

Master thesis proposal in the field of mobility services, behavioral change and sustainable mobility patterns

To address the sustainability challenges related to urban mobility, technological innovation, while necessary, will not be sufficient. Behavioral changes are also called for. Solutions aimed at shifting travel behavior often entail a combination of restrictions in private car ownership and attractive alternatives such as mobility services.

In this master thesis you will be working within a research project that aim at looking at underlying factors that may influence mobility patterns.

We are especially interested in understanding mobility services such as carsharing.

Through a survey, we have gathered data from citizens in the area of Gothenburg on a variety of variables, such as demographics, travel behavior, residential area characteristics and psychological factors (e.g. attitudes and personality).

We are flexible to discuss different ideas related to the data and our project. We propose that the thesis will be based on our data, but it is also possible to work with qualitative interviews in the project to follow up some of the survey questions. We have contact with possible interview persons.

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