

# Changing Urban Transportation Culture

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# Short Abstract

In two studies we address the issue of increasing traffic and related negative effect on the environment. We combine a qualitative and quantitative research approach to investigate the influence of individual, social and sociodemographic factors on the willingness to participate in peer-to-peer car sharing activities. Our findings suggest that the social identification as urban person, promotes the willingness to share their private car with others. Policy makers worldwide can use this insight for systematic campaigning. By targeting the prototype of an urbanist identity a range of consumer and community based solutions for traffic problems are opening up.

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