

Cycling under the influence: who and why?

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Agenda

- Introduction
- Methodological description
- Results
- Strengths & weaknesses
- Possible applications

Introduction - background

- Cycling increasingly popular in Norway
- Lack of information concerning cycling and alcohol in Norway
 - Both in terms of data related to accidents, and related to general prevalence of cycling under the influence(CUI)
- The Norwegian legislation rather unclear

Introduction - objective

- How prevalent is CUI in Norway?
- What are the attitudes towards CUI in Norway, and which socio-demographic groups find using a bike after alcohol consumption most acceptable?
- If a person is riding a bike under the influence of alcohol; what are the main reasons to do so, and at what level of influence do people find it acceptable?

Methodological description – mixed method approach



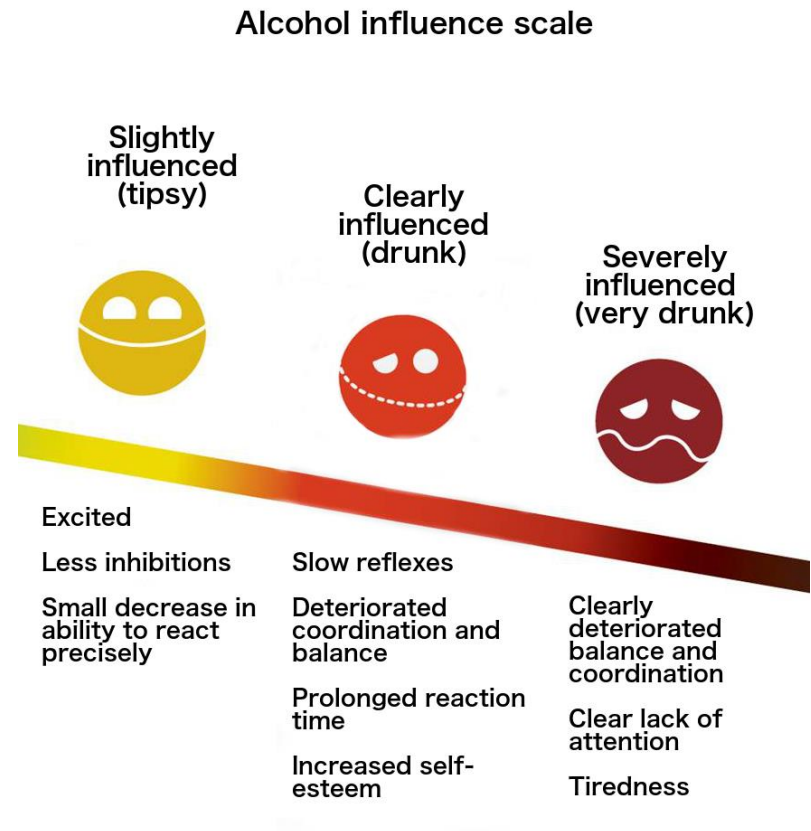
- First indication on prevalence and reasons to CUI
- Input to online questionnaire

- Using results from FGI to create questions
- Prevalence, Reasons to CUI and attitudes from a broader sample

- Reflections being done in the moment
- Investigate aspects still unclear
- Verification of previous results

Methodological description – the influence scale

- Rather than using number of alcoholic units, an influence scale was used to measure alcohol influence level
- Idea: more relatable for informants and respondents

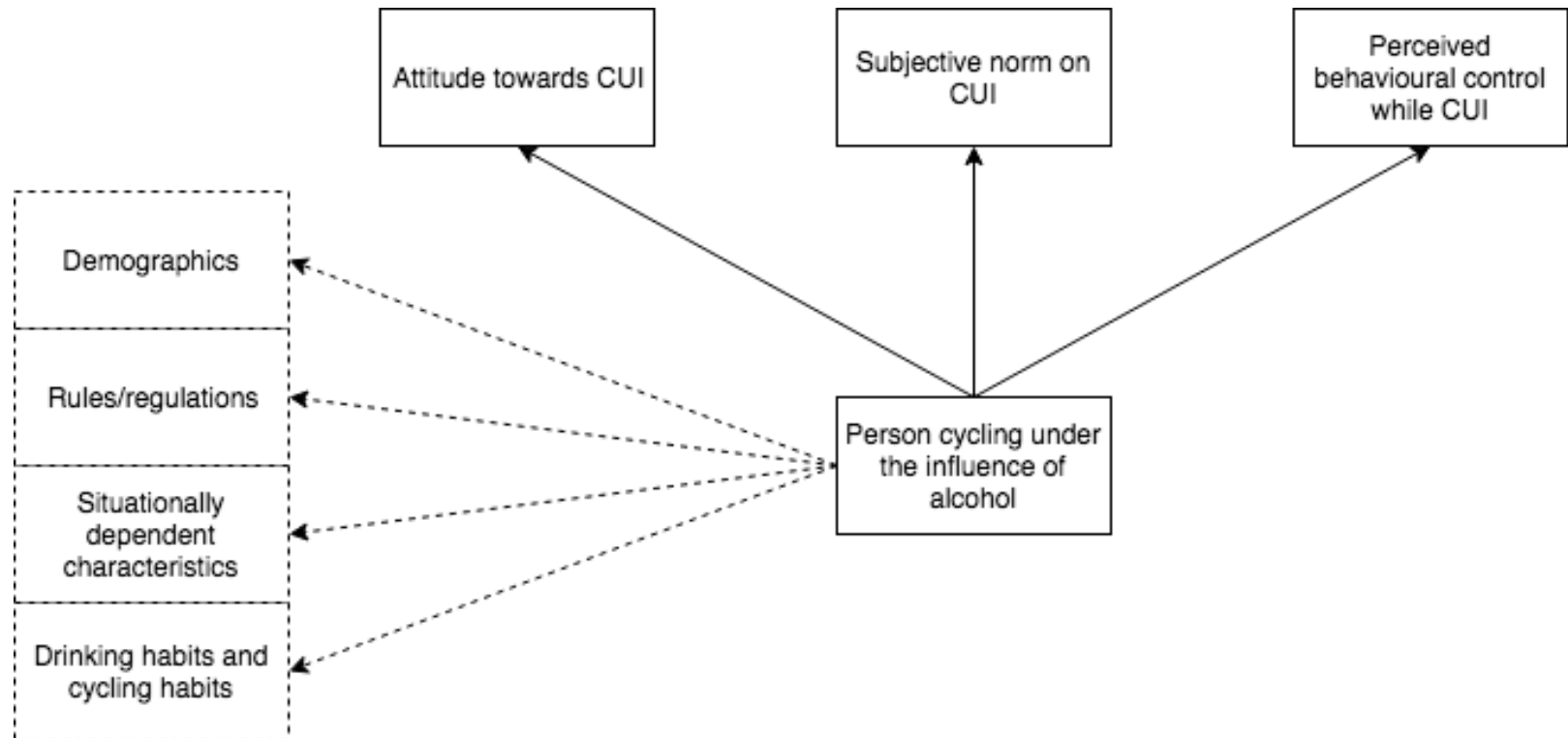


Methodological description – focus group interviews

- Untraditional: informants recruited on the spot in naturally occurring groups at bars, pubs etc
- Short(approx. 10 minutes)
- Participants seemed to enjoy participating in such a way, and the conversations felt natural and free flowing

Methodological description – online questionnaire

- Based on an extended version of the theory of planned behaviour (TPB)



Methodological description– field interviews

- Short face-to-face interviews done with people about to park or leave on a bike at night time in popular nightlife areas.
- A simple and insightful way to recruit relevant informants
 - Easy to find relevant informants, and the reflections being made in the moment CUI was about to take place differed somewhat from the reflections in the focus groups

Methodological description - analysis

- Stepwise-deductive inductive analysis used for the qualitative methods. Coding and grouping done separately, before the results were combined whenever possible for concept development and theory
- Various statistical analyses for the questionnaire to uncover correlations, group differences.

Results

- Online questionnaire uncovered that CUI more prevalent among young people(<30 years) and people living in big Norwegian cities(>50 000 inh.). They also have more permissive attitudes.
- All methods found generally permissive attitudes, but only for the lowest influence level
- Little knowledge on rules/regulations
- Distance, habits important factors – typical reasons for riding a bike
- Little reflection on possible risks from people who are about to ride under the influence
- Difference in the way a person speaks about reasons to CUI when the person is about to do it, compared to e.g. during winter

Strengths

- Easier to create a relevant questionnaire with some preliminary information from the focus groups - the focus groups as “brainstorming” for concepts and ideas
- The informal way of doing the focus group interviews saved time and enabled discussions in an environment suitable for such discussions
- The field interviews worked as a buffer: new aspects that emerged along the way and aspects with insufficient results could be further be investigated
- Both focus group and field interviews were flexible

Weaknesses

- Focus group interviews and field interviews were quite short, and might have lacked some depth
- A difficult exercise to combine the results from the different methods
- Time consuming
- Lack of focus on the role of infrastructure and traffic

Possible other applications

- Suitable for studies looking at a certain behaviour in traffic. The behaviour should be specific(e.g. cyclists crossing at a red light or pedestrians jaywalking)
- The influence scale can be adapted and used in various topics related to drug and/or alcohol use in traffic

Thank you!

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