tell the truth to
researchers?**

**Perhaps they are embarrassed?
Perhaps they don't know?**

Decision processes when buying a car

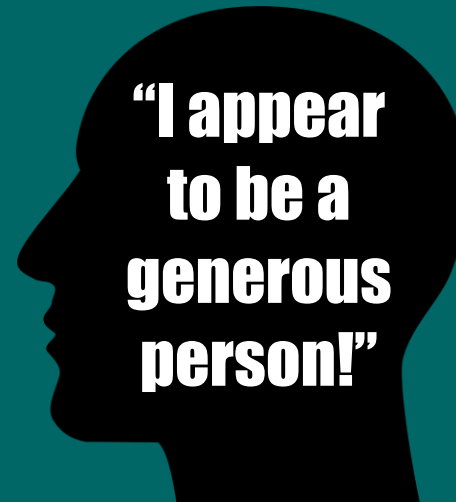


Self-perception theory



**Charitable
giving**

**Charitable
giving**



Self-perception theory

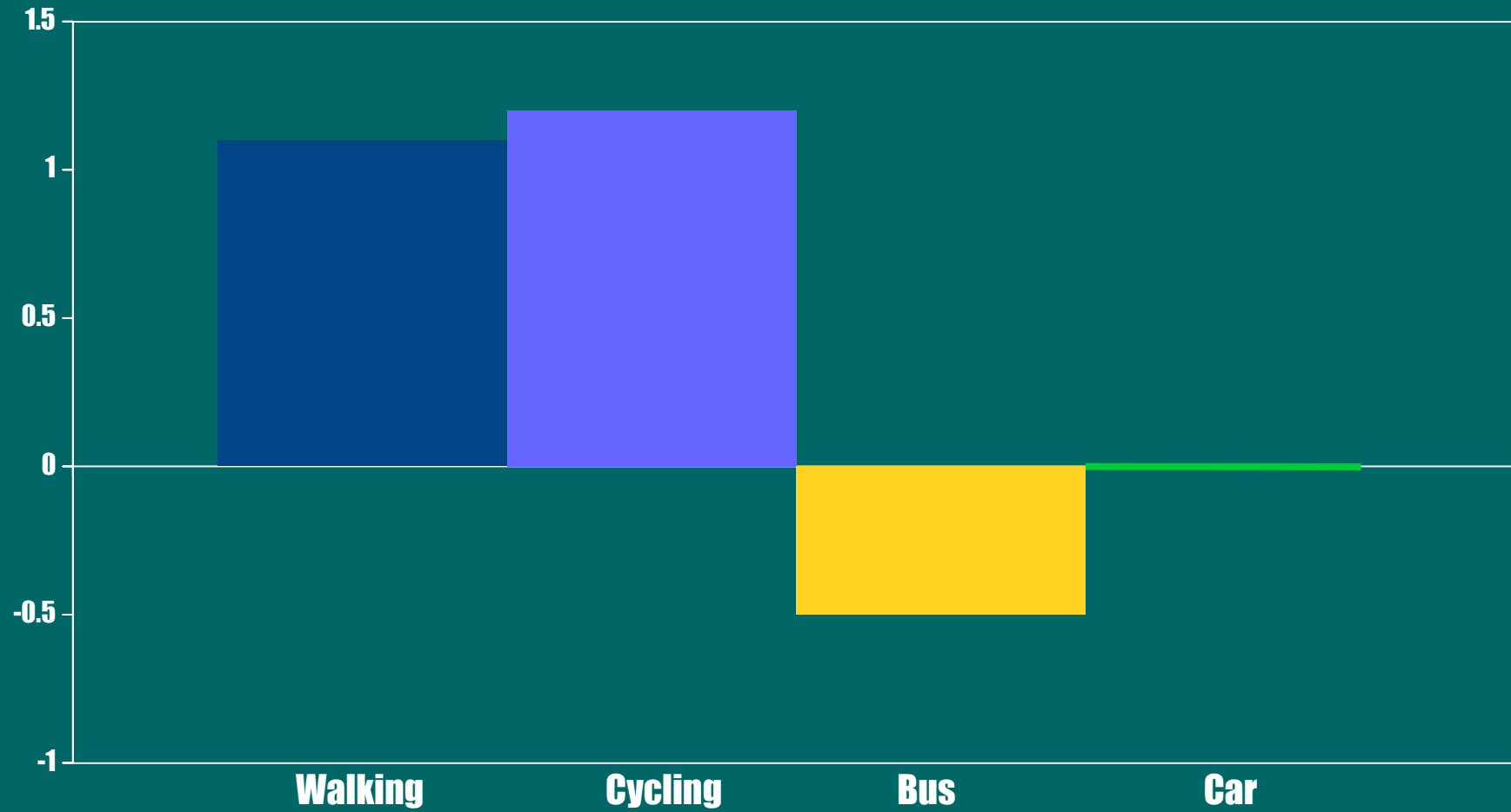


Travel by car

Travel by car



“But I enjoy driving to work”



2

**None of us can view this
issue objectively**

**“If I had asked people what they
wanted, they would have said
faster horses”**

Henry Ford

YouGov national survey

“People shouldn’t smoke in populated areas where others have to breathe the cigarette fumes”



■ Agree ■ Disagree

“People shouldn’t **drive** in populated areas where others have to breathe the **car** fumes”



■ Agree ■ Disagree

3

**The burden of proof is
on those who advocate
business as usual, not
those who advocate
change**