

UK trials and media of the e-scooter trials

- Coventry Trials and TlnnGO's participation – [Observatory post](#)
- UK Hub, intersectionality / Gender and Diversity Action Plan - GaDAP
- European/North American context and UK trials analysis
- New possibilities for micro-mobility and inclusion



Rationale for methodological approach Gendered scripts / artefact analysis

- Object vs. artefact
- Cultural significance, reach and duration
- Environmental relevance
- Postcolonial and intersectional approach
- “Practice is always material and social”
- Material object / practices / identity – gendered script
- Methodological issues – COVID, discourse analysis and access to data

Method - COVID, data and discourse analysis

- Data bias (USA/European) and fieldwork issues
- Media representations through discourse analysis and semiotic approaches
- Sample, delimitation and preliminary results
- How are the UK trials comparing to other countries' e-scooter provision
- Research-informed possibilities

What do we know already: Facts and Figures

- Laa & Leth (2020): “[...] 130 individuals answered the question “How do you identify your gender?”. 77% indicated that they are male, 19% female and 4% chose “Would Prefer Not to Say”. Over two thirds are younger than 35 years” (p. 3)
- “[...] the skewness for owners of private e-scooters is even more distinct. Only one (2.9%) of our responding e-scooter owners is female while the remaining 34 are male (97.1%)” (Ibid)
- “[...] the share of female e-scooter users is even lower (20–25%) than the share of total female users of cycling infrastructure (30–40%) in Vienna.” (Ibid)

Facts and Figures

- 53.000 entries (gender, age and ride length among them) given by the e-scooter provider – no actual figures are provided (Jutta et al, 2018)

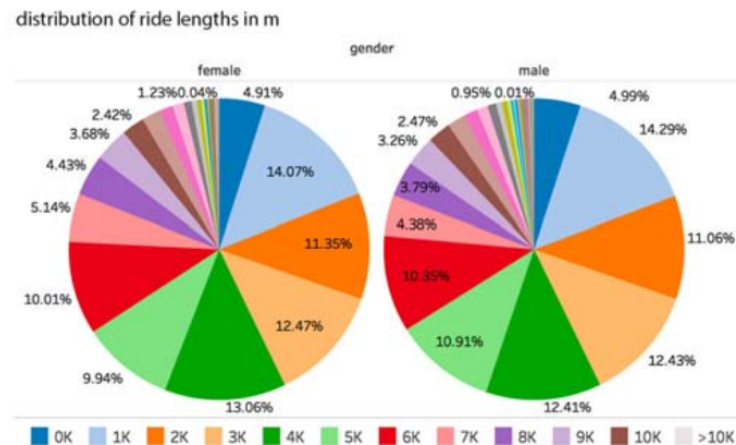


Fig. 4: Ride behavior by gender

However, the distribution of ride lengths in meter per gender displayed in Fig. 4 proves that gender hardly has any influence on usage patterns, which is why we excluded this variable from further considerations.

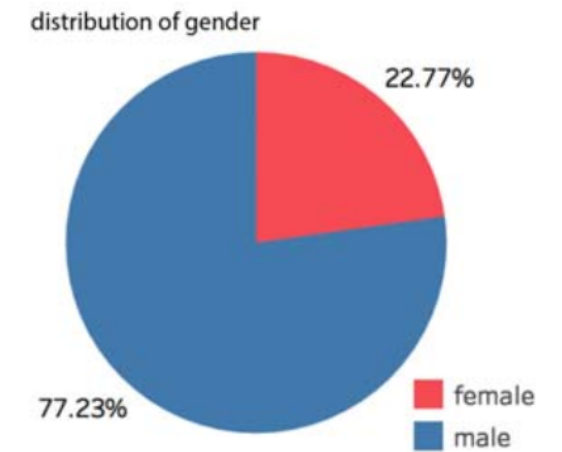
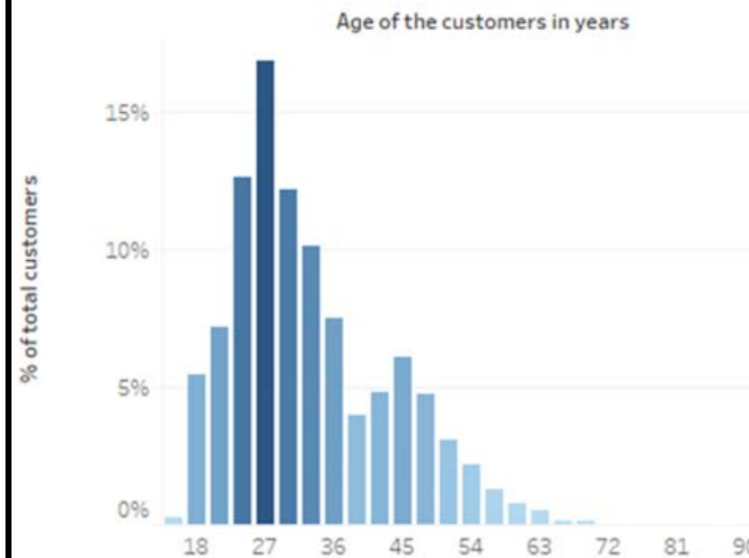


Fig. 3: Gender of the e-scooter sharing customers

Media examples

Illegal e-scooters can be seized if used on roads war police



The e-scooter: road menace or saviour of the commute?

They may be a common sight, but privately owned motorised scooters are still illegal on Britain's roads and pavements. But with rental scheme trials taking place across the country, could they be answer to getting to work in the pandemic?



Slough opens its roads and bus lanes to E-scooters

By Francis Bell
News Reporter



Latest e-scooter turns itself off the second riders leave the road



E-scooters that SHUT DOWN when they mount a pavement get approval for use in Britain



E-scooters, inclusion and artefact analysis

- Micro mobility, infra structure and diversity
- Facts and figures on gender and age
- Gender bias, active modes of transportation - why women are not using e-scooters?
- Methodological issues – covid and discourse analysis

Micro mobility, infra-structure and diversity

- Micro mobility and gender
- Infra-structure: going beyond safety issues and technology
- User experience, identity and gender culture

Gender bias, active modes of transportation - why women are not using e-scooters?

- Relation between cycling, infrastructure and micro-mobility.
- UK historical gap of gender and cycling: multi-purpose trips/cultural norms (risk and aversion)/infrastructural preferences.
- E-scooter as additional (male) users of cycling infrastructure.
- E-scooters can be a push for inclusive and improved infra-structure – or just another mobility option for privileged groups.

References

Laa, Barbara and Leth, Ulrich (2020). Survey of E-scooter users in Vienna: Who they are and how they ride, Journal of Transport Geography, 89. <https://doi.org/10.1016/j.jtrangeo.2020.102874>.

Jutta et al. (2018). Identifying E-Scooter Sharing Customer Segments Using Clustering. IEEE – International Conference on Engineering, Technology and Innovation, 1-8.

<https://www.bloomberg.com/news/articles/2019-12-05/most-electric-scooter-riders-are-men-here-s-why>

<https://www.theguardian.com/uk-news/2020/oct/07/the-e-scooter-road-menace-or-saviour-of-the-commute>

<https://www.theargus.co.uk/news/18802892.illegal-e-scooters-can-seized-used-roads-warn-police/>

<https://www.sloughobserver.co.uk/news/18800932.slough-opens-roads-bus-lanes-e-scooters/>

<https://www.dailymail.co.uk/news/article-8808669/E-scooters-SHUT-mount-pavement-approval-use-Britain.html>

<https://www.thetimes.co.uk/article/latest-e-scooter-turns-itself-off-the-second-riders-leave-the-road-xplw782jf>