

# STUDY OF THE INTERPRETATION AND DECISION MAKING ABOUT MOBILITY BY PASSENGERS WHO USE PUBLIC TRANSPORT

## INTRODUCTION AND OBJECTIVES

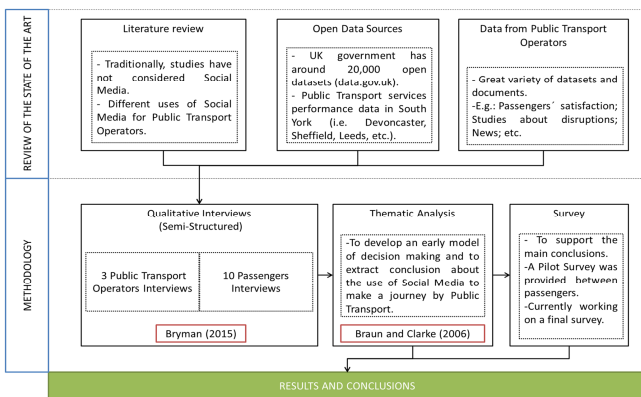
- In last two decades, Social Media has undergone great developments, mainly due to the emergence of a plethora of Social Media applications (Apps) that support the creation and use of them, the proliferation of Smartphones and the development of 2.0 web (Yoo and Gretzel, 2012; de Abreu e Silva et al., 2016).
- This has influenced current lifestyle. Many traditional habits have been transformed due to the application of Social Media. For instance: There is a growing tendency to do the shopping by Apps from home (Castelló and Monserrat, 2012), to do medical consultation by SMS messaging or Apps (Boulos et al., 2014); or even to learn a new language (Godwin-Jones, 2011).
- The way of travelling has been transformed too. Social Media contributes to this because it allows people to keep in touch with who live far away, to be updated of any event, to plan/to organize journeys more suited to own personal requirements by Public Transport.
- However, current mobility models are based on past Travel Behavior, Social Demand and Social Habits.
- In consequence, all these facts have led to the need for current models of mobility to be reconsidered, including these new patterns of mobility (Carrasco and Miller, 2006).

### Objectives:

- To identify the main uses of Social Media for Public Transport operators due to little still being known about this field.
- To assess the role of Social Media on passengers' travel behavior.
- To highlight challenges to develop a new model of mobility for Public Transport which considers all these new patterns.

## METHOD AND DATA

Figure 1. Methodological process.



### Qualitative Interviews (Semi-structured):

- It allows great emphasis to be put on the formulation of initial research ideas.
- Similarly, it allows focus on the interviewees' own perspective which can highlight crucial aspects.
- Interviewer does not follow a schedule and is encouraged to go off at tangents.

### Thematic Analysis:

- This analysis was used to identify, study and report patterns (themes) within the information of interview.
- This analysis has been widely used in qualitative interviews (e.g. Arosen, 1995; Vaismoradi et al., 2013; Cassell and Symon, 2004; etc.).

### Survey:

- Its purpose was to support the conclusions and to carry out deep research of various aspects.
- The Pilot Survey was provided between 25 passengers and 3 experts in order to improved it.

### Data of interviewed passengers:

- Young people (20–35 years).
- Medium level of income and only one interviewee has a private car.
- Around half of the sample are students and the other half works in their first job.
- One third of interviewees are married and have children and the rest of them are single.

### Data of interviewed Public Transport Operators:

- Two operators from the main company of Public Transport of Sheffield (United Kingdom).
- One operator from the main company of Public Transport of Skane County (Sweden).

## RESULTS AND CONCLUSIONS

### Interviews with Passengers

#### B.1. The role of Social Media in regular journeys

- Social Media represents a crucial role in their lifestyle.
- Two kinds of Social Media according its use:
  - With "Social" purposes.
  - With "Professional" purposes.
- Inside the Social Media with "Social" purposes, in order to make a journey, there are other two categories:
  - Social Networks to organize.
  - Apps, Web of Transport and Google Maps to plan.
- Social Media is important in no regular journeys.
- B.2. The role of Public Transport in regular journeys**
  - Public Transport is a fundamental support for doing Social Activities, but it is less relevant in regular journeys.
- B.3. Social Media performance of Public Transport companies**
  - The information is updated and very useful for planning. However, it can be difficult for people who are not familiarized with the city, the transport or even the language.
  - People usually ignore the presence of Public Transport companies in Social Media.

#### B.4. Behavior before making a journey

- Common steps to organize and plan a journey:
  - To get information through Social Media.
  - To organize the activity through Social Networks.
  - To use Google Maps to plan the journey.
  - (Optional) To consult Public Transport Apps or Websites to plan a journey.

#### B.5. Behavior facing an occasional/unexpected event before to start the journey

- The most chosen options:
  - To ask people who are waiting there or staff.
  - To use Google Maps to find an alternative route.
  - To call a Taxi.

#### B.6. Behavior facing an occasional/unexpected event during the journey

- Same options that in B.5.

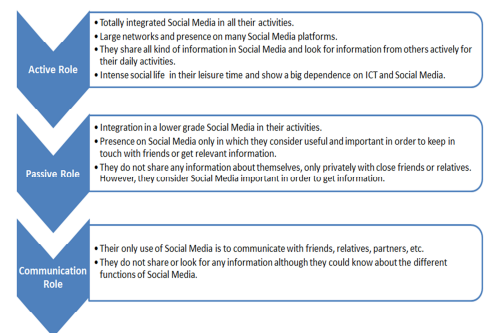
#### B.7. Behavior facing an occasional/unexpected event after the journey

- The majority would come back by Taxi or friend's car.

#### B.8. Reaction through Social Media after they have faced with these kind of situations

- All of them would share their experience with friends/relatives or colleagues who are going to the event.
- One third share it openly on Social Media.

Figure 2. Roles of Passengers regarding the Use of Social Media.



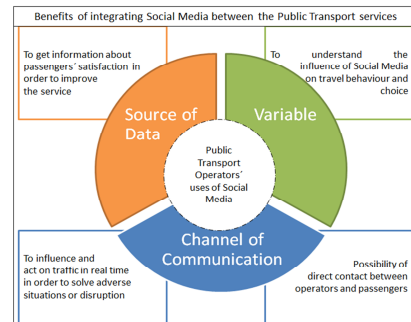
## RESULTS AND CONCLUSIONS

### Interviews with Public Transport Operators

#### B.1. The role of Social Media in regular journeys

- A wide range of Social Media is used (e.g. Facebook, YouTube, Pinterest, etc.). However, they prefer to use certain Social Media according the kind of information to share:
  - Urgent Information: Social Networks.
  - No urgent information: Any Social Media.
- B.2. Type of information which is usually shared**
  - A great variety of information: Offers, travel tips, surveys, etc.
  - Each kind of passenger and each situation require specific information.
- B.3. Special offers on Social Media**
  - The same offers are in all their channels. However, this option could be interesting in order to draw more passengers.
- B.4. The available channels to contact Operators**
  - There is Customer Service with possibility of direct communication, mainly via Facebook and Twitter.
  - Other Social Media is available but the response time is not immediate.
- B.5. Disruption and events: Uses of Social Media**
  - Social Media is crucial to inform passengers of disruption.
  - All the details about events, which can affect the service, are shared through Social Media.
- B.6. Main problems of Operators with Social Media**
  - To provide a quick customer service by Social Media.
  - To know how many people have gotten the information which they have sent through Social Media.
- B.7. Social Media and the service quality**
  - Operators are starting to use Social Media as a variable in their studies about the quality.

Figure 3. Uses of Social Media and its Benefits for Operators.



### Conclusions

- Three uses of Social Media for Public Transport Operators were revealed with important benefits for the service: a) Source of data; b) Variable; c) Channel of Communication.
- Our current lifestyle depends highly on Social Media, and, in reference to the new way of making a journey in order to do Social Activities, Public Transport is presented as a suitable way of supporting it.
- Various uses of Social Media for Passengers were revealed and their role according to their use of Social Media.

### ACKNOWLEDGMENTS

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