Dynamic Mobility Nudge (DyMoN): Changing mobility behaviour with situation-aware, digital nudging

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Nudging and behaviour change

- **Nudging**: A way to steer people’s behaviour into a desired direction
  - a collection of methods from psychology & behavioural economics,
  - without restrictions or banning options.

- Many decisions are just „good enough“, happen automatically or out of habit („bounded rationality“)
  - Nudging changes the environment in which decisions take place.

- Nudging can also be seen in the bigger context of behaviour change techniques.

- Nudging has also been explored for mobility behaviour to motivate more sustainable choices.
Digital, situation-aware nudges for sustainable mobility

- **Challenge of cities**: Encouraging sustainable mobility without “hard” measures
  - Nudging as one solution to this challenge

- **Digital nudging**: Reaching people via their smartphones (e.g. app) in order to motivate them for more sustainable forms of transport.

- **Situation-awareness of nudges**: Using relevant data (e.g. traffic, weather, air quality, user location, data about public transport and infrastructure) to determine the best timing for the nudge.
  - Idea: If the timing is right, the nudge might be more effective. **Data helps determine the timing!**
Dynamic Mobility Nudge

- **European project** with 6 partners (Austria, Germany, Sweden)
  - Started in May 2021, until April 2024

- **Currently**: Development of digital, situation-aware nudging techniques + data collection and preparation

**Next steps:**
- **proof of concept phase** in Salzburg – field trial with people using an app for
  - testing the feasibility of the technical approach and
  - the effects of the digital, situation-aware nudges on mobility behaviour.
- **handbook** for interested cities for using digital nudges
- **data dashboard** for visualizing the relevant data (e.g. mobility data, weather)
Let's keep in touch!

Interested in project results for your city? Would you like to share your insights about using data to improve sustainable mobility?

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