

# Behavioural Biases and Transport Choice

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# Try an experiment...



I give you  
€30:



You choose



I give you  
€50:



You choose

Lose €10



People behave differently when the same  
decision is presented a different way

# You've been framed



92% of trains arrive on time

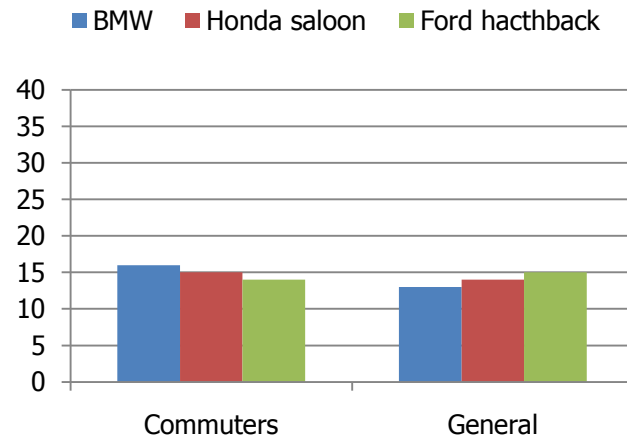
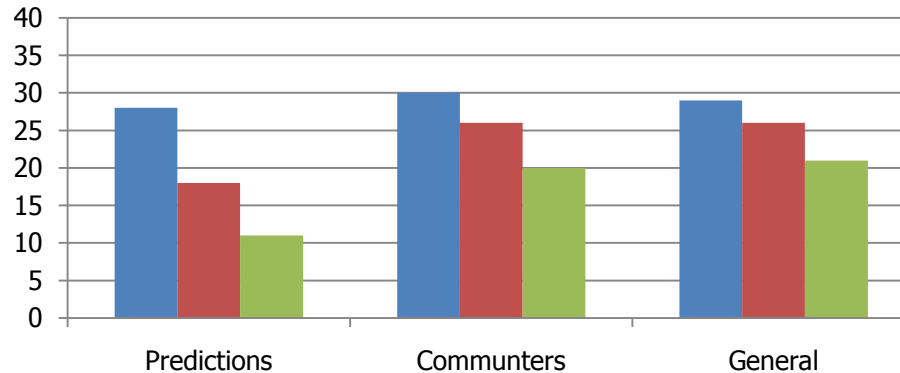
10% discount for non-drivers

8% of trains are late

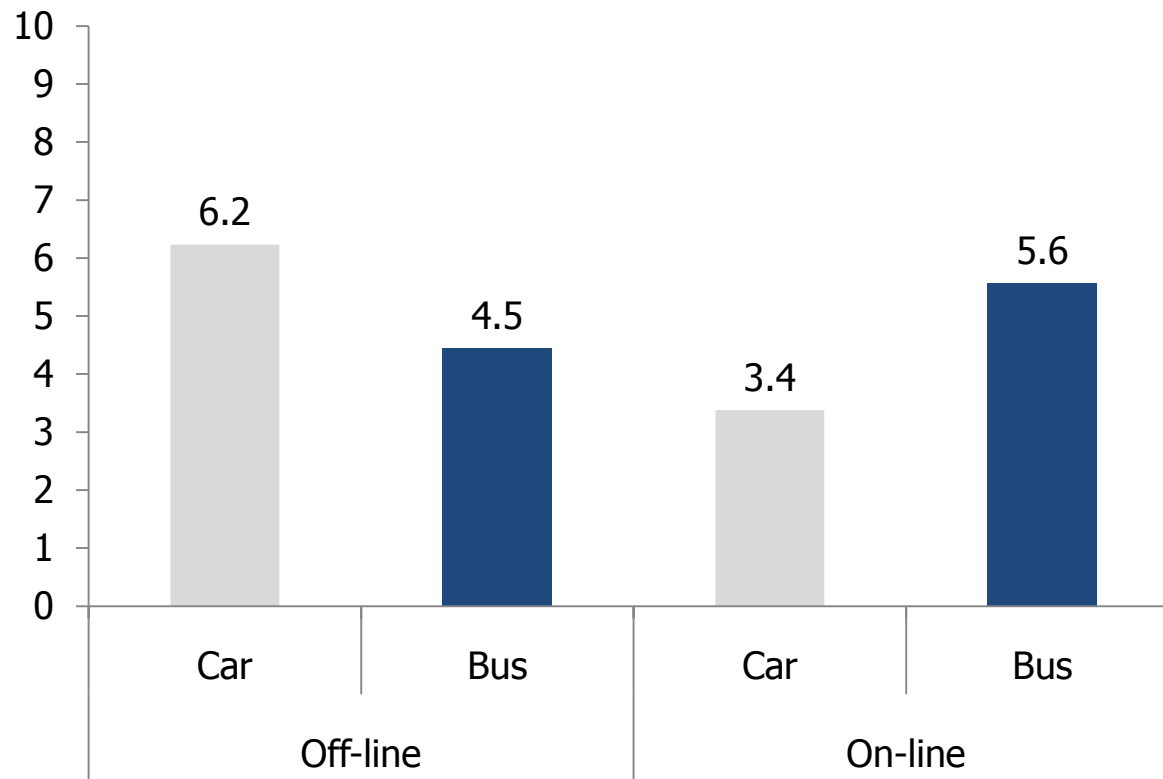
10% surcharge for drivers

In general: people have a strong bias towards the status quo

# Perceptions: enjoyment of driving



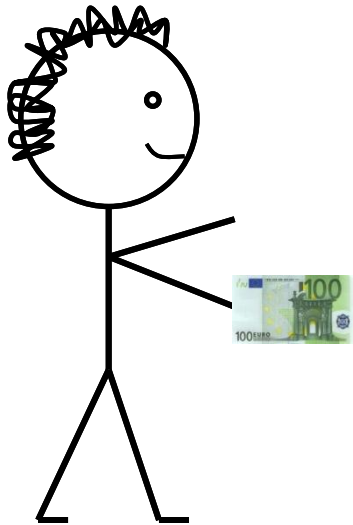
# Perceptions: car or bus?



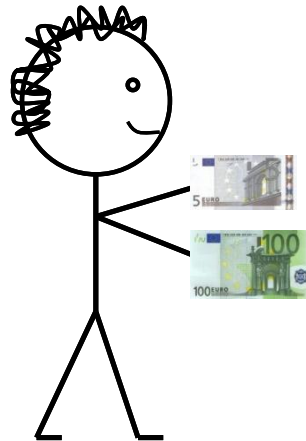
Comerford (2011)

# Another experiment...

Scenario 1:

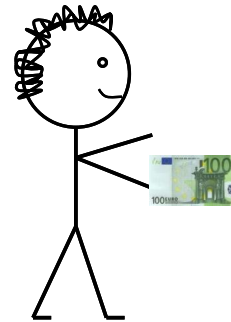


€100 today

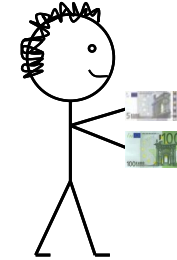


€105 tomorrow

Scenario 2:



€100 in 30 days



€105 in 31 days

**Make the most desirable the most convenient**



# Herding



One line is shorter... which one?



A

B

C

D

# Behavioural convergence



Herding, bandwagon effects, information cascades, groupthink... all fancy ways to say people watch and copy

# Critical mass... is about three



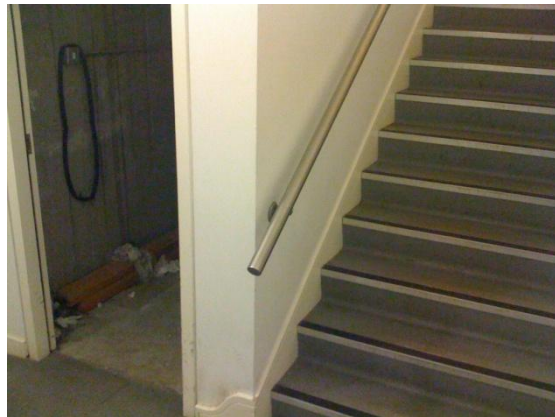
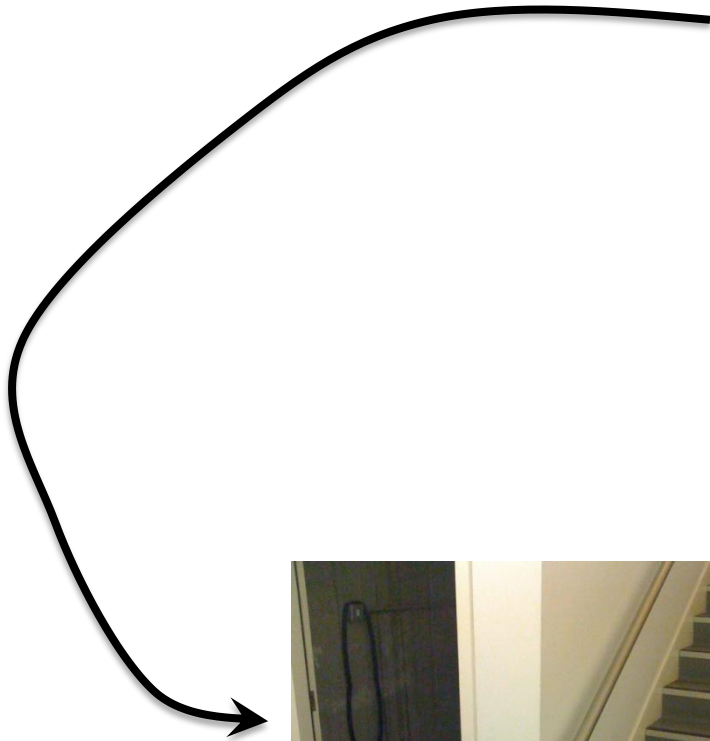
# What signal is being given?



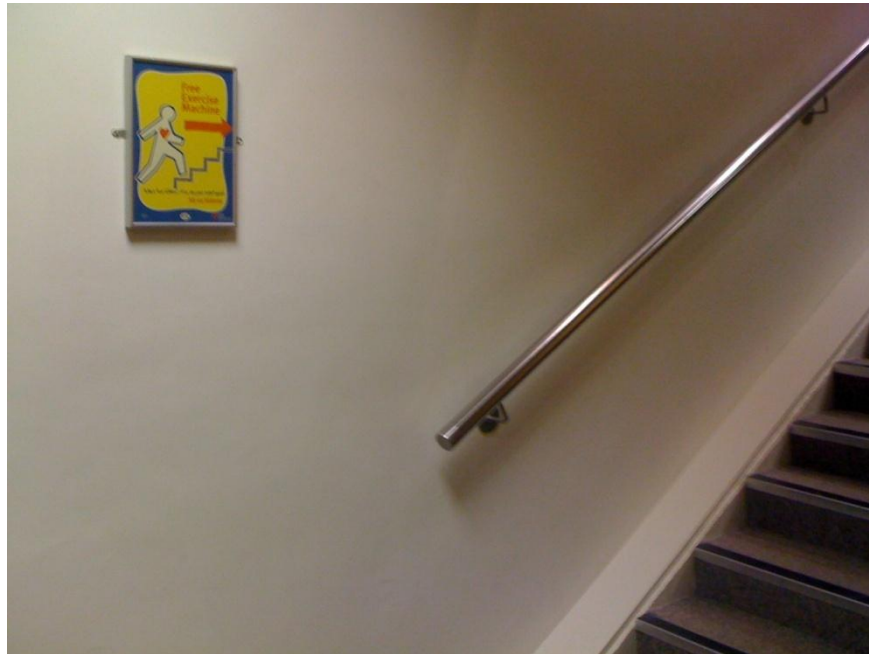
# Design contains signals



# Designs produce norms



# Including good norms: RTÉ



# And very good norms: Copenhagen



38% of adults cycle every day

## Summary: Principles of behaviour change



- Behaviour is not a rational calculation based on perceptions and attitudes
- Decisions are framed by our environment
  - How things are done already
  - How easy and convenient it is to change
  - What everyone else is doing
  - What's expected of us