



NVF Copenhagen 2022

# The Mobile Phone use of Teen Cyclists in Denmark

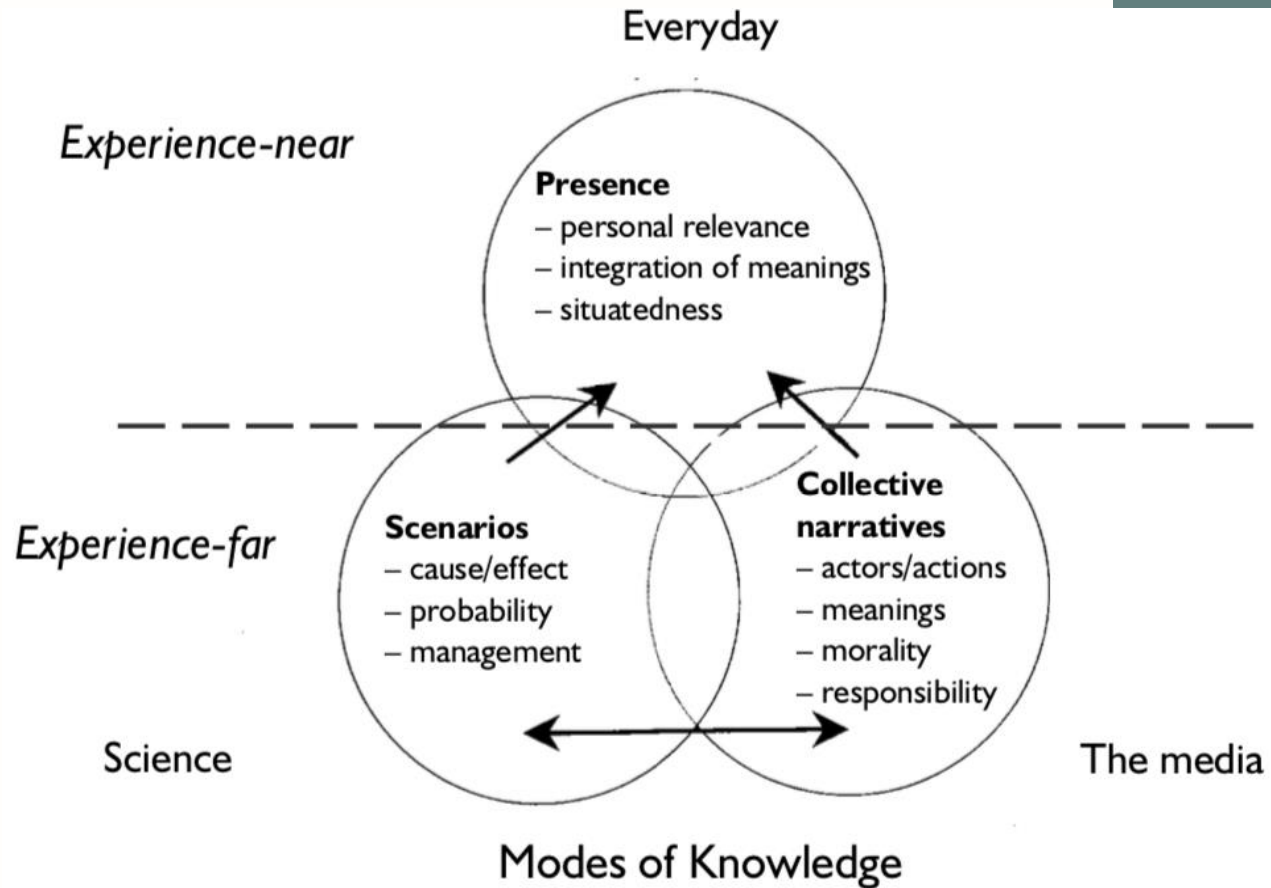


# THE RISK OF PHONE USE BY CYCLISTS

Risk of phone use by cyclists		
Use		Risk in traffic
	Phonecall	
	Texting with push buttons	
	Texting with touchscreen	
	Listening to music	

SWOV (2017): *Fact sheet - Phone use by cyclists and pedestrians.*

# RISK IN EVERYDAY PRACTISES



Åsa Boholm (2011): A relational theory of Risk

## CASESTUDY

## NATIONAL SURVEY

QUALITATIVE  
EVALUATION

FACILITATED CLASS  
ROOM DIALOGS



CAMERA OBSERVATIONS OF  
TEEN CYCLISTS MOBILE  
PHONE USE IN TRAFFIC

QUALITATIVE INTERVIEWS

SURVEY AGE 15-84

# MULTIPLE METHODS



**WHY IS IT SO DIFFICULT  
FOR TEENS TO NOT USE  
THE MOBILE PHONE  
WHILE CYCLING?**

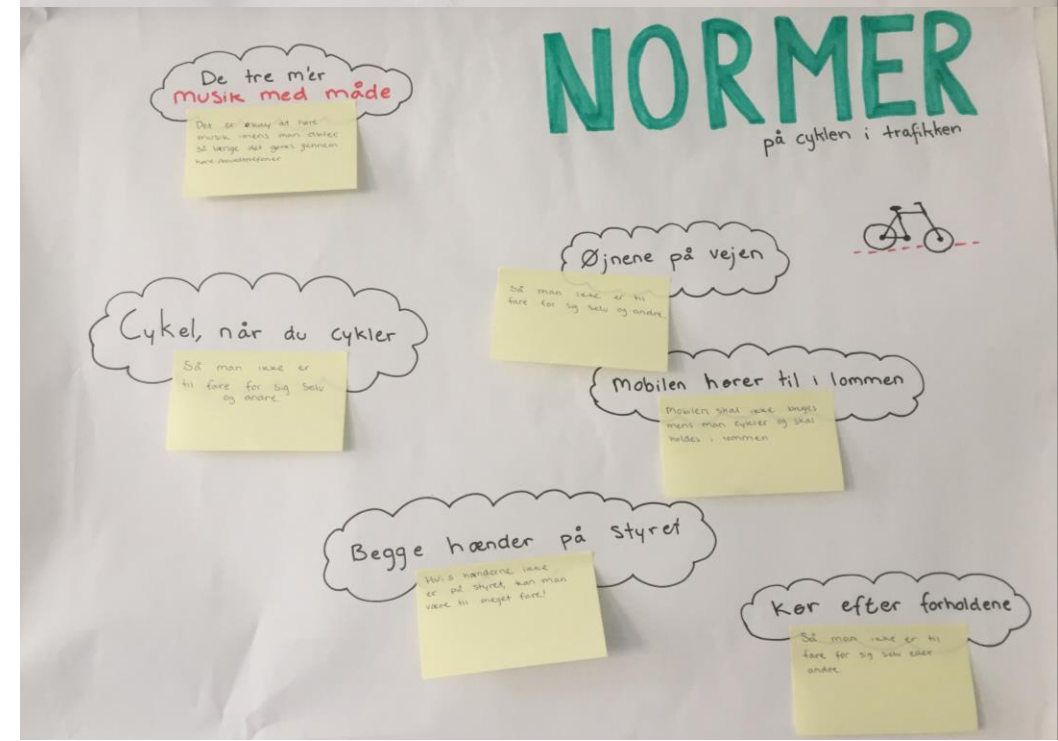
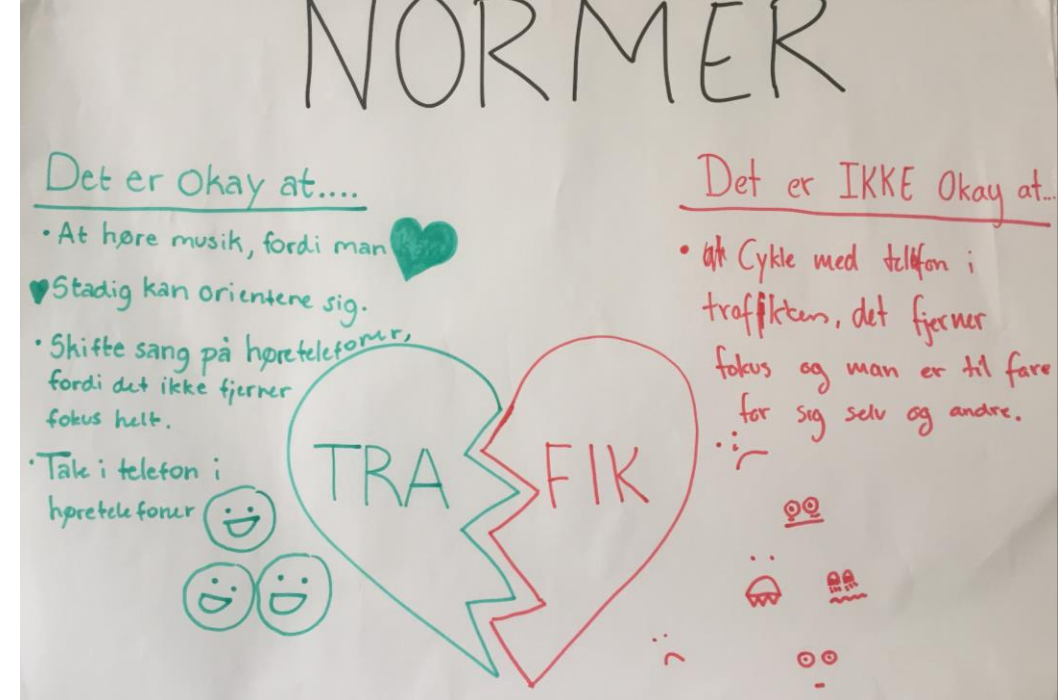
**AN EMBODIED  
TECHNOLOGY**

**FEELING OF BOREDOM  
AND RESTLESSNESS  
WHEN IN TRAFFIC**

**‘FEAR OF MISSING OUT’  
‘PLANNING ON THE FLY’**

# INFORMAL NORMS

- 'IT IS OKAY TO LISTEN TO MUSIC ON A MODERATE SOUND LEVEL'
- 'IT IS OKAY TO HAVE CONVERSATIONS ON THE PHONE WHEN USING HEADSET'
- 'THE MOBILE PHONE SHOULD REMAIN IN THE POCKET WHILE CYCLING'
- 'IT IS OKAY TO READ AND WRITE SMS TEXTS AS LONG AS IT IS NOT A RISK OR ANNUISANCE TO OTHER ROAD USERS'



A woman with blonde hair, wearing a black spaghetti-strap top and light blue denim shorts, is riding a bicycle away from the camera on a city street. She is talking on a blue mobile phone. The street is paved with asphalt and has white directional arrows and a blue-painted bicycle lane. In the background, there is a yellow and blue bus with the number 3305 and the destination 'Drogen Stationsplatz'. Other cyclists and pedestrians are visible on the sidewalk and in the distance. The scene is brightly lit, suggesting a sunny day.

## THREE TYPES OF CYCLISTS



**26%**



**43%**



**31%**

## MOBILE PHONE USE DANISH TEEN CYCLISTS (15-19 years old)





*"I do text sometimes. However, I use speak when I do it. It is not as if I have to touch the screen. I just speak to my phone and it writes what I am saying. And because I have face-ID, I dont have to look at it or touch the screen. It is not like I loose focus (in traffic). (Interview girl 17 years old)*

## WHEN TEENS SAY THEY TEXT – WHAT DO THEY DO?

# HOW TO INFLUENCE TEENS?

[https://www.gffonden.dk/undervisningsmateriale/  
unge-og-mobiltelefoner](https://www.gffonden.dk/undervisningsmateriale/unge-og-mobiltelefoner)



## KEY FINDINGS

1. Teens strive to be on time digitally and present/attentive in traffic at ones.
2. One third use their phones in a high risk manner
3. It is possible to influence teens mobile phone use through facilitated classroom dialog.

# Questions?

Anette Jerup Jørgensen  
T:+45 20460925 M: g62n@kk.dk