

TALK

HOW APPLIED ETHOLOGY HELPS TO CHANGE MOBILITY BEHAVIOUR

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ABSTRACT

Motorised private transport accounts for about 10% of the yearly global CO₂ emissions. Mitigation of the climate crisis requires a substantial reduction of traffic emissions. One way to make mobility more sustainable is to increase the use of public transport. To change people's mobility behavior, a combination of multiple approaches is needed: Availability and accessibility of public transport as a basic prerequisite, and the affordability and true costs of different modes of transport need to be addressed on a societal and political level. Designing behaviour interfaces centred on human behavior tendencies and preferences addresses the individual level. Attractive design of public transport needs to be inspired by knowledge about evolved human behaviour. We will show examples of applied human ethology in mobility research and illustrate its impact on passenger experience and acceptance. Projects include: A) Integrating train stations into everyday life through multifunctional design, B) Adaptations in platform design for improved passenger flow, C) Information gathering along a journey with public transport, D) Interior design of vehicles to improve passenger experience and functionality, E) How to improve sleep-quality and experience on the night train. The projects are funded by national and international railway operators, communes and the Austrian government (Austrian Federal Railways (ÖBB), Deutsche Bahn AG, Wiener Linien GmbH & Co KG, Austrian Research Promotion Agency (FFG) Projects 887695, 886066 and 893964).