

AI for Future Mobility

What Amount of Willingness to Change Does a Society Need?

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POSITION

Willingness to change is one of the crucial factors to increase acceptance for innovations within the whole society of the region.

Success of modern forms of mobility is increasingly contingent on the acceptance by users. The ideal mobility system does not only need to be technically successful, but also have to meet the needs and requirements of citizens. The persuasion that technical systems and machines can easily replicate human behavior is not tenable, since human behavior is only rarely that unambiguous that it can be predicted correctly. It is difficult to predict human behavior with any certainty. The mobility revolution is inevitable and most cities and local authorities currently face the challenge to develop sustainable and green mobility solutions in the short term to fulfil the users' and providers' needs as well as the political requirements.

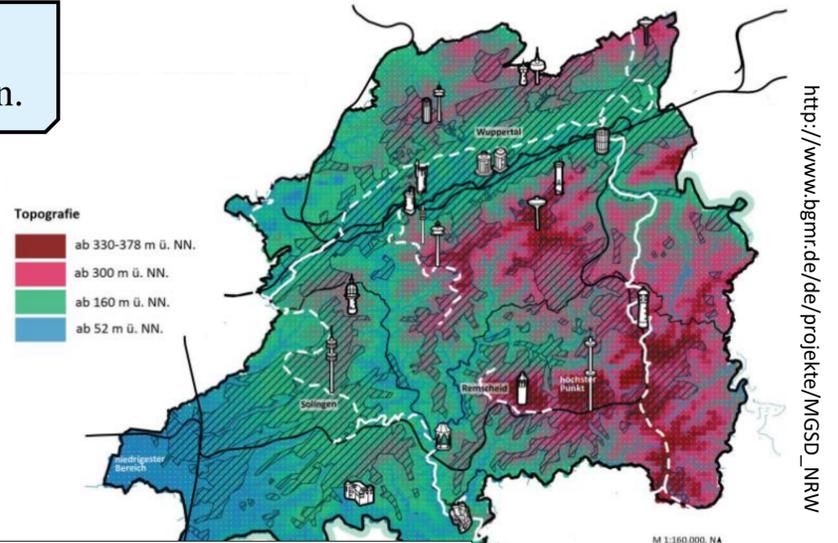


Figure 1: The Bergisch City Triangle (Bergisches Städtedreieck) is faced with large altitude differences within and between the urban areas.

BACKGROUND

The aim of the project *Rethinking Mobility* is to inform and sensitize the society of the Bergisch City Triangle for future urban mobility (Fig. 1). The connection of willingness to change and acceptance of future mobility concepts will be examined.

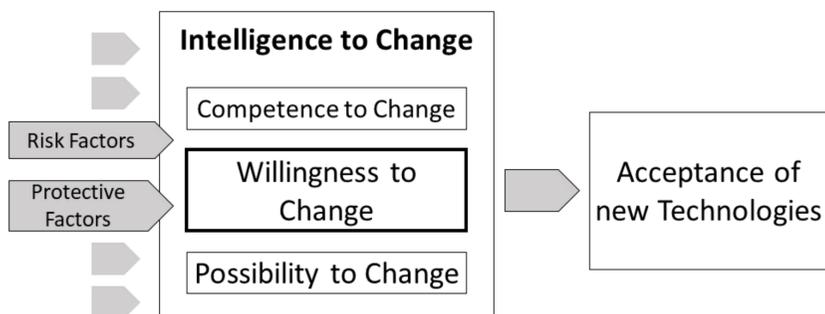


Figure 2: Factors of Willingness to Change.

Willingness to change is, next to competence to change and possibility to change, an element of the individual intelligence to change and builds the foundation for acceptance of environmental changes (Fig. 2). Intelligence to change refers to the ability of a person to adapt to changing circumstances. It is expected that willingness to change is strengthened or encouraged by so called protective factors and weakened by risk factors (Baltes & Freyth, 2017). If these protective and risk factors are considered during the implementation of new mobility concepts, it can be assumed that ideal frameworks can be defined to enable people to be as open as possible to new ideas.

Openness to mobility changes can be optimized and supported by targeting the greatest possible willingness to change of citizens when implementing new mobility offers and formulating them accordingly. Acceptance and willingness to change are closely connected. The willingness to change is a key factor in enabling prospective users to approach an innovation as openly as possible and potentially accept it. To increase willingness to change it is crucial to communicate the necessity of (behavioral) change in a comprehensible way. In mobility context concerns and fears of users need to be considered. In addition, disadvantages of the current mobility solutions should be communicated transparently. To actively shape the future of mobility in cooperation with potential users, a change of faith among potential users should be initiated, and a process of rethinking initiated.

In addition to the current research the transferability of the investigations of the project *Rethinking Mobility* and its comparison with other concepts is needed. Although cities need to develop individualized approaches, it is necessary to determine to what extent certain aspects are transferable across cities. generally valid protective and risk factors for the acceptance of new mobility concepts can be defined.

REFERENCES

Baltes, G., & Freyth, A. (2017). *Veränderungsintelligenz*. Springer Fachmedien Wiesbaden.
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RELEVANCE

CURRENT RESEARCH

FUTURE RESEARCH

