

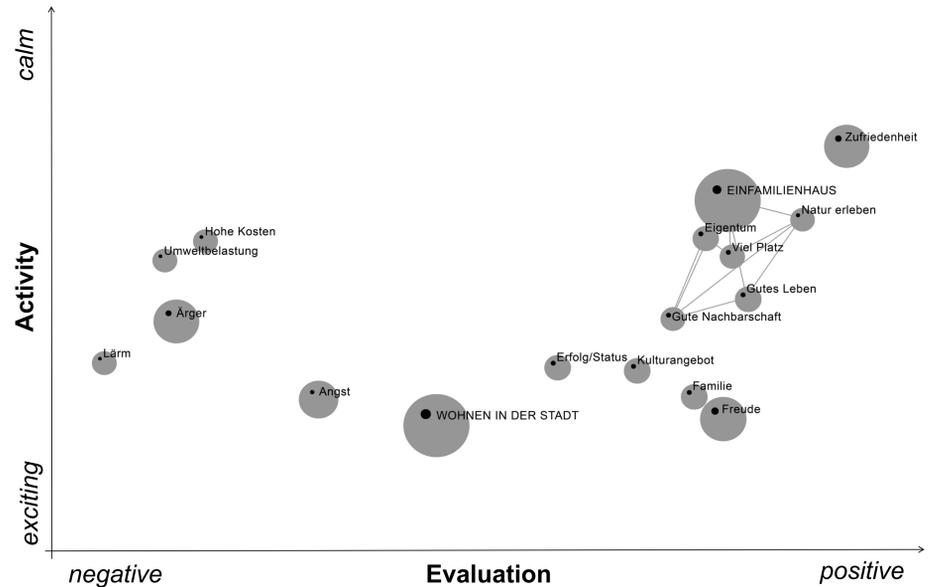
Why do most people in Germany want to live in suburban areas despite the global trend of urbanization?

Housing decision

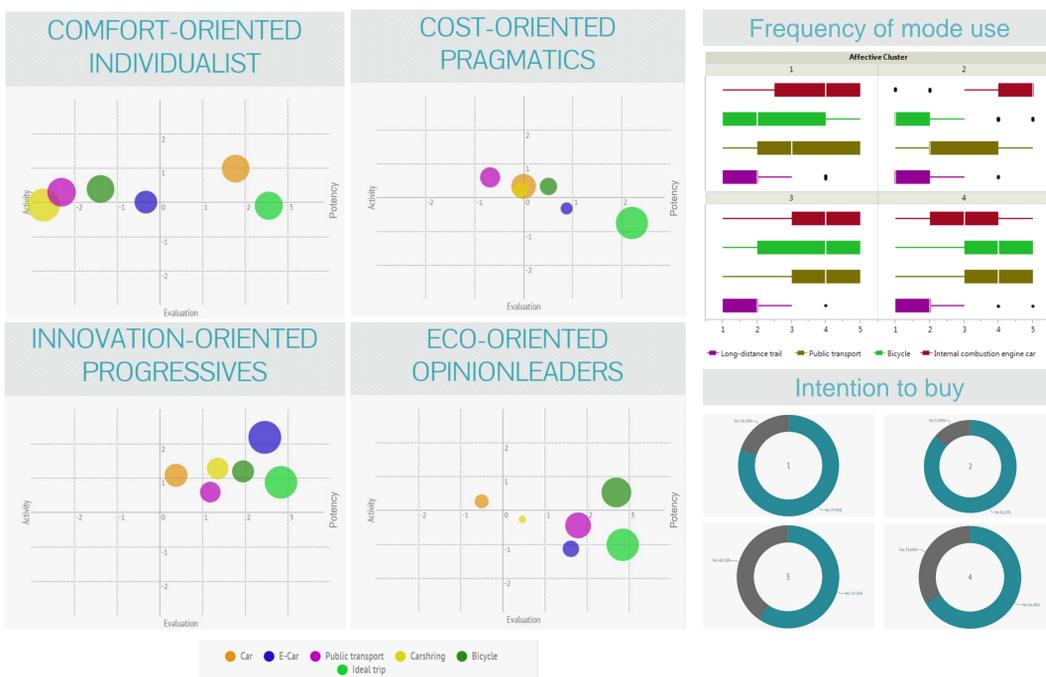
The increase in land consumption in Germany is characterized by continuous high rate - in 2013 of 73 ha per day. It is mainly caused by the construction of new housing projects and transportation infrastructure. For a more sustainable land use-management the German government has set in 2002 the goal to reduce the daily average down to 30 ha per day. However statistics indicate the efforts have not succeeded yet. We argue that besides known

financial causes culturally shared stable affective meanings of suburban and urban living influence individual housing decisions.

In 2010 we conducted a quasi-representative online-survey with N = 1222 respondents in Germany analyzing the beliefs and emotions about housing needs. The results indicate that urban planners and government measurements must accommodate peoples very positive representations of suburban living to meet their goals.



What causes the current marginal market share of electrical vehicles despite various policy measures to increase adoption rates?



Transport mode choices

Electric vehicles (EV) are seen as a promising technology to reduce carbon emission and achieve the transition to a more sustainable transport. However prior research and empirical evidence show that economic incentives alone are unable to lead to a sustained diffusion of EVs.

To understand the motives of transport mode choices and the acceptance EVs among

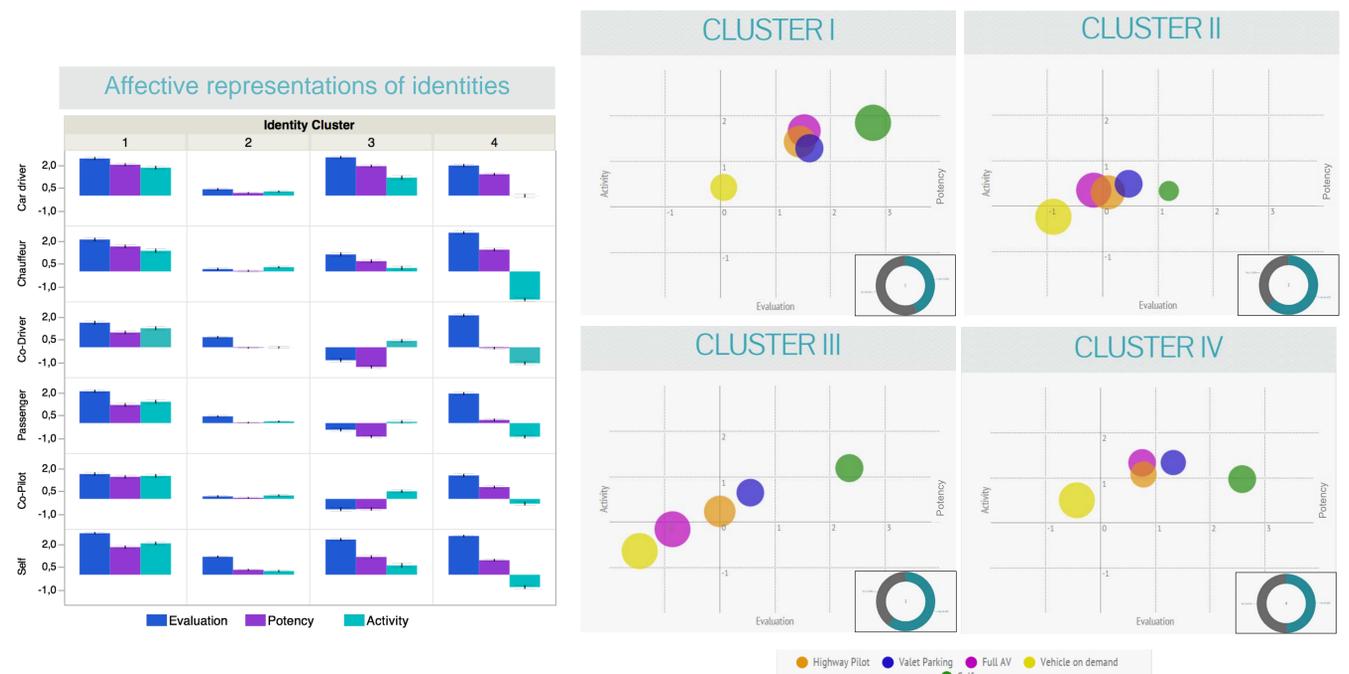
consumer we conducted in 2011 a quasi-representative online-survey in Berlin (N = 675). Based on a newly developed segmentation approach using the affective representations of five transport modes we identified four different traveler groups.

Each segments is characterized by specific attitudinal and behavioral preferences towards existing transport mode options. Moreover, the groups differ significantly in their intention to adopt EVs in the near future.

Why do individuals tend to be skeptical about driverless cars, even though experts consider them to be safer and more economical compared to conventional cars?

The role in the car

The introduction of fully automated vehicles (AVs) suppose to reduce road safety, traffic congestion and gas consumption. However, substituting the manual control of a vehicle by a automatic system also redefines the role of the driver. To understand the impact of the affective representation of driving related identities on the acceptance of autonomous driving we conducted in 2011 a quasi-representative online-survey in Germany. The results of show a significant influence of identities on intention to use AVs.



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