



ON OR OFF?

EXPLORING YOUNG DANES' BICYCLE HELMET USE

MASTER'S THESIS

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ABSTRACT

The objective of the thesis was to investigate young Danes' decision making in relation to wearing bicycle helmets. Researching the influencing factors on the segment's decision making is important to explore, as the insights may ultimately lead to improvements of both bicycle safety and socio-economic advantages.

What influences the segment of young Danes in their decision making was explored through a mixed methodology, two-stage analytical process. Initially, the phenomenon was qualitatively explored through focus groups. Following this, the insights gained from the qualitative analysis was quantitatively investigated through an online questionnaire, increasing the validity and testing the generalisability of the findings.

Through the analysis, it was concluded that what characterises and influences young Danes' decision making in relation to wearing bicycle helmets can be explained by four overarching influencing mechanisms; the individual's own attitudes towards the behaviour, the subjective norms, the perceived behavioural control and self-efficacy beliefs. Within each of the overarching mechanisms, several subthemes were identified to influence young Danes' decision making in relation to wearing bicycle helmets. Overall, the thesis contributes with important insights on the dominating influencing factors on young Danes' decision making, both from a practical and theoretical perspective.

Based on the analysis, strategic recommendations for relevant stakeholders was proposed. Concretely, an important insight included the diversity of the segment of young Danes and the factors influencing their decision making.

Suggestions for future research was presented, focusing on geographical and age-group expansion and research on the potential of legislation within the area.

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1 INTRODUCTION

Throughout medical research, it is well established that bicyclists' risk of being seriously injured or killed in traffic decrease significantly, when wearing bicycle helmets (i.e. Sethi et al., 2015). In addition, the Danish Road Safety Council find the use of helmets to negatively correlate with serious head injuries caused by traffic accidents (Køhler, Drejsig, & Christenson, 2015). Thus, when the number of people using bicycle helmets decrease, the number of traffic-related head injuries and accidents increase. From an economic perspective, the state's expenses related to the treatment of injured bicyclists are significant. In 2015, Copenhagen City Council spent more than 100 million DKK on rehabilitation, care and economic support for cyclists, who had been involved in traffic accidents (Damsgaard & Pihl, 2016).

Despite a majority of the public being aware of both the negative economic consequences and safety risks related to not wearing bicycle helmets, far from all bicyclists choose to wear one. According to the Danish Road Safety Council, only 28% of Danish cyclists wear a helmet (Laviolette, 2016). The mechanisms behind this decision making paradox, related to wearing bicycle helmets, will serve as the centre of analysis in the thesis.

In larger Danish cities, bikes are young people's preferred mode of transportation in their everyday life (Laviolette, 2016). However, the ratio of young people wearing bicycle helmets lacks behind the national average. Where 28% of all bicyclists use a bicycle helmet, only 17% of the 18-30-year-olds wear one (Laviolette, 2016). As the group of young adults primarily bike in larger cities with heavy traffic, a higher risk of accidents is present, compared to less trafficked areas (Danmarks Statistik, 2016b; Transport DTU, 2014).

Denmark has the second highest rate of bicyclists in the world (Kenny, 2015), and subsequently, large amounts of resources are deployed to promote the use bikes and bike safety related matters. Multiple NGO's and governmental organisations work specifically with promoting bicycle helmet use, and every year multiple national informational campaigns are launched. These stakeholders hold an inherent need to improve their understanding of the underlying motivational drivers of the segment's decision making, in order to maximise the output of their investments. This emphasises the importance of uncovering the mechanisms, influencing the segment's decision making in relation to bicycle helmet use.

The presented arguments accentuate the need to understand the mechanisms influencing why young Danes choose to wear or not wear bicycle helmets. The investigation of the influencing factors determining the decision making is deemed important to explore, as the insights on how behavioural intents and patterns are created and changed, can ultimately lead to improvements in both bicycle safety and economic advantages.

Traditionally, following the standard economic model of 'homo economicus', human decision making is characterised by rational reflection and access to full information. This perspective suggests that individuals continuously make decisions, based on utility maximising in their own interest. The field of behavioural economics challenge this standpoint, as human decision making is considered influenced by a range of internal and external factors, including heuristics and biases (Cartwright, 2014, Chapter 1). The field of behavioural economics will serve as the theoretical starting point of the thesis, to investigate the behavioural intentions and decision making patterns, related to young Danes' behaviour in regard to wearing bicycle helmets.

Current research related to the use of bicycle helmets in a Danish context is scarce and lacks a specific focus on the segment of young adults. Existing literature within the field tends to focus on children, tweens and adolescence and the behavioural patterns of these segments. Thus, the segment of young Danes is considered highly relevant in terms of contributing with new and relevant insight, to the existing body of literature, related to bicycle helmet wearing.

1.1 Problem Statement

Based on the insights outlined above, the factors influencing young Danes' decision making, in relation to bicycle helmet use, will be explored and the following problem statement will be explored:

*What characterise and influence young Danes' decision making, in relation to wearing
bicycle helmets?*

1.1.1 Sub-Questions

To concretise and answer the problem statement, the following sub-questions, covering distinct aspects of the problem statement, will direct the structure of analysis:

1. Which factors influence the segment's behavioural intention and decision making, in relation to bicycle helmet use?
2. What characterise the identified influencing factors' relation to the behavioural intention and behaviour?

Sub-question 1 is proposed to exploratory identify influencing factors in young Danes' decision making process, in relation to bicycle helmet use.

Sub-question 2 will test the findings of sub-question 1, to quantify and test the generalisability of the exploratory findings. The sub-questions will, thus, collaboratively contribute to a deep and insightful investigation of the problem statement.

1.1.2 Hypotheses

The following hypotheses are proposed to concretise the sub-questions. Testing the hypotheses will serve as the centre of analysis to investigate the overall problem statement and sub-questions. The formulation of the hypotheses is primarily based on insights gained from the theoretical decision making framework, consisting of items from the theory of planned behaviour and the integrative model of behaviour prediction. The decision making frameworks will be thoroughly reviewed and discussed in the forthcoming section 2.2 Decision Making (page 13).

The first four hypotheses relate to sub-question 1, and is proposed to identify and outline potential influencing mechanisms on young Danes' decision making, in relation to wearing bicycle helmets:

- H1.1.* Own attitudes influence the segment's decision making process in relation to wearing bicycle helmet.
- H1.2.* Subjective norms influence the segment's decision making process in relation to wearing bicycle helmet.
- H1.3.* Perceived behavioural control influence the segment's decision making process in relation to wearing bicycle helmet.
- H1.4.* Self-efficacy beliefs influence the segment's decision making process in relation to wearing bicycle helmets.

Sub-question 2 is aimed at quantitatively testing the explorative, qualitative findings from sub-question 1. The following four hypotheses are, thus, formulated with the purpose of testing the relation between the identified influencing factors and the segment's decision making, in relation to bicycle helmet use:

- H2.1.* Young Danes, who hold positive attitudes towards bicycle helmet use, generally hold a positive behavioural intention in relation to wearing bicycle helmets.
- H2.2.* Young Danes, who are highly influenced by subjective norms, generally hold a negative behavioural intention in relation to bicycle helmet use.

- H2.3.* Young Danes, who are highly influenced by the perceived behavioural control, are more likely to hold positive behavioural intentions, in relation to wearing bicycle helmet
- H2.4.* Young Danes, who hold negative self-efficacy beliefs are more likely to hold negative behavioural intentions, in relation to wearing bicycle helmet.

1.2 Limitations

The thesis is limited to investigating young Danes, and the findings are, thus, not necessarily applicable to other segments, both in terms of age and nationality. Furthermore, the research of the thesis is limited to concern larger Danish cities. The limitation and detailed definition of the segment are further elaborated below in section 2.4 Segmentation: Young Danes (page 22).

The thesis is focused on exploring decision making in relation to wearing bicycle helmets. Thus, other types of protective devices used when biking, for instance, the cyclist "air-bag" Hövding (Hövding.com, 2017), are out of the scope in this project.

Despite the thesis being aimed at providing insights for stakeholders to implement in future initiatives, for instance, informational campaigns promoting bicycle helmet use, questions of legislation and concrete recommendations in this regard will be excluded. This limitation is primarily due to this topic being out of the scope of the thesis and the author's lack of knowledge within the field of law and legal conditions. Furthermore, multiple relevant stakeholders, for instance, NGOs, including the Danish Cyclists' Federation (Cyklistforbundet, 2017) and the Danish Road Safety Council are officially opposing formal legislation of bicycle helmets. Senior Campaign Project Manager in the Danish Road Safety Council, Lisbeth Sahl, elaborated this viewpoint in the expert interview (see section 3.3.1 Expert Interview, page 30) and stated that a general increase in bicycle helmet use is apparent, following the Council's informational campaigns. Furthermore, she argues that legislation would lead to a high demand of resources in terms of enforcement, which she believes is unrealistic. Thus, under the current circumstances, relevant NGOs are opposing formal legislation of mandatory bicycle helmet wearing.

1.3 Definitions

In the following section, relevant terms applied in the thesis will be defined, to avoid misunderstandings or misinterpretations.

1.3.1 Young Danes

Young Danes are in the thesis defined as people living in Denmark, between the age of 18-30 years old. The concrete segmentation process of the defined group of young Danes is, as mentioned, elaborated in the forthcoming section 2.4 Segmentation: Young Danes (page 22).

1.3.2 Bike as Primary Mode of Transportation

In this thesis, the segment of young Danes is limited to only include people who use bikes in their everyday life. By using a bike in their everyday life, the segment is interpreted as having bike as their primary mode of transportation.

1.3.3 Relevant Stakeholders

Relevant stakeholders in relation to bicycle helmet wearing include policy makers, NGOs and public agencies working with informational campaigns in relation to bicyclists, for instance, the Danish Road Safety Council and the Danish Cyclists' Federation.

1.4 Structure of the Thesis

Below, Figure 1 illustrates the structure of the thesis:

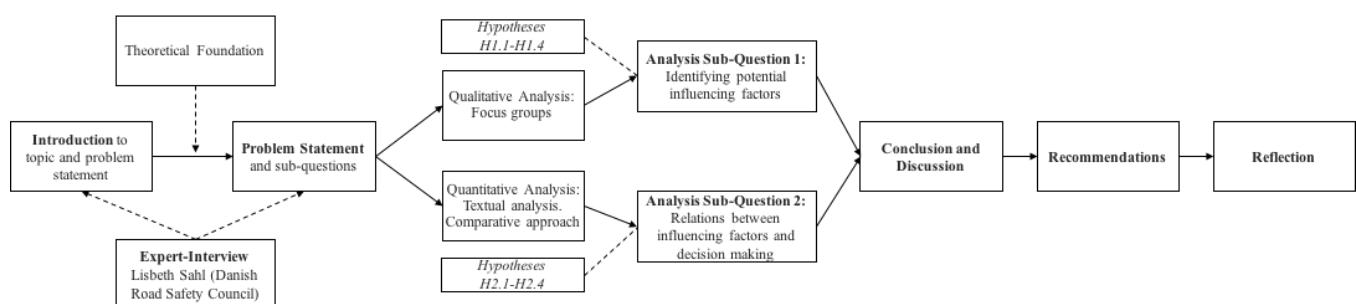


Figure 1: Structure of the Thesis
Full-size model is attached in Appendix A

In the present chapter, 1: Introduction, the field of research and problem formulation has been outlined, together with the choices and limitations applied in the thesis.

In chapter 2: Theoretical Foundation and Literature Review, relevant theories within the overall theoretical frame of behavioural economics, decision making and segmentation will be introduced and discussed. Furthermore, the chapter will include a literature review of relevant research, within the field of bicycle helmet use.

In chapter 3: Methodology, the scientific approach to the field of research in the thesis will be reviewed. This includes reflection upon the development of the mixed methodology research design, which includes expert-interview, focus groups and an online survey.

In chapter 4: Analysis, the findings of the data analysis will be presented. The chapter is divided into two distinct parts, reflecting the distinct sub-questions and the applied methodology. Each part will, thus, provide insights in relation to answering the respective sub-questions and confirming or rejecting the proposed hypotheses.

In chapter 5: Discussion, the findings of the thesis will be discussed in relation to its' theoretical contribution and implications.

Chapter 6: Conclusion, will answer the problem statement, based on the findings in the thesis. Furthermore, strategic recommendations for stakeholders, based on the findings will be presented.

In the final chapter, 7: Reflection, opportunities for further research, emerged through the research, will be presented.

2 THEORETICAL FOUNDATION AND LITERATURE REVIEW

In the following section, relevant theories and research applied in the thesis will be presented. These will constitute the ground of the thesis' forthcoming analysis of young Danes' decision making, in relation to wearing bicycle helmets. Initially, the field of behavioural economics will be discussed, as this establishes the fundamental view of the world and basic assumptions related to human decision making, applied in the thesis. Thus, theory related to behavioural economics will not contribute as an explicit part of the analysis, but rather serve as the basic understanding of the applied pragmatic view on human decision making. Subsequently, relevant decision making frameworks will be discussed. Subsequently, a review of existing literature within the field of bicycle helmet use, focusing on the practical and social-psychological approaches to research, will be conducted. Finally, the segmentation process and definition of the segment young Danes will be elaborated.

2.1 Behavioural Economics

Classical economic models are based on strong assumptions of human nature consisting of features of 'homo economicus', with regards to explaining decision making. According to the notion of homo economicus, or the economic man, human beings are considered to be "*rational, calculating and selfish, [having] unlimited computational capacity, and never make[...] systematic mistakes*" (Cartwright, 2014, Chapter 1, p. 3). Thus, within the normative, economic school of thought, humans are believed to hold abilities which enable them to consistently choose the ideal option in any decision-making situation. From this perspective, humans base their decisions on their utility function, to satisfy themselves and their needs. However, as previously outlined, regarding the decision making process related to bicycle helmet use, it is apparent that humans do not necessarily succeed in always making optimal and rational decisions for themselves.

The field of behavioural economics is based on the idea of integrating classical economic models with cognitive and social psychological models (Cartwright, 2014, Chapter 1). Thus, the notion of behavioural economics challenges the somewhat simplistic standard economic model of decision making. Behavioural economics challenge the normative beliefs by acknowledging a range of influential dynamics, which are not included in classical economic models, that affect the human decision making process.

2.1.1 Dual Processing

Fundamentally, behavioural economics is based on the understanding that the human mind consists of two cognitive systems; systems 1 and 2. Where system 1 is the unconscious, instinct-driven, implicit system, characterised by “*slow learning but fast access*” (Frankish & Evans, 2009, p. 1), system 2 is considered a highly conscious, reflective, explicit system, characterised by “*fast learning but slow access*” (Frankish & Evans, 2009, p. 1).

As the two systems are found to work in fundamentally different ways, humans use the systems differently, dependent on the context (Kahneman, 2011, Chapter 5). The field of behavioural economics’ acknowledgement of the co-existing intuitive and reflective systems, emphasises the movement from traditional economic models towards the socio-cognitive field of behavioural economics.

2.1.2 Heuristics and Biases

The exploration of two cognitive processing systems implies that humans tend to apply different mental strategies when coping with making decisions. Tversky and Kahneman (1974) suggest that humans rely on several heuristic principles in their decision making, reducing the complex tasks of evaluating probabilities and predicting outcomes in different choice situations. Though in general, heuristics are useful in decision making situations, they carry a risk of leading to improper, systematic biases. In the following sections, relevant heuristics and biases will be discussed, to gain a deeper understanding of how humans' decision making is influenced by heuristics and the biases they may lead to.

Tversky & Kahneman (1974) propose three types of heuristic principles which humans employ when “*making judgments under uncertainty*” (p. 1131). Heuristics are essentially judgmental ‘shortcuts’ which are helpful to apply when coping with decision making, however with the risk of biases influencing the choice. The three principles proposed by Tversky & Kahneman (1974) consist of representativeness, availability, and adjustment and anchoring heuristics.

Kahneman & Tversky (1972) define the representativeness heuristic to be apparent, when humans evaluate the probability of the outcome of events based upon whether it is “*similar in essential properties to its parent population; and [whether it] reflects the salient features of the process by which it is generated*” (p. 431). Thus, the representativeness heuristic is probed by the individual's preconceived beliefs about the probabilities of the outcome of events. In other words, the representativeness heuristic is humans' stereotypical conception of probabilities of different outcomes in any given sit-

uation. The strategy of relying on this type of mental shortcut can lead to a variety of biases, influencing the judgment. For instance, insensitivity to the prior probability of outcome or insensitivity to predictability may occur and influence the judgement and ultimately the behavioural action.

The authors find the availability heuristic to occur when humans base their decisions upon how easily information or memories of a certain outcome can be retained. Tversky & Kahneman (1974) describe this heuristic as a procedure where individuals “*assess the frequency of a class or the probability of an event by the ease with which instances or occurrence can be brought to mind*” (p. 1127). Biases related to the availability heuristic include, for instance, bias due to the retrievability of instances, bias due to the effectiveness of a search set and biases of imaginability.

Adjustment and anchoring heuristics occur when individuals base their decision on available indicators. The heuristic can be helpful in certain situations, however, if the indicator which a decision is based on is misleading, it can have serious consequences. Biases related to adjustment and anchoring include insufficient adjustment and anchoring in the assessment of subjective probability distributions (Tversky & Kahneman, 1974).

2.2 Decision Making

The following section will review relevant social cognitive models of decision making, in the present context of exploring young, urban Danes' decision making, in relation to wearing bicycle helmets. As outlined above, in the standard economic model, normative human decision making is based on internal, rational evaluations of the outcome. However, the social cognitive models, which apply a behavioural economic view of the world, take account of both societal and internal influencing factors on behaviour.

In the thesis, two decision making frameworks will interact as the primary theoretical foundation in the forthcoming analysis. Both frameworks build upon similar assumptions, in relation to how behaviour is formed and decisions are made. The two frameworks - the theory of planned behaviour and the integrative model of behaviour prediction – will be reviewed respectively in the following sections.

2.2.1 Theory of Planned Behaviour

The theory of planned behaviour is one of the most frequently applied models in research, related to human behaviour and decision making (Rush, 2014). The theory suggests that behavioural intention, ultimately leading to behavioural action, is mediated by potentially three interrelating influencing

factors; the individual's own attitude towards the behaviour, the subjective norms and the perceived behavioural control (Ajzen, 1991). Following the theory, the more favourable attitudes, subjective norms and perceived behavioural control the individual holds towards the behaviour, the stronger the individual's intention of performing the specific behaviour will be (Ajzen, 1991).

The theory of planned behaviour was originally developed to improve the predictive power of the older theory of reasoned action (Fishbein & Ajzen, 1975). The main component contrasting the two models is the theory of planned behaviour's inclusion of the individual's perceived behavioural control as an influencing factor on behavioural intention and ultimately behaviour.

As the theory of planned behaviour builds upon the theory of reasoned action, the theoretical foundations of the two models are, naturally, similar. The theoretical ground of the theory of reasoned action is based on several theories of attitude formation, for instance, learning and expectancy-value theory, consistency theory and attribution theory (Fishbein & Ajzen, 1975). This provides the theoretical basis for the two influencing factors of individual's own attitude and subjective norms in relation to behavioural intention. The inclusion of the third influencing factor, perceived behavioural control, in the theory of planned behaviour is, however, not based on this theoretical foundation. In contrast, the factor of perceived behavioural control influencing behavioural intention is based upon the socio-cognitive theory of self-efficacy (Bandura, 1977).

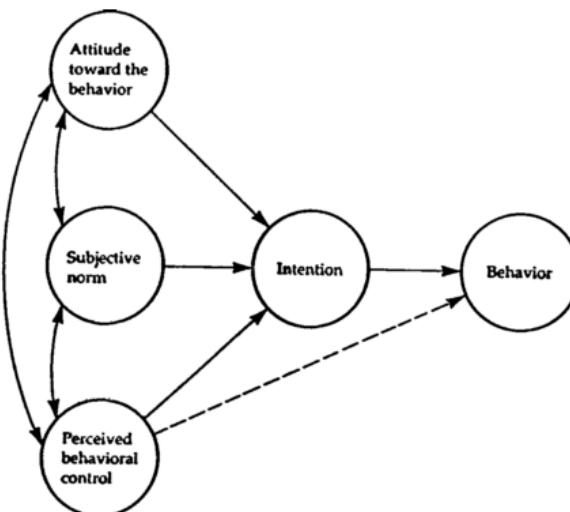


Figure 2: Theory of Planned Behaviour (Ajzen, 1991, p. 182)

As shown in Figure 2, the three influencing factors interrelate. Furthermore, the perceived behavioural control influence the behavioural outcome, both mediated through the behavioural intention and directly. This relationship will be further discussed below, in section 2.2.1.3 Perceived Behavioural Control.

The three influencing factors included in the theory of planned behaviour will in the following subsections be individually discussed.

2.2.1.1 Attitude Toward the Behaviour

The factor of attitude consists of the individual's overall evaluation of the behaviour. In the present theoretical context, the factor of attitude stems from expectancy-value theory. Thus, individuals' attitudes towards behaviours are shaped by their perception and evaluation of what is to be gained by performing the behaviour, and how valuable this is to them (Ajzen, 1991). Hence, the mediator of attitude involves both affective and instrumental components, when individuals evaluate the favourability of their attitude towards the behaviour (Rhodes, Blanchard, & Matheson, 2006).

In relation to the thesis, attitude toward the behaviour will be assessed by exploring the segment's attitude towards bicycle helmet use. Thus, it will be investigated whether the segment holds a generally positive or negative attitude towards the phenomenon, and whether individual differences within the segment is apparent.

2.2.1.2 Subjective Norm

The influencing factor of subjective norm consists of external, for instance, peers' and significant others' attitudes towards the behaviour. An example could be, whether they approve it or not. Subjective norms are characterised by the perceived social pressure, the individual experience to perform or not perform a behaviour (Ajzen, 1991). Thus, this item is formed by two components; both the individual's beliefs related to whether relevant referents think the behaviour should be performed, as well as the motivation to comply with the specific referents.

Who constitute a subject's relevant referents is explainable through reference groups. Arnould, Price & Zinkhan (2005) propose four types of reference groups, which influence behaviour; aspirational, contactual, disclaimant and avoidance groups. The aspirational group is constituted by a group, which the individual feels drawn to, but is not a member of. An example of an aspirational reference group is an individual's idols. The contactual reference group consists of a group, which the individual is drawn to and already a member of, for instance, near friends. The disclaimant reference group consists of a group, which the individual is a member of, but seeks to shy away from. An example of a disclaimant reference group could, for instance, be a group of people the individual shares an attribute with, that he or she is not fond of. The final reference group is characterised by avoidance towards the group, which the person is not a member of and also shy away from (Arnould et al., 2005).

Arnould et al. (2005) find that reference groups can influence behaviour in three different ways; utilitarian, value-expressive and informational. Utilitarian influence is present when individuals fulfil referents' expectations to gain a direct award or to avoid a sanction. The value-expressive influencing factor is triggered, when individuals use referents' norms, values and behaviours as a guide for own attitudes, values and behaviours. Finally, the informational influencing factor functions when individuals use referents as a source of evidence for reality.

In the thesis, the influence of subjective norms will be explored by investigating the segment of young Danes' evaluation of peers' and other significant others' attitudes, and their motivation to comply with these.

2.2.1.3 Perceived Behavioural Control

The influencing factor of perceived behavioural control refers to how easy or difficult a person finds it to perform a certain behaviour. Thus, the "*...more resources and opportunities individuals believe they possess, and the fewer obstacles or impediments they anticipate, the greater should be their perceived control over the behavior.*" (Ajzen, 1991, p. 196).

As mentioned, perceived behavioural control is the only factor influencing behaviour both directly and mediated by behavioural intention. Ajzen (1991) argues that the direct relationship between perceived behavioural control and behaviour can be explained thusly; the chance of the individual performing a behaviour is greater when the individual is confident and believes there is a chance he or she will succeed in performing the action, given the behavioural intention being constant.

Given the topic of the thesis, the influence of perceived behavioural control will be explored by investigating the segments' evaluation of wearing a helmet, in terms of finding it an easy or difficult behaviour to perform.

2.2.2 Integrative Model of Behaviour Prediction

The second part of the theoretical foundation, constituted by decision making frameworks, consists of the higher-level model; the integrative model of behaviour prediction.

In the integrative model of behaviour prediction, Fishbein & Yzer (2003) apply the method of eclectic theorising, by incorporating three distinct theories of decision making; the health belief model, social-cognitive theory and the theory of reasoned action. The framework is considered a, somewhat, higher level model, compared to the theory of planned behaviour, as it incorporates multiple decision making models. The authors argue for the relevance of integrating the particular three models, as "*...there are only a limited number of variables that need to be considered in predicting and understanding*

any given behaviour” (Fishbein & Yzer, 2003, p. 165). Thus, the authors argue, that the integration of the three models provide a sufficient framework for predicting behavioural intentions, ultimately leading to behaviour.

Originally, the integrative model of behaviour prediction was developed for “*...change agents to use to guide their decision making when developing interventions and determining who the priority groups will be, what the objectives should be, and what will make the program most successful*” (Lefebvre, 2013, Chapter 3, p. 87). Thus, compared to the original models, the integrated framework was developed as a focused and specific tool, for instance for researchers or marketers to integrate into their work processes.

The integrative model suggests that whether individuals choose to perform a behaviour depends on three influencing factors. Firstly, the behavioural outcome is dependent on the person’s overall behavioural intention regarding the given behaviour. Secondly, the behavioural outcome is reliant on the individual’s skill-set and ability to execute the behaviour. Third and finally, the behavioural outcome is determined by the influence of the environment, in terms of whether there are any constraints in relation to the behaviour (Lefebvre, 2013, Chapter 3). The integrative model is illustrated below, in Figure 3:

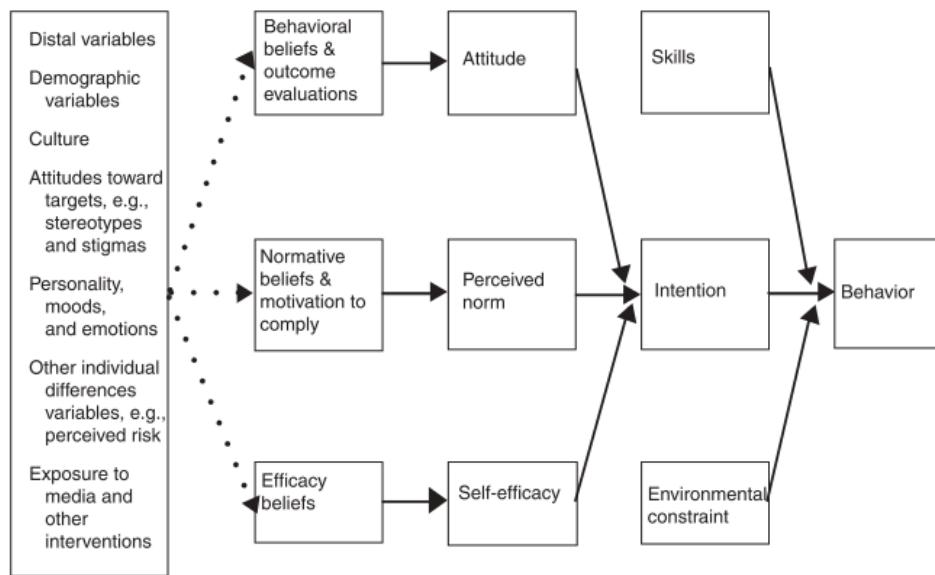


Figure 3: Integrative Model of Behaviour Prediction (Fishbein & Yzer, 2003, p. 167)

Comparing the integrative model of behaviour prediction with the theory of planned behaviour, it is apparent that multiple central items are alike in the models. Specifically, both frameworks emphasise

the processual influence of attitude (behavioural beliefs and outcome evaluations) and subjective/perceived norm (normative beliefs and motivation to comply). The items of the integrated model of behaviour prediction, which do not overlap and, hence, have not yet been discussed, will in the following sections be reviewed.

2.2.2.1 Distal Variables

In contrast to the theory of planned behaviour, the integrative model of behaviour prediction explicitly outlines a range of variables which impact the influencing factors, including variables related to demographics and personality. The dotted lines in the model imply that these "*...types of variables play primarily an indirect role in influencing behavior. These distal variables such as cultural and personality differences should be reflected in the underlying belief structure.*" (Fishbein & Yzer, 2003, p. 168). Thus, despite the explicit illustration in the model, the distal variables are suggested to implicitly influence the factors which directly influence behavioural intention.

In the thesis, distal variables in relation to the segment of young Danes are primarily assessed in terms of demographics and bicycling culture. Additional variables in relation to identifying the segment will be outlined subsequently, in section 2.4 Segmentation: Young Danes (page 22).

2.2.2.2 Self-Efficacy Beliefs

In the integrative model of behaviour prediction, self-efficacy beliefs are included as one of the three factors influencing behavioural intention, together with attitudes and perceived norms. The inclusion of self-efficacy beliefs is a central difference between the integrative model of behaviour prediction and the theory of planned behaviour.

The item of self-efficacy beliefs builds on social cognitive theory. Essentially, the term 'self-efficacy', refers to whether an individual believes he or she can perform a behaviour (Fishbein & Yzer, 2003). In relation to the research in the thesis, the segment's self-efficacy beliefs, are interpreted to relate to the segment's faith in whether they *can* wear a bicycle helmet.

2.2.2.3 Skills and Environmental Constraints

Contrasting the theory of planned behaviour, the integrative model of behaviour prediction includes two additional factors than behavioural intention, which influence the ultimate behavioural outcome. The two factors consist of the individual's skills and abilities to perform the behaviour, as well as the potential environmental constraints related to performing the behaviour (Fishbein & Yzer, 2003). The authors state that: "*...if a person has formed a strong intention to perform a given behavior and has*

the necessary skills and abilities to perform the behavior, and if there are no environmental constraints to prevent the performance of that behavior, there is a high probability that the behavior will be performed” (Fishbein & Yzer, 2003, p. 166).

In this project, skills and environmental constraints related to wearing bicycle helmets can be discussed. No certain skills related to wearing a bicycle helmet are considered of significant importance, in the present case. In terms of environmental constraints related to wearing bicycle helmets, no environmental constraints preventing the behaviour have been identified. Thus, the influence of skills and environmental constraints will not serve as central elements in the forthcoming analysis. Furthermore, this implies that if a strong behavioural intention is identified, a high probability of the behaviour being performed might be present, as no ability or environmental constraints have been identified.

2.3 Literature Review: Bicycle Helmet Research

Research within the field of bicycle helmet use consists of a vast body of literature. The dominating research topics within the field range from highly practical approaches towards approaches focusing on human behaviour and facilitators and barriers for use. The practical approaches consist of, among others, studies of the effectiveness and protective level of helmets, whereas the behavioural approaches tend to focus on topics such as motivation.

Due to the purpose of the present project which is focused on exploring behaviour and underlying mechanisms related to use of bicycle helmets, the need for an outline of the dominating behavioural approaches in research is apparent. However, notable findings within the practical approach will be discussed as well, as these are deemed relevant for developing a fundamental understanding of current research within the field.

2.3.1 Bicycle Helmet Efficacy

Research supporting bicycle helmet efficacy is substantial. A well-renowned and widely cited study (Scopus, 2017a), which establish bicycle helmet efficacy, is a comprehensive meta-analysis by Attewell, Glase, & McFadden (2001), where the authors apply quantification, through meta-analysis of 16 peer-reviewed studies related to bicycle helmet efficacy. Attewell et al. (2001) conclude that the evidence of bicycle helmets preventing serious injuries or death is indisputable. The findings in Thompson, Rivara, & Thompson's (1999) review emphasise the benefits of wearing bicycle helmets further, and conclude that helmets reduce bicycle-related head and facial injuries for bicyclists of all ages and in all types of accidents. Additionally, Sethi et al.'s (2015) observational study of injured

bicyclists conclude that the protective effect of bicycle helmets remains significant. Hence, the body of research, supporting the effectiveness of bicycle helmets ability to protect the face and brain from serious injuries, and even death, is immense.

Despite the, seemingly comprehensive, empirical evidence of the protective benefits of wearing bicycle helmets, certain authors challenge the generally accepted truth, related to the high level of protection, provided by bicycle helmets. For instance, Curnow (2003; 2006) and Elvik (2011) dispute the findings of Attewell et al. (2001) based on a variety of arguments. Respectively, the arguments are based on notions of lack of scientific evidence supporting that ‘normal’ bicycle helmets reduce the risk of serious injury to the brain (Curnow, 2003) and publication bias (Elvik, 2011). Publication bias describes the tendency of only publishing studies, which show statistical significance. Thus, according to Elvik (2011), the findings in Attewell et al.’s (2001) meta-analysis are described as “*inflated estimates of the effects of bicycle helmets*” (Elvik, 2011, p. 1245), as they do not control for this bias.

Curnow (2005) dispute the findings of Thompson et al. (1999), arguing that their conclusions are not based on thorough scientific evidence, and concludes that the review is “*not a reliable guide to the efficacy of helmets and to interventions concerning their use*” (Curnow, 2005, p. 569). However, other authors, for instance Hagel and Pless (2006), dispute Curnow’s argumentation, debating that the author’s argumentation fails because “*...in theory helmets should not protect all mechanisms of brain injury and, therefore, all epidemiological research showing they are beneficial in a variety of circumstances is invalid*” (Hagel & Pless, 2006, p. 277).

Though academic disputes related to the level of efficacy of bicycle helmets exist, the scientific evidence of helmet's protection of brain and facial injuries remains overwhelming. This is also considered to apply, due to the lack of valid scientific argumentation in most research of disputation authors, for instance, Curnow (2005).

The confirmation of bicycle helmet efficacy is considered to emphasise the relevance of the research in the thesis. Thus, due to the protective level of helmets being empirically tested and confirmed, the investigation of young Danes’ decision making in relation to wearing helmets, is again emphasised as important from a socio-economic perspective.

2.3.2 Social-Psychological Models in Applied in Bicycle Helmet Research

The focus within the research applying social-psychological models in relation to bicycle helmet use is, as mentioned, highly focused on exploring and outlining barriers and facilitators of bicycle helmet

use. Throughout the literature, there is a tendency of the theory of planned behaviour and revised versions of this framework dominating research. The following review will outline and discuss relevant studies applying social-psychological models in exploring decision making in relation to bicycle helmet use, including, but not limited to, applying the theory of planned behaviour.

Lajunen & Räsänen (2004) investigate the usefulness of applying social-psychological models in research of behavioural intention in relation to bicycle helmets. Thus, the authors test the predictability power of both the theory of planned behaviour, the health belief model and the locus of control theory. The study researches Finnish high-school students and used questionnaires and statistical techniques to investigate the topic (Lajunen & Räsänen, 2004). Out of the three models, the authors conclude that the theory of planned behaviour and locus of control fit the collected data best, whereas the health belief model was found to not contribute significantly to the research process. Within the theory of planned behaviour, the authors find "*...the subjective norm was the strongest and the (...) attitude was the second strongest predictor of the intention to use a bicycle helmet*" (Lajunen & Räsänen, 2004, p. 121). Thus, the findings in Lajunen and Räsänen (2004) emphasise the relevance of applying the theory of planned behaviour in research, as is the case in the thesis.

Quine, Rutter and Arnold's (2001) study of effective methods of designing and evaluating theory-based interventions, in relation to encouraging helmet use among children (age 11-14 years), additionally emphasise the relevance of applying the theory of planned behaviour. The findings of the study suggest that social cognitive theories, such as the theory of planned behaviour, provide a relevant theoretical ground in order to "*...design of effective interventions to change health behaviours*" (Quine et al., 2001, p. 327).

O'Callaghan and Nausbaum's (2006) research of determinants of bicycle helmet use among Australian adolescents (11-17 years old) provides a final example of an application of the theory of planned behaviour in bicycle helmet literature. However, the authors apply a revised version of the theory, as they suggest the research: "*...extends previous research by examining beliefs underlying the different types of norms, as well as beliefs underlying the two components of perceived behavioral control (PBC).*" (O'Callaghan & Nausbaum, 2006, p. 426). Based on the revised version of the theory of planned behaviour, O'Callaghan and Nausbaum (2006) find that "*Social norms, perceptions of control, and past behavior significantly predicted intentions to use helmets...*" (p. 425).

In their study of young American adults' (18-21 years old) attitudes and behaviour in relation to bicycle helmet use, Ross, Ross, Rahman and Cataldo (2010) develop a scale measuring attitudes, based

on the health belief model, containing a total of 57 items. The authors conclude that the: “...utility of the HBM to predicted bicycle helmet was supported” (Ross et al., 2010, p. 29). Thus, contrasting the findings of Lajunen and Räsänen (2004) outlined above, Ross et al. (2010) emphasise the relevance of applying the health belief model in bicycle helmet research.

Based on the literature review of selected research studies within the field of bicycle helmet use, it is apparent that a range of social-psychological models is applied in research, and there is some dispute between authors in relation to determining the framework with the strongest predictability power. This matter, as well as the applied theoretical frameworks in the thesis, will be further discussed in the forthcoming section 2.5 Limitations of Theory (page 25). Furthermore, the literature review illustrates that there is a dominating tendency in research to focus on younger age groups. This again emphasise the relevance of the investigated segment in the thesis.

2.4 Segmentation: Young Danes

As previously outlined, the segment of interest in the thesis consists of young Danes, due to this group's extensive potential, both in terms of increasing bicycle helmet usage, and in terms of the gap in the current literature. The following section will outline the thorough segmentation process applied in the thesis, evaluating the relevance of this particular group.

The segment of young Danes is in the thesis defined based on a range of segmentation bases, including the socio-cultural stage of family life cycle, use-related, geographic and demographic variables. As several segmentation bases are combined in the process of defining the segment, the segmentation process applies a hybrid segmentation model (Schiffman, Kanuk, & Hansen, 2008, Chapter 3). The specific definition of the segment is illustrated below in Table 1:

Segmentation Base	Variables	Young Danes
<i>Geographic</i>	Country/region	Denmark/larger cities
<i>Demographic</i>	Age	18-30 years old (approximately)
<i>Use-related</i>	Usage rate	Bikes as primary mode of transportation in everyday life
<i>Socio-cultural</i>	Stage of Family Life Cycle (FLC)	Bachelor stage (young, single people, not living at home) and newly married couples (young, no children) *

Table 1: Hybrid Segmentation Model

* Categories defined by Wells & Gubar (1966)

The thesis is limited to a Danish context, emphasising the relevance of the geographic segmentation base of the country. More specifically, the thesis is limited in terms of region, to include larger cities in Denmark, due to the concentration of bicyclists being higher in these areas, compared to smaller cities (Transport DTU, 2014).

The demographic variable of age is relevant to apply to concretise the segment of young Danes. Furthermore, the 18-30 year-olds bikes more, than any other age-group (Transport DTU, 2014). Finally, as mentioned, the Danish Road Safety Council identifies this age-group as having the lowest ratio of bicycle helmet users (17%), compared to the national average (28%) (Laviolette, 2016).

The use-related variable of usage rate is relevant to include, as it is considered highly important to specifically target the part of the segment, who are relevant, in terms of transportation habits. Hence, it would be irrelevant to include Danes in the specified age-group and stage of FLC, if they do not use their bikes regularly.

Finally, the socio-cultural segmentation base is applied, in terms of stage of family life cycle (FLC). The two proposed categories within the variable stem from Wells and Gubar's (1966) defined categories of the stages of FLC. The bachelor stage and newly married couple-category are considered to live somewhat comparable lifestyles. For instance, neither of the groups have children, which imply a lifestyle without any care-taking responsibilities, as for example, young parents have (Wells & Gubar, 1966). The similarity in lifestyles implies that the two distinct groups hold similar decision making criteria, in terms of wearing bicycle helmets.

The relevance of the segment in relation to the topic of the thesis will, in the following section, be reviewed based on Schiffman et al.'s (2008) five criteria for effective segmentation. The five criteria suggest that a segment needs to be *identifiable*, *sufficient in size*, *stable* (or growing), *accessible* and *responsive* in order to constitute an appropriate target segment.

Each applied segmentation variable is considered highly relevant in terms of defining the target segment of young Danes. However, it is challenging to *identify* and quantify the exact segment in practice, due to limitations of available data. Nevertheless, the geographic, demographic and use-related segmentation variables are relatively simple to determine through statistics (Schiffman et al., 2008). Thus, despite the stage of family life cycle being considered highly relevant, it is difficult to incorporate this, in the exact, statistical identification of the segment.

Whether the segment is *sufficient in size* has been calculated based on quantitative data, extracted from Statistics Denmark (Danmarks Statistik, 2017) combined with data extracted from the National Transport Survey (Transport DTU, 2016). However, no available statistics include information about the populations' stage of FLC, which may implicate the statistical figures. Keeping this constraint in mind, the segment of young Danes, who use bike as their primary mode of transportation is found sufficient in size, and identified as more than one hundred and thirty thousand people, or 34%, of the 18-30-year-olds in the seven largest Danish cities within the segment (Appendix B).

As it has been established that the segment is sufficient in size, the subsequent criterion for effective segmentation is in terms of whether the segment is *stable* (or growing) in size. According to the National Transport Survey, the number of young people, and people who live in larger cities and use bike as their primary mode of transportation is continuously increasing (Transport DTU, 2014). Based on this, the segment of young Danes is considered to fulfil this criterion.

The criterion related to the *accessibility* of the segment is more challenging to determine, prior to conducting analysis. However, as the target segment consists of young people, it can be assumed that they are relatively accessible through a variety of communicational channels. For instance, approximately 94% of Danes aged 16-34 years, are daily active users on at least one social media page (Danmarks Statistik, 2016a). The high ratio of the age-groups' presence on social media implies an effective channel for communicative initiatives.

The final and determining part effective segmentation is, whether the segment will be *responsive* to the communicated message. As in the case of determining the accessibility of the segment, the level of responsiveness is difficult to determine, prior to conducting analysis or pre-test of communicative

efforts. However, as emphasised above, the segment of young Danes is identified as fulfilling the remaining criteria of effective segmentation. Based on this, it can be assumed that the segment will most likely be responsive to communicative efforts, which incorporate the presented insights related to the segment of young Danes.

2.5 Limitations of Theory

The theoretical framework of the thesis has its basis in two decision making frameworks, a review of relevant literature and a thorough definition of the target group through segmentation. The choices imply certain limitations and necessary points of reflection. The following section will discuss the limitations of each part of the theoretical foundation.

The inclusion of the theory of planned behaviour and the integrative model of behaviour prediction imply, that additional models relevant to apply when exploring decision making, have been excluded. In the literature review, the health belief model (Rosenstock, 1974) for instance re-occurred as a social psychological model applied in recognised research (i.e. Lajunen & Räsänen, 2004; Ross et al., 2010). The two frameworks, applied in the thesis, are characterised by their relatively broad inclusion of distinct items influencing the behavioural intention and final behaviour. As the integrated framework is based on, among others, the health belief model, relevant items from this framework is implicitly included in the theoretical foundation of the thesis. However, certain authors, for instance, Armitage & Conner (2001) criticise the theory of planned behaviour for its simplicity. In the present project, the challenges of the simplicity of the theory of planned behaviour are acknowledged. However, by applying both the theory of planned behaviour and the integrative framework, the potential challenges of simplicity are nullified. The incorporation of both frameworks contributes to a deep understanding of the phenomenon, as well as employing eclectic theorising by incorporating other relevant theories. Thus, despite other relevant theories not being explicitly included in the theoretical foundation of decision making, important parts of other frameworks are included via the integrative framework.

The literature review is conducted based on a range of articles, published in academic peer-reviewed journals. Furthermore, all studies included in the review are some of the most cited within the body of research of bicycle helmets (Scopus, 2017b). However, due to the limited scope of the thesis, the possibility that every relevant research article is included in the literature review is uncertain. To ensure an exhaustive review of the relevant literature in the field of bicycle helmets research, the method of database search was applied (Jalali & Wohlin, 2012). The database search was carried out in the extensive academic, bibliographical database Scopus, and relevant articles were reviewed, with

their level of citations in mind. Despite the extensive review of relevant articles within the field, the mentioned limitations should be kept in mind.

The definition of young Danes was carried out through a traditional segmentation process, applying a hybrid segmentation model. The segmentation practice is by some authors highly criticised, based on arguments related to lack of empirical evidence that market segmentation as the most effective way to reach a group. An example of this criticism is Kennedy and Ehrenberg's (2001) study, which concludes that, despite a high variety in targeted segments, brands are highly similar in terms of actual user groups. The study is carried out across 42 different industries in the United Kingdom, and the significant conclusion can, thus, be characterised as thoroughly empirically tested. The findings challenge the practice of segmentation. In the present thesis, segmentation is applied to define and identify the group of young Danes, which is crucial for the forthcoming analysis. Despite Kennedy and Ehrenberg's (2001) findings, segmentation is, thus, considered highly relevant to apply, in order to concretise the topic of the thesis further. Furthermore, the practice of market segmentation is still considered relevant in other contexts related to identifying target groups.

3 METHODOLOGY

The following chapter will introduce the methodology applied in the thesis' empirical data collection. In order to answer the problem statement, as well as the proposed sub-questions and hypotheses, a mixed methodology has been applied.

In the initial phase of research, an exploratory study consisting of an expert interview was conducted. The expert interview with Lisbeth Sahl, Senior Campaign Project Manager at the Danish Road Safety Council, provided valuable insight in relation to limiting the topic and formulating the problem statement of the thesis. Subsequently, based on the findings in the expert interview, the theoretical study and the literature review, two focus groups were conducted. The two qualitative methods of data collection, together with the theoretical study, provided ground for the descriptive, quantitative analysis.

The empirical part of the quantitative research in the thesis was based on an online questionnaire. As the purpose of the thesis implies, the collected data should enable exploration and quantification of the influencing factors' on the segment's decision making in relation to wearing bicycle helmets. Furthermore, the quantitative data allows for exploring correlations between variables and trend-spotting within the population, crucial for confirming or rejecting the hypotheses and answering the sub-questions.

Practically, due to the target segment of the thesis consisting of Danes, all data was collected in Danish. Thus, all quotations from the data-collection have been translated from Danish to English by the author. Transcriptions in Danish from the data collection are attached in appendices, which will be specified in the respective forthcoming sections.

3.1 Research Philosophy

The overall purpose of outlining the research philosophy of the thesis is to obtain knowledge about the underlying assumptions related to science and knowledge applied in the research. Within research philosophy, several paradigms exist, grounded in distinct scientific research areas (Egholm, 2014, Chapter 1). The different paradigms represent a range of approaches to understanding the world that impacts which approaches are appropriate to undertake in research. Fundamentally, different types of assumptions are used to distinguish research philosophy paradigms, including the ontological and epistemological stances (Saunders, Lewis, & Thornhill, 2016, Chapter 4). Furthermore, paradigms

apply different research approaches; either induction, deduction or abduction. The thesis has its philosophical research ground in the pragmatism paradigm. Below, the research assumptions and approach, as well as the paradigm's relevance in relation to the thesis, will be discussed.

Pragmatism stems back to the early 1900s to the American philosophers Peirce, James and Mead, who focused on practice and action as key elements of research science (Egholm, 2014, Chapter 9). Based on their works, pragmatism has developed to predominantly focusing on uncovering why concrete situations occur the way they do. Thus, the overall interest of the paradigm is to investigate how previous actions and experience is utilised, how it influences and which consequences this might lead to in the future (Egholm, 2014, Chapter 9). Pragmatism does not reflect upon theories, hypotheses and research findings in an abstract form, but rather in terms of how they are utilised as instruments in action, in terms of their practical effects in specific contexts (Saunders et al., 2016, Chapter 4). Despite the longstanding history of pragmatism, the paradigm is continuously applied in business research (Saunders et al., 2016, Chapter 4). In the thesis, the practical and context-dependent approach to research is deemed relevant to apply, given the purpose of investigating decision making and behaviour in a specific situation.

At a general level, ontology refers to the assumptions about the nature of reality a research paradigm hold. Thus, the ontological stance shapes the way in which research is carried out and how research objects are studied (Saunders et al., 2016, Chapter 4). Within the research philosophy of pragmatism, ontology cannot be characterised as either realistic or constructivist, as is the case in most research paradigms, for instance in positivism and social constructivism. Rather, in pragmatism, phenomena are investigated and understood processual, depending on the context (Egholm, 2014, Chapter 9). This is also apparent in the thesis, where the formulation of the problem statement was influenced by both prior knowledge, as well as input from the explorative expert interview with Senior Campaign Project Manager at the Danish Road Safety Council, Lisbeth Sahl. The ontology of pragmatism has, thus, influenced the research process in the thesis. The phenomenon of young Danes decision making in relation to wearing bicycle helmets will in the thesis be investigated processual, focussing on both past actions and future intentions.

The epistemological stance of research constitutes the assumptions about what valid knowledge in a given research paradigm is (Saunders et al., 2016, Chapter 4). Within pragmatism, knowledge is fo-

cused on ideographically understanding phenomena, by focusing on context specific problems, practices and relevance (Saunders et al., 2016, Chapter 4). In the thesis, knowledge is gained by applying multiple methods relevant given the purpose and specific context of the research statement.

The applied research approach in the thesis is considered abductive. When applying an abductive approach to research, data collection is “*...used to explore a phenomenon, identify themes and patterns, locate these in a conceptual framework and test this through subsequent data collection*” (Saunders et al., 2016, Chapter 4, p. 145). In the thesis, following the abductive approach to research, the explorative, qualitative research provides ground for the quantitative research design and analysis, which emphasise the abductive research approach.

3.2 Research Design

In the thesis, several qualitative and quantitative methods will be applied in order to explore the young Danes’ decision making and to understand the situations, in which the phenomenon occur. The combination of quantitative and qualitative data collection strategies is deemed relevant to include, as these complements each other in a positive way and provides valuable insight in order to answer the problem formulation. Thus, the in-depth knowledge gained by the qualitative research serve as inspiration for the design of the quantitative research and analysis.

An additional benefit of applying the mixed methodology is the qualitative research's facilitation of interpretation of the correlation between the investigated variables in the quantitative analysis. The application of the sequential mixed methodology is, as mentioned, well in line with the overall abductive research approach (Saunders et al., 2016, Chapter 4), reaching methodological triangulation, which ought to enhance quality and validity of research (King & Horrocks, 2010).

3.3 Qualitative Methodology

Qualitative methodology is characterised as explorative in nature and is applied when the object of research is to explore meaning and to gain an understanding of phenomena. Thus, phenomena are not sought quantified, as qualitative research traditionally examine *why* and *how* they occur, rather than focusing on quantifiable factors (Saunders et al., 2016, Chapter 10).

Qualitative methodology involves a wide variety of research methods. In the following sections, the two methods applied in the thesis, expert interview and focus groups, will be outlined and discussed. Subsequently, the method of data analysis will be reviewed.

3.3.1 Expert Interview

In the initial phase of research and formulation of the final problem statement, an expert interview with Senior Campaign Project Manager at the Danish Road Safety Council, Lisbeth Sahl, was conducted. The interview was conducted to attain essential understanding, from an expert's perspective, of young people's use of bicycle helmets. The technique enabled a concrete and focused starting point, and served as important input for the project, as Lisbeth Sahl provided insights related to the challenges the Council face in relation to the segment of young Danes.

The interview was conducted at an early stage in the project, which justified the use of the unstructured interview technique that characterises the expert interview. Thus, the predefined interview guide was formulated in terms of inspirational themes, which directed the course of the interview (Appendix C). The concrete questions in the interview, thus, occurred as a natural product of the progression of the conversation. This approach to interviews is considered appropriate in the context of exploring the phenomenon from an expert's perspective.

The loose structure of the interview was inspired by Kvæle & Brinkmann's (2009) definition of an expert interview. The authors emphasise that in an expert interview situation, it is crucial that the interviewer assesses essential information related to the experts' field of work, prior to the conducting the interview to avoid unnecessary practical questions and appearing unprepared.

Kvæle & Brinkmann (2009) emphasise that, in expert interview situations, the risk of the expert pushing an agenda is present. For instance, this appears if the expert attempts to promote points which may enhance a positive picture of their organisation. This challenge is important for researchers to acknowledge and keep in mind during the interview situation. The potential bias when conducting expert interviews should, thus, be addressed, for instance by challenging the expert in question, to ensure a certain degree of legitimacy of the interviewer (Kvæle & Brinkmann, 2009). In the present case, the potential bias was kept in mind, but not detected while conducting the interview with the expert from the Danish Road Safety Council.

3.3.2 Focus Groups

The qualitative interview technique of focus groups is characterised by its ability to enable exploration of how people make sense of and perceive a phenomenon in a group setting (Bryman & Bell, 2011, Chapter 19). Insights generated from this interview type, thus, contribute with valuable input related to group dynamics and social interaction through group discussions. Furthermore, the social interactions enable understanding of potential joint construction of meanings in a group setting

(Bryman & Bell, 2011, Chapter 19). In the present case, where the focus groups were conducted to explore young Danes' decision making and provide input to the forthcoming quantitative survey's design, the explorative nature of the focus group is deemed highly relevant to apply.

Two focus groups were conducted, consisting of respectively eight and five respondents. The number of conducted focus groups was determined by both limited time and resources, and the context in which the focus groups should contribute. As the objective of the focus groups was to explore the phenomenon of young Danes' decision making in relation to bicycle helmet use and to contribute to developing the quantitative research design, two focus groups were considered appropriate. Furthermore, Bryman & Bell (2011, Chapter 19) emphasise the challenge of increasing the number of focus groups might influence the complexity of data, which is potentially overwhelming. Thus, the relatively low number of focus groups in the present research is considered sufficient for the purpose and context of the forthcoming analysis.

Participants for the focus groups were recruited within the researcher's extended network and consisted of people of mixed genders as well as users and non-users of bicycle helmets, within the thesis' target segment. The variance in relation to participants' use and non-use of bicycle helmets affected the interaction in both focus groups, leading to strong arguments and elaboration of viewpoints. This interaction allowed for observations of dominant shared mindsets in the two groups, contributing with insights concerning respondents' decision making in relation to wearing bicycle helmets.

According to Morgan & Scannell (1998), the typical number of participants of a focus group is six to ten people. Specifically, they suggest that larger groups are appropriate, when the topic of discussion is relatively simple and uncontroversial, as is considered the case in the thesis. Despite planning to conduct two relatively large focus groups, the second focus group with only five participants suffered from two last-minute cancellations. Bryman & Bell (2011, Chapter 19) emphasise last-minute cancellations and absence of participants as a typical challenge, which is difficult to control in focus group situations. The relatively low number of participants is, however, not considered critical in relation to the outcome of the interviews, as discussions in both cases had a consistent and natural flow and covered all relevant themes.

Following Bryman & Bell's (2011, Chapter 19) suggestion, pre-existing personal connections between participants in each focus group was considered and sought to be avoided. Despite this, several participants appeared to be acquainted with one another upon arrival. The potential bias of composing focus groups where respondents have pre-existing personal connections is the risk of participants

relying on pre-existing assumptions and roles in a group setting. However, in the conducted focus groups, the potential bias was kept in mind, and no signs of unsuitable group dynamics became apparent.

Prior to the interviews' start, participants were encouraged to interact with one another, in order to foster a psychodynamic group setting (Gordon, 1999). Practically, the focus groups followed a semi-structured technique, based on a natural progressive, thematic interview guide (Appendix D), allowing a certain degree of flexibility in the interviews (Bryman & Bell, 2011, Chapter 19).

3.3.3 Interview Guide

As mentioned, the interview guide applied in the expert interview (Appendix C) was developed at an early stage of research and, thus, served as a brief guide for the themes to be covered during the interview.

The interview guide for the focus groups (Appendix D) was compiled primarily based on the theoretical framework of the thesis. The progression of the focus groups was, thus, primarily based on the assumptions in the field of behavioural economics, the theory of planned behaviour and the integrative model of behaviour prediction. This approach enabled exploration of the respondents' attitudes, perceived norms, perceived behavioural control and self-efficacy beliefs, in relation to behavioural intentions, related to bicycle helmet use.

The interview guide was used indicatively, due to the semi-structured nature of the interview methodology. The indicative use of the interview guide fostered conversations and discussions in the focus groups to progress naturally, covering relevant and meaningful themes in the specific context. The role of the moderator was guiding but not too intrusive, allowing for extraction of participants' views and perspectives.

3.3.4 Data Analysis

As previously outlined, the overall purpose of the qualitative data collection was to explore the phenomenon of young Danes' decision making related to wearing bicycle helmets. When purpose of analysis is focused exploring views and opinions, rather than spoken words (i.e. as in the case in discourse analysis), partial transcription is recommended, as it is less time-consuming than full transcription, as well as sufficient for identifying patterns and themes (King & Horrocks, 2010). In this case, the two interview methods were analysed by applying different methods of data analysis.

The expert interview with Lisbeth Sahl was summarised according to the main themes (Appendix E). The textual outcome of the expert interview served as an important insight in relation to limiting the

topic of the thesis and formulating the problem statement. Thus, the data analysis of the expert interview occurred at an explorative level at an initial stage of research.

Despite partial transcription being suggested by King and Horrocks (2010), the focus groups were fully transcribed (Appendix F) to ensure all relevant themes and patterns were detected.

King and Horrocks' (2010) thematic analysis provides a useful three-stage framework for identifying overarching themes in qualitative datasets. The three phases consist of descriptive coding, interpretive coding and overarching themes. The framework is relevant to apply in the thesis, as the overarching and sub-themes, identified through the method, provide valuable input for the research design of the quantitative analysis.

In the first stage, descriptive coding, the transcripts were read, brief notes were taken and relevant passages were highlighted. Based on the highlighted sections, initial descriptive codes were formulated, to implement in the second stage of the coding.

In the following stage, interpretive coding, the descriptive codes were synthesised to explore latent meanings and achieve high-level abstraction of the initial coding. The organising was conducted by clustering similar descriptive codes. Synthesising occurred by interpreting the meaning of the distinct clusters. Each theme was abstracted to include various sub-themes. Subsequently, the themes, sub-themes and the interrelated relationships were mapped into a diagram, inspired by Christensen and Olson's (2002) notion of Mental Model Mapping. At the initial stage of the mapping, all sub-themes and relationships were included (Appendix G).

In the third and final stage, overarching themes, the clusters identified in the previous stage, were abstracted into higher-level themes. The initial mapping of the themes and sub-themes simplified the process of identifying overarching themes and outline relevant patterns and relationships between these and the sub-themes. The analysis resulted in four overarching themes, highly related to the constructs of the theoretical framework. The themes, sub-themes and relationships will be further elaborated in the forthcoming analysis section.

3.3.5 Limitations: Validity and Reliability

Based on the qualitative nature of the two applied interview techniques, it is recognised that the findings cannot and should not be generalised to a wider population (King & Horrocks, 2010). These challenges relate to validity and generalisability of the findings (Saunders et al., 2016, Chapter 5). However, the deep exploration of respondents' views on the phenomenon, gained from the qualitative

methods, is considered highly insightful and as valuable for the forthcoming quantitative data collection.

Another issue, related to qualitative methodology, is the challenge of limited reliability. Reliability relates to the opportunities of replication and consistency of research (Saunders et al., 2016, Chapter 5). As the focus groups reflect the ‘reality’ in the specific context they were conducted, replication and consistency can be questioned. However, by outlining the research process in detail, and working towards transparency of how the qualitative data was collected, the reliability issues have been attempted accommodated (Saunders et al., 2016, Chapter 10).

Prior to conducting the focus groups, in-depth interviews were considered included in the qualitative research design. In-depth interviews are characterised by the ability to obtain elaborate answers from respondents, which enable deep understanding of phenomena (Andersen, 2013). However, given the relatively uncontroversial topic of the thesis, the focus groups were found sufficient for understanding the phenomenon in depth. This was further emphasised by the findings of the two focus groups occurring to be similar, as the discussions revolved around highly similar themes.

3.4 Quantitative Methodology

When the objective of research relates to identifying, measuring and classifying phenomena, as in the present thesis, quantitative methodology is appropriate to apply, as quantitative data focus on deriving meaning from numerical data (Bryman & Bell, 2011, Chapter 6).

In the thesis, the quantitative dataset consists of data collected using an online questionnaire. The survey is developed to explore and validate the identified themes, based upon the theoretical review and qualitative data collection. The following sections will outline each part of the quantitative methodology applied in the thesis.

3.4.1 Data Collection

The quantitative data for the analysis was collected through an online questionnaire, developed in the professional, online survey system SurveyXact. 260 respondents completed the questionnaire correctly, whereof 170 were within the population which, thus, constituted the sample.

The main purpose of the survey was to investigate and quantify the relationships and influencing factors of behavioural intentions, in order to analyse what characterise and influence young Danes’ decision making in relation to wearing bicycle helmets. Online surveys are a highly effective and

efficient method for collecting a significant dataset, which was fundamental to ensure validity of the findings.

As mentioned, the sample of the survey, which included respondents within the population who filled out the survey correctly and without any missing answers, consisted of a total of 170 people. The sample size of 170 is considered sufficient for the purpose of the data analysis in the thesis. In academia, it is generally accepted that, the larger the sample size, the more likely the precision of the sample increase (Bryman & Bell, 2011, Chapter 7). Thus, as sample size increases, sampling error decreases. Discussion of the sample representativeness will be further elaborated below, in section 3.4.4 Control of Collected Data (page 39).

The survey was publically distributed via various social networking websites, such as Facebook, and e-mail. This ensured that anyone, even if they are not active users on various social networking sites, had the possibility of being exposed to the survey. In situations where the population are equally likely to be included in the sample, it is characterised as simple random sampling (Bryman & Bell, 2011, Chapter 7). Thus, by applying simple random sampling, the representation of the population within the sample should be unbiased.

However, it should be acknowledged that the sampling may have been influenced by the distribution form, impacted by the researcher utilising her personal network. Thus, the sampling method can be considered as holding certain characteristics of non-probability convenience sampling. A convenience sample is defined as a “*... sample that is simply available for the researcher by virtue of its accessibility*” (Bryman & Bell, 2011, Chapter 7, p. 190). Major challenges related to generalisability arise, when applying convenience sampling, as it is difficult to determine whether the sample is in fact representative of the population. However, due to the survey being publically available and all prospects having equal chances of being exposed to the survey, at least in theory, the sampling method in the present case is considered efficient to generalise data. However, the challenges related to representativeness should be kept in mind and will be further discussed below, in the section 3.4.4 Control of Collected Data (page 39).

3.4.2 Survey Design

The following section will chronologically outline each part of the online survey. A full overview of the survey and specific questions is attached in Appendix H.

For respondents within the population, the survey consisted of six distinct parts; recruiting variables, questions related to behaviour and behavioural intention, socio-demographic questions, attitude questions, questions related to the subjective norms and questions related to the perceived behavioural control and self-efficacy beliefs.

3.4.2.1 Introduction

The front page of the survey consisted of a brief introduction. The respondents were initially introduced to the topic and thanked for their interest in contributing. Subsequently, practical information in relation to the survey was presented, including assurance of respondent anonymity. Finally, respondents were offered the opportunity to contact the researcher, if any questions or further interest in the project would arise.

3.4.2.2 Recruiting Variables

The second page of the survey consisted of three questions determining whether respondents were within the population of the thesis. In the first question, respondents noted their age. If respondents were either younger than 18 or older than 30 years old, they were excluded. To determine whether bicycles were the respondents' primary mode of transportation in their everyday life, the second question excluded respondents' who stated that it was not. The third and final recruiting variable determined whether respondents had children or not. Respondents who had children were excluded, due to their stage of family life cycle differing from the defined target segment, elaborated above in section 2.4 Segmentation: Young Danes (page 22).

79 out of the total of 260 respondents were excluded based on the recruiting variables. Respondents who were excluded were led to a page, which thanked them for their participation, and informing them that they were not within the target segment of the thesis.

3.4.2.3 Dependent Variables: Behaviour and Behavioural Intention

To determine respondents' behaviour related to bicycle helmet use, respondents were asked to indicate their use of bicycle helmets. The respondents were presented with five categories, ranging from always or mostly wearing helmet, to owning a helmet, but rarely or never using it, and as a final category not owning a helmet and, thus, never using it.

Following the initial behaviour-related questions, respondents who were not frequent users of bicycle helmets were presented with a two-part open-ended question. The respondents initially noted whether they could imagine becoming a frequent helmet user in the future, identifying the respondents' self-reported behavioural intention, followed by a text box to elaborate their answer. The respondents who

indicated that they always or mostly wear their helmets were directed an open-ended question, encouraging them to provide a brief explanation for their choice to wear a helmet and for how long they have been doing it.

3.4.2.4 Socio-Demographic Variables

The following questions concerned the respondents' socio-demographic variables. The effect of asking relatively simple questions at an early stage of the survey influence respondents to feel secure and motivated to finish the survey (Andersen, 2013).

Specifically, respondents were asked to note their sex, their city of residence, level of education and occupation. All items were developed with predefined categories as well as an option labelled "Other" with a complimentary text field, to elaborate the answer, if it did not fit into the predefined categories. The data generated from the socio-demographic items are useful to explore differences between the respondents, based on socio-demographics, when conducting analysis.

3.4.2.5 Independent Variables

The final section of the survey consisted of measuring the independent variables of attitudes, subjective norms, perceived behavioural control and self-efficacy beliefs. Independent variables are factors, which influence the output of a model. Thus, based upon the theory of planned behaviour, the integrative model of behaviour prediction and findings from the focus groups, the mentioned themes are considered to influence the outcome, that is, the dependent variables of behavioural intention and behaviour. Each independent variable will be reviewed in the forthcoming sub-sections.

All items related to the independent variables used five point Likert scales, with the options: highly agree, somewhat agree, neither agree nor disagree, somewhat disagree and highly disagree. Furthermore, respondents had the option of 'do not know'. The middle category of 'neither agree or disagree' as well as the 'do not know' options were included to avoid respondents providing random answers, by forcing them to answer, even if they did not have an opinion or did not understand the question. This is considered to contribute with conformity, which may evoke less disturbance in data (Bryman & Bell, 2011, Chapter 9).

By applying identical multiple-indicator scaling measures throughout the independent variable constructs, the survey was kept brief and simple for respondents to complete. The scaling format was, furthermore, applied to avoid confusion in respondents due to format change. The fall-out rate of the survey, measured in incomplete answers, was 9.6% (27 respondents out of 280). Thus, 90.4% of respondents finished the survey correctly. The relatively low fall-out rate of is considered to confirm

the appropriateness of the somewhat simplistic measurement scale. Furthermore, despite its simplicity, the scale is considered sufficient to provide data and insight for the forthcoming analysis.

Attitudes

Respondents' attitudes toward bicycle helmet use were measured through 10 items. Specifically, the themes related to respondents perceived sensibly of wearing helmets, impracticability, safety related matters, habits, vanity, respecting others for wearing helmets, physical look of helmets and irrationality. The phrasing of the items varied, depending on whether respondents were users or non-users of bicycle helmets. For instance, in certain items, non-users were asked to relate to hypothetical questions, where users were asked to relate to them at a concrete level. Despite the minor variance in phrasing, the measured themes were identical.

Subjective Norms

Insights about the perceived subjective norms related to bicycle helmet use were assessed through seven items. The items focused on peer and family influence, feelings of standings out from the crowd and the perceived general social acceptability of wearing helmet. The wording of all items was identical for users and non-users of bicycle helmets.

Perceived Behavioural Control and Self-Efficacy Beliefs

The final section of the survey investigated the respondents' perceived behavioural control and self-efficacy beliefs. The two themes were integrated, as the initial data analysis of the focus groups revealed that several sub-themes within the overarching themes were found to overlap. This is well in line with the insight outlined in the theoretical review, where it was established that the item of perceived behavioural control is based upon theory of self-efficacy beliefs.

Similar to the items related to uncovering the attitudes, the items in this section were phrased differently, depending on whether respondents were users or non-users of helmets. Users were presented with eight items and non-users with nine items. In both cases, questions assessed information related to the sub-themes of own and others' experience, underestimating external factors, overestimating own bicycling capabilities, overconfidence and the respondents' perceived extent of demand related to wearing bicycle helmets.

3.4.3 Pilot study: Pre-testing

Prior to launching the online survey, a pilot study of the questionnaire with four people within the target segment was carried out. The respondents were asked to provide feedback to the researcher after finishing the survey. The pre-test contributed with insights in relation to how the survey would

be received in practice. Thus, the purpose of the pilot study was to assess, whether respondents found the questions easily understandable and whether there was correspondence between respondents' understanding of the questions. By accommodating these factors, a range of potential issues which might have impacted the quality of data was sought eliminated (Bryman & Bell, 2011, Chapter 10).

The feedback from the respondents evoked several changes to the original design of the questionnaire. Specifically, the feedback included issues related to difficulty in distinguishing the meaning of two different questions and technical errors. All feedback was carefully considered and led to corrections and changes being implemented in the final online survey.

3.4.4 Control of Collected Data

260 respondents completed the questionnaire correctly, whereof 170 respondents were within the defined population of young Danes. Thus, the sample of the thesis consisted of 170 prospects. In the following section, the representativeness and generalisability of the sample will be discussed.

A representative sample is defined as “*...a sample that reflects the population accurately so that it is a microcosm of the population*” (Bryman & Bell, 2011, Chapter 7, p. 176). The representativeness of the sample impacts the generalisability of the findings. Thus, the level of representativeness of the sample influence the extent to which the findings of the research are applicable to other settings (Saunders et al., 2016, Chapter 4). The sample in the quantitative data collection should represent the defined segment of young Danes, who use bikes as their primary mode of transportation. A full overview of the calculations related to the demographic of the sample compared to the overall population of the thesis is attached in Appendix I.

The age distribution in the sample ranged from 20-30 years old. Respondents between 18-20 years were excluded from the sample, due to no fulfilling other recruitment variables than age. As apparent on Figure 4, the age distribution of the sample and the total population is marked by a high degree of discrepancy. In the sample, respondents are dominantly between 24-26 years old, compared to a more evenly distribution of age in the population:

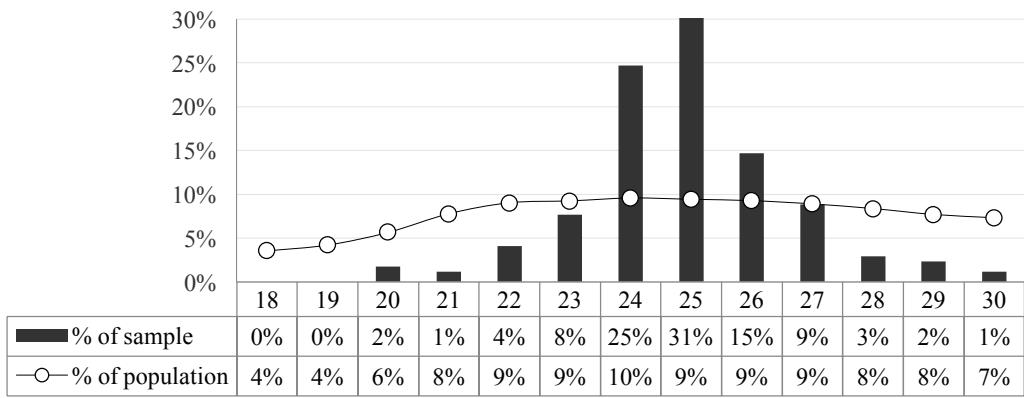


Figure 4: Age of Sample and Population

The dissimilarity between the distribution of age in the sample and population may be explained by the sampling method. As mentioned, the random probability sampling, which was strived for in the data collection, may have suffered from the researcher's utilisation of her own network. This influenced the sampling method to hold certain characteristics of non-probability convenience sampling, which is undesirable when representativeness is essential (Saunders et al., 2016, Chapter 4).

Another example of the convenience sampling method influencing the demographic variables occurs when examining the distribution of occupation in the sample. 62% of the sample are students and 32% are employed. The remaining 6% of the sample are either unemployed, self-employed or in another form of employment.

Despite the discrepancy between the distribution of age in the sample and population, the average age of the two are highly consistent. Respectively, the average ages are 24.9 years (sample) and 25.1 years (population). Thus, despite the difference between the two, the sample can, to some degree, be characterised as representative of the population. However, the characteristics of non-probability sampling influencing the simple random sampling, and the potential challenges related to this, should be kept in mind.

Investigating the additional demographic variable of sex, an uneven distribution is apparent as well. Only 27% of respondents are men, whereas 73% are women. Ideally, in order for the sample to be representative of the population, the distribution should be more evenly distributed between the two sexes. However, differences between sexes have not occurred as a dominant theme throughout the literature review or qualitative research, with regards to bicycle helmet decision making. Thus, the incongruity between the distribution of sexes is not considered to significantly influence the representativeness of the sample.

The distribution of the respondents' city of residence is highly dominated by the Danish capital, Copenhagen. The remaining cities represented in the sample are all, to some degree, underrepresented:

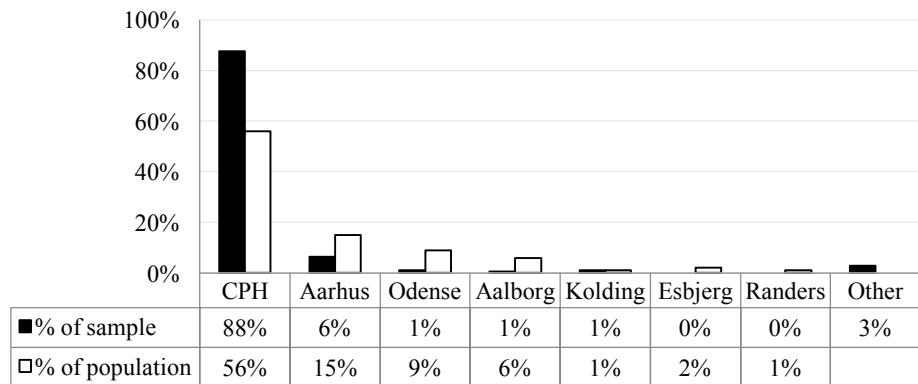


Figure 5: City of Residence

The uneven distribution should be kept in mind in the forthcoming analysis, as there might be local differences in the population. However, the research in the thesis is not focused on determining potential local differences, so the uneven distribution is not considered a critical limitation for the forthcoming analysis.

Exploring the sample's bicycle helmet use, it is apparent, that a higher proportion of the sample are bicycle helmet users, compared to the population.

The discrepancy between the two datasets is, however, not considered to highly influence the representativeness of the sample data, as the research focuses on both users and non-users of helmets. If only 17% of the sample were users, it might influence the generalisability of data.

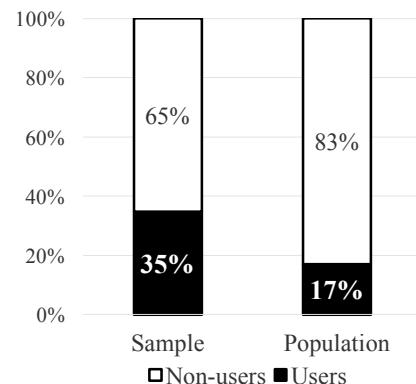


Figure 6: Bicycle Helmet Use

Despite the outlined inconsistency between the sample and population, the collected data is considered appropriate to use for investigating the research statement. The main reason for this is that the population is not defined as highly bound to definite demographic variables, but rather the stage of family life cycle, which all prospects in the sample fulfil. However, the discrepancy should not be disregarded but kept in mind throughout analysis.

3.4.5 Data Analysis

The textual data extracted from the independent variable items, related to behaviour and behavioural intention, enables exploration of sentiments in the dataset. To visualise findings from the extracted

textual data, word clouds were constructed. The text input for the visualisations was compiled based on a simplified version of Map Reduce, to count, filter, order and classify keywords. The text processing resulted in unique tokens and values, implemented in the online visualisation tool Wordle (Wordle.net, 2017). The processing resulted in three distinct word clouds, outlining the sentiments of bicycle helmet users' reasons for wearing helmets, and the explanations emphasising the behavioural intention of non-users, both with and without the intention to use bicycle helmets in the future.

Numerical data extracted from the online survey was processed and analysed in MS Excel. In Excel analysis and graphical representations were carried out, to explore the identified influences factors' ranking in the segment. Thus, the analysis of the numerical data was inspired by the statistical methodology of t-testing, as average rankings were compared to gain insight.

The various types of analysis applied in the research contribute to revealing complex relationships and differences in the segment.

3.4.6 *Limitations*

In the following section, the limitations of the quantitative dataset applied in the thesis will be discussed.

At a general level, a key disadvantage of internet-based questionnaires is, that it is difficult to control for whether respondents' survey answers are consistent with their actual attitudes and behaviour (Bryman & Bell, 2011, Chapter 9). This limitation should be kept in mind throughout the analysis.

An additional disadvantage of online questionnaires is the rather simplistic way of viewing the world, based on the assumption that phenomena can be described and analysed based on a range of items, regardless of the context. Furthermore, questionnaires are based upon the assumption that it is in fact possible to measure respondents' behavioural intention and that the world can be described based on cause-and-effect relationships. However, in the thesis, the qualitative data collection and input into the quantitative research design is considered to minimise this bias, as the phenomenon was deeply explored and elaborated before compiling the items for the online survey.

Despite the outlined limitations related to applying the quantitative method of online questionnaires, it is still considered an appropriate method to apply in the thesis, based on the benefits related to generalisability, validity and reliability the method holds.

4 ANALYSIS

In the following section, the empirical data, which have been gathered through the outlined approaches, will be analysed. The analysis provides solid ground for confirming or rejecting the proposed hypotheses and answering the sub-questions. Thus, the analysis will constitute the ground for answering the overall problem statement.

The analysis is structured in two distinct sections, covering each of the sub-questions and respective hypotheses. Initially, Part I will analyse the qualitative dataset to identify the mechanisms influencing young Danes' decision making in relation to wearing bicycle helmets. Subsequently, Part II will quantitatively test the findings and explore the influencing mechanism's correlation with behavioural intention, leading to behaviour. The analysis will provide insight for the purposes of uncovering what characterises and influences young Danes' decision making in relation to wearing bicycle helmets.

4.1 Part I: Identifying Mechanisms Influencing Decision Making

The first part of the analysis will leverage findings derived from the focus groups to explore the first sub-question focused on identifying influencing mechanisms on young Danes' decision making in relation to wearing bicycle helmets.

The section will analyse and map the qualitative findings from the focus groups, focusing on outlining the identified themes and sub-themes, to identify influencing mechanisms. Based on the analysis, the four proposed hypotheses will be tested and sought confirmed or denied, leading to answering sub-question 1.

4.1.1 Mapping Qualitative Findings

Through the three-stage thematic analysis of the qualitative dataset described above in section 3.3.4 Data Analysis (page 32), four over-arching themes were identified. As the interview guide for the qualitative data collection was inspired by the theoretical foundation, the identified overarching

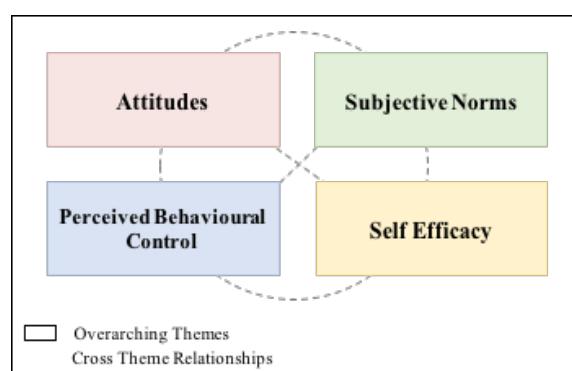


Figure 7: Overarching Themes

themes bore an imprint of this. The identified overarching themes were found to be constituted by the respondents' attitudes towards the behaviour, subjective norms, perceived behavioural control and self-efficacy beliefs.

In the following section, the identified sub-themes within each overarching theme will be outlined and discussed. The structure of the sections will centre around the elicited meanings from the respondents, based on quotations from the focus groups. Details related to each respondent's socio-demographic information is attached in Appendix J.

4.1.1.1 Attitudes

The overarching theme of attitudes towards bicycle helmet use is constituted by a range of identified sub-themes, which will be explored in the following section. The sub-themes constituting the overarching theme are identified as general positive attitudes and respecting others, impracticality issues, irrationality, sensible aspects, feeling safe, habits and personal vanity.

Positive Attitudes

Respondents, both bicycle helmet users and non-users, were found to overall hold positive attitudes towards bicycle helmet use. This attitude is exemplified by a quote from the non-user Mie: "*Generally, I think positively about people who use helmets.*". Mie's opinion was generally shared throughout the two focus groups. The identification of positive attitudes towards bicycle helmets, in general, is considered significant, as no respondents exhibited negative attitudes towards bicycle helmets use in general.

Related to holding general positive attitudes towards bicycle helmets, multiple respondents emphasised that they respect others for wearing helmets. In the focus group, the helmet user Rose elaborated that: "*I would never think ill of people, like that they were silly or awkward or something, for wearing helmets. Actually, quite the opposite. I think people are really cool when they wear helmets*". The attitude of respecting other cyclists for wearing helmets was identified throughout the data collection, both by users and non-users of helmets.

Impracticality

A dominating theme throughout the focus groups were discussions of the impracticality related to using bicycle helmets. Specifically, non-users were concerned with this issue, emphasised by Mie: "*The bicycle helmet itself seems quite impractical to transport (...). If it is raining, you cannot just leave it on your bike and wear it afterwards, unless you do not mind getting your head soaking wet.*". As exemplified by Mie, the discussions related to the impractical aspects mainly focused on issues of

storage of the helmet when on a biking trip. Thus, less emphasis was on the impractical issues related to comfort or fit of the helmet, but rather on the impractical issues, of what to do or where to leave the helmet, when it was not being used.

Compared to non-users, users of bicycle helmets did not, to the same extent, share the concerns of impracticality. The helmet user Simone states: "*I think it is a little funny when you talk about all these impracticalities... I must say that it is really not a big concern of mine! I just take the bicycle helmet off and leave it in my basket. I do not even lock it to my bike or anything. Maybe it gets a little wet sometimes, but it has never been stolen. And I live in Nørrebro.*". The elicited meanings from the qualitative dataset, thus, suggest that there is a certain mismatch between the user and non-users' perception of impracticalities related to wearing bicycle helmets.

Irrationality

Another dominating theme identified is irrationality related to not wearing a helmet. Generally, both users and non-users in the focus groups agreed that it is irrational when people ride a bike without a helmet. The non-user Ida elaborated that: "*Of course, I should be wearing a bicycle helmet! It is completely irrational not to do it.*". Thus, Ida's statement indicates, that she is aware of the negative consequences related to not wearing a helmet. The non-user Rasmus emphasised this viewpoint as he stated: "*I don't think that anyone here in this group, or in general, does not know, that it is better for them if they wear a helmet than if they do not. It is not like we lack the knowledge that we should be wearing helmets!*".

In both focus groups, comparison with other types of safety equipment occurred. In both focus groups, comparisons with both wearing a seatbelt when driving a car, and wearing a helmet when skiing occurred. The non-user Amalie S. explained that: "*When I am driving and I wear my seatbelt it is not because I have to do it, it is simply because I think it would be the stupidest thing the whole world, to drive a car without a seatbelt. But how come I don't feel that way when I am biking? Because not wearing a helmet is exactly as stupid as not wearing a seatbelt.*". Thus, respondents are found to have reflected upon the irrational traits related to non-use of bicycle helmets, as a part of their attitudes towards the phenomenon.

Sensible

The perceived sensible characteristics of the behaviour are identified as an additional theme, related to the respondents' attitudes. Generally, respondents are found to have agreed that wearing a helmet is the sensible choice and that people, by performing the behaviour, are taking responsibility for their

own lives. The helmet user Jakob V. elaborated: "*I think I started to get the sensible side of wearing bicycle helmets more when I became more mature. (...). Now I get that life is quite precious, and I do not just want to throw it away.*". Thus, the sensible aspect is by Jakob V. considered a pendant to the negative consequences of not wearing a helmet.

Some discussion related to the sensible aspects arose in the focus groups. The non-user Jakob L. explains: "*I think it is kind of a paradox. Of course, it is the more sensible choice and the right thing to do, but sometimes it is just not cool to be the sensible one.*". Jakob L.'s argument suggests that there might be certain negative feelings related to the sensible aspects of the behaviour. To some extent, the sensible aspects are branded as negative by certain respondents, and these are considered to overlap with the irrationality aspects described above.

Feeling Safer

Especially apparent in the users' attitudes is the theme of bicycle helmet making the respondents feel safer. For instance, Simone compared her attitudes with her previous experiences: "*Before I started to wear my bicycle helmet I felt much less safe and rode my bike more carefully.*". The bicycle helmet user Clara agreed, and explained that: "*I feel like wearing a helmet is one of the few things you can do yourself to be safe in situations, where you cannot control other peoples' actions.*". Another helmet user, Rose, agreed, and emphasised that she believes that wearing a helmet is: "*...to be on the safe side.*".

In contrast to the above-mentioned respondents, the helmet user Jakob V. perceived the aspect of safety from a different perspective: "*I am not sure, I would say, that I feel safer because I wear a helmet. But I would say, that I feel like some of the responsibility is removed from my shoulders.*".

Thus, the general attitude of feeling safer remains consistent, despite the variety in the way respondents perceive this feeling. The finding is identified as significant despite the variation, due to the consistent discussion of the theme throughout the qualitative data collection.

Habits

A less dominant theme, but apparent throughout the focus groups, is the theme of the impact of habits. Several respondents mention habitual behaviour in relation to explaining why they do or do not wear helmets. The occasional user, Sebastian, explained that he believes that: "*...you need to get used to it, and it becomes a part of your daily routine.*". Several respondents shared the opinion expressed by Sebastian, which emphasises the identification of habits as a distinct theme, related to the attitudes towards wearing bicycle helmets.

Personal Vanity

A final identified theme, within the overarching theme of attitudes, consists of the respondents' personal vanity in relation to their physical appearance.

Throughout the focus groups, a seemingly contradictory pattern occurred; non-users are found to consistently express opinions about not finding the looks of the helmets attractive and concerns of feeling awkward when wearing one. Amalie S.' comment exemplifies this stance: "*I would say that the fact that I do not want to wear a helmet, takes up as much of my excuse as the practical issues. Simply, I do not think it is pretty!*". Contrasting opinions to this are apparent when the topic of discussion relates to respondents' opinions about other cyclists who wear helmets. In this case, no respondents elicit negative feelings. Ida explains that: "*I really don't see it as embarrassing or awkward for others when they wear bicycle helmets.*" This finding is furthermore in line with the insight presented above, in relation to respecting others for wearing helmets.

This paradox pattern suggests that respondents' perception of bicycle helmets' negative impact on their own appearance is greater, as no one elicits negative opinions related to other peoples' appearance when wearing helmets.

4.1.1.2 Subjective Norms

The overarching theme of subjective norms is constituted by a range of identified sub-themes, which will be explored in the following section. The themes constituting the overarching theme of subjective norms are in the following analysis identified as norms in society, peer and family influence, various social settings and concerns of standing out of the crowd.

Norms in Society

In the focus groups, norms in society occur as a theme, influencing the subjective norms. Amalie H. emphasised this, as she stated that "*I think whether you use a helmet or not has to do with the norms in society. I don't know the exact statistical figures, but it is just not the norm to wear bicycle helmets in Denmark.*" This point is backed up by another respondent, Amalie S., as she states that "*If the norm was that everyone wore a helmet, I would probably be more inclined to use it.*"

Norms in society are comprehended as the overall norms, which constitute society. This is considered to include a variety of influencing factors. Thus, the theme of norms in society is considered a somewhat, higher level theme, within the overarching theme of subjective norms.

Peer Influence

A key theme identified as a subjective norm is peer influence. The occasional bicycle helmet user Sebastian explained that his initial reason, when he purchased a bicycle helmet, was highly influenced by his peers: "*We are a big group of friends who all own a helmet. It was kind of a domino effect; when the first one bought one, everybody else did it as well.*". The non-user Amalie H. also emphasised her beliefs of the influence of peers: "*I think I would be more inclined to wear a helmet if my friends did it.*".

Sebastian and Amalie H.'s statements suggest a positive correlation between peer influence on bicycle helmet use and non-use. The correlation between peer influence and bicycle helmet use is explicitly emphasised by both respondents when they state that they were (Sebastian) or would be (Amalie H.) positively influenced, if their friends performed the behaviour. Correspondingly, the statements are considered to implicitly suggest, that this correlation is bi-directional. Thus, if peers do not wear helmets or express positive attitudes in relation to the topic, the respondents are less inclined to do it themselves.

The influence of peers is found predominantly in the non-user respondents' statements. However, helmet users do express being influenced as well, but to a smaller extent. The bicycle helmet user Clara, explained that: "*I definitely feel differently depending on whether I bike with people who do or do not use helmets. I prefer to bike with friends who also wear helmets.*". This emphasises that both users and non-users are influenced by peers, but at different levels; where peers may influence non-users' behavioural intention, peer influence on users seems less likely to determine the behavioural intention.

Family Influence

An additionally identified theme apparent is family influence. The theme, however, is mainly apparent in the group of bicycle helmet users. In this regard, Simone explained that: "*I started to wear a helmet because my whole family started. I thought if both my parents and my sister could take that responsibility, so could I! (...) I felt sort of guilty about it to my family, so I thought that I had to start wearing it too.*". This emphasises that the respondent feels a certain responsibility towards her family, in relation to protecting herself. Similar opinions are shared by the helmet user Clara, as she stated that: "*It has definitely been my parents who influenced me to wear my helmet.*".

Thus, family influence is identified as a theme within the subjective norms. However, the theme is found mostly present through statements by bicycle helmet users.

Various Social Settings

The influence of various social settings is identified as an additional dominating theme. The non-user Ida explained that: “*In some social settings, I actually find it embarrassing that I am not wearing a helmet! I have some groups of friends, where a majority use bicycle helmets (...). I think it becomes more illegitimate not to wear one in those situations.*”. Correspondingly, Simone, who throughout the focus group exhibits carelessness in relation to strangers or people she already knows’ hypothetical negative attitudes towards her wearing a helmet, emphasises that: “*I think, if I needed to get to know a new group of people, I would be less inclined to turn up and say hello, while wearing my helmet.*”. Thus, the social setting of the situation which respondents perform their decision making in is found to influence the subjective norms.

Standing Out

A final, although dominating theme, throughout the qualitative data collection, occurs as the respondents' concerns of standing out from the crowd. Jakob L. stress these concerns and stated that: “*(...) when you wear a helmet, and your head is wrapped in three centimetres of flamingo, people notice it! And you may not always want to be noticed. If you are in a group of people, you may not want to be pointed out as the friend who wears a helmet. No matter if it is in a positive or negative way. Us Danes are just not that comfortable with standing out from the crowd.*”.

Similarly, to Jakob L., the bicycle helmet user Clara, expressed concerns, and noted that: “*I think it is really nice not to be the only one wearing a helmet. Because you can feel sort of geeky or awkward sometimes if you are the only one... But with so much more people using it now, it is slowly starting to become the norm.*”.

Despite the respondents' general agreement regarding the negatives of standing out, no respondents elicited negative opinions related to other people standing out, when wearing bicycle helmets. This corresponds with the above-identified paradoxical pattern, in relation to personal vanity; respondents seemed to attribute different emotions, either negative or neutral/positive, to identical aspects, dependent on whether the scenarios involved themselves or others.

4.1.1.3 Perceived Behavioural Control and Self-Efficacy Beliefs

The overarching themes of perceived behavioural control (PBC) and self-efficacy beliefs (S-E) were in the initial analysis found to overlap in several essential points. Consequently, the two overarching themes will be jointly discussed in the forthcoming section.

Three themes are found to mainly relate to PBC (own experience, others' experience and length of trip), two themes to S-E beliefs (demandingness of behaviour and overconfidence) and finally two themes are found to interrelate across PBC and S-E beliefs (underestimating external factors and overestimating own capabilities). Below, the respective sub-themes will be outlined and discussed.

Own Experience

In both focus groups, discussion related to the respondents' perception of the impact of their own previous experiences on their perceived behavioural control over the possible dangerous consequences of not wearing a helmet. Respondents are found to exhibit contrasting views in relation to this theme.

The non-user Ida described that: "*I actually crashed on my bike a few years back and hurt my neck badly, and on that occasion, I bought a bicycle helmet. I used the helmet for a month, and then I stopped again.*". Contrastingly, the current helmet user Clara reacted utterly different in a situation, comparable to Ida's. Clara elaborated that: "*I had a rebellious teenage period, where I did not wear my helmet, or at least only on and off, for maybe half a year. But then I was involved in a quite serious accident, with a right turning truck, where I did not wear my helmet. Which was extremely stupid. After that, I have of course always worn my helmet. And I will never, ever bike without my helmet again!*".

Several respondents, both users and non-users, share Clara's point of view. Amalie S. emphasised, based on a hypothetical example, that: "*I am not one second in doubt, that if I was involved in an accident I would start to wear a helmet – which is really silly! But it is the reality.*". Thus, despite the somewhat bi-directional nature of own experiences' influence on perceived behavioural control, the theme is identified.

Others' Experience

Others' experience is additionally identified as a theme within the overarching theme of perceived behavioural control. The non-user Amalie S. explained: "*I am often reminded that it is a bad decision not to wear a helmet, for instance, if anyone I know is involved in an accident, or when my family tell me it is a good idea to wear one.*". Clara shares Amalie's point of view, as she elaborates: "*My father is a doctor and used to work at the Trauma Centre, so he has seen all of the cases where people didn't wear helmets and it ended badly. So of course, I have been told my whole life, that biking without a helmet was not an option.*".

Thus, the theme of others' experience is elicited based on respondents' notions of how these, even hypothetical, influence their perceived behavioural control.

Length of Trip

The final identified theme under PBC is the influence of the length of trip. Respondents, especially non-users, generally emphasise that they find it more meaningful to wear a helmet on longer trips, compared to shorter trips, with many stops. This comment made by Sebastian in this regard accentuates this viewpoint: "*I only use my helmet when I know I am going from one place to another and back home. If I know I will have a lot of smaller stops, I would never bring it, because of the practical issues. I think it is extremely annoying to have to bring it around with me.*". Thus, the length and circumstances of the bicycle trip are found to influence the respondents' perceived behavioural control.

Underestimating External Factors

The first theme identified as interrelated between PBC and S-E beliefs is underestimating external factors. The theme appeared several times throughout the focus groups. A comment made by Jakob L. summarise the detected tendency: "*...nothing has ever happened before, so why should it happen tomorrow?*". This reflects a tendency that the respondents' decision making may not be dominated by considering the impact of external factors. The respondents' apparent disregard of external factors is considered to interrelate with the identified theme of irrationality, outlined above.

Overestimating Bicycling Capabilities

Another theme relating to the above and identified as a mix of PBC and S-E beliefs is respondents overestimating own bicycling capabilities. In general, respondents hold beliefs that they are better than average bicyclists. However, when challenged, respondents showed signs of reflection in relation to the matter.

In relation to the topic, Amalie H. explains that: "*I think that I am a really good bicyclist. But my friends often say that I am a really bad one because I don't always follow the rules (...). So in reality, I may not be a very good bicyclist, but I still feel like I am better than many others. (...) I think it is because I grew up in the city and have been biking almost since I learned to walk. It has always been the primary mode of transportation in my family.*". The tendency of overestimating own bicycling capabilities is found to interrelate with the themes of both irrationality and habits, described above. These relationships are, furthermore, emphasised by the comment made by the non-user Rasmus: "*It is not like I don't know it would be better for me to wear a helmet (...). I think it stems from complete*

overconfidence, believing that nothing could ever happen to me, despite I had two crashes just last month.”.

Demanding

The final theme, identified within the overarching theme of self-efficacy beliefs, is the respondents' perception that wearing a helmet is a demanding task.

In particular, non-users were found to express concerns related to this matter. Amalie S. explained that: “*I think, if I actually started wearing a helmet, it would be something that I would spend a lot of time thinking about.*”.

The helmet user, Jakob V., finds helmet wearing demanding, to some extent, and elaborates: “*I think it can be quite demanding to wear a helmet sometimes. If I forgot it at home and remembered after I left, I don't think I would go back to get it.*”. Thus, respondents somewhat agree, that wearing a helmet is an action that requires a certain amount of obligation, which is considered demanding.

Figure 8 summarises and visualises the identified influencing factors, elicited from the qualitative data collection:

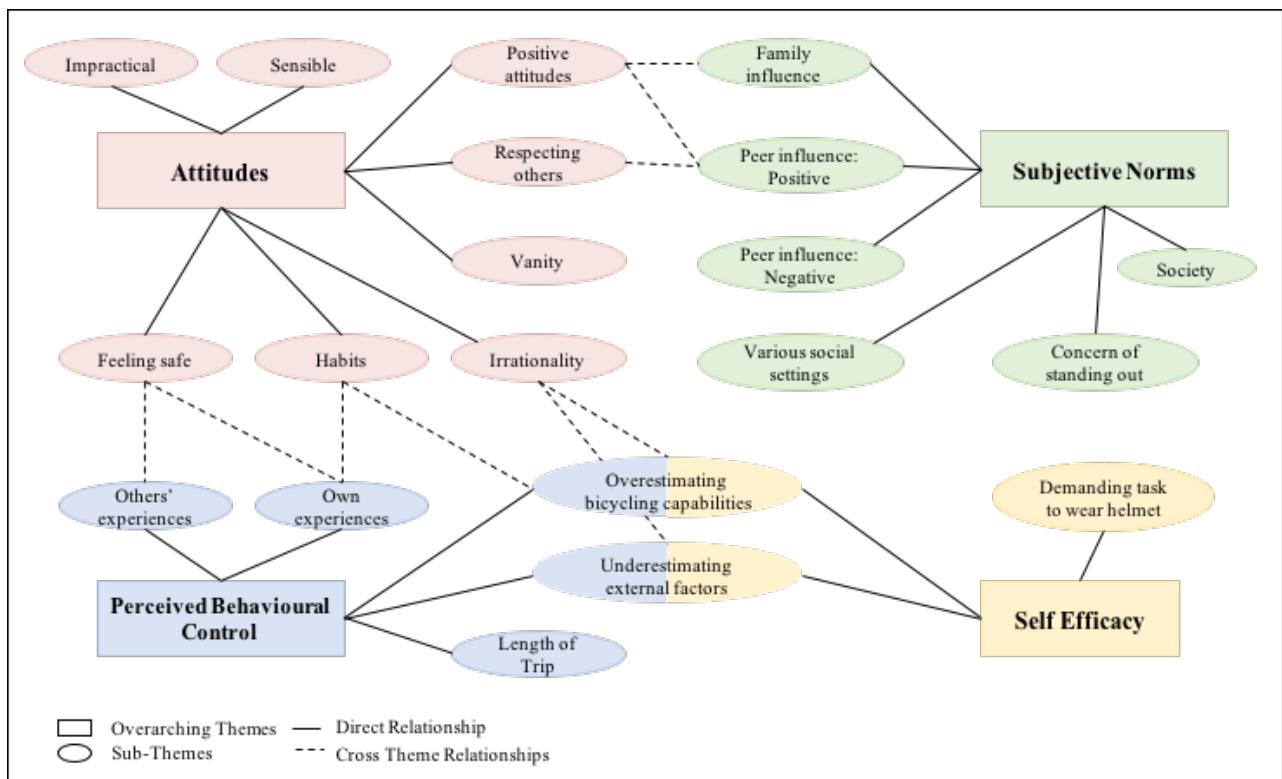


Figure 8: Influencing mechanisms on behavioural intention and behaviour

4.1.2 H1.1: Attitudes

In the analysis of the qualitative data set, derived from the focus group, multiple items related to attitude were identified as influencing the respondents' decision making, in relation to wearing bicycle helmets. Significant findings included that respondents generally hold positive attitudes towards bicycle helmet. Additional influencing factors, within the overarching theme of attitudes, include respecting others, impracticability, sensible aspects, vanity, irrationality, habits and feeling safe.

Hypothesis 1.1 states: "*Own attitudes influence the segment's decision making process in relation to wearing bicycle helmet.*". Based on the identification of the dominating presence of influencing factors on decision making related to attitudes, hypothesis 1.1. is **confirmed**.

4.1.3 H1.2: Subjective Norms

A variety of items within the overarching theme of subjective norms were in the above analysis identified as influencing the respondents' decision making, in relation to wearing bicycle helmets. Specifically, the influencing factors were identified as peer and family influence, norms in society, various social settings and concern of standing out.

Hypothesis 1.2 states: "*Subjective norms influence the segment's decision making process in relation to wearing bicycle helmet.*". Based on the analysis, hypothesis 1.2 is **confirmed**.

4.1.4 H1.3 and H1.4: Perceived Behavioural Control and Self-Efficacy Beliefs

As previously outlined, the overarching themes of perceived behavioural control and self-efficacy beliefs were found to overlap in several important points. Thus, the hypotheses related to the respective items will be investigated collaboratively.

Within the overarching theme of perceived behavioural control, own and others' experience, as well as the length of trip, were identified as influencing factors. Within self-efficacy beliefs, the level of demandingness was identified as a sub-theme. In the sphere interrelating between the two overarching themes overestimating own capabilities and underestimating external factors was identified. Thus, a range of influencing mechanisms have been identified within the two overarching themes.

Hypothesis 1.3. states: "*Perceived behavioural control influence the segment's decision making process in relation to wearing bicycle helmet.*". and hypothesis 1.4 states: "*Self-efficacy beliefs influence the segment's decision making process in relation to wearing bicycle helmets.*". Based on the analysis, the two hypotheses are thus **confirmed**.

4.1.5 Sub-Question 1: Identification of Influencing Mechanisms

The above analysis provides ground for answering sub-question 1. Sub-question 1, pursues to identifying *which factors influence the segment's behavioural intention and decision making, in relation to bicycle helmet use.*

Through the analysis of the qualitative dataset, a range of influencing mechanisms were identified and classified in a framework of four overarching themes, constituting the higher-level identified influencing factors. The overarching themes were identified as the respondents' **own attitudes**, the surrounding **subjective norms**, their **perceived behavioural control** and **self-efficacy beliefs**. Each overarching theme holds several sub-themes, which in certain instances were found to overlap. Specifically, the overarching themes of perceived behavioural control and self-efficacy beliefs are identified as overlapping in several crucial points. Thus, in the forthcoming analysis, the two overarching themes will be analysed correspondingly.

4.2 Part II: Influencing Mechanisms on Behavioural Intention and Behaviour

The second part of the analysis is aimed at providing insights to answer the second sub-question of the thesis. Thus, the section will seek to explore and analyse the correlations between the above-identified influencing mechanisms and behavioural intention, ultimately leading to behaviour and decision making.

The section will employ two distinct types of analysis. First, textual analysis of the data derived from the open-ended questions of the survey will be applied, to explore three sub-groups in the sample. Subsequently, a comparative approach to analysis of the quantitative data will be applied, to outline the identified influencing factors', impact on behaviour.

To explore and answer the research question the four hypotheses formulated in relation with the second sub-question will be investigated. Based on the analysis, the proposed hypotheses will be tested and sought confirmed or rejected, leading to answering sub-question 2.

4.2.1 Textual Analysis: Word Clouds

Textual analysis will in the following section be applied as a method for outlining the relationship of the influencing mechanisms on young Danes' decision making in relation to wearing bicycle helmets. Furthermore, the textual analysis will outline potential differences between the three distinct groups of the sample; the users, the non-users with an intention to use and non-users without an intention to use bicycle helmets.

In the sample, the ratio of users and non-users with an intention to use is similar, whereas non-users without an intention to use is less represented (Figure 9). However, it is still deemed relevant to compare the three groups in the following analysis, to explore the mechanisms influencing the segment of young Danes' decision making in relation to wearing bicycle helmets.

In the online survey, the sample provided textual data through the open-ended questions. The wording of the questions differed depending on, whether respondents were users or non-users of bicycle helmets. In the below visualisation, the size of the words reflects the frequency of mentions. Thus, the larger a word is displayed in the word cloud, the more frequently mentioned it was in the open-ended questions. Based on this, the sentiment of the sample becomes accessible, which is considered to add value and depth to the exploration of the influencing mechanisms. The textual analysis will be divided in to three distinct sections, dependent on the respondents' use or non-use of helmets, as well as non-users reported intention to use or not.

As mentioned, due to the population consisting of Danes, the survey was carried out in Danish, and the textual data visualised in the word clouds is in Danish. Relevant keywords are translated into English below each visualisation.

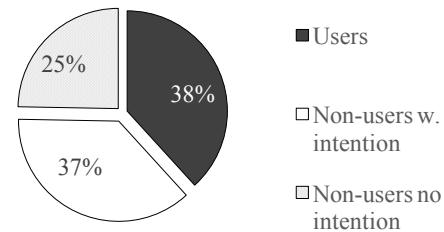


Figure 9: Distribution of Sample's Bicycle Helmet Use

4.2.1.1 Helmet Users: Reason for Use

The below word cloud visualises the helmet users in the samples' comments in relation to their explanations for wearing bicycle helmets.



Figure 10: Bicycle Helmet Users: Reason for Use

Translation of keywords: Safety. Biking. Copenhagen. After. Concussion. Moved. Bicycle. Bike. Guilt. Started. Brain injury. Friends. Acquaintances. Aarhus. Vegetable. Accident. Child. Right turn accident. Stupid. Always. Avoid.

Through the visualisation, it is apparent that users of bicycle helmets argue safety benefits as the main explanation for their choice to use a helmet. Furthermore, the negative consequences, which are usually associated with not wearing bicycle helmets, are emphasised. These include a high proportion of mentioning of the words *head*, *concussion*, *brain injury*, *bicycle accident*, *risk* and becoming a *vegetable*. The high presence of words related to the negative consequences implies that bicycle helmet users attribute these factors strong meaning, in relation to explaining their own helmet use.

The two largest cities of Denmark, *Copenhagen* and *Aarhus*, also appear to dominate the helmet users' explanations for reasons for their use. Other words, such as *moving*, imply that bicycle helmet users might be influenced by the specific circumstance they are in, and they were influenced to start wearing a helmet based on this.

4.2.1.2 Non-Users: With Intention to Use

The following word cloud outline non-users with an intention to start using a helmet in the futures' explanations of their intention.



Figure 11: Non-Users: With Intention to Use

Translation of keywords: Children. Vanity. Should. Must. Safety. Want to. Traffic. Copenhagen. Smart. Sensible. Head. Accidents. Role model. Concussion. Legislation. Excuses. Pregnant. Idiotic.

As apparent on the visualisation, non-users who hold the intention of eventually using a bicycle helmet, accentuate words related to a wide range of themes. Most dominantly is the word *children* and in relation to this *role model* and *pregnant*. This suggests, that this part of the sample may be influenced by the subjective norms related to becoming a parent.

A second, highly dominating word, is in relation to the respondents' personal vanity, as an explanation for why the respondents still do not wear a helmet. In this regard, words such as *idiotic*, *should*, *must*, *sensible* and *excuses* are interpreted as interrelating, and imply the respondents may reflect upon their own perceived irrationality.

The negative consequences associated with not wearing a helmet are apparent as well, however less dominating than in the case with helmet users. For instance, words such as *concussion*, *head* and *accidents* are apparent, but to a lesser extent, compared to the above-mentioned.

4.2.1.3 Non-Users: Without Intention to Use

The final part of the sample which sentiments were extracted from are the non-users who noted that they did not hold the intention to start wearing bicycle helmets.



Figure 12: Non-Users: Without Intention to Use

Translation of keywords: Laborious. Vanity. Ugly. Start. Looks. Impractical. Safety. Never. Stupid. Start. Head. Hassle. Warmth. Forgetting.

The utmost dominating words in the word cloud compiled of the non-users without the intention to use bicycle helmets differ significantly from the previous analysed parts of the sample. Within this group, negatively charged words generally dominate. Specifically, words such as *laborious*, *vanity*, *ugly*, *looks* and *impractical* were frequently mentioned.

Compared to the negatively charged words, other words, which were found significant within the sentiments of the users and non-users with intention, such as *safety* and *responsible* are less dominating, though still apparent.

4.2.2 Comparative Approach

Through the qualitative data analysis and the textual data analysis above, it is apparent that it is meaningful to divide the sample of the thesis into three distinct groups. Thus, users, non-users with an intention and non-users without an intention to start using a helmet, are found to vary in terms of the mechanisms they emphasise of greatest importance, in relation to their decision making. This insight serves as inspiration for the structure of the forthcoming analysis. Accordingly, the analysis will apply a comparative approach, to explore the correlations between the influencing factors and behavioural intention in the three groups.

By dividing the quantitative dataset into three separate parts, the comparative approach allows for exploring the distinct influencing factors' relative influence, by comparing each user or non-user groups' average ranking of the items.

4.2.3 H2.1: Attitudes

To test hypothesis 2.1, whether *young Danes, who hold positive attitudes towards bicycle helmet use, generally hold a positive behavioural intention in relation to wearing bicycle helmets*, attitude-related items in the online survey will be analysed. In the survey, ten items were formulated to explore the respondents' attitudes towards bicycle helmet use. The items varied in terms of whether a high or low score reflected positive attitudes. The various scores and interpretation of these will be assessed in the forthcoming section.

As apparent in Figure 13, respondents, regardless of current helmet wearing behaviour and intention, are found to hold positive attitudes towards wearing bicycle helmets, as well as respecting others for wearing it and considering it the sensible choice. This is evident due to the lack of difference in distribution on the two mentioned items, across the respondents' use-patterns and intention.

More difference occurs in relation to respondents' report of whether they feel safer (users), or imagine they would (non-users) when biking wearing a helmet compared to not wearing one. Users score this item the highest, followed by non-users with intention and lastly non-users without the intention. Thus, non-users without the intention to use ranks the safety benefits of wearing a helmet less positive compared to the other two groups. This implies that the group may hold less positive attitudes towards wearing bicycle helmets.

In relation to habits, the qualitative analysis suggested that the habitual element was considered important, independent of the respondents' use or non-use of helmets. This tendency is confirmed in the quantitative dataset, as the three distinct groups lie relatively close in their ranking of the item (variation of 0.4).

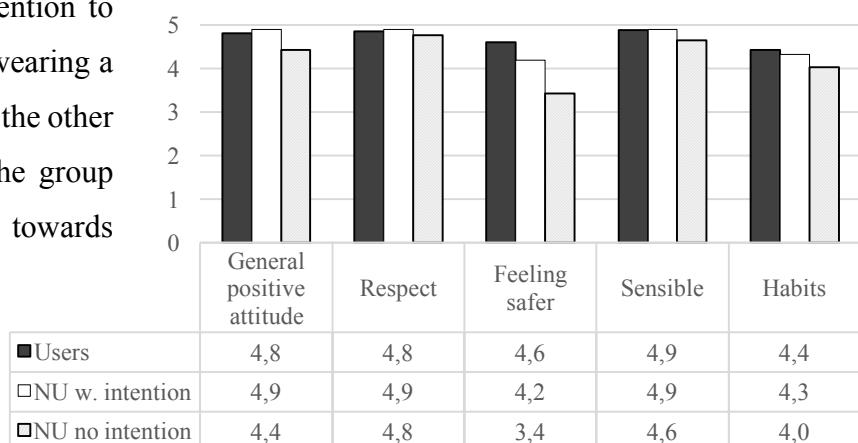


Figure 13: Attitudes I

The ranking of the items measuring the more negative aspects of the respondents' attitudes is illustrated in Figure 14. In contrast to the items outlined above (Figure 13: Attitudes I), a higher ranking in certain of these items does not necessarily reflect positive attitudes. Specifically, higher ranking of the items measuring impracticality, vanity, unappealing look and feeling awkward reflect a higher level of agreeableness among the group of respondents. Thus, higher ranking of these items is interpreted as reflecting a more negative attitude towards wearing bicycle helmet.

When assessing the rankings of the items measuring the 'negative' influencing factors, a significant tendency occurs. Throughout the four items, the non-users without the intention to use a helmet rank the highest. This group is, accordingly, identified as the one, which reports finding helmets relatively more im-

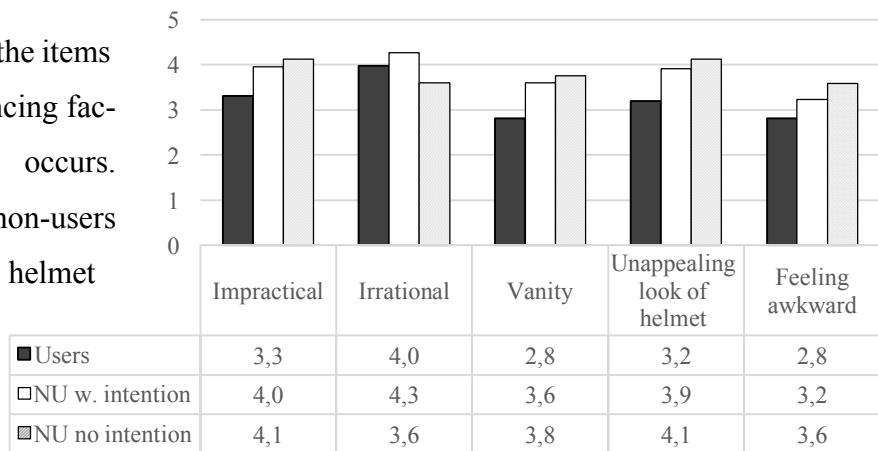


Figure 14: Attitudes II

practical and awkward to wear, as well as caring more about their looks when biking and finding the helmet's look unappealing. Similarly, to the tendency spotted in the above Figure 13, the non-users with the intention to use rank the four items a bit lower than the non-users without the intention, whereas users rank them the lowest. Again, the findings imply that non-users without an intention to start wearing a helmet might hold more negative attitudes towards bicycle helmet use.

In the item measuring the perceived level of irrationality of not wearing a helmet, non-users with the intention to use score the highest. Helmet users rank this item relatively lower, followed by non-users without an intention. This implies that non-users with the intention to use might reflect more on their decision to *not* wear a helmet. However, this assumption is challenging to test, due to the limitations of the dataset as well as the relatively low difference in the ranking (variation of 0.9) of the item within the three groups. However, the insight relating to perceived level of irrationality is considered to confirm the qualitative findings, related to respondents' reflection on irrationality in relation to not wearing a helmet.

Throughout the analysis of items measuring attitudes, a clear tendency of existing users and non-users with an intention to start using a helmet holding highly positive attitudes towards bicycle helmet

use is apparent. Correspondingly, the non-users without an intention to use generally hold less positive attitudes, evident through consequently ranking positive attitude items lower as well as negative attitude items higher than the other two groups.

The tendency is furthermore confirmed, when calculating the average positive and negative rankings of the three groups, illustrated in Figure 15 below:

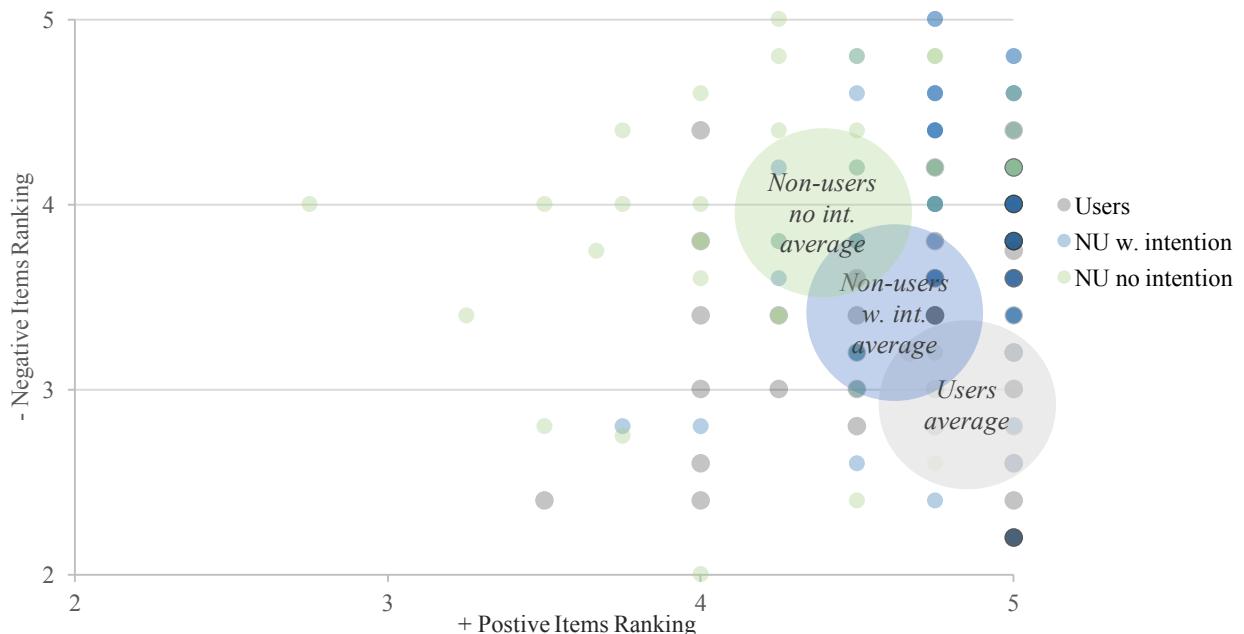


Figure 15: Attitudes Ranking

	Positive attitude average	Negative attitude average
Users	4,8	3,2
Non-users w. intention	4,7	3,8
Non-users no intention	4,3	4,1

Table 2: Average attitude rankings

and sensible aspects. The items included in the negative average are the five items illustrated in Figure 14; impractical, irrational, vanity, unappealing look of helmet and feeling awkward. As Figure 15 emphasise, the tendency of respondents with the intention and existing users rank positive items relatively higher and negative items relatively lower than the non-users without an intention.

Despite the findings that all respondents are found to hold generally positive attitudes for and respect towards bicycle helmet users, the lower ranking of the positive items and higher ranking of the negative items by the non-users without an intention is considered significant.

The average rankings of each group were calculated as the weighted average of each respondent's individual rankings of the items measuring positive and negative attitudes (Table 2).

The items included in the positive average are the general positive attitude, respect, feeling safer

Hypothesis 2.1 states: *Young Danes, who hold positive attitudes towards bicycle helmet use, generally hold a positive behavioural intention in relation to wearing bicycle helmets.* Based on the analysis, hypothesis 2.1 is **confirmed**, as the correlation between respondents holding positive attitudes being more likely to hold intention of wearing bicycle helmet is present.

4.2.4 H2.2: Subjective Norms

To test hypothesis 2.2, *whether young Danes, who are highly influenced by subjective norms, generally hold a negative behavioural intention toward bicycle helmet use*, the items in the online questionnaire related to the subjective norms will be analysed. The analysis will, thus, investigate whether the subjective norms are dominating in terms of influencing behavioural intention, ultimately leading to behaviour. An overall higher ranking of subjective norms is considered to reflect a higher level of influence on the behavioural intention, either positive or negative.

As apparent on Figure 16, two items in the online survey were proposed to measure the respondents' evaluation of peer influence. The three user groups rank the influence of peers somewhat similar, with a variation of respectively 0.2 and 0.8. Overall, existing users evaluate peer influence on their own decision making relatively lower, compared to the other two groups.

This tendency may imply that existing users are less inclined to be influenced by peers, but rather other parameters. For instance, as outlined in the above analysis, existing users were identified as the group, who felt relatively safer, when wearing a helmet.

This insight is well in line with the findings of the textual analysis, where existing users were found to emphasise especially

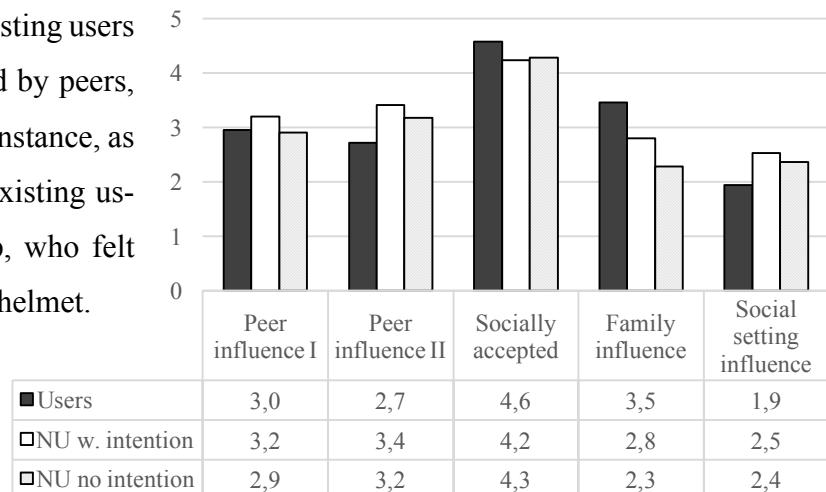


Figure 16: Subjective Norms I

safety related themes, exemplified by the dominance of for instance 'safety' and 'concussion'. Furthermore, non-users with the intention ranks the influence of peers higher than the other groups.

Applying reference group terminology, outlined above in section 2.2.1.2 Subjective Norm (page 15), non-users with the intention to use exhibit signs of being influenced in a value-expressive way. This is considered present, as the non-users with the intention to use rank peer influence relatively higher,

implying that they apply their peers' norms, values and behaviour as an anchor for own attitudes, values and behaviour.

In the item measuring the respondents' perceived level of social acceptability of wearing bicycle helmet, the distribution of the ranking appears generally high. All groups rank the item within a very small distribution, in the range of 4.2 - 4.6. This implies that, as expected due to the findings of the qualitative analysis, respondents do not feel challenged by the social acceptability of bicycle helmets. However, some variance occurs in relation to the respondents' evaluation of the influence of various social settings. Even though the three groups ranks the item low, thus not evaluating various social settings as influencing on their decision making, the two non-user groups rank the item relatively higher than the existing users. However, this finding is not considered significant, due to the variation being as little as 0.6 between the three user groups. The high level of perceived social acceptability is considered to confirm the previous assumption, related to observations that no environmental constraints are detected, in relation to the integrative model of behaviour prediction.

Most variances in the respondents' ranking occur in the items measuring family influence (Figure 16) and feeling guilty for not wearing a helmet (Figure 17). In both items, a tendency of existing users ranking the items high, compared to the two non-user groups is present. Furthermore, both items are ranked 'medium' by non-users with the intention and lowest by non-users without an intention to use.

The variance in rankings of the influence of family is relatively similar in the three groups, with a distribution of 1.3 centred around a neutral stance (lowest 2.3 to 3.5 as highest). More significant is the difference in the respondents' evaluation of feeling guilty, when not wearing a helmet, where the variation is as high as

2.3. The existing users rank the item the highest (4.1) and the non-users without an intention the lowest (1.8). The large variety in the respondents' ranking of this item may imply that the more committed respondents are to the behaviour, in this case wearing bicycle helmet, the more guilt they feel. Thus, respondents without an intention to use a helmet might not feel a commitment towards the behaviour, resulting in not feeling guilty about not doing it. Applying reference group terminology,

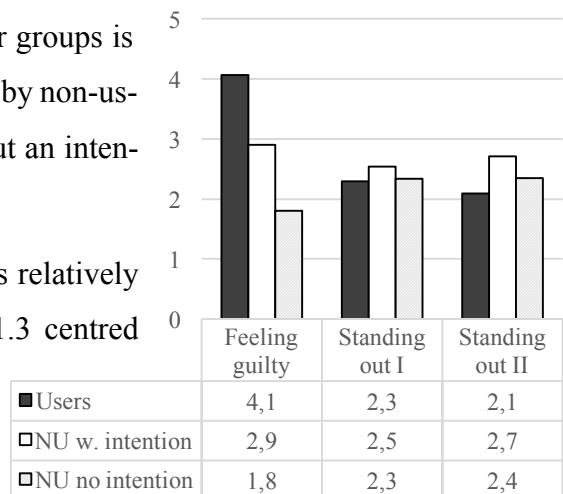


Figure 17: Subjective Norms II

the existing users might be influenced by utilitarian mechanisms. Compared with them being influenced by family, they might perform the behaviour to receive a direct reward or avoid a sanction, in the form of acknowledgement from this group.

The items measuring the respondents' stance in relation to standing out from the crowd when wearing a helmet, are ranked relatively similar across the user groups. All respondents are found to be somewhat neutral in their evaluation, and thus, no significant differences in relation to this matter appear. Thus, the tendency of respondents' concern of standing out from the crowd, identified in the qualitative analysis, is not present in the quantitative dataset.

Throughout the analysis of items measuring subjective norms, a clear tendency of differences in terms of how the segment is influenced by various subjective norms is apparent. The most significant findings uncovered that non-users with the intention to use are mostly influenced by peers, whereas existing users are mostly influenced by their family. However, no clear tendencies in terms of non-users without an intention to use being influenced by subjective norms has been identified.

Hypothesis 2.2 stated: "*Young Danes, who are highly influenced by subjective norms, generally hold a negative behavioural intention toward bicycle helmet use*". Thus, based on the analysis of the items measuring the subjective norms' influence on decision making, the hypothesis is **rejected**.

4.2.5 H2.3 and H2.4: Perceived Behavioural Control and Self-Efficacy Beliefs

As outlined above, the influence of perceived behavioural control and self-efficacy beliefs has been identified to overlap in several ways. Thus, the following section will investigate hypothesis 2.3 and 2.4 in one analysis.

Hypothesis 2.3 relates to perceived behavioural control, and is aimed at testing whether *young Danes, who are highly influenced by the perceived behavioural control, are more likely to hold positive behavioural intentions, in relation to wearing bicycle helmet*. Hypothesis 2.4 relates to self-efficacy beliefs and is aimed at testing, whether *young Danes, who have negative self-efficacy beliefs, are more likely to hold negative behavioural intentions, in relation to wearing bicycle helmet*

Below, Figure 18 visualises the three groups' respective ranking of perceived behavioural control (own and others' experiences and length of trip) and self-efficacy beliefs (demandingness) items.

Significant difference occurs within the item of own experiences. Specifically, users rank the item highest (4.8) and non-users without an intention to use lowest (3.3). The non-users with an intention to use rank the item almost in the middle between the two other groups (4.2). This imply that people

without an intention to use, evaluate own experiences as having less influence on their behavioural control, compared to the other groups. Fundamentally, this means that the users and non-users with an intention to use are more likely to re-evaluate their decision making, if they for instance were involved in an accident.

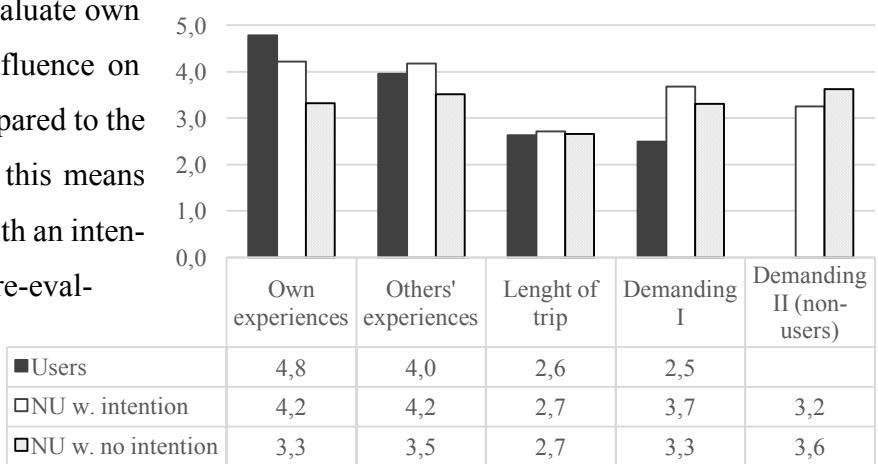


Figure 18: Perceived Behavioural Control and Self-Efficacy Beliefs I

Interestingly, the tendency is a bit skewed, when examining the item measuring the impact of others' experiences. Here, respondents generally evaluate the item more similar. However, non-users without an intention to use still rank the item lower, compared to the other two groups.

The insights gained from the two items measuring the influence of own and others' experience reveal that there is a remarkable difference between the groups' evaluations of the items regarding their decision making. Overall, the current users and non-users with an intention to use are found to evaluate the impact of experiences higher than non-users. This may be explained by the two groups reflective level in relation to wearing bicycle helmet, as well as their relatively high focus on the safety benefits, identified in the above textual analysis.

Compared to the findings in the qualitative analysis, the respondents' relatively neutral evaluation of the length of trip's impact on the perceived behavioural control is unanticipated. In the focus groups, the theme of length and circumstances of bicycle trips were identified as influencing whether the helmet was perceived meaningful appeared as a reoccurring theme. This finding provides an example of the relevance of the mixed methodology, as the dominance of the theme in the qualitative analysis implied that the item had a strong influencing power on the decision making. Thus, by testing the qualitative finding in a quantitative context, the length of trip is identified as a less important influencing factor in a more representative sample.

Examining the items measuring the respondents' evaluation of whether they find wearing a helmet to be demanding, a clear tendency appears. The users rank this item remarkably lower (2,5) than the two non-user groups. The two non-user groups rank the item relatively similar, implying a higher perceived demandingness of the behaviour. This insight is consistent with the qualitative findings. In the focus groups, several non-users expressed concerns about the impracticability and demandingness of

wearing a bicycle helmet. In contrast, the meaning elicited from the existing users implied that they did not find wearing a helmet to be demanding. Thus, the qualitative findings related to the segment perceiving wearing bicycle helmets as demanding is found to be dominantly present within the non-user groups.

Figure 19 visualises the three groups' respective rankings of the items measuring the two themes, which is identified as a mix between perceived behavioural control and self-efficacy beliefs. Overall, no significant difference in the items is identifiable. However, non-users without an intention to use rank the three items relatively higher, compared to the other two user-groups. This implies that the non-users without intention is the group with the strongest tendency of overestimating their own capabilities and underestimating external factors, in their decision making process related to wearing bicycle helmets.

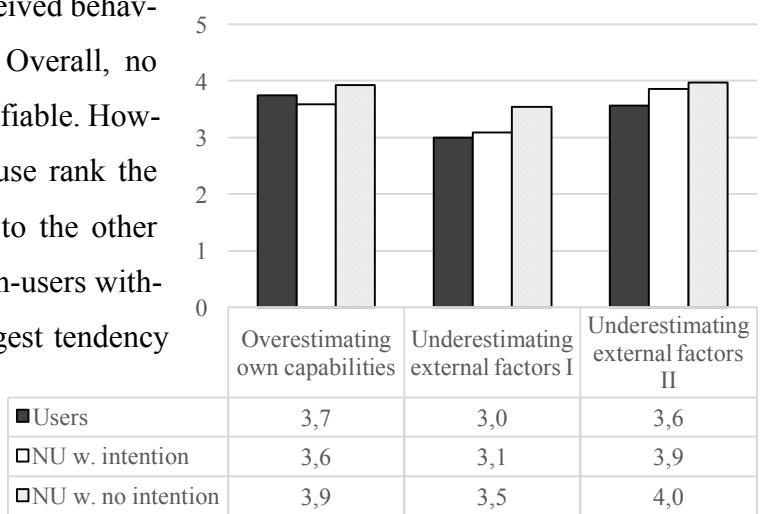


Figure 19: Perceived Behavioural Control and Self-Efficacy Beliefs II

Through the analysis of items exploring the influence of the perceived behaviour control and self-efficacy beliefs, a tendency of individual differences within the segment is apparent. The most significant findings uncovered that non-users without the intention to use a helmet are least likely to be influenced by own and others' experiences, but overestimates own capabilities and underestimates external factors in their decision making. In terms of perceived demandingness of performing the behaviour of bicycle helmet wearing, both non-user groups exhibit to perceive the task as demanding. Thus, in relation to perceived behavioural control, non-users without an intention to use, are found least likely to influenced. In relation to self-efficacy beliefs, both non-user groups, not dependent on behavioural intention, evaluates the behaviour as demanding.

Hypothesis 2.3 stated: "*People who are highly influenced by the perceived behavioural control are more likely to hold positive behavioural intentions, in relation to wearing bicycle helmet*". Thus, based on the analysis of the items measuring the perceived behavioural control's influence on decision making, the hypothesis is **confirmed**, as existing users and non-users with the intention to use, have been identified as the groups with the highest reported level of influence.

Hypothesis 2.4 stated: “*People who have negative self-efficacy beliefs are more likely to hold negative behavioural intentions, in relation to wearing bicycle helmet*”. As outlined above, the item measuring self-efficacy beliefs related to the perceived demandingness of wearing a bicycle helmet. A higher ranking of this item is, thus, interpreted as holding negative self-efficacy beliefs. In the analysis it was identified that the non-users without an intention to use reported most negative in relation to the self-efficacy beliefs. Hypothesis 2.4 is thus **confirmed**.

4.2.6 Sub-Question 2: Correlation Between Influencing Mechanisms and Behaviour

The above analysis provides ground for answering sub-question 2. Sub-question 2 is aimed at outlining *what characterises the identified influencing factors' relation to the behavioural intention and behaviour*. Through diverse analytical methods, the influencing mechanisms identified in the qualitative analysis were quantitatively tested and analysed.

In relation to the overarching theme of **own attitudes**, it was established that the part of the segment who holds more positive attitudes towards bicycle helmet use, has a higher intention to use. Thus, people within the segment who hold more negative attitudes are found less likely to hold the intention of wearing bicycle helmets.

In the investigation of the **subjective norms**, it was established that non-users, in general, were more influenced by their peers in relation to wearing bicycle helmets. On the contrary, existing users exhibited to be more influenced by family. The analysis revealed that the segment does not feel any social acceptance boundaries in relation to wearing bicycle helmets. Despite a relatively small variance in the segment, the non-user group with an intention to use bicycle helmets were identified as the group, which is mostly influenced by the subjective norms. Thus, a relation between being influenced by the subjective norms and holding the intention to use was identified.

In relation to the **perceived behavioural control**, the part of the segment without the behavioural intention of wearing bicycle helmet was identified as the group which is least influenced by own and others' experience when evaluating their own control over situations. Thus, the part of the segment that appeared to be more influenced by own and others' experience were more likely to hold the behavioural intention of wearing bicycle helmet.

Exploring the **self-efficacy beliefs**, it was apparent that people without the intention to use were shown to hold more negative self-efficacy beliefs. That became apparent as those who did not hold the intention to use evaluated the perceived demandingness of performing the behaviour relatively high.

The items measuring the overlapping themes within the perceived behavioural control and self-efficacy beliefs revealed that people without the intention to use generally overestimate their own capabilities and underestimate external factors the most. This correlation is considered consistent with the behavioural intention of the group being negative, in terms of exhibiting overoptimistic attitudes towards internal and external factors' influence. In this regard it should, however, be noted that the variance in the dataset was relatively small, and may not reflect the groups' actual evaluation of the items. But due to the people without an intention to use consistently evaluating the items higher than people with an intention to use, the finding is considered to imply a potential tendency.

5 DISCUSSION

The present study contributes with new insights on the dominating influencing factors on young Danes' decision making, in relation to wearing bicycle helmets. The findings of the analysis imply the relevance of reflecting upon the theoretical contributions of the study, but also a critical discussion of the implications occurring in the research. Thus, the following section will discuss the findings, regarding the theoretical contribution and implications of the thesis.

5.1 Theoretical Contribution

As outlined, existing literature within the field of bicycle helmet-related behaviour, primarily focus on young children and adolescence, and the behavioural patterns of these segments. Furthermore, very little research has been conducted in a Danish context. The research of thesis, by applying a new perspective to a highly-researched field, provides important insights to the identified research gap.

An additional theoretical contribution consists of the combination of two frequently applied decision making frameworks; the theory of planned behaviour and the integrative model of behaviour prediction. Current research tends to dominantly apply the theory of planned behaviour, in certain cases combined with other frameworks. This project demonstrates that by combining the theory of planned behaviour with the integrative model of behaviour prediction, which consist of fractions of multiple decision making models, a solid theoretical frame for exploring decision making patterns occur.

It should be noted, that the relatively limited empirical base of the conducted research in the thesis imply that the outlined theoretical contribution should be considered an indication of the tendencies of the actual influencing mechanisms on young Danes' decision making, in relation to wearing bicycle helmets. There is a need to further validate the findings and to test the theoretical contributions on a larger and more balanced sample which controls better for the educational, age and geographically residency of the participants. However, the findings are still considered valid in terms of providing reliable insights of potential tendencies, and is considered appropriate given the purpose of the thesis.

5.2 Implications

Through the thesis, a range of implications related to the research has emerged, which will be discussed in the following section.

The research is aimed at empirically identifying and evaluating the influencing mechanisms on young Danes' decision making, in relation to wearing bicycle helmets. One of the greatest implications in

the thesis is related to the scale and nature of the conducted research. Due to the resource constraints of the present research, the extent of the sample, in terms of size and representativeness, the sampling method could be improved. While, in the present case, the extent and quality of the sample is considered adequate for the purpose of the research, a larger sample without characteristics of convenience sampling would be preferable. The improved sample composition would enhance the validity of the findings.

An additional implication in the present research, consist of the somewhat simplistic quantitative analysis. A more complex research approach, for instance significance testing and regression analysis, would provide insights in terms of complex correlations between the identified factors and their relative impact on behavioural intention and outcome. Whereas the applied approach provides valuable indications of the detected tendencies, a predominantly statistical approach might, validate the empirical findings further.

A further implication of the present research relates to the applied research philosophy. The pragmatic paradigm was applied in the thesis, due to the perspective's context dependent approach, focusing on uncovering concrete situations, and why they occur as they do. Applying a different research philosophy, for instance positivism or social constructivism, would imply a significantly different research approach and naturally a different perspective on the given the difference in the ontological and epistemological stances of the paradigms. The applied research philosophy has a large influence the research design, which may have impacted the findings of the project.

6 CONCLUSION

The research in the project was inspired by a deep curiosity of investigating the, somewhat illogical, process of young Danes' decision making regarding the use of bicycle helmets. Based on insights from economic and safety statistics the thesis' focal point is exploring the segment of young Danes living in larger cities' perceived motivational factors and barriers for performing the behaviour.

In the initial research phase of the thesis, an expert interview with Senior Campaign Project Manager, Lisbeth Sahl of The Danish Road Safety Council was conducted. Combining the interview with relevant statistics provided a focused foundation for the research of the thesis. The problem statement was ultimately formulated based on a wide range of insights, emphasising the relevance from several perspectives. To concretise the proposed problem statement and provide a focused ground for the research, two sub-questions and hypotheses were formulated. The sub-questions and hypotheses inspired the structure of analysis, which consisted of two distinct parts, constituting the ground for answering the overall problem statement.

The field of behavioural economics served as the theoretical starting point of the thesis. Behavioural economics were discussed, to emphasise the challenge of the standard, rational economic model of decision making, present in the thesis. Thus, the perspective enabled exploration of a range of dynamics, influencing young Danes' decision making processes that were crucial for the research.

In addition to the overall theoretical ground of behavioural economics, the two decision making models, theory of planned behaviour and the integrative model of behaviour prediction, were applied to answer the problem statement. A critical review of the models contributed to the identification of relevant influencing mechanisms on human decision making processes. The identified influencing factors served as inspiration for the qualitative data collection, where the constructs were exploratively and empirically tested. The qualitative data analysis based on the focus groups implied that the identified mechanisms influencing decision making constituted an overarching theme, each holding several sub-themes. The combination of relevant theory and the qualitative dataset, thus, identified a range of influencing factors, which were mapped and relations were detected. The qualitative findings constituted the ground for the quantitative online survey's research design and analysis.

In the research of sub-question 1, the qualitative dataset derived from the focus groups was analysed, to determine the influencing factors on the segment's behavioural intention and decision making in relation to bicycle helmet use. The analysis identified a range of influencing mechanisms which were

mapped in a framework, consisting of four overarching themes. The overarching themes were identified as the respondents' own attitudes, the surrounding subjective norms, their perceived behavioural control and self-efficacy beliefs. Within each overarching theme, several sub-themes were identified.

The research of sub-question 2 consisted of analysis of the quantitative dataset to test the generalisability of the qualitative findings identified in the first part of analysis. The analytical methods included textual analysis of the open-ended questions of the survey and comparing the rankings of the various items, measuring the influencing mechanisms relative influence of the segment's decision making. In the second part of analysis it was concluded that several of the themes, identified within the four overarching themes, influence the segment's decision making, in relation to wearing bicycle helmets.

Within the overarching theme of own attitudes, a correlation between holding positive attitudes towards bicycle helmet use and holding the intention to use it was identified. Within the overarching theme of subjective norms, it was identified that non-users were more reluctant to be influenced by their peers' opinions. Furthermore, the analysis established that the segment does not feel any social acceptance boundaries in relation to wearing bicycle helmets. Overall, a relation between being influenced by the subjective norms and having a positive intention to use was identified. In relation to the perceived behavioural control, the part of the segment who to a greater extent exhibited to be influenced by own and others' experience, were more likely to hold the behavioural intention of wearing bicycle helmet. Investigation of the overarching theme of self-efficacy beliefs revealed that the part of the segment that did not hold the intention to use bicycle helmets evaluated the perceived demandingness of performing the behaviour higher, compared to the part of the segment with the intention to use. The items measuring the overlapping themes within the perceived behavioural control and self-efficacy beliefs revealed that people without the intention to use generally overestimate their own capabilities and underestimate external factors the most.

In summary, what characterises and influences young Danes' decision making in relation to wearing bicycle helmets can be outlined by four overarching influencing mechanisms; the individual's own attitudes towards the behaviour, the subjective norms, the perceived behavioural control and self-efficacy beliefs.

Based on the above conclusions in relation to the segment of young Danes, strategic recommendations for stakeholders to consider in future communicative initiatives, targeted at the segment, can be proposed.

A key insight, extracted from the analysis is the apparent great variance within the group of young Danes, in terms of the factors influencing their decision making in relation to wearing bicycle helmets. Thus, when developing communicative initiatives, stakeholders should keep the difference within the segment in mind, as the tendency of variation implies that the different fragments of the segment are influenced in various ways. The insights related to the various items and the different parts of the segment's evaluation of these, provide valuable information in order to diversify campaigns, targeted at different parts of the segment.

7 REFLECTION

While the thesis examines the influencing factors on young Danes' decision making in relation to wearing bicycle helmets, the research also offers inspiration in terms of relevant future studies of themes, which were not included. Thus, the following section presents additional topics within the area of bicycle helmet research, which emerged through the present study.

7.1 Geographical Expansion

The thesis' target segment consists of young people, who live in larger Danish cities, limiting the findings to be applicable to a Danish context.

Future research could geographically expand in scope to include other nationalities. For instance, other European bicycle user-heavy countries, such as the Netherlands, Germany and Sweden, might benefit from applying a similar research design for exploring the phenomenon of young peoples' decision making, in relation to wearing bicycle helmets.

7.2 Legislation

Though relevant stakeholders in a Danish context are officially opposing enforcing legislation within the area of bicycle helmets, certain countries do legislate within the area. Thus, it is deemed a relevant topic for future research, within the bicycle helmet literature, in order to study the potential outcomes of legislation.

Currently, Australia and New Zealand are the only countries that enforce legislation requiring all bicyclists to wear a helmet. Other countries, such as Sweden, Iceland, Canada and The United States do legislate the area, but limited to certain age groups (for example children), under special circumstances (for example in urban areas) or having different legislations depending on region or state.

Several studies relate to the efficacy and measured effect of legislation. Research of bicycle helmet legislation is currently limited to countries, where legislation is already enforced. Thus, current research dominantly focus on Australia (i.e. Cameron, Vulcan, Finch, & Newstead, 1994; Robinson, 1996), New Zealand (i.e. Scuffham, Alsop, Cryer, & Langley, 2000), USA (i.e. Lee, Schofer, & Koppelman, 2005) and Canada (i.e. Karkhaneh, Rower, Saunders, Voaklander, & Hagel, 2011).

The existing research could serve as inspiration for conducting research within the field, and applying existing findings to a Danish context, in order to explore the potential outcome of legislation of bicycle helmet use.

7.3 Tweens

Though the target segment of the present thesis is the age-group with fewest bicycle helmet users, a comprehensive report by The Danish Road Safety Council finds the use of bicycle helmets to decrease significantly, when children reach the age of 11-12-years; the so-called tween-age (Køhler et al., 2015). At the same time, it is apparent that the number of serious and fatal bicycle related accidents increases remarkably, when children reach this age.

Thus, despite the relevance of the target segment of young Danes, aged 18-30 years, applied in the thesis, the segment of Danish tweens is also deemed relevant for further research. An investigation of how the tweens' - potential - abandonment of bicycle helmets can be postponed, so they get more safely through the dangerous tween cycling years and learn to become safer cyclists is, thus, considered relevant.

As previously outlined, several studies focus on exploring the facilitators and barriers of children and teenagers' bicycle helmet use. However, in a Danish context, research is scarce, which emphasises the relevance of the segment for future research.

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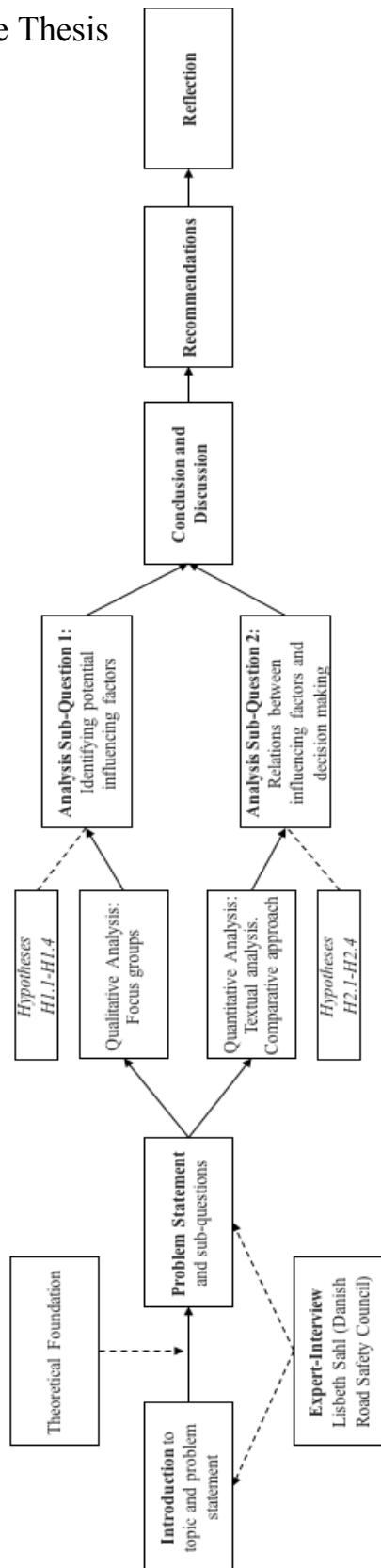
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9 APPENDICES

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Appendix A: Structure of the Thesis



Appendix B: Calculating the Population of the Thesis

	København (inkl. FRB)			Odense			Esbjerg			Kolding			Randers			Aarhus			Aalborg			Average and number of bicyclists divided on age			
	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	FOLKI to TU adj.	Adjusted ^a % after TU adj.	N	Avg. %	Avg. %	Avg. %			
18 år	5.380	4.734	3%	2.268	2.155	5%	1.446	1.403	7%	1.206	1.194	8%	1.280	1.088	8%	3.613	3.143	3%	2.350	1.998	4%	5%	15.714	4%	
19 år	6.486	5.708	3%	2.774	2.635	6%	1.533	1.487	8%	1.347	1.334	9%	1.329	1.130	8%	4.222	3.673	4%	2.396	2.181	4%	6%	18.362	4%	
20 år	9.258	8.147	5%	3.489	3.315	3%	1.533	1.487	8%	1.328	1.315	9%	1.372	1.166	9%	5.860	5.098	5%	3.742	3.181	6%	7%	23.708	6%	
21 år	13.231	11.643	7%	4.573	4.344	10%	1.591	1.543	8%	1.226	1.214	8%	1.315	1.118	8%	8.600	7.482	7%	4.812	4.090	8%	8%	31.435	8%	
22 år	16.200	14.256	8%	4.820	4.579	10%	1.648	1.599	8%	1.155	1.143	8%	1.268	1.078	8%	9.800	8.526	8%	5.399	4.589	9%	9%	35.770	9%	
23 år	17.224	15.157	9%	4.803	4.563	10%	1.600	1.552	8%	1.151	1.139	8%	1.248	1.061	8%	9.557	8.315	8%	5.296	4.502	8%	8%	36.288	12.300	
24 år	18.567	16.339	9%	4.626	4.395	10%	1.571	1.524	8%	1.132	1.121	8%	1.198	1.018	8%	9.681	8.422	8%	5.105	4.339	8%	8%	37.158	10%	
25 år	19.288	16.973	10%	4.356	4.138	9%	1.523	1.477	8%	1.091	1.080	7%	1.221	1.038	8%	8.834	7.686	8%	4.418	3.755	7%	8%	36.148	9%	
26 år	19.632	17.276	10%	3.978	3.779	8%	1.517	1.471	8%	1.182	1.170	8%	1.202	1.022	8%	8.283	7.206	7%	4.092	3.478	6%	8%	35.403	12.332	
27 år	19.530	17.186	10%	3.501	3.326	7%	1.404	1.362	7%	1.107	1.096	7%	1.133	963	7%	7.595	6.608	7%	3.704	3.148	6%	7%	33.689	9%	
28 år	18.935	16.663	10%	3.209	3.049	7%	1.398	1.356	7%	1.041	1.031	7%	1.117	949	7%	6.635	5.772	6%	3.162	2.688	5%	7%	31.508	11.134	
29 år	17.362	15.279	9%	2.931	2.784	6%	1.354	1.313	7%	1.037	1.027	7%	1.068	908	7%	6.027	5.243	5%	3.033	2.578	5%	6%	29.132	10.243	
30 år	16.780	14.766	8%	2.689	2.555	6%	1.336	1.296	7%	1.061	1.050	7%	1.105	939	7%	5.461	4.751	5%	2.854	2.426	5%	6%	27.783	9.757	
Bicyclists %	197.873	174.128		48.017	45.616		19.454	18.870		15.064	14.913		15.856	13.478		94.168	81.926		50.786	43.168		31%	392.100	133.199	
Npopulation	74.875		43%				15.966		35%				3.208		17%								24%	Avg. % of bicyclists	34%
% of population		56%					9%						2%			1%								10.360	6%

City	N	Residents (18-35 years)	Bicyclists	% bicyclists	Deviation from FOLKI	Deviation from after adjustment
Copenhagen (incl. FRB)	5.073	175.170	75.840	43%	-22.703	-13%
Odense	1.215	45.968	16.041	35%	-2.050	-4%
Esbjerg	599	18.970	3.141	17%	-484	-3%
Kolding	483	14.927	1.653	11%	-138	-1%
Randers	441	13.736	1.785	13%	-2.120	-15%
Aarhus	2.309	83.366	25.632	31%	-1.802	2%
Aalborg	1.467	44.077	10.367	24%	-6.709	-15%
		236.948		Avg. deviation	-9%	1%

The population of the thesis is calculated based on official population figures (Danmarks Statistik) and DTU Transport's survey of transport habits (Transportvaneundersøgelsen 2007-16).

As the dataset regarding number of bicyclists (DTU Transport, 2016) did not include distribution of age, the percentage distribution of age groups is calculated based on the official population figures. Thus, the calculations may not be exact, but does provide a meaningful picture of the population size.

A final note regarding the calculation relates to stage of family life cycle. It has not been possible to extract a meaningful or valid dataset which outline whether people in the population have children or not.

Sources: Danmarks Statistik (2017); FOLKI; DTU Transport (2016); Transportvaneundersøgelsen 2007-16

Appendix C: Interview Guide for Expert Interview

Interview med Lisbeth Sahl

Senior Kampagneprojektleder i Rådet for Sikker Trafik

Introduktion:

- Læser på sidste år af min cand.merc. på CBS
- Er i gang med at forberede mit speciale – ved at lave emneafgrænsning og søger inspiration til dette samt problemformulering
- Overordnet er jeg interesseret i at skrive om ændring af (forbruger)adfærd via informationskampagner
 - Min tanke er at fokusere på et afgrænset område inden for trafiksikkerhed
 - Eks. unge, børn 10-12 år, billister eller andre...
- Jeg vil gerne både snakke specifikt om kampagner, men også gerne have en mere generel snak om hvilke udfordringer Rådet for Sikker Trafik møder, ift. arbejdet med forskellige segmenter (særligt børn og unge?) og problemstillinger (cykelhjelm, spirituskørsel...).

Om ekspertinterview:

- Jeg bruger interviewet til at søge oplysninger fra en ekspert ("personer, som i en aktuel sammenhæng besidder en stor viden om et afgrænset emne").
- Interviewformen appellerer til opbygning af viden/væsentlighed/forståelse af et fænomen.
- Denne form for interview bruges ofte i researchfasen og uden at blive direkte citeret.

Generelt:

- Hvilke generelle problemer møder i, med følgende segmenter?
 - Unge (18-25 år) (både generel sikkerhed og cykelhjelm)
 - Teenagere (13-25 år)
 - Børn (både yngre, 4-8 år, og større børn, 8-12 år)

Nederen forældre

Fra creative brief: At nå de adfærdsændrende mål i forhold til forældrerollen og dermed holde børnene fast på brugen af cykelhjelm. Målsætning med kampagnen: ”ruste forældrene til forhandlings-situationen, når deres barn begynder overvejelserne om at droppe hjelmen”

- Hvad er den grundlæggende tanke bag kampagnen? Hvad er målet med kampagnen? (udover at øge brugen af cykelhjem hos børnene)
 - o *At involvere forældrene?*
 - o *At anerkende, at børn ikke synes det er 'sejt' at køre med cykelhjelm?*
- *Hvorfor denne approach?*
 - o Målgruppe = forældre med børn i alderen 8-12 år
 - o *Er forældre dem, der påvirker børn i segmentet mest?*
 - o *Hvordan har i fundet ud af, hvem der har mest indflydelse (ift. andre indflydelseskilder i børnens liv, f.eks. skole, medier, venner...)?*

Kør bil, når du kører bil

- Målgruppe og mål for kampagnen?
 - o *Mange forskellige approaches = bred målgruppe (eks. både advergame og TV-spots)*
- Ønsket effekt? Reel effekt? Måling?

Appendix D: Interview Guide for Focus Groups

Fokusgruppe Interviews

Introduktion

- Respondenter bydes velkommen og takkes for deres deltagelse.
- Forklar specialelets formål i korte træk: Undersøge unge danskeres brug (og ikke brug) af cykelhjelm, og hvad der har indflydelse på denne.
- Oplys om, at fokusgruppen optages og at det er vigtigt, at respondenter ikke taler i munden på hinanden, da det vil gå ud over kvaliteten af optagelsen, som vil blive transskribert efterfølgende.
- Oplys om, at alt data indsamlet i fokusgruppen vil blive behandlet fortroligt, og udelukkende blive brugt i specialesammenhæng.
- Der er sat 1,5 time af til fokusgruppen, men jeg ikke regner med, at det vil tage helt så længe. Nok max en times tid.
- Alle respondenter bedes om, at tage navneskilt med deres eget navn på og stille foran sig.
- Respondenter oplyses om fokusgruppens opbygning: moderator kommer med overordnede inputs og spørgsmål, men der opfordres til at respondenter diskuterer indbyrdes og byder ind med kommentarer overfor hinanden. Vi skal igennem forskellige temae omkring det at bruge cykelhjelm.
- Understreg, at alles holdninger og synspunkter er vigtige, og alle derfor opfordres til at byde ind.

1. Socio-demografiske informationer om respondenter

Respondenter bedes udfylde papir med socio-demografiske variable (navn, alder, bopæl, beskæftigelse og om de bruger cykelhjelm). Efterfølgende opfordres respondenter til at introducere sig selv for resten af gruppen.

Sedlerne med de socio-demografiske oplysninger gemmes af moderator for at lette den senere transskriberings- og kodningsproces.

Efter introduktion, spørges alle deltagere i plenum ind til **rekrutteringsvariabel: Adfærdsmønstre - behavioural patterns**

- Er cykel dit primære transportmiddel?
 - o Hvor ofte cykler du?

2. Attitudes – behavioural beliefs (TPB + IMBP)

- Hvad er din holdning generelt til cykelhjelme?
- Hvad føler du har indflydelse på denne? (F.eks. egne værdier og holdninger, sociale værdier, andres holdninger)
- Hvilke fordele synes du der er ved at bruge cykelhjelm?
- Og ulemper?

3. Social/perceived norms (and motivation to comply) – normative beliefs (TPB + IMBP)

- Er der nogen, som du føler generelt er går ind for brug af cykelhjelme? Og er imod?
 - o *Input:* politisk korrekthed...
- Hvem ville du vurdere som opfordrende ift. din brug af cykelhjelm? Og er der nogen du ville vurdere som modstandere af, at du skulle bruge/bruger det?
 - o Synes du at brug af cykelhjelm på nogen måde er socialt inkluderende eller ekskluderende? Både på generelt niveau og i din egen omgangskreds
 - o Føler du, at det er socialt ”acceptabelt” at bruge cykelhjelm i din omgangskreds? Og i Danmark generelt?
- Er brug af cykelhjelme noget du taler med dine venner/folk i din omgangskreds om?
- Påvirker din omgangskreds din holdning til brug af cykelhjelm? Og om du selv bruger det?
- Tror du, at det ville påvirke din egen holdning, hvis folk i din omgangskreds omtalte cykelhjelme på en negativ/positiv måde?
- Ville du bruge/ikke bruge cykelhjelm hvis alle i din omgangskreds brugte/ikke brugte det?

4. Perceived Behavioural Control – control beliefs (TPB)

- *Hvis respondenten bruger cykelhjelm:* Føler du, at det er krævende for dig at bruge cykelhjelm?
 - o *Hvis ja:* På hvilken måde?
 - o *Hvis nej:* Hvorfor ikke?
- *Hvis respondenten IKKE bruger cykelhjelm:* Føler du, at det ville være krævende for dig at bruge cykelhjelm?
 - o *Hvis ja:* På hvilken måde?
 - o *Hvis nej:* Hvorfor ikke?

- *Til alle*: Hvad føler du der er ”nemt” ved at bruge cykelhjelm? (Spørg også ind til hvad de føler er ”svært” ved at bruge cykelhjelm, hvis det ikke er blevet dækket af ovenstående).

5. Self-efficacy– *efficacy beliefs* (IMBP)

- Hvordan ville du vurdere dig selv som cyklist generelt? God/dårlig/normal?
 - o Bedre/dårligere end andre? Og hvorfor?
 - o Din risiko for at komme til skade i trafikken som cyklist?
- Hvis du kendte en, der var involveret i en cykelulykke, hvor en eventuel cykelhjelm var afgørende for alvorligheden af ulykken, ville det påvirke dig ift. din egen brug af hjelm? Og forståelse af egne evner på cyklen?

“Bonus” spørgsmål

- Hvad synes du er en rimelig pris for en cykelhjelm?
 - o *Input*: Priserne for en EU-godkendt hjelm varierer mellem ca. 250 – 1.200 kr. afhængigt af mærke.

Appendix E: Summary of Expert Interview

Interview with Lisbeth Sahl, Senior Campaign Project Manager at the Danish Road Safety Council.

Conducted 14.10.2017

Introduction

Interviewer introduces herself and the purpose of the interview: to gain insights to determine a focus in the thesis.

Specific Campaigns

Help a helmet-less ('Hjælp en hjelmløs')

This campaign was the primarily discussed, due to the target audience of young, students (start 20s). The analysis included, in addition to quantitative analysis, observations/counts of the number of people using bicycle helmets and conversations with people in the target group. It is a combination of 'hardcore' accident data and qualitative interview methods.

The insight of this campaign was "I'll wear a helmet if you do it" and that you have to take your friend in hand and buy a helmet together. The idea was also that many in this segment know that it's a good idea to use a helmet, but they do not get it done right and it's checked out. But at the same time you are in the age when you are getting more mature and you can see it's a good idea and you can better understand the consequences of one's actions. But from there, to actually getting it done, there is a long way.

The Council's pilot project 'Help a helmetless', thus, approached students and tried to remove the barriers, which were partly 'I've just not done it' and at the same time, the obstacle that it is expensive. Specifically, the campaign physically took part in CSS at the University of Copenhagen and sold bicycle helmets for a 50's. And it was very popular, there were hugely many interested. The success came behind the Council.

Those who bought the helmet during the pilot project (student segment) were asked report if they still used the helmet after the pilot project. After half a year, 76% of those who bought the helmet during the campaign, 76% still used it. The Council believes that the high retention rate of the approach works well on the target group.

Uncool Parents ("Nederen forældre")

Many children stop using their helmet around the age of 10-12, so the starting point for the campaign was to get to keep this age group wearing their helmet. Based on a variety of analyses, the strategy for the campaign was developed (targeted parents!).

The campaign has won the Advertising Effective Award (AEA). In addition, the campaign is used in teaching at various higher education programmes.

Even though it is hard to believe, all analysis and insights of the campaign revealed that parents still are the most significant influencing factor on what their children do in this age group.

‘Nederen forældre’ is a "club" for parents, to emphasise that they are doing a good job, and that it is alright to make rules for their children, and to take their role as parents serious. Thus, the campaign is a form of humorous approach, emphasising that it is okay to have certain demands for your children, for instance demanding them to wear a bicycle helmet.

Drive, when you are driving ('Kør bil, når du kører bil')

Campaign concerning inattention in traffic. The target audience of the campaign is relatively broad in terms of age, but is targeted at drivers over 18. However, different parts of the campaign are aimed at different age groups. For instance, the Council have just launched an ‘adver-game’, targeted at the 18-30-year-old drivers.

Project Management of Campaigns

Lisbeth Sahl presents the Council's campaign models. All campaigns are built based on deep analyses. All campaigns are based on the project management model Prince2.

Campaigns are built upon insights and analyses, and concepts are developed based on these. The Council is working to find out exactly what it is that influences and affects a given target audience in terms of informational campaigns.

Strategy and goals: What will the Council achieve with different campaigns. The campaigns the Council develops must be both traffically correct, but also exciting and catchy for the target audience.

The goal is primarily for people to change behaviour because they think it's a good idea, and not because it is forced!

Once a campaign is completed, it will be tested with the audience. It is tested whether the target group is influenced and motivated by the message etc. If it is not effective, the proposal will be scrapped again. Once the campaigns are completed, the efforts are evaluated; how did it go? How did

all the actions that were made work? What do we know for next time? Finally, it is measured in monetary terms, how much the campaigns have impacted.

Often, campaigns are carried out in corporation with municipalities and police.

Legislation

Lisbeth Sahl emphasises that the official opinion within the Danish Road Safety Council is opposed to legislation of bicycle helmets. However, she also accentuates that many people think it would be easier to get themselves and their children to wear a helmet, if there was a law enforcing it.

Lisbeth Sahl explains that there have been a general increase of people wearing bicycle helmet, following the Council's informational campaigns, and thus does not consider legislation relevant at the moment. Furthermore, she emphasises that legislation would include that the law should be enforced, which would be very resource demanding. Thus, she argue that there is no reason to legislate bicycle helmet wearing, also due to the lack of resources in terms of enforcing the law. The main argument is, however, still that the positive effects based on the informational campaigns which are present at the moment, are significant, compared to other countries, which have legislation within the field.

Despite the overall reluctance towards legislation, Lisbeth Sahl emphasise that her (and the Council's) official opinion is based on the current situation, and that the situation in the future may be different, and it is, thus, difficult to say, whether they would be in favour of legislation in the future.

[*Sound file: Ekspertinterview – Lisbeth Sahl (14/10/2016) - 53:25 minutes*]

Appendix F: Transcriptions of Focus Group Interviews

Focus Group 1

Conducted on 22.03.2017, 17.00h.

0:00 – 2:26 Introduktion af interviewer: hvad projektet handler om, tidsplan, hvordan fokusgruppen vil foregå

2:27 – 3:54 Deltagerne introducerer sig selv (navn, alder, beskæftigelse og brug af cykelhjelm)

3:55 – 4:08 Rekrutteringsvariabel: Er cykel jeres alles primære transportmiddel?

Alle Ja

4:08 – 5:15

Interviewer Jeg vil gerne spørge her ud i plenum, et lidt generelt holdningsspørgsmål i forhold til det at bruge cykelhjelm. Så, hvad er jeres holdning til det, generelt?

Simone Jeg tænker lidt 'better safe than sorry'. Jeg har det sådan, at hvis der skete noget, hvor jeg bag-efter fandt ud af at jeg ikke ville have fået en hjerneskade, hvis jeg havde brugt cykelhjelm, så tror jeg bare jeg ville have det sådan, 'hold kæft det var også bare for dumt, at jeg ikke bare gjorde det' og bare var ligeglads med at det var upraktisk og ligeglads med, at jeg fik lidt fladt hår og se og komme over det. Jeg tror det mest er det der har gjort, at jeg er begyndt at køre med cykelhjelm. Fordi jeg begyndte at køre steder, hvor jeg oplevede det som farligere, og hvor jeg har følelsen af, at jeg kunne falde af cyklen og slå hovedet ned i kantstenen. Det er i hvert fald min tilgang til det...

5:16 – 6:14 [Kathrine kommer ind ad døren og fokusgruppen sættes på pause til hun har introduceret sig selv]

Interviewer Ja, som vi talte om før, vil jeg jo gerne høre lidt om jeres generelle holdning til cykelhjelme. Og ja, Simone, du har jo lige fået sagt en masse fine ting, så er der nogen der har lyst til at følge op på det?

Mie Ja. Jeg synes det er en meget ansvarlig ting at gøre. Sådan, folk der også går meget op i deres egen sikkerhed. Generelt har jeg positive tanker omkring det. Og jeg synes også det er blevet mere cool her i løbet af de sidste par år, i forhold til at sådan noget som ekstremsport for eksempel er kommet meget frem... De hjelme der er kommet frem i forbindelse med det, dem der, der er sådan lidt skateragtige, det er meget cool. Jeg synes ikke at der sådan er noget u-

cool med det mere, sådan på den måde som jeg i hvert fald selv havde det, dengang jeg var teenager.

Ida Jeg synes også det er... Altså *selvfølgelig* skal man bruge cykelhjelm. Og det er vildt irrationelt ikke at gøre det. Jeg kan slet ikke se nogle negative ting ved at bruge cykelhjelm, og alligevel gør jeg det sjældent. Jeg kører selv på ski, og der synes jeg det er så grimt, når folk ikke har hjelm på. Jeg kunne aldrig drømme om at køre på ski uden hjelm. Men resten af året, der cykler jeg jo på min cykel hver dag. Statistisk set, er der jo meget større risiko for, at jeg kommer til skade når jeg kører på cykel, men alligevel vælger jeg, at lade være med at køre med cykelhjelm. Så hvad er det der går galt? Men min generelle holdning til cykelhjelme det er, at det skal man gøre. Og jeg har respekt for folk der gør det. Og jeg håber det en dag kommer ind i mine rutiner.

Sebastian Ja, det er vel en form for tilvænningsspørgsmål, at man vender sig til det og det bliver en del af ens daglige rutiner. At man lige husker at tage cykelhjelmen samtidig med man tager sine nøgler. Og om man så bare er mega dårlig til det, det er vel en eller anden ting man kan prøve at lave om på.

Amalie Jeg tror også det der med, at det skal føles naturligt. Altså... det handler jo også meget om ens omgangskreds. Jeg tror hvis de gør det, så ville man nok i højere grad også selv gøre det. Men for mit vedkommende er det ret få af mine veninder og venner der bruger cykelhjelm, så jeg tror, at selvom jeg er 26 år gammel, så ville jeg stadig føle det var lidt underligt, at tage en cykelhjelm på. Hvilket jo er helt vildt åndssvagt og irrationelt, som du også siger [henvendt til Ida]. Jeg ved da også godt, at det er meget smartere at bruge en cykelhjelm. Og meget bedre for mig selv.

Kathrine Jeg er meget enig i det, som Ida lige har sagt med, at ski en gang om året, der er det en helt naturlig ting at tage hjelmen med og tage den på. Jeg kunne aldrig i mit liv drømme om at stå på ski uden en skihjelm. [...] Nu bruger jeg også selv cykelhjelm, men jeg har en dårlig tendens til nogen gange at lade den ligge derhjemme. Jeg synes nogen gange det er svært at få den med. For eksempel har jeg også lige fået en ny hue, som jeg gerne vil bruge, så nogle gange står jeg i dilemmaet om, om jeg skal have cykelhjelmen på eller om jeg skal tage den nye hue på.

Resten af deltagerene griner let

Kathrine Ja, det lyder meget banalt, men det er altså en hverdagsproblematik jeg står i. Også fordi så har det været vinter og koldt, og så er det irriterende at have hue på indenunder hjelmen. Men jeg er helt klart fortaler for at køre med cykelhjelm. Og jeg giver da alle dem der bruger det en

high five og noget respekt med på vejen fra mig. Men dermed er jeg ikke mere loyal overfor cykelhjelmen...

Jakob Spørgsmålet, det var synet på cykelhjelme, ikke?

Interviewer Jo. Eller hvad ens holdning sådan generelt er til brug af cykelhjelm. Det er for at finde ud af, om der helt generelt er positiv eller negativ 'stemning' omkring brug af cykelhjelme, her i gruppen.

Jakob Okay. Jeg kan måske ikke tilføje så meget til de ting der allerede er blevet sagt. Udover jeg synes, at det stigma der var omkring det at køre med cykelhjelm da man var yngre er meget anerledes i vores aldersgruppe. Jeg synes faktisk at det er ret cool at køre med cykelhjelm. Og det har nærmest den modsatte effekt. Det er lidt mere sådan en overskudsagtig ting.

Anders Der er ikke så meget Nyrop over den mere...

Alle griner let

Ida Men faktisk, i nogen sammenhænge, synes jeg det er lidt pinligt, at jeg ikke kører med cykelhjelmen. Altså, jeg har nogle grupperinger, hvor et flertal kører med cykelhjelm, og i den sammenhæng bliver det altså lidt pinligt ikke at gøre det. Sådan lidt illegitimt.

Interviewer Hvad kunne det for eksempel være for nogle grupperinger?

Ida Altså det er bare forskellige vennegrupper. Altså der er nogle konstellationer eller vennegrupper, hvor jeg synes det er dumt jeg ikke bare gør det, når nu jeg har den derhjemme.

Kathrine Det er også som om, at man har nogle vennegrupper, der bare er mere fornuftige end andre. Jeg har en gruppe venner der alle sammen skal giftes og have børn, og i den gruppe kører de alle sammen med cykelhjelm. Det er som om der er en eller anden 'pas på dig selv' tendens i den her gruppe. De drikker heller ikke vanvittigt meget alkohol og kunne aldrig finde på at røre en cigaret, hvis man skal have det med ind i billedet. Så der er bare noget fornuftbetonet over de her mennesker.

Jakob Men det er også det, der er problemet ved det, synes jeg godt man kan sige. For det kan godt være det er det rigtige og det cool at gøre, men nogen gange er det bare ikke cool at være fornuftig. Nogle gange er det altså federe bare at være uforkuftig. En fredag aften er det fornuftige jo også at blive hjemme og gå tidligt i seng, men ofte har vi jo lyst til at være uforkuftige. Det er bare det skisma som cykelhjelmen nødvendigvis slås med. Det der med – er det altid fedt at være den fornuftige i selskabet? Nogle gange, hvis alle andre er fornuftige er det også fedt at være en del af det, men altså...

Mie Ja, altså selve cykelhjelmen er jo sådan set også ret uforkuftig at transportere rundt...

- Jakob Ja, det praktiske element...
- Mie Hvis det regner uden for kan du ikke bare lige låse den fast til cyklen... medmindre du gerne vil have drivvådt hoved bagefter. Den er altså bare lidt 'uhandy' at have med sig rundt.
- Simone Jeg tænker også, i forhold til det der med grupperinger, at der er ikke rigtigt nogen større venindegrupper jeg har, hvor alle bruger cykelhjelm. Jeg begyndte at gøre det, fordi min familie begyndte at gøre det. Jeg tænkte, at hvis mine forældre og min søster kunne tage det ansvar, så kunne jeg også. Jeg tænkte også, at hvis jeg nu kom til skade, så ville de blive mere sure på mig, fordi de brugte cykelhjelm. Jeg havde på en måde en skyldfølelse overfor min familie, så jeg tænkte at jeg også blev nødt til at gøre det.
- Mie Har i så gjort det altid i din familie?
- Simone Nej, jeg er først begyndt for et år eller halvandet siden. Og det samme med min søster. Og mine forældre begyndte måske for to år siden, måske lidt før. Eller jo, selvfølgelig da jeg var helt lille, men der har måske været 10 år imellem, hvornår jeg begyndte igen.
- Interviewer** Jeg vil gerne lige vende tilbage til noget der blev nævnt før, i forhold til, hvad det er for nogle ulemper, der er ved at bruge cykelhjelm. Der var en der nævnte, at det var upraktisk. Jeg vil gerne høre jer, om der er andre ting i tænker, der er ulemper? For det virker til, at I alle sammen er rimelig enige om alle de gode ting ved at bruge cykelhjelm.
- Kathrine Det er virkelig varmt om sommeren. Du kan ikke have hestehale... det er selvfølgelig ikke rigtigt et drengeproblem, eller jo for nogen måske... Så som pige er det irriterende, at dit hår kun kan sidde løst. Sådan har jeg det i hvert fald.
- Simone Også den der følelse af, især om foråret, når man gerne vil have vind i håret, så har man bare en eller anden klods oven på hovedet. Det ødelægger lidt den fede oplevelse ved at cykle. Og så bliver jeg også enormt irriteret over, at det støjer enormt meget med blæst og vind når jeg har min cykelhjelm på. Jeg føler mig helt halvdøv en gang i mellem. Men det er selvfølgelig afhængigt af, hvilken cykelhjelm man har.
- Amalie Jeg skulle også til at sige, at især der om sommeren, den der frihedsfølelse man har af bare at cykle gennem byen og ikke have noget på. Det tror jeg, at jeg ville synes var virkelig irriterende. Også bare sådan et eksempel som, hvis man skal ind og handle – skal man så tage den af eller beholde den på? Eller hvis man lige møder nogen, skal man så tage den af eller beholde den på? Jeg synes der er utroligt mange ting, som lige komplicerer det lidt.

- Ida Jeg synes også det er *vildt* upraktisk. Jeg bryder tit min hjerne med, hvad søren vi kan gøre for at gøre det mindre upraktisk. Nu er der jo blevet lavet de der kravecykelhjelme. De er da meget smarte, men de koster over 1.000 kroner og virker kun en gang, så... Jeg tror også det handler rigtigt meget om den cykelkultur der er i Danmark. Vi er ikke en kultur hvor man har én cykelkultur frem og tilbage – vi har ligesom en masse små ture. Altså jeg cykler for eksempel ikke *kun* frem og tilbage i skole – jeg cykler måske i skole, så ud og handle på vej hjem, så lige hjem og så måske afsted til en aftale igen om aftenen. Der kommer rigtigt meget af og på og af og på cyklen. I en anden kultur eller i et andet land, det ved jeg ikke... whatever, måske London, der har man måske kun sin cykelkultur frem og tilbage fra arbejde, men alt andet transport foregår enten i bil, med det offentlige eller i gang. I sådan en situation tror jeg egentlig, at jeg selv ville være mere tilbøjelig til at sige 'okay – den ene tur frem og tilbage, der har jeg cykelhjelm på'. Men når man lige cykler og stopper og 'hov, jeg mangler lige en liter mælk', og af og på og ud igen og så videre, det er det der er det største irritationsmoment for mig.
- Kathrine Men det er egentlig sjovt, for det er jo ikke meget anerledes end at have vanter på om vinteren. Når du går ind i et supermarked tager du jo også dem af. Så jeg tror det er et spørgsmål om, hvad det er man har vænnet sig selv til, og hvor lang tid man har gjort det.
- Amalie Men man føler sig jo ikke kikset med vanter på... Jeg tænker at man føler sig mere kikset med cykelhjelm på...
- Simon Ja, inde i et supermarked?
- Amalie Ja præcis.
- Jakob Jeg er fuldstændig enig. En ting er om man synes det er kikset, en anden ting er bare, at det er super upraktisk. Det der med at have den med når man er ude og handle, eller du lige skal lave et eller andet. Altså, skal jeg sætte den på cyklen eller skal jeg slæbe rundt med den? Og jeg synes da også det er træls hvad man lige skal gøre med sine vanter. (...) Cykelhjelmen er lidt sådan en ekstrating, man sagtens kan undvære. Så vil jeg gerne undvære det der praktisk bøvl med at transportere den rundt. For hvor skal jeg gøre af den og hvordan skal jeg holde den og sådan...
- 17:55-18:32 [Kathrine og Ida snakker om, om man skal beholde cykelhjelmen på inde i supermarkedet eller når man laver ting. Ikke vurderet relevant at transskribere]
- Simone Det er sjovt når i siger alt det der med supermarkedet og sådan noget, så må jeg altså sige, at jeg overhovedet ikke tænker over det! (...) Jeg tager bare min cykelhjelm af og lægger den i kurven. Jeg låser den ikke engang fast eller noget. Det kan godt være den kan blive lidt våd, men den er altså aldrig blevet taget eller noget. Og jeg bor altså på Nørrebro.

- Interviewer** Okay. Hvad med jer andre, der så bruger cykelhjelme, altså det der med det praktiske? For nu siger Simone, at det ikke er et særlig stort problem for hende i de her hverdagssituationer. Men hvad med jer andre, der bruger og nogen gange bruger den?
- Sebastian Jeg bruger den nærmest udelukkende kun når jeg ved jeg skal fra ét sted til et andet og hjem igen. Hvis jeg skal have de her små stop, så tager jeg den ikke med, netop fordi det praktiske bare ikke hænger sammen. Jeg synes det er vildt irriterende at gå rundt med den.
- Kathrine For mit vedkommende er det meget mere en social ting. Jeg tror at jeg fuldstændig ubevidst lader mig påvirke af, at ingen andre har en cykelhjelm på indenfor, så derfor tager jeg den også af... Jeg er ikke på samme måde ligeglads med andre tænker. Eller jo, nogle gange, hvis jeg er i et eller andet travlt moment, hvor jeg ikke gider at tage den af, så kan det være lige meget. Men det ligger til sjældenhederne at jeg har den på den måde. Jeg tror virkelig det er de sociale rammer, som jeg ser som en udfordring.
- Interviewer** Det er faktisk også lidt hen imod det næste tema jeg gerne ville snakke om, altså de sociale ting omkring det at bruge cykelhjelm, og hvilke sociale ting, der påvirker en. Så et generelt spørgsmål, i forhold til jeres egen omgangskreds, ser i det så som en ekskluderende ting på nogen måde, altså det at bruge cykelhjelm?
- Ida Nej, det synes jeg godt nok ikke det er. Jeg synes også vi har rykket os rigtigt meget de sidste hvad... 5 år? Jeg tror det kommer rigtigt meget fra skisportsverdenen, det der med, at stort set alle kører med hjelm. Det er jo en god ting. Og jeg tror, at hvis det her interview havde foregået for bare 5 år siden, så havde det nok været noget rimeligt andet. Så jeg ser det slet ikke som en kikset ting, når folk kører med cykelhjelm. Jeg har en sjælden gang i mellem en oplevelse af, at det faktisk er lidt kikset *ikke* at køre med cykelhjelm. Men helt generelt er det bare sådan lidt...
- Anders Omvendt tænker jeg ikke, at man kunne udelukke folk af gruppen, fordi de ikke kørte med cykelhjelm, for det er jo et individuelt valg. Rygere måske nogen gange, der kan måske nogen gange godt være noget ekskluderende, eller at de bliver set lidt ned på...
- Simone Men det er klart, at der er da nogen der stadig dømmer dem der bruger cykelhjelm og dem der ikke bruger cykelhjelm. Jeg tror, at hvis jeg skulle ind i en ny vennegruppe, som måske ikke kendte mig så godt, så havde jeg nok ikke troppet op og hilst på dem mens jeg havde cykelhjelm på. Eller altså... for eksempel kom nogen af min kærestes venner, som jeg ikke havde mødt før, hjem på besøg en dag hvor jeg stod med cykelhjelm på. Der følte jeg mig lidt kikset. Men så gik det op for mig, at den ene af dem er sådan en cykelnørd, der altid selv kører med cykelhjelm... men jeg tænkte da lige 'åh nej' og at de ville tro jeg var en nørd, fordi jeg havde

cykelhjelm på. Så jeg er stadig ikke sådan fuldstændig fri i forhold til hvad andre tænker om mig, men igen, den sociale situation, at når jeg ikke kender folk så er jeg ligeglads. Hvis jeg for eksempel en da rendte ind i min ekskæreste inde i Netto mens jeg havde cykelhjelm på, så tror jeg da også jeg ville føle mig lidt kikset. Jeg ville måske stadig ikke kalde det en eksklusion, men der er en eller anden form for stigma omkring det. Og også nogle negative ting.

Kathrine Jeg synes heller ikke det som sådan er inkluderende eller ekskluderende, men der kan godt være grader af det på en eller anden måde. Hvis du er den eneste i en gruppe der har cykelhjelm på, så er det også nemt at få en kommentar med på vejen. Og så synes jeg godt man kan blive mødt af sådan en sarkasme – sådan lidt ”nå hold da op, du har da godt nok fået cykelhjelmen på i dag, hva?”. Og så kan man så få en positiv reaktion bagefter. Men jeg synes bare altid der er lidt sarkasme til at starte med.

Mie Det er jeg nu faktisk uenig i.

Jakob Ja, det er jeg altså også lidt uenig i.

Mie Jeg synes, at man oplever, at hvis man kommer en flok, og der så kun er én der har cykelhjelm på, så er min oplevelse, at der er meget mere tendens til, at man siger ’mega cool cykelhjelm’ eller sådan noget. Altså sådan positive ting.

Kathrine Ja, altså... det er så det jeg synes kommer som nummer to, eller hvad man siger. Altså, at der først bliver sagt noget lidt sarkastisk om, at man er en fornuftig type, men respekt alligevel. Det synes jeg i hvert fald bare jeg har oplevet.

Ida Jeg faldt faktisk på et tidspunkt selv på cykel, og slog faktisk min nakke rimelig alvorligt, og købte i den anledning en cykelhjelm. Så brugte jeg den i en måned, og så stoppede jeg med det igen. Men der kan jeg også huske, at for jeg ligesom kunne tage mig selv seriøst, følte jeg, at jeg blev nødt til at holde en eller anden sarkastisk distance til det. Hvis det hjælper, er det jo i og for sig fint... men jeg tror, at på selve cykelstien og på cyklen, der er der intet i mig eller det jeg oplever, der peger folk ud der kører med cykelhjelm. Men hvis jeg stod nede i køen i Netto, og der var en der havde cykelhjelm på, så ville jeg nok synes det var lidt underligt. Men det er nok ikke helt der problemet ligger – for jeg ved ikke om vi skal komme til et stadie hvor vi bare aldrig tager vores cykelhjelme af og sover med dem og sådan noget... det ved jeg ikke om er der vi skal nå til... men der tror jeg måske jeg ville have det sådan lidt... altså jeg ved ikke om jeg ville kalde det stigmatisering eller hvad vi skal kalde det, men jeg ville i hvert fald synes var lidt sjovt, hvis der stod en foran mig i køen i Netto med cykelhjelm på.

Interviewer Det er egentlig mest på selve cyklen jeg er interesseret i at tale om

Alle griner

Jakob Hvis jeg måske også lige kan nå at byde ind? For jeg er helt enig i, at når du har cykelhjelm på, og dit hoved er pakket ind i tre centimeter flamingo, så ligger folk altså mærke til det. Og det er ikke altid man har lyst til at være den, som folk lægger mærke til. Hvis man er i en gruppe er det ikke sikkert man har lyst til at blive peget ud som ham der har cykelhjelm på. Uanset om det er positivt eller negativt. Det der med at skille sig ud, det er vi danskere ikke så gode til eller så glade for. Men hvis der nu er en, der så er 'ham med cykelhjelmen', så synes jeg altså, at folk reagerer positivt på det, hvis det endeligt er. Så det kan godt være, at folk implicit lægger mærke til, at du har cykelhjelm på, og hvis der så er nogen der kommenterer det føler jeg oftest at det er positivt og uden sarkasme. Men det er måske også afhængigt af ens omgangskreds.

Samtykkende mumlen i hele gruppen

Ida Men måske det også bare er det der med, at det er en anledning at kommentere det. For hvis folk nu overhovedet ikke så det... men man stikker jo altså lidt ud, som du også siger [henvendt til Jakob]. Så det giver da anledning til kommentarer... om de så er positive eller negative.

Simone Men det havde jo også været det samme, hvis *alle* havde cykelhjelm på, og du var den eneste, der ikke havde.

Mie Men sådan har jeg det da også, hvis jeg cykler med bare én veninde der har cykelhjelm på. Så kan jeg godt tænke, at det måske ikke var det rigtige valg af mig. Og sådan, hvorfor har jeg ikke cykelhjelm på? Men så ved jeg jo godt med mig selv, hvorfor jeg ikke har det.

Amalie Jeg tror også det har meget at gøre med de normer der er i samfundet. Altså, det er jo ikke "normalt" i Danmark at bruge cykelhjelm. Nu har jeg ikke helt styr på statistikkerne, men også bare i vores forældres generation – der er da også flere der ikke gør det, end der gør det. Og det tror jeg da også har en kæmpe betydning for, om man selv gør det eller ej.

Jeg var for eksempel på udveksling i Melbourne i Australien, hvor det er lovplichtigt, og der cyklede alle med det. Så der var det overhovedet ikke akavet, og jeg følte mig ikke kikset eller noget. Og jeg havde lovet mig selv, at når jeg kom hjem ville jeg fortsætte. Og hvad sker der så? Jeg kommer hjem, og det er sommer, og så får man ikke lige købt en hjelm...

Ida De er også ret dyre!

Amalie Ja det er de

Mie Konteksten betyder virkelig meget!

Amalie Ja det gør det nemlig. Det var egentlig også det der var min pointe.

Jakob Er det lovplichtigt i Melbourne?

Amalie Ja, det er det.

Jakob Okay. Sejt! Det vidste jeg faktisk ikke.

Amalie Jeg ville da på en måde ønske, at det også var lovplichtigt i Danmark.

Interviewer Ja okay.

Ida, du sagde at de er lidt dyre, cykelhjelmene. Hvad ville i hver især sige var en fair pris, hvis i skulle ud og købe en cykelhjelm?

Ida Altså... det er jo ikke særlig dyrt at betale 600 kroner for en forsikring mod en hjerneskade.

Men som en umiddelbar udgift, ja! Så synes jeg altså det er meget. Jeg tror, at en cykelhjelm koster et sted mellem 500 og 1.000 kroner, ikke?

Interviewer Jo, det er rigtigt – jeg har været inde og researche...

Alle griner let

Ida Når jeg går ud og køber ting for mellem 500 og 1.000 kroner, så er det ikke noget jeg *bare* lige gør. Og det skal selvfølgelig ikke gå i kategori med, når jeg går ud og køber nye sko eller tøj... det føles bare umiddelbart som mange penge. Og nu har jeg egentlig slet ikke noget at have det i, for min mor valgte faktisk at betale for min cykelhjelm. Og det var egentlig også lidt det der satte skub i tingene. Jeg havde ligesom ikke noget at tage. Men jeg tror også, at hvis der var nogen der delte gratis cykelhjelme ud på CBS, de deler jo alt muligt andet bras ud i forvejen, så tror jeg, at mange af dem der går og overvejer at få en ville blive overbevist. Jeg tror bare, at i selve beslutningsprocessen, der betyder prisen altså en del. Altså det der med, at den koster et sted mellem 500 og 1.000 kroner. Hvis den nu havde kostet 50 kroner nede i Føtex...

Mie Men der tror jeg bare, at det betyder ret meget, at de er blevet ”smarte”. Altså man køber lidt noget, ligesom du køber en vinterjakke, som man jo tit investerer mange penge i. Og en cykelhjelm er jo også noget man ville komme til at køre med ofte...

Amalie Der hvor jeg studerer på Københavns Universitet har de faktisk haft sådan en kampagne, hvor de solgte dem til 50 kroner. Der var rigtigt mange af mine venner der var nede og købe en. Så jeg tror virkelig prisen betyder meget.

Kathrine Også med et ret stramt studenterbudget, som jeg i hvert fald er på lige nu. Der er det da hårdt lige at skulle ligge 500 dask for hovedbeskyttelse. Så jeg vil give dig ret i at pris har en indvirkning.

- Ida Og så kan man sige, at hvis 500 kroner er den billigste, så er det nok heller ikke den pæneste.
Så koster de pæne nok op imod 700 til 1.000 kroner.
- Kathrine 550 kan du få en skaterhjelm for.
- Jakob Fra mit synspunkt, der tror jeg prisen har en stor indvirkning på, om du køber en cykelhjelm.
Men jeg tror ikke det er det, der har den store indvirkning på om du *bruger* den.
- Simone Ja, jeg skulle også lige til at sige, at det næsten er det modsatte for mig. For jeg tænkte, at jeg gerne bare ville have sådan en sort skaterhjelm, men det skulle ikke være en af de dyre, for så kan jeg ikke lade den ligge i min cykelkurv. Og så bliver det lige pludseligt upraktisk. Det er ligesom med de der Hoevding. Jeg ville ikke have en "cykelhjelm" til 2.000 kroner, for så ville jeg skulle slæbe den med rundt, og den er stadig tung og besværlig at bære rundt med. Så ville jeg hellere have den samme som alle andre har, men som der ikke er nogen der har lyst til at stjæle. Så jeg ville altså ikke have en dyr en.
- Sebastian Men det er alligevel også lidt tosset, at man ikke vil betale mellem 500 og 800 kroner som en forsikring mod en hjerneskade...
- Ida Ja fuldstændig. Og apropos, tilbage til det irrationelle!
- Interviewer** Men dem, der ikke har en cykelhjelm, ville i så sige, at prisen er en barriere for, om i køber en?

Alle mumler samtykkende

- Anders Altså... man kan sige, at det er mange penge at bruge på noget man måske ikke engang ville bruge, hvis det var gratis.
- Mie Også fordi man ved, at man skal ind og ændre en vane. Og man ved ikke rigtigt om man kommer til at lykkedes med det eller om forfængeligheden vinder alligevel.
- Jakob Ja altså... jeg har et stående tilbud om, at jeg bare kan gå ned og købe en cykelhjelm, og så vil min mor overføre pengene til mig. Så prisen har som sådan ikke nogen indvirkning på mig.
Der er det mere, at jeg ved, at jeg ikke ville få den brugt. Men det er jo også igen – vi har alle rede snakket meget om det – men jeg synes det ville være upraktisk at have den på mig hele tiden. Og altså... det er jo gået meget godt indtil videre med ikke at have en [*griner*]...

Alle griner

- Jakob Så jeg tænker da også – hvorfor skulle det lige være i morgen? Ikke?
- Mie Ja, for man føler sig jo tryg når man cykler rundt. Sådan har jeg det i hvert fald.

- Jakob Men det kan godt være, at hvis man nu tvinger sig selv til at prøve det, at man så bliver så glad for det at man bare siger 'nu er det, det jeg gør'!
- Kathrine Jeg vil sige, at det kan godt være, at man føler sig tryg når man cykler rundt, og at du føler dig selv som en god cyklist, men det behøver jo ikke at være dig selv, der er skyld i at der sker et uheld. Triggeren for mig, det var ikke mig selv der var i et uheld, men en kollega. Hun skulle godt nok også cykle hjem i en brandert. Men hun kommer ikke på arbejde om mandagen, fordi hun er fuldstændig smadret – hun har brækket kæben tre steder og har et kæmpe blåt øje. Og så hører jeg om en anden kollega, der også havde været involveret i en ulykke halvanden måned før. Så den der ”mund-til-mund” var det der gjorde det for mig. Det nytter ikke noget at se skræmmebilleder af perifere personer, du ikke aner hvem er. Men ligeså snart det kommer tæt på dig dannes der en eller anden trigger... altså for mig var der et eller andet emotio- nelt i, at en kollega var faldet og havde slået sig rigtigt slemt. (...)
- Ida Men det er jo ikke noget nyt! Altså jeg har også haft det helt tæt på – jeg faldt selv på cykel og blev hentet i ambulance og var bevidstløs. Men heldigvis var det primært mine ben der tog faldet. Men jeg fik en masse skader på min nakke, som jeg skulle gå i behandling for et halvt år efter. Og alligevel kan jeg kun tage mig sammen til at køre med cykelhjelm i en måned ef- ter! Altså så er det alligevel blevet sådan lidt glemt igen, selvom det var en voldsom oplevelse for mig.
- Kathrine Men jeg synes det er sådan en social ting for mig. Jeg havde en kollega, som jeg fulgtes med på arbejde, som jeg blev enig med om, altså efter ulykken, at nu skulle vi bare køre med cy- kelhjelm og holde hinanden op på det. Og hele tiden huske hinanden på, hvad det var der skete med vores anden kollega...
- Ida Men jeg tror faktisk også, at der kan ligge noget i det med, at hvis det var en af mine nære det var gået ud over, så tror jeg måske mere jeg ville være tilbøjelig til, at køre med cykelhjelm, end når det er mig selv... Det er på en måde lidt nemmere at være ligeglads med sig selv, end folk man holder af på en eller anden måde.
- Amalie Ja, og du klarede den jo også, kan man så sige.
- Ida Ja!
- Mie Også det du siger [Kathrine], i forhold til du havde en makker du gjorde det sammen med. Det synes jeg, at jeg har haft gode erfaringer med, hvis man vil ændre nogle vaner, at så gøre det sammen med nogen. Det kan være i forhold til at spise sundt eller træne sammen og sådan no- gen ting. Og så får man ændret sine vaner lettere, når man gør det sammen med nogen. Det tror jeg er en rigtig god ide.

- Jakob Jeg synes din pointe, Ida, var ret god med – men det er selvfølgelig meget individuelt – men det her med at tænke at jeg skal sørge for, at jeg ikke får en skade, at man går mere op i andre... Jeg tror, at hvis jeg skruer tiden måske... 20 år frem og man har børn og sådan noget; selvfølgelig skal de da køre med cykelhjelm! Og på det tidspunkt kommer jeg også selv til at cykle med cykelhjelm, for at de skal gøre det. Så kan man jo godt tvinge sig selv til det, altså i situationer, hvor man på en måde frygter for andre... eller hvis man har fået det tæt på, på en eller anden måde. Men ja, det er selvfølgelig også meget individuelt. Men måske det er en måde man kan appellere til folk, der skal cykle med cykelhjelm på – 'prøv og tænk hvis der sker noget med nogle af dine kære'... Altså for på en eller anden måde at sige, at du skal køre med cykelhjelm, for at andre kommer til at gøre det. Det er måske lidt nemmere, end hvis man bare peger pilen indad, hvor man måske tænker 'herregud, så vigtig er jeg heller ikke'...
- Ida Det tror jeg faktisk er en rigtig god marketingspointe... at sige, at det måske ikke appellerer vildt meget til folk at sige 'det her kan se med dig!' men det kan ske med dine kære. Det tror jeg måske har en større affektiv effekt, end en selv.
- Jakob Det kan det i hvert fald have på nogen, tror jeg.
- Mie Men man kan jo også se det her med, at vi her rundt om bordet bliver påvirket af, at vores venner kører med cykelhjelm, så bliver det på en måde mere okay. Så hvis man nu selv gør det, så er man på en måde et forbillede for den ændring som man gerne vil have.
- Simone Ja, jeg oplevede også en veninde, der havde været meget langsom til at tage sig sammen til at købe en cykelhjelm. Hun havde bøvlet med at finde en, der passede ordentligt og sådan noget. Og så prøvede hun min, som man kan justere størrelsen på, og så fandt hun ud af at den ville hun gerne have og hun købte den så. Og så følte jeg på en måde en eller anden belønning for, at jeg på en måde var med til at beskytte min veninde, fordi hun havde købt en cykelhjelm som hun rent faktisk kom til at bruge. Og når hun så ikke havde den på, så var jeg også efter hende og spurgte hvor den var henne, for nu vidste jeg jo godt at hun havde købt den. Og så følte jeg godt, at jeg kunne tillade mig at være lidt efter hende, fordi jeg gerne ville have, at hun blev ved med at gøre det. Så det var på en måde en eller anden slags belønning.
- Kathrine For lige at knytte en kommentar til det Ida sagde før, så tror jeg også det er virkelig vigtigt at have en form for autencitet i de budskaber man kommunikerer. Altså have et realistisk budskab...
- Nu kører jeg lige lidt ud af et sidespor, men Tryg Forsikring har lige lanceret en reklame, hvor det handler om hans datter der blev levet op med hjertestarter. Den var virkelig realistisk (...). Det var en autentisk historie om en person, der havde oplevet noget, og det kunne ligeså godt

have været en man kendte, der sad der. Så det der med, at der var en meget lavpraktisk relation til det, det var i hvert fald et budskab, der ramte mig.

Anders Ja, den ramte også mig!

Interviewer Så det lyder som om, i er rimelig enige om, at hvis der er nogen man kender, der kommer ud for en ulykke, så betyder det måske mere, end de tanker man kan gøre om, hvad der kan ske med en selv?

Alle mumler samtykkende

Ida Og så tror jeg egentlig også, for lige at følge op på den, at sådan noget som skræmmekampagner... altså det er mit indtryk at de aldrig rigtigt virker!

Kathrine Ja, det er på en måde lidt for forceret, ikke?

Ida Jo! Det er på en måde så fjernt fra ens virkelighed... (...) Altså, det behøver måske ikke at være de værste tilfælde af cykeluheld man bliver præsenteret for, som er det mest effektive.

Kathrine Men jeg tror måske også, at grunden til, at frygten rammer i forhold til Tryg kampagnen, det er at du kan forholde dig til ham der sidder i far-rollen. Hvorimod, hvis du ser en reklame med en der er faldet på cykel, så er personen blot et offer for den her trafikulykke. Men det der med, at du finder ud af, at børnene derhjemme lige pludseligt ikke ser en af deres forældre mere, det ramte mig altså. Man kunne på en måde lidt mere sætte sig ind i de følelser der var i Tryg reklamen.

Interviewer Ja, okay.

Vi er egentlig ved at være omkring de ting, som jeg gerne ville tale om... i er virkelig gode til selv at få bevæget jer rundt i en masse emner. Det er så dejligt!

Men hvis vi lige skal vende lidt tilbage til det med ens omgangskreds, så sådan noget med at tale om cykelhjelme, er det noget i gør med jeres venner? Altså taler om cykelhjelme eller diskuterer det over en kop kaffe? Er det noget i gør i jeres vennegrupper?

Sebastian Det er det i hvert fald i min! Vi er en stor gruppe drenge, som faktisk alle sammen ejer en cykelhjelm. Det var lidt sådan en domino-effekt med, at så købte den ene og den anden og så købte de sidste dem også. Men vi er alle sammen lige dårlige til at få dem brugt. Vi har dem alle sammen liggende derhjemme, og vi taler tit om, at det er for dumt vi ikke bruger den. Men det der skridt med alligevel lige at tage den hånden og få den brugt, det får vi sgu ikke lige gjort. Heller ikke engang når vi cykler sammen.

- Interviewer Nu har vi godt nok snakket lidt om det, men hvis du skulle sætte fingeren på, hvad det er der gør, at i ikke lige får det gjort, hvad tror du så det kunne være?
- Sebastian Jeg synes helt sikkert det er et spørgsmål om vaner. Jeg tænker tit om morgenens når jeg går ned af trappen at 'nu glemte jeg cykelhjelmen igen!'. Men jeg går ikke op og henter den. Jeg tror det er et spørgsmål om, at gøre det til en del af ens daglige rutiner. At ja, ligeså vel som når man tager handsker på, så tager man også cykelhjelmen med.
- Anders Men jeg synes også lidt, at det er sådan en samtale, hvor man ikke rigtigt udfordrer hinanden. Man bekræfter bare hinanden i, at man burde bruge cykelhjelmen... og så sidder man og siger det samme over frokosten næste dag, men man har alligevel ikke fået den købt. Man siger ikke rigtigt 'hvorfor i alverden har du ikke taget din hjelm på i dag?'.
- Kathrine Jeg synes heller ikke ligefrem at cykelhjelme er sådan et emne man bringer op. Det er lidt mere sådan noget man kommer hen til... (41:07). Det er kun noget der kommer op, hvis man alligevel taler om et emne, hvor cykelhjelme naturligt kommer op. (...)
- Mie Jeg synes heller ikke det er et emne der kommer op så tit.
- Jakob Det vil jeg give jer helt ret i! Jeg har også en ven, der er begyndt at køre med cykelhjelm og på en eller anden måde, så er det blevet til sådan en ting... den er blevet navngivet, og så skal den med i biografen og sådan nogle ting...

Alle griner

- Jakob 'Nå, du har Stan med i dag? Nå han skal sidde her på sædet ved siden af' ha ha.

Alle griner

- Jakob Så på en eller måde, er det da blevet lidt et samtaleemne, men det har aldrig været det før.

- Mie Men er det så med en positiv tone eller?

- Jakob Ja, det er super fedt han bruger den!

- Ida Og tror du det gør, at han bruger den mere, når nu den har fået en identitet på en eller anden måde?

- Jakob Hm... det kan egentlig godt være. Det gør i hvert fald, at vi taler mere om det på en eller anden måde. Jeg føler, at efter han er begyndt at køre med den for hvad... et par måneder eller et halvt år siden, så er tanken i hvert fald også opstået ved mig. Uden jeg egentlig har gjort noget ved det.

- Amalie Jeg vil også sige, at jeg synes det er sådan noget man taler med mange veninder om, og vi kan alle sammen godt blive enige om, at det er en helt vildt god ide. Men når det så kommer til

- stykket bruger 80% af mine veninder og venner det ikke. Så ja... man kan jo være nok så rationel.
- Simone Men jeg synes også signalet i, at man har sin cykelhjelm med rundt... eller dem der har fået de der dyre oppustelige cykelhjelme og har dem liggende fremme, så spørger folk ind til det, og så kommer man til at tale om det. (...). Så på en eller anden måde snakker man måske mere om det, hvis den er synlig eller hvis den har et bestemt look eller sådan noget. Det er ikke sådan at jeg snakker med folk om min cykelhjelm, når den ligger ude i min cykelkurv.
- Ida Men jeg tror også den der airbag ting [Hoevding], det er sådan et godt samtaaleemne, for folk er nysgerrige på den. Og også dem der, der lavede de der "I love my brain" cykelhjelme, det blev da et mega stærkt brand. Hver gang jeg cykler bagved nogen der har sådan en på, så tænker jeg altid at jeg ville ønske, at det var sådan en jeg havde.
- Amalie Ej ja, jeg synes også de er så seje!
- Ida Ja, der ligger en eller anden helt vildt godt brand identitet i det. Altså, de ligner jo alle de andre cykelhjelme, de har bare deres brand bagpå og så et rigtigt godt slogan.
- Interviewer** Men tror du, at du ville bruge din cykelhjelm mere, hvis det var den type du havde?
- Ida Altså... jeg vil gerne være forsøgsperson og så få en "I love my brain" cykelhjelm gratis
- Alle griner let
- Ida Men nej, jeg tror det nok ikke...
- Interviewer** Nej okay. Men det var også for at høre noget mere generelt om brands, for det er ikke mit indtryk at det er noget specielt udbredt indenfor cykelhjelme, at man går op i hvilket mærke det er for eksempel.
- Ida Altså, jeg fornemmer lidt, at den gode gamle 90'er hjelm er på vej ind igen, og skaterhjelmen måske er lidt på vej ud igen. Eller altså, skaterhjelmen er da stadig dejlig, men jeg synes bare jeg er begyndt at se mange, der er begyndt at optage hele den der 90'er trend igen. (...)
- Anders Jeg føler heller ikke, at skaterhjelmen er så 'smart' indenfor de drenge som for eksempel cykler meget på mountainbike eller racercykel, der er den sådan lidt mere... den er ikke helt så aerodynamisk og smart på den måde. Altså for dem der går meget op i det tekniske. Jeg tror måske det er derfor indenfor nogle kredse, det kan virke til de gammeldags er lidt på vej frem igen.
- Interviewer** Hvis du nu kunne vælge frit, hvilken slags ville du så selv vælge?

Anders Så ville jeg ikke vælge sådan en skaterhjelm. Det tror jeg ikke. Jeg ville nok vælge sådan en ”rigtig” cykelhjelm. Det tror jeg passer mig bedre.

Mie Nu er jeg jo også gammel ride-pige, og jeg ville *aldrig* købe den billigste ride-hjelm. Den svedte man endnu mere i, hvor i den dyre der var noget ventilation og sådan nogle ting. Det syntes jeg alligevel betød meget, også dengang.

Ida Dem der med hatte uden på!

Alle griner meget!

Ida Altså – you fool nobody! Vi kan godt se der er en hjelm derinde.

Alle griner fortsat

Kathrine Ja det er næsten lidt sødt, når man ser de der gamle damer med dem på.

(...)

Simone Den første hjelm jeg fik, havde min far købt. Og han syntes den var så smart, med sådan nogle tern ned i midten. Og jeg syntes bare den var virkelig grim! Så det endte med jeg ikke kørte med cykelhjelm i fire måneder, fordi jeg ikke gad stikke ud af mængden. Og jeg syntes den var virkelig grim. Jeg ville gerne bare have den samme som alle andre blonde piger har, så jeg ikke stak ud af mængden. Så der gik lige fire måneder, hvor jeg må indrømme det var ren forfængelighed, der gjorde, at jeg ikke ville cykle med den der grimme hjelm.

Amalie Det er altså også en hård start!

Alle griner let

Simone Jeg var i hvert fald meget bevidst om det!

(...)

Ida Men for at vende tilbage til det der med brands, hvorfor laver Nike, Adidas eller WoodWood for eksempel ikke en cykelhjelm? Altså det tror jeg på en måde godt kunne gøre noget godt. For lige nu kan jeg ikke lige namedroppe nogle cykelhjelmsmærker!

Anders Ej, der er vel nogle store cykelhjelmsmærker. Også indenfor sporten.

Ida Ja, inden for sporten er der nok. Men i den generelle population? Ej jeg ved ikke med jer andre? Jeg kan altså ikke sige nogle cykelhjelmsmærker.

Kathrine Jeg kan slet ikke huske lige nu, hvad mærket på min egen er. Jeg sidder og tænker A...

Sebastian Abus?

Kathrine Ja, præcis! Jeg kunne slet ikke komme i tanker om det.

Ida Men hvis du nu havde en Nike cykelhjelm, så ville du nok godt kunne huske det!

Kathrine Ja, for søren da!

Interviewer Jeg vil gerne bevæge mig videre til vores sidste tema. Det er på et lidt mere generelt niveau i forhold til cykling, end det egentlig er om cykelhjelme. Jeg vil gerne høre jer – vi har allerede været lidt inde på det – men hvordan I vurderer jeres egne evner som cyklist? I forhold til andre cyklister og i forhold til risikoen for at blive involveret i et uheld...

Amalie Jeg kan godt lægge ud!

Interviewer Ja?

Amalie Jeg synes selv, at jeg cykler meget godt, men jeg får tit at vide af mine venner og veninder, at jeg cykler rigtigt dårligt, fordi jeg ikke altid overholder reglerne. For eksempel cykler jeg nogen gange lige over for rødt, eller glemmer at kigge mig ordentligt for eller krydser vejen og sådan noget. Så i virkeligheden er jeg nok ikke en særlig god cyklist, hvis jeg skal være helt ærlig.

Interviewer Men du ville stadig vurdere, at du er bedre end andre?

Amalie Ja, altså helt personligt, ikke?

Interviewer Og hvorfor føler du så det?

Amalie Jeg tror det er fordi jeg har boet i byen hele mit liv og jeg har cyklet nærmest siden jeg kunne gå. Det har altid været det primære transportmiddel i min familie. Så for mig har det altid været en naturlig del af min opvækst at cykle rundt i København. Hvor det er der måske mange der ikke har. De har måske brugt biler eller skolebusser eller sådan nogle ting. Så på den måde ville jeg vurdere at jeg er dygtigere til det end andre, der ikke har brugt det altid, eller som kommer fra en by, hvor det måske ikke er helt ligeså normalt.

Kathrine Jeg ville vurdere mig rigtig god i ædru tilstand. Jeg kan da godt se, at jeg er bedre til at cykle end for eksempel turister! Turister har det med at cykle i midten eller helt ude til venstre. Og det er det mest irriterende i verden, at folk ikke bare kan finde ud af, at trække ind til siden. Det er regel nummer 1! Så på den måde synes jeg, at jeg er bedre end andre. Men jeg ved så også godt, at jeg ikke er den aller bedste... Jeg kører da også over for rødt og drejer til højre for rødt. Jeg kan finde på ikke at kigge mig så grundigt for... jeg laver lidt mine egne regler på cykelstien, men overholder reglen om at holde til højre.

Ida Det vil jeg også gerne tilslutte mig, det der med, at jeg sådan set tror jeg er en rimelig gen-nemsnitlig cyklist, men jeg er vokset op med altid at cykle. Jeg har altid cyklet i skole og cyk-ler også altid nu, versus nogle af mine venner, der ikke gør det som det mest naturlige i ver-den. Men jeg laver da også lige selv mine egne regler... Som min mor ville sige når hun kører bil, man skal køre efter forholdene. Hvis der ikke er nogle biler så kan man ligeså godt køre over for rødt... ej! Jeg kører faktisk ikke over for rødt. Men jeg drejer for rødt! Og apropos det der med jeg faldt på min cykel, så kan jeg mærke at det stadig sidder i mig, når jeg er på min cykel. Jeg er mere påpasselig tror jeg. Og jeg kan nemt blive utryg, hvis det er en lille smule glat eller hvis der er et eller andet, hvor jeg føler at min cykel lige kan slippe ud under mig. Så det er nok... eller altså, det bedste der kunne have kommet ud af mit cykelstyrt ville være, at jeg var begyndt at bruge cykelhjelm... men det er nok det der er kommet ud af det, altså at jeg er blevet mere ”bange” når jeg kører på cykel. Men jeg kører stadig, ja, efter for-holdene.

Interviewer Men de gange, hvor du så har cykelhjelm på, føler du dig så mere tryg på cyklen?

Ida Ja, det tror jeg at jeg gør.

Samtykkende mumlen i gruppen

Ida Jeg tror måske også at jeg kører det mere ”vildt”. Eller, det ved jeg ikke om jeg gør. Men det er der nok nogen der gør, fordi der er en eller anden form for falsk tryghed i det.

Simone Dengang jeg ikke kørte med cykelhjelm, der følte jeg mig da i hvert fald mere utryg og kørte mere forsigtigt. Eller altså, jeg ved ikke om man kan måle det. Det der med at overholde reg-lerne og sådan noget, det er nok stadig det samme. Men hastighedsmæssigt synes jeg, at jeg kan mærke forskel, og det er jeg sikker på, er på grund af cykelhjelmen. (...)

Sebastian Ej, der havde jeg faktisk en lidt omvendt oplevelse af jer. Første gang jeg kørte med cykel-hjelm, der følte jeg mig faktisk *mere* udsat! For jeg tænkte, at det da lige kunne passe at jeg skulle styre nu, når jeg endelig havde fået en hjelm. Så jeg kørte faktisk mere forsigtigt end jeg gør, når jeg ikke har min hjelm på. Jeg tror på en måde, at mine sanser lidt mere skærpet på grund af hjelmen og jeg kigger mig rigtigt grundigt for. Også fordi jeg, ligesom jer, også kører lidt efter mine egne regler. Så jeg ved ikke rigtigt hvorfor, men jeg føler mig på en måde som en lidt mere usikker cyklist, når jeg har min hjelm på.

Ida Ja, altså på en måde bevidstliggør det vel også lidt den risiko der ligger i at cykle. Altså, jeg tænker da nogle gange over, at der er en risiko, men langt de fleste gange hopper jeg da bare op på min cykel ligesom jeg står op om morgen. I og med, at man aktivt tager en cykel-

hjelm og kommer på hovedet, så bliver man på en eller anden måde også bevidst om den risiko, der ligger i at køre på cykel. Og så kan det være, at man måske tænker lidt mere over sin adfærd, når man cykler.

Mie Jeg tror klart, at jeg er en mere risikovillig cyklist end de fleste.

Let grinen blandt gruppen

Mie Sidste efterår fik jeg tre cykelbøder på en gang! For at køre uden lys, over for rødt og over fodgængerovergangen. Så det blev lidt dyrt. Jeg har også kørt uden lys i flere år, men i år har jeg faktisk været meget godt til at køre med lys.

Interviewer Men ville du så vurdere, at du er en bedre cyklist end andre, eller?

Mie Jeg synes jeg er meget tryg, når jeg cykler rundt.

Alle griner

Mie Altså, jeg er ikke bange, bare fordi jeg er meget risikovillig. Men jeg føler heller ikke, at jeg sætter andre folk i fare. Jeg synes selv jeg har rimelig god føeling med, hvornår jeg kan køre over for rødt og sådan.

Interviewer Er der andre der har lyst til at byde ind?

Jakob Altså, jeg er også en totalt rådden cyklist.

Alle griner

Jakob Men jeg synes også jeg har meget godt styr på det. Det eneste er bare, at mest føler jeg har styr på det, når jeg fokuserer på at have styr på det. Jeg er rimelig distræt anlagt, så nogle gange kan jeg lige være lidt i min egen verden, og så bagefter tænke 'shit! Gjorde du lige det der?' eller sådan noget... Jeg tror når jeg er bevidst om det... eller altså, jeg har altid dyrket sport og sådan noget, så jeg synes sgu jeg har styr på det [griner]. Men altså, nogle gange kan man også bare blive overrasket over, hvad man selv kan gøre, når man er lidt distræt. Det var nok lige det eneste jeg gerne ville tilføje.

Ida Men der vil jeg faktisk sige, at jeg nærmest synes jeg er en bedre cyklist når jeg er fuld.

Alle griner

Kathrine Så er du ikke fuld nok

Ida Jeg er faldet ret mange gange på cykel. Aldrig når jeg har været fuld! Aldrig! Kun når jeg er ædru. Jeg synes bare min balance er super god når jeg fuld. Nogle gange kan jeg vågne om morgen og tænke 'hvordan er jeg kommet hjem i går?', og så står cyklen dernede og den er altid låst...

- Mie Men er du nervøs når du cykler rundt ædru?
- Ida Nej... eller apropos det der med at have en cykelhjelm og kun bruge den nogen gange... det er i hvert fald aldrig når jeg skal i byen jeg tager den på! Og det er ellers der, at hvis man skulle vælge én anledning til at tage sin hjelm på, så burde det da være når man skulle ud og drikke, ikke? Men der vil jeg så bare sige, at jeg kører meget godt når jeg er fuld.
- Mie Men er det så fordi du er forfængelig, når du skal i byen for eksempel?
- Ida Altså jah... jeg vil sige, at jeg vil da hellere rende rundt med min cykelhjelm når jeg er i skole og når jeg er ude og handle. Men når jeg har taget pænt tøj på og høje sko på... noget af det jeg hader aller mest, ikke? Det er når piger har høje sko på, men så har rygsæk og cykelhjelm på...

Alle griner

- Ida Der er bare et eller andet der! Åh... Ja altså, jeg tror jeg ville have det meget bedre med at have min cykelhjelm med i skole eller ud og handle, end når jeg træder ind på en bar.
- Kathrine Min måde at forbruge cykelhjelm på, må jeg nok også indrømme er rimelig sporadisk. Det er nok mest på korte ture, at jeg ikke tager den på. Og hvis jeg så har min hue på, så kan jeg godt have en følelse af dårlig samvittighed over, at min hjelm er derhjemme. Jeg kan mærke at det er sådan lidt... ah... jeg burde nok køre hjem og hente den. Altså det ville jeg aldrig gøre, men jeg kan godt have følelsen af det. Det er egentlig ikke fordi det er når jeg skal i byen, der er det der holder mig tilbage for at have hjelmen på. Det er nok mest hvem det er jeg er sammen med. Hvis jeg er sammen med gruppe af piger, hvor bare den ene har hjelm på, så skal jeg nok også få den på, også selvom det er i byen. Men ja, det er virkelig sporadisk. Og det er rimelig meget på dagen jeg beslutter om jeg skal have den på eller ej.

- Interviewer** Også i hverdagene?

- Kathrine Ja, også i hverdagene. Men nu cykler jeg fra Frederiksberg til Christianshavn når jeg skal på arbejde, så der har jeg den altid på. Sådan en lang tur på 5-6 kilometer, der vil jeg virkelig gerne have den på. Det er fordi jeg synes det er en lang tur, med meget trængsel og mylder, så der vil jeg altså gerne have den på.
- Amalie Men det er jo skægt det du siger [henvendt til Ida], for du har jo ret i, at det burde være når man skulle i byen, man skulle bruge sin hjelm. Men det sjove er, at hvis jeg havde en hjelm er jeg 100% sikker på, at jeg ikke ville have den på i den situation. Hvilket jo er så åndssvagt. Men så kommer ens forfængelighed jo også bare op i en. Og jeg gider ikke stå i kø til en eller anden klub og stå med min cykelhjelm i hånden...

Mie Medmindre det var WoodWood hjelmen!

Alle griner

Ida Ja, eller nogle endnu vildere brands!

Jakob Jeg tænker også, at der hvor man ville være mest tilbøjelig til at tage hjelmen på, det er nok når du cykler hjem fra byen! Men der har du jo naturligvis ikke cykelhjelmen på dig, fordi du ikke har taget den med. Så det er sådan lidt... Okay, det her kommer til at lyde totalt syret, men hvis man lukkede øjnene og tænkte den ideelle løsning, så ville det da været, hvis der var sådan nogle standere med cykelhjelme, hvor man lige kunne tage en hjelm, og så smide den af igen i det depot der var foran min lokale Netto eller sådan noget.

Ida Ja, lidt ligesom bycykler eller sådan noget, ikke?

Jakob Jo, lige præcis! Lige når man skulle fra et sted til et andet. Så kunne man lige tage den på og så lægge den fra sig igen...

Anders Så kan du lige få sådan en lækker svedig cykelhjelm...

Alle griner

Jakob [Grinende] Ja, der er mange problemer ved det, ikke? Men på en eller anden måde... Men hvis man tager en eller anden tur, hvor man ikke gider have den på, for eksempel i byen, men på vej hjem fra byen kunne den da være meget god at have på, så det skulle bare være der, man lige kunne tage den. Men sådan er det bare ikke, for hvis man endelig har en, så ligger den derhjemme.

Ida Ja, altså lidt ligesom de der Natteravne, der delte kondomer ud. Så kunne de lige dele cykelhjelme ud. Det ville være praktisk.

Simone Men det handler jo også bare om, at man ikke lige kan have den i lommen. Der er bare ikke en rigtig nem løsning, i forhold til at have den på dig.

Mie Hvis det var ligeså nemt som at have et regnslag på dig...

Simone Ja, eller en paraply eller et eller andet. Det skal bare ikke være større end det.

Kathrine Så hvis hjelmen kunne foldes sammen på en eller anden måde?

Simone Ja, sådan man bare lige kunne have den i lommen. Også bare om sommeren, hvor man måske ikke lige har en stor taske med.

Kathrine Jeg har haft min cykelhjelm med i byen et par gange. Jeg låser den egentlig bare fast til min cykel. Jeg er flere gange blevet mødt med spørgsmålet om, om jeg ikke er bange for, at fyrene pisser i den.

Alle griner

Ida Ej ja, det har jeg altså også hørt!

Kathrine Og der er jeg måske meget ubekymret, men altså... jeg tænkte bare 'ej, kan folk virkelig finde på det?'. Men det er måske også en af de hurdles der er ved rent faktisk at have hjelmen med ud i nattelivet.

Interviewer Medmindre der er nogle der har lyst til at tilføje mere, så tror jeg egentlig vi er ved at være igennem det jeg gerne ville snakke med jer om.

Det har været super godt, og så dejligt I har haft lyst til at diskutere og snakke med hinanden.

Mange tak for hjælpen!

[*Sound file: Focus Group I (22/03/2017) – 1:01:45 minutes*]

Focus Group 2

Conducted on 23.03.2017, 17.00h.

- 0:00 – 1:28 Introduktion af interviewer: hvad projektet handler om, tidsplan, hvordan fokusgruppen vil køre
- 2:27 – 3:54 Deltagerne introducerer sig selv (navn, alder, beskæftigelse og brug af cykelhjelm
- Clara Jeg hedder Clara. Jeg er 24 år og bor på Frederiksberg. Jeg er studerende og læser Brand and Communications Management. Og jeg bruger cykelhjelm, hver gang jeg cykler. Og jeg cykler til dagligt.
- Rose Jeg hedder Rose. Jeg er 24 år. Jeg bor i København K og er studerende. Jeg studerer International Business Communication. Og jeg bruger cykelhjelm hver dag.
- Amalie Jeg hedder Amalie og er 24 år. Jeg bor også i København K og er også studerende. Jeg læser cand.merc.kom. og bruger *aldrig* cykelhjelm.
- Jakob Jeg hedder Jakob og er 26 år. Jeg bor på Nørrebro. Jeg er studerende og læser Statskundskab. Og jeg var i tvivl om hvad jeg skulle svare, for jeg bruger cykelhjelm, men der er nogle lejligheder hvor jeg ikke bruger det, hvis det er meget besværligt.
- Rasmus Og jeg hedder Rasmus. Jeg bruger aldrig cykelhjelm. Jeg bor lige herovre på Frederiksberg. Og så er jeg ved at skrive speciale i Supply Chain.
- Interviewer** Okay, super fint. Så har jeg lige et spørgsmål, bare ud i plenum, for at bekræfte, at I passer ind i min målgruppe. Jeg skal bare være sikker på, at cykel er jeres alles primære transportmiddel?
- Alle Ja
- Interviewer** Super! Og så kunne jeg godt tænke mig, at vi lige tager en runde hvor i lige ridser op, hvornår i bruger jeres cykel i løbet af en normal uge.
- Clara Jeg cykler til alt hvad jeg skal, så længe det er inden for København. Jeg arbejder inde ved Hovedbanegården to gange om ugen, hvor jeg altid cykler til. Ellers cykler jeg også i skole, men det er ret korte ture, eftersom jeg bor lige ved siden af CBS. Men i gennemsnit bruger jeg nok min cykel hver dag. Eller altså, på ugens fem hverdage og så måske lidt mindre i weekenden. Det er kun hvis jeg skal noget.
- Rose Jeg bor på Holmen, så jeg bruger min cykel til og fra arbejde og når jeg en gang i mellem er på skolen... Ja, og jeg bruger også altid min cykel i weekenden, fordi der ikke rigtigt er så

- mange busforbindelser ude på Holmen. Så det vil også sige, at jeg bruger min cykelhjelm hver dag.
- Amalie Jeg cykler også hver eneste dag tror jeg, til arbejde og skole. Og til aftaler, i byen... En gang i mellem metroen, men helt klart cykel for det meste.
- Jakob Ja, jeg cykler også hver dag hen til mit specialekontor. Da jeg arbejdede brugte jeg faktisk metroen som primært transportmiddel, men det var også *langt* ude på Amager.
- Rasmus Ja... Jeg kan heller ikke forestille mig nogle ture, hvor jeg ikke ville cykle. Det er stort set det eneste transportmiddel jeg bruger. Meget lidt tog en gang i mellem. Men hovedsageligt er det faktisk ret korte ture jeg cykler, fordi mit arbejde ligger rigtig tæt på. Så det er mange, men korte ture, hver dag.
- Interviewer** Okay, det er så fint. Nu skal vi til og i gang med de ”rigtige spørgsmål”.
- Vi starter på et rimelig generelt niveau, hvor jeg egentlig godt kunne tænke mig at høre, helt generelt hvad jeres holdning til cykelhjelme er. Også for at finde ud af, om der er forskelle mellem dem der bruger og ikke bruger cykelhjelme.
- Amalie Jeg tror bare at det er sådan en ting, der er ubelejlig i hverdagen, når man skal have den med, og man har sat sit hår... Men jeg er også meget opmærksom på, at det er en dårlig beslutning ikke at have den på. Jeg synes tit man bliver mindet om det i forskellige sammenhænge, altså når der sker ulykker eller af ens familie, at det er en god ide. Det er en ting jeg overvejer, men jeg tror stadig jeg er lidt langt fra rent faktisk at bruge den.
- Rasmus Jeg står jo i samme båd som Amalie med...
- Amalie Ja, specielt med håret, ikke?
- Alle griner*
- Rasmus Det der med, at man ikke bruger cykelhjelm. Jeg har det på fuldstændig samme måde. Jeg ved da godt, at jeg *skal* bruge cykelhjelm... men jeg er alligevel et stykke vej fra, rent faktisk at gøre det.
- Rose Også bare, at man kan se i bybilledet at der er flere og flere der begynder at bruge cykelhjelm...
- Clara Ja, det er rigtigt!
- Rose Men så er det lige før at man er den eneste, der ikke bruger det. Eller altså, nu bruger jeg det jo så selv...

- Amalie Det er ligesom udviklingen på ski! Altså for 10 år siden var der ikke særligt mange, der havde skihjelme på og nu er der stort set ingen, der ikke har det. Så hvorfor skulle det ikke gå i samme retning? Og jeg tænker også, at sådan noget som hvis det var lopligtigt, så ville jeg da ikke tænke to gange over det. Så ville jeg bare gøre det, for så ville man jo ikke stikke ud, for så ville alle bare gøre det.
- Clara Ja, det er ligesom med lygter.
- Amalie Ja, præcis!
- Clara Du får jo en bøde for at køre uden lys, og det synes jeg i princippet også godt man kunne gøre med cykelhjelme. Det er jo også det samme med sikkerhedsseler i biler, det er jo også for ens egen sikkerheds skyld man skal have det på, men du får jo en bøde hvis du ikke har den på, når du kører i bil. Så det synes jeg da også man burde, hvis man ikke kørte med cykelhjelm. Det er selvfølgelig op til en selv, men jeg kan ikke se hvorfor man ikke ville gøre det... Alle ved, at der er større risiko for, at der sker noget, hvis du ikke har cykelhjelm på.
- Jakob Jeg synes bare, i forhold til den der sammenligning med ski, det er kun en, max to, uger om året, hvor man er afsted. Så der er det måske lidt nemmere og det kræver måske heller ikke helt ligeså meget. Det kræver nok mere kontinuerligt at huske at tage hjelmen på, når man er i trafikken i forhold til ned af pisterne.
- Clara Men jeg synes faktisk, at det er super dejligt, at der er så mange der er begyndt at køre med hjelm, som du også sagde [henvendt til Rose]. For det er da dejligt ikke at være den eneste, der kører med det. For så kan man måske godt føle sig lidt nørdet eller kikset, men nu hvor så mange bruger det så er det bare sådan det er. Og hvis der var endnu flere der brugte det, så tror jeg slet heller ikke det ville være noget folk tænkte over. Så ville det bare være sådan man så ud når man cykler.
- Interviewer** Nu har vi været lidt inde på nogle af ulemperne ved at bruge cykelhjelm. Udoover det rent sikkerhedsmæssige, ser I så nogle fordele ved at bruge cykelhjelm?
- Clara Altså, udoover det sikkerhedsmæssige?
- Interviewer** Ja, altså når I cykler, føler i jer så for eksempel som bedre cyklister eller?
- Clara Jeg vil sige, at jeg på et tidspunkt blev stoppet af politiet, fordi jeg kørte i modsat retning, og der slog det mig faktisk, at jeg tænkte, at jeg var en god cyklist fordi jeg har cykelhjelm på!
- Rose Ej ja, det har jeg også tænkt flere gange.
- Clara Og jeg undskyldte mange gange og lod som om jeg ikke vidste, at jeg ikke måtte køre den vej jeg gjorde. Men der stod jeg da og tænkte lidt, at jeg nok fremstod som en ”bedre” cyklist,

- fordi jeg havde cykelhjelm på. Men det er ikke noget jeg på nogen måde tænker over ellers. Det er kun i situationer, hvor politiet er involveret, hvor jeg overvejer det.
- Rose Og så er det jo bare generelt det der med, at man føler sig mere tryg. Men det er måske også det der med... ja sikkerheden.
- Clara Ja, det er jeg helt enig i!
- Jakob Jeg synes ikke jeg føler mig mere tryg, jeg synes på en måde bare, at der bliver fjernet lidt ansvar fra mine skuldre.
- Alle griner
- Rose Jeg synes bare folk har så travlt og kører så dårligt, så jeg føler mig mere tryg, hvis der nu er en der køre ind i en. På den måde er man lidt mere på den sikre side, føler jeg.
- Clara Jeg føler også det er det man selv kan gøre, når man færdes i trafikken, hvor man ikke selv er herre over, om andre kører ordentligt. Det er da en af de ting man selv kan gøre for, at hvis der nu skete noget, at man ikke kom ligeså slemt til skade.
- Interviewer** Den generelle holdning til cykelhjelme, som vi talte om lige før, hvad føler i har mest indflydelse på den? Nu virkede det til, at I alle var rimeligt positive overfor cykelhjelme, men vil i sige det er jer selv eller er der nogle andre der har påvirket jer i den retning? Eller er det samfundet som en helhed, eller hvad tænker I?
- Amalie Ja, det er nok lidt en blanding. Både det der med, at man bekymrer sig om sit eget liv, men også det der med at det bliver mere og mere ”okay” i samfundet, eller hvad man skal sige... det er en ting, der bliver snakket mere og mere om, og som også kommer mere og mere frem. Så som en der ikke bruger det, føler jeg at man tænker mere og mere over det i dag. Jeg synes jeg på det seneste er blevet mødt af mange veninder, der bruger det, og så tænker jeg da også selv over, om jeg så ikke også burde gøre det.
- Rasmus Ja, det er som om det har vendt lidt det der.
- Clara Jeg tror for mig, der har det klart været min forældre. Min far er læge og har arbejdet på Traumeacentret, så han har set alle de tilfælde hvor det er gået galt, når folk ikke har haft cykelhjelm på. Så er det er klart, at jeg hele livet har fået at vide, at det var ikke en mulighed at køre på cykel uden cykelhjelm. Og så havde jeg i mine teenageår en lille rebelsk periode, hvor jeg slet ikke syntes det var rimeligt. Men den er jeg kommet over nu, og jeg kan godt se det fornuftige i det. Så ja, det er 100% mine forældre der har påvirket min holdning.
- Interviewer** Så du har faktisk kørt med cykelhjelm hele din opvækst?

- Clara Ja, hele min barndom. Og så havde jeg måske et halvt års tid, hvor jeg var sådan lidt on/off. Men der kom jeg faktisk ud for en ulykke, hvor jeg var i et trafikuheld med en lastbil, hvor jeg faktisk *ikke* havde hjelm på, hvilket var rigtigt dumt. Derefter har jeg *selvfølgelig* altid kørt med cykelhjelm. Og jeg kommer aldrig til at køre på cykel uden hjelm igen.
- Interviewer** Og hvad med jer andre to, hvor længe har I kørt med cykelhjelm?
- Rose Jeg har kørt med hjelm i nogle måneder. Og der skulle faktisk også et uhed til før jeg fik taget mig sammen. Jeg blev kørt ned i et højresving af en bil. Min mor har sagt til mig i *mange* år, at jeg skulle køre med hjelm, især fordi vi cykler hver dag og kører ret lange strækninger... men, ja... det har jeg ikke rigtigt givet på grund af alle de negative eller dårlige ting der er ved det. Ja, så det var også et uhed der skulle til, før jeg virkelig tænkte, at 'hvor er det dumt'! Ikke at der skete noget alvorligt, men det kunne der jo have gjort.
- Jakob Jeg har kørt med cykelhjelm siden jul, her for et par måneder siden. Der gik jeg fra at være sådan lidt on/off, til at være mere fast cykelhjelmsbruger. Mine forældre har altid påvirket mig til at benytte cykelhjelm, men jeg har kun kunnet se fornuftens i det, når jeg har kørt længere distancer. Men jeg tror mere det er sket lidt i takt med min egen modenhed er steget, at jeg har kunnet se fornuftens i det. At nu har jeg ligesom investeret så meget tid i mit liv, så nu gider jeg ikke bare kaste det hele væk, hvor man måske før i tiden ikke har kunnet se argumentet med, at man har noget dyrebart man skal passe på.
- Interviewer** Hvad tænker i to, der ikke bruger cykelhjelm, om de her historier?
- Amalie Jeg tænker det er den klassiske, den der med, at man har været ude for et uhed så begynder man på det. Og jeg er heller ikke et sekund i tvivl om, at hvis der skete noget med mig, ville det nok også være det der skulle til – hvilket jo er super fjallet!
- Clara Ja, det er lidt fjallet, ikke?
- Amalie Jo, men det er bare det der realiteten. Altså, det der med, at man ikke ved hvad man har, før man har mistet det nærmest.
- Rasmus Jeg tror ikke engang det behøvede at være en selv, jeg tror bare det skulle være en der var tætere på en, end det man har oplevet.
- Jakob Ja, det er i hvert fald ikke nok bare at høre om det.
- Rasmus Nej, det er det ikke. For jeg tror ikke der er nogen her, eller generelt, der ikke godt ved, at det er bedre at køre med hjelm end uden. Det er jo ikke fordi vi mangler viden omkring, at vi bør køre med cykelhjelm. Jeg tror det er nogle andre ting der gør, at man ikke gør det.
- Interviewer** Hvis du så selv skulle sætte nogle ord på, hvad tror du så det er for nogle ting?

Rasmus Jeg tror det er en blanding af total overselvtillid i forhold til 'jeg bliver aldrig kørt ned' – på trods af jeg styrtede to gange i sidste måned...

Alle griner

Amalie Var du fuld?

Rasmus Begge gangene! Så ja, jeg bevæger mig altså også tættere på det i min egen forståelse, men jeg synes stadig det er en stor barriere at tage en cykelhjelm på, og cykle på arbejde i jakkesæt og slips med en cykelhjelm. Så jeg ligger stadig et stykke vej fra at bruge den.

Amalie Og hvad så med det der med... skal man så gå rundt med den eller hvad? Altså...

Rose Nej nej!

Clara Nej! Man hænger den da bare på cyklen.

Amalie Er der så ikke bare nogen der klipper den af, eller pisser i den eller sådan noget?

Rose Nej!

Clara Ej, jeg har brugt cykelhjelm hele mit liv, som jeg også nævnte før, og jeg har altså aldrig oplevet at få den stjålet eller noget.

Rose Det er lidt en dårlig undskyldning.

Amalie Ja... det er en ret dårlig undskyldning. Men hvad så når det regner og sådan noget...

Rose Ja så er den lidt våd, og sådan er det.

Jakob Jeg vil sige, at som ny cykelhjelmsbruger har jeg altså lidt samme problem. Jeg har ikke lyst til at lade den hænge.

Clara Hvorfor ikke?

Jakob Fordi jeg lige har fået den...

Amalie Og den er stadig så flot og ny

Alle griner

Jakob Ej, jeg har ikke bare lyst til, at den skal overlades til tilfældige mennesker.

Rasmus Amalie, hvis du nu fik en gratis cykelhjelm, ville du så bruge den?

Amalie Nej.

Rasmus Nej, det tror jeg nemlig heller ikke jeg ville.

Amalie Jeg bruger også den undskyldning, for jeg har lige været inde og snuse til hvad sådan en koste, og de koster altså 700 til 800 kroner, og det synes jeg er dyrt.

Clara Man kan altså godt få en til meget mindre end det!

Amalie Men går den så ikke bare i stykker?

Clara Nej, for man kan altså ikke producere cykelhjelme i dag, der ikke er sikkerhedstestede.

Amalie Nej, det kan man nok ikke.

Rose Du skal jo bare købe en der er godkendt.

Rasmus Ja, EU-godkendt.

Interviewer Men hvis du skulle ud og købe en, hvad ville du så tænke var en fair pris?

Amalie Altså, jeg synes sådan set at 600 – 800 kroner er en fair pris, egentlig. For det er jo en life-saver.

Clara Ej, det synes jeg egentlig slet ikke det er. Jeg synes der burde komme noget statsstøtte fordi det er så vigtigt. Og hvis man tænker på hvor mange penge det koster samfundet, for alle de mennesker der kommer i uhed og ikke har cykelhjelm på. Det koster altså samfundet en masse penge. Så jeg kan ikke se, hvorfor man ikke kan investere nogle penge i at producere cykelhjelme som kan sælges billigere.

Rasmus Det tror jeg også man gør. Altså man gør ikke det der direkte, men der bliver skudt en hel masse penge i kampagner.

Clara Ja, men for eksempel ude på min søsters studie var der sådan en kampagne hvor man kunne købe cykelhjelme til 100 kroner eller sådan noget. Og *alle* hendes venner begyndte at køre med cykelhjelm under den kampagne, fordi folk egentlig gerne ville, men ikke gad at investere pengene.

Jakob Men blev de ved med at bruge den?

Clara Ja, de gør det stadig!

Amalie Men i forhold til det der med prisen... jeg synes det er en fair pris, fordi jeg gerne ville føle mig tryg ved, at hvis jeg går ind i det her, så vil jeg gerne føle mig 100% sikker på, at jeg har noget på hovedet, som rent faktisk har været lidt dyrt at producere...

Rose Men de behøver altså ikke at koste 800 kroner!

Amalie Nej, absolut ikke. Men jeg tænker ikke, at man kan få noget ordentligt til under 300 kroner.

Clara Ja, jeg tror de billigste ligger omkring 300.

Rose Det var også det jeg gav for min.

Rasmus Det er okay. Men for mig tror jeg problemet er. For i forhold til prisen, så er det lidt svært at sige hvad der er for meget, for hvis man ser cykelhjelmen som noget der løser et problem, man ikke føler man har... så hvis jeg nu ikke har et behov for at have en cykelhjelm, så ville jeg synes at 1 krone var for meget at betale.

Amalie Ja, det er bare en ekstra barriere på en måde.

Rasmus Jeg synes det er fint nok, den pris den har nu, men altså...

Rose Man skal jo bare tænke på det som en mega billig investering i forhold til hvor meget den kommer til at beskytte en. Altså, hvis du ender med at blive handicappet, så er det da helt åndssvagt ikke at have brugt de der 400 kroner på det.

Rasmus Ja, jeg er meget enig!

Interviewer Okay, så det er måske ikke prisen, der er den største barriere?

Amalie Nej... men det kan bruges som en undskyldning.

Rasmus Ahh... det ved jeg nu ikke rigtigt om den kan.

Alle smågriner

Interviewer Men hvis du, Amalie, så skulle sige, hvad den største barriere er for dig, ville det så være det praktiske, som vi talte om før?

Amalie Altså det praktiske fylder nok ligeså meget som at jeg ikke gider at have den på mit hoved.
Jeg synes ikke det er flot!

Rose Og så er det jo også fordi man bruger cyklen til så meget i hverdagen. Altså, man bruger cyklen når man skal ud og når man skal i byen og når man skal ud spise... og så føler man sig lidt kikset.

Amalie Ja, og man har lige stadset sig op og er fin...

Rose Ja, eller kommer cyklende med sommerkjolen...

Clara Jeg kan faktisk godt finde på at tage metroen i byen... eller det gør jeg faktisk tit, fordi jeg ikke bryder mig om, at have hjelmen på, når jeg skal i byen. Men jeg har stadig ikke lyst til at cykle uden at have den på. Så i de situationer tager jeg metroen. Så jeg kan sagtens følge det du siger. 100%, altså jeg forstår det virkelig godt! Det er jo så bare et spørgsmål om, hvorvidt man vælger at gøre det eller lade være.

- Interviewer** Men jer, der så bruger cykelhjelm, hvad tænker i om det Amalie og Rasmus ser som barrierer i forhold til de praktiske og det udseendemæssige?
- Clara Ja. Altså det praktiske i mindre grad, for jeg synes ikke det er noget problem at låse den fast, når man alligevel låser sin cykel. Folk skal jo klippe den op for at kunne tage den, og så ville de ikke kunne bruge den. Og nu har jeg brugt cykelhjelm virkelig længe og jeg har aldrig oplevet, at min cykelhjelm hverken er blevet tisset i eller stjålet. Så det ser ikke som noget problem overhovedet. Men det udseendemæssige, ja helt sikkert. Jeg syntes også det var en stor barriere at starte på kandidaten. Jeg havde ikke lyst til at komme cyklende hen til CBS med cykelhjelm på, så derfor endte det med, at jeg ofte gik i skole og prøvede hele tiden at finde alternative transportmidler for at komme udenom det. Men jeg synes det er blevet bedre efter jeg så lærte folk at kende. Man skal jo bare stå ved det! Og så synes jeg det er meget en vane-sag og man vender sig til det.
- Rasmus Er der nogen af jer, der nogensinde har oplevet, at der bliver reageret negativt på at i havde en cykelhjelm på?
- Rose Nej.
- Clara Nej.
- Jakob Nej, tværtimod fik jeg faktisk en kompliment af et hunkøn for nyligt, fordi jeg så godt ud med cykelhjelm...
- Rasmus Jeg tænker det fungerer mere den vej, og den anden vej er noget man mere selv ser?
- Clara Ja, det tror jeg du har ret i.
- Interviewer** Ja, lad os lige prøve at tale lidt mere om det her sociale element i det. Altså det her med om der bliver reageret positivt eller negativt, eller om man kan blive ekskluderet fra nogle sociale sammenhænge. Eller inkluderet, for den sags skyld. Er det noget, som nogle af jer har gjort jer nogle tanker omkring?
- Rose Altså inden jeg selv kørte med cykelhjelm kiggede jeg meget i bybilledet og prøvede og lægge mærke til hvilke typer det er, der kører med cykelhjelm. Og hvis jeg så så en eller anden cool far med en cykelhjelm, eller en pige på min alder, der havde cool stil, så lagde jeg mærke til det. Og så tænkte jeg at så kan jeg jo også!
- Clara Ja, det gør jeg også!
- Rose Det er jo ikke fordi man kigger på dem og tænker 'ej hvor er de kiksede'! Tværtimod tænker man mere 'ej hvor er de nice' at de cykler rundt med hjelm.

Clara Ja, jeg tænker sådan 'ej hvor fornuftigt og dejligt at se'

Rose Ja, og dummere ser det bare heller ikke ud.

Clara Ja og jeg synes også der er forskel på at cykle med hjelm og så tage den af og hænge den på cyklen, sådan helt almindeligt. Man behøver jo ikke opføre sig som en nord, der kommer ind med sokker i sandalerne og stadig hjelmen på, når man kommer ind i forelæsningslokalet. Det behøver man jo ikke!

Alle griner

Amalie Jeg elsker, når folk har det!

Interviewer Så generelt er der konsensus omkring, at det er socialt acceptabelt at køre med cykelhjelm i jeres omgangskreds?

Rose Ja, men jeg ville stadig synes det var akavet, hvis jeg stod i en situation, hvor jeg lige havde taget hjelmen på, og så mødte en jeg kendte. Og så står man der med hjelm på. Men så er det selvfølgelig bare at tage den af.

Jakob Det betød noget for mig, at jeg fik en ny cykelhjelm. Den gamle jeg havde, det var sådan en racercykelhjelm... og det ser altså bare dumt ud, når man kommer i ”normalt” arbejdstøj og så komme med sådan en racercykelhjelm, som om man skal til at køre Flandern rundt eller sådan noget. Det giver jo ingen mening.

Amalie Har i så sådan en skatercykelhjelm alle sammen, eller hvad?

Clara Ja

Rose Ja

Jakob Ja, du kan se den ligger derovre! Så er der ikke nogen der tisser i den.

Alle griner

Rasmus Men det er blevet det totalt dominerende design det der! Alle cykelhjelme ser sådan der ud.

Amalie Ej, der var også lige de der kasketter på et tidspunkt, det var som om de ikke slog helt igen-nem.

Interviewer Ja, det er nok den der har det mest dominerende design. Men er i så enige om, at det er den, der har det pæneste design?

Alle er enige

Rose Ja, den virker sådan lidt ungdommelig og street.

- Amalie Den der gammeldags, det er bare som om den bliver lidt for hurtig, og som om man mener det lidt for meget.
- Clara Ja, det er jeg enig i.
- Interviewer** Men det der med at ”mene det lidt for meget”, er det en negativ ting så?
- Amalie Ej, men det er det jo ikke! Men... når man har sådan en der skaterhjelm på, så kan det godt være du har cykelhjelm på, men du går stadig lidt op i hvordan du ser ud... jeg ved ikke om jeg helt definitivt vil sige, at de der gammeldags med huller i er lidt mere nørdede... eller jeg synes i hvert fald de ser mere nørdede ud. De andre er mere stilede.
- Clara Ja, det synes jeg også!
- Jakob De passer mere ind i hverdagsøjemed. Altså i forhold til om det er socialt acceptabelt eller ej.
- Interviewer** I forhold til det her med omgangskreds, føler i så, at jeres egen holdning er påvirket af jeres omgangskreds? Altså hvis de har negative eller positive følelser omkring cykelhjelme.
- Amalie Jeg tænker måske, at hvis alle mine veninder gjorde det, og jeg ligesom ville stikke lidt ud ved ikke at gøre det, så tror jeg da jeg ville blive presset mere i retning af at bruge den. Hvis det var normalen, så tror jeg at jeg ville være mere tilbøjelig til det også.
- Interviewer** Er det noget i andre kan genkende?
- Rose Næ... Der er ikke rigtigt nogen i min omgangskreds af dem jeg cykler sammen med til hverdag, der bruger cykelhjelm, så det er ikke ligesom det der har afgjort det.
- Interviewer** Og du føler dig ikke bedre eller dårligere tilpas af at cykle sammen med folk der så bruger eller ikke bruger cykelhjelm?
- Rose Hm... nu har jeg ikke haft cykelhjelm om sommeren endnu, men jeg kunne godt forestille mig til sommer, når man cykler sådan fra bar til bar... at man måske ikke har så meget tøj på, og kommer cyklende med den der store hjelm, og ingen andre har den på, at man måske føler sig sådan lidt...
- Interviewer** Men tror du så stadig du kommer til at bruge den der?
- Rose Ja! Altså nu har jeg vænnet mig så meget til det, så nu ville det være helt dumt uden.
- Clara Jeg føler klart at jeg har det forskelligt med at cykle sammen med folk der har eller ikke har hjelm på. Jeg kan klart bedre lide at cykle sammen med veninder, der har det på. Jeg kan også godt være sådan lidt fortaler for det og så sige til mine veninder, at jeg synes det er dumt, at de ikke har en på.
- Rose Ja, så kan man jo bare være belærende!

Alle griner

- Clara Jeg prøver faktisk meget, at få alle mine venner, der ikke bruger det, til at bruge hjelm, fordi jeg selv synes det er så fornuftigt. Og så hjælper det på en måde også at sige, hvis man er den eneste der ikke bruger hjelm, så kan jeg godt lide at italesætte det. Sådan lidt 'ja – jeg bruger hjelm, og det synes jeg også i burde!', for egentlig er det mig, der er mere fornuftig, selvom dem der ikke bruger det måske er i flertal.
- Jakob Det kan også være du siger det for at overbevise dig selv om, at det er godt du selv gør det.
- Clara Ja, det kan sagtens være! Og jeg synes helt klart det er ffollet, at jeg har det som om jeg er lidt kikset, når jeg er den eneste der bruger hjelm, når jeg oprigtigt synes det er dumt af de andre. Men det gør altså bare en forskel.
- (...)
- Rasmus Jeg tror det betyder noget, om ens nære omgangskreds bruger cykelhjelm. Min kæreste gør det for eksempel...
- Rose Hvorfor bruger du det så ikke?
- Rasmus Ej, men jeg kan også mærke at jeg er blevet trukket mere i retningen af at bruge cykelhjelm.
- Amalie Hvad med dine andre venner?
- Ramus Der er ingen af dem der bruger cykelhjelm. Der er heller ikke nogen af dem, der tyr til at cykle sikkert på nogen måde. I vores vennegruppe er vi stadig 15 år inde i hovedet...
- Rose Jeg synes man kan blive helt sur på folk, hvis de snakker om de har været fulde mens de cykler. For eksempel kan min bror finde på at cykle hjem fra byen mens han er rigtig fuld, og så snakker han altid om 'tænk hvis han nu faldt! Og det er jo bare så dumt! Man bliver jo nærmest sur på folk, fordi de ikke bare indser hvor dumt det er.
- Jakob Men må man så godt cykle fuld hjem med hjelm på [henvendt til Rose]?
- Rose Nej... Men jeg tror det er mere sikkert!
- Clara Ja det er da i hvert fald mere sikkert hvis man falder.
- Rose Ja for en selv!
- Clara Nej, det er jo ikke så sikkert for andre.
- Rasmus Jeg synes nogle gange man hører om folk, der får en cykelhjelm og så tænker de, at *nu* er de mere beskyttede og så kører de vildere. Er der nogle af jer, der gør det?
- Clara Nej, det synes jeg ikke.

- Rasmus Ej, I slår mig heller ikke helt som typerne, der kunne finde på det.
- Amalie Men jeg synes også jeg tit tænker det, hvis man ser en der er sådan rigtigt hurtigt på den, med cykelhjelm og sådan noget. Bare sådan, ud på vejen og ind igen og op på fortovet... sådan nogle, der bare tænker, at de er urørlige fordi de har fået den der cykelhjelm på. Men det så lidt mere sådan nogle cykelryttertyper.
- Clara Ja, det er rigtigt.
- Jakob Det er racerhjelmen!
- Amalie Nej, der er ikke så meget skater der.
- Interviewer** Så kunne jeg godt tænke mig at høre, først lige jer, der bruger cykelhjelm, om i føler det er en krævende ting for jer, at bruge cykelhjelm i jeres hverdag? Og hvorfor eller hvorfor ikke.
- Jakob Hvad mener du med krævende?
- Interviewer** Om det er noget, der er svært altid at motivere sig selv til at huske. Eller om det måske er ved at blive en vane?
- Rose Eller om man kunne finde på at droppe cykelturen på grund af det?
- Interviewer** Ja. Altså, vi har selvfølgelig allerede været lidt inde på det...
- Clara Jeg kan godt finde på at droppe cykelturen i byen, for eksempel, ligesom jeg sagde før. Altså fordi jeg føler, at jeg bliver nødt til at have hjelm på... men ellers nej, så synes jeg ikke det er. Men det er også fordi jeg jo bare hænger hjelmen på cyklen... så nej, jeg føler egentlig ikke at det er noget problem, overhovedet.
- Rose Nej, jeg synes heller ikke at det er krævende overhovedet. Hvis jeg glemmer den, så vil jeg hellere bruge den ekstra tid det tager at gå op og hente den igen, fordi jeg synes den er så vigtig. Og det er ikke fordi jeg synes den er generende eller noget. Heller ikke når jeg skal ud og handle eller skal noget andre steder, for så lader jeg den også bare hænge på cyklen.
- Jakob Jeg synes godt det kan være lidt generende en gang i mellem. Men apropos det med at gå op og hente den; jeg havde en episode her den anden dag hvor jeg glemte den. Der gad jeg altså ikke at vende om og køre tilbage efter den.
- Rose Men jeg ville bare føle mig helt bar uden den!
- Clara Ja, sådan har jeg det også!
- Jakob Det gjorde jeg også! Men jeg tænkte, at denne her gang sker der ikke noget.

- Interviewer** Nej okay. Men hvad med jer to, der ikke bruger cykelhjelm [*henvendt til Amalie og Rasmus*]?
Føler i, at det ville være en krævende ting for jer at tage op? Altså både det praktiske vi har talte om, men også selve handlingen eller barrieren med at komme ud og få den købt og rent faktisk tage den på hovedet?
- Amalie Ja, det tror jeg. Jeg tror jeg ville bruge meget tid på at tænke over det. Så hvis jeg endelig tog mig sammen og gjorde det, så tror jeg, at jeg ville tænke virkelig meget over det, indtil jeg så ikke gjorde mere fordi det blev en vane. Men ja, jeg tror det ville være ret krævende for mig, og det er også en af de ting der har gjort, at jeg ikke er begyndt at køre med hjelm.
- Rasmus Jeg har det lidt på samme måde som Amalie. Men i virkeligheden er det jo sjovt – for det er jo en banal ting at tage en cykelhjelm på. Jeg tror man føler, at det er en større ting end det egentligt er.
- Jakob Jeg opdagede også, at jeg syntes det var lidt krævende her i perioden fra vinter til forår. For så skulle jeg ligesom have den indstillet igen, fordi jeg har kørt med hue på inde under den. Og så kunne jeg bare mærke at den var alt for stor og det raslede rundt. Så der var det en lille smule krævende, men det er blot for at nævne et eksempel.
- Interviewer** Okay, det er bare så fint.
Nu kunne jeg godt tænke mig at snakke lidt mere om cykling generelt. Ikke nødvendigvis noget med cykelhjelmen som sådan. Vi har godt nok været en lille smule inde på det, men det handler om, hvordan i ville vurdere jer selv som cyklister, i forhold til andre. Altså om i føler jer ”normale” eller måske mere eller mindre sikre end andre?
- Amalie Okay, så om vi føler os mere sikre end andre eller føler vi er bedre til at køre på cykel end andre?
- Interviewer** Lad os dele den op i to, så egentlig begge dele?
- Amalie Ja, okay. Jamen, jeg tror jeg har lidt sådan et standardsvar: jeg synes jeg er en lille smule bedre end mange. Jeg bliver altid lidt sur på nogle når jeg cykler. Så dermed føler jeg mig da bedre end dem, når jeg føler de cykler dårligt.
- Clara Ja, jeg er enig.
- Rose Ja!
- Rasmus Men jeg tror altså også, at 80% vil påstå, at de er bedre til at køre på cykel end gennemsnittet!
- Amalie Ja, det har du ret i.

Rose Jeg bruger altid tegnene, når jeg cykler! Og jeg kan godt finde på at råbe af folk, der ikke gør det. Jeg kan godt være meget hidsig om morgenen.

Alle griner

Rose (fortsat) Altså, min kæreste er nærmest bange for mig, når vi cykler sammen, fordi jeg er så aggressiv. Jeg synes bare det er *så* irriterende, når folk ikke giver tegn til at de vil dreje eller stoppe. For det skaber bare sådan en dominoeffekt. Også når folk ikke fatter, at de skal holde tilbage når der er hajtænder. Så ja, jeg vil nok også sige, at jeg er bedre end mange andre

Amalie Jeg tror også en af de ting, som jeg bliver rigtigt sur over når jeg cykler, det er når folk ikke overholder de her regler, der jo ikke er ”ægte” regler, men som jeg føler er ”ægte” regler. Altså nemlig at række hånden op når man skal stoppe eller række armen helt ud når man drejer. Jeg føler, når folk ikke gør det, så bliver det mere usikkert for mig. Og i *forvejen* har jeg ikke cykelhjelm på. Så jeg synes da det er irriterende, når de så forværret min situation, når jeg nu er opmærksom på, at det ikke er sikkert.

Clara Også sådan noget med at trække ind til højre når man har overhalet. Det er folk så dårlige til. Og folk kører så langsomt! Det har jeg altså ikke tid til. Det er super irriterende, for så bliver man nødt til at ringe af dem, og det behøver man jo egentligt ikke, hvis folk nu bare trak ind til højre og kørte på striben. Så ja, jeg føler nok også, at jeg kører lidt bedre end gennemsnittet.

Jakob Ja, jeg føler også jeg er bedre end gennemsnittet. Måske top 10%.

Alle griner

Jakob (fortsat) Ej... jeg synes faktisk også jeg laver fejl en gang i mellem. Men jeg synes det er rare når der er en god cykelkultur, hvor folk er forstående for, at man kører tæt og sådan nogle ting. For der ligger jo altid noget bedømmelse i det, for eksempel om man kan nå at overhale, før ham bagved har indhentet dig og sådan noget.

Rose Men jeg synes så også folk er rimeligt gode til at undskynde, hvis de kommer til at lave fejl. Det prøver jeg i hvert fald også selv at huske at gøre.

Amalie Ja. Det gør jeg også. For jo mere du jo også selv går op i det, og hvis du så glemmer det, så skal man lige huske at sige undskyld.

Jakob Ja, så løfter man lige hånden...

Amalie Ja, så får man lidt god karma.

Interviewer Det er bare så fint. Jeg tror egentlig vi er ved at være igennem de temaer jeg havde tænkt vi skulle tale om. Jeg har bare lige en ting mere, jeg gerne lige ville følge op på. Det vi talte om

med skihjelme her tidligere, det med, at det er blevet sådan en helt normal ting... Og Jakob nævner at det måske er nemmere fordi det kun er en enkelt uge om året. Men hvad tror i der skulle til, for at cykelhjelme blev ligeså normaliseret som skihjelme er blevet det i dag?

Amalie Lovgivning!

Clara Ja, helt klart lovgivning!

Amalie Jeg tror det ville være det hurtigste og det bedste. Trenden er jo stigende, så på et eller andet tidspunkt bliver det jo normalen. Men jeg tror bare der kommer til at gå rigtigt lang tid! Så jeg tænker, at man skulle gøre noget drastisk for at få folk til at gøre det. Men det er selvfølgelig også virkelig drastisk.

Rose Ja, det er mærkeligt hvis det er det der skal til!

Rasmus Jeg tror det er... ej jeg ved ikke med lovgivning...

Jakob Ja, for altså... kører man ikke også uden lygter på?

Amalie Ej, det har jeg det så dårligt med, hvis jeg gør. Jeg prøver virkelig at undgå det.

Rasmus Jeg kører totalt meget uden lys. Uden hjelm, uden lys og med høretelefoner i...

Alle griner

Amalie Og fuld?

Rasmus Ja, og fuld.

Alle griner

Amalie Men hvis jeg kører uden lys, så har jeg det også dårligt med min sikkerhed. Og meget er det er også den der med – kommer der en politibil? Så hvis man vidste, at der måske var en konsekvens ved det...

Interviewer Okay, men de følelser du så har, når du kører uden lys, det her med at du føler dig usikker, har du nogensinde den følelse når du kører uden cykelhjelm?

Amalie Altså, jeg føler mig ikke ligeså usikker når jeg kører uden lys som nu når jeg kører uden hjelm. Eller når jeg kører uden lys er det der fylder mest, om jeg bliver opdaget. Og at jeg selvfølgelig også gerne vil have det på, for så føler jeg mig mere sikker. Men det er nok mest det med at blive opdaget.

Clara Det med lys er jo også mere sikkert for andre. Altså det er jo også farligt for andre, hvis man ikke har det på.

Men i forhold til det du spurgte om før [*henvendt til interviewer*], så tror jeg det ville hjælpe hvis man satte ind tidligere. For jeg tror faktisk ikke det er vores aldersgruppe man skal sætte ind over for, jeg tror det er den alder, hvor man begynder at blive teenager. Jeg tror mange børn, hvor forældrene siger de skal bruge hjelm, bare gør det fordi man gør hvad ens forældre siger. Så kommer den periode hvor man bliver lidt rebelsk... hvis man på en eller anden måde kunne sætte ind overfor den målgruppe, det tror jeg virkelig ville kunne gøre en forskel. For hvis de aldrig holdt op med at bruge det, så tror jeg det ville gøre en stor forskel. Altså det skal lidt bare være en vane. Det er jo lidt samme med seler i biler, før det blev lovligt. Altså min farmor for eksempel, kan godt synes det er lidt fjllet med seler. Men hvis det bare er sådan det altid har været, og du vokser op og altid har brugt hjelm, så tror jeg at der ville være langt flere i fremtiden der ville bruge hjelm.

Amalie Det er faktisk meget sjovt, det der med seler... når jeg tager selen på i bilen, så er det på ingen måde fordi jeg skal. Det er simpelthen fordi jeg synes det ville være det *dummeste* i hele verden at køre i bil uden sele på. Men hvorfor tænker jeg så ikke det, når jeg er ude at cykle? For det er jo fuldstændig ligeså dumt. Så ja, der skal bare rykkes et eller andet på den front.

Clara Ja, det skal blive en vanesag, der gør at man ikke kan forestille sig at køre på cykel uden hjelm på. Og der tror jeg at man skal sætte ind meget tidligere. For det er en vane der skal dannes mens man er barn, tror jeg.

Rasmus Men jeg tror også det kommer meget af sig selv. Jeg tror, I vores omgangskreds for eksempel, er der klart flere der bruger hjelm nu, end bare for tre år siden.

Rose Men jeg havde også bare nogle negative oplevelser fra jeg var lille omkring at bruge cykelhjelm. Det der med at få klemt huden under hagen, når ens forældre skulle lukke den. Så der blev det jo til en negativ ting. Og folk kommenterede at man brugte det og sådan noget. Men nu er der jo kommet så mange smarte... eller fine nok cykelhjelme, så nu er det jo ikke fordi det stilmæssigt er sådan grimt mere.

Interviewer Tror I, at hvis der var nogle meget markante spiller inden for modebranchen, der gik ind og begyndte at lave cykelhjelme, tror i det ville rykke ved noget i vores aldersgruppe?

Amalie Jeg tror ikke så meget selve det, at det er specielt mærke der laver cykelhjelmen. Jeg tror mere det ville være hvis der blev kørt kampagne på at visse personer brugte cykelhjelm... altså jeg tror selve navnet eller mærket på hjelmen ville have mindre værdi i forhold til hvis man så en person bruge den mere.

Rose Ja, hvis for eksempel Nørregaard med stiberne designede en hjelm, så tror jeg egentlig mere det ville være for dem der allerede brugte cykelhjelm. For de bruger det i forvejen og så kan

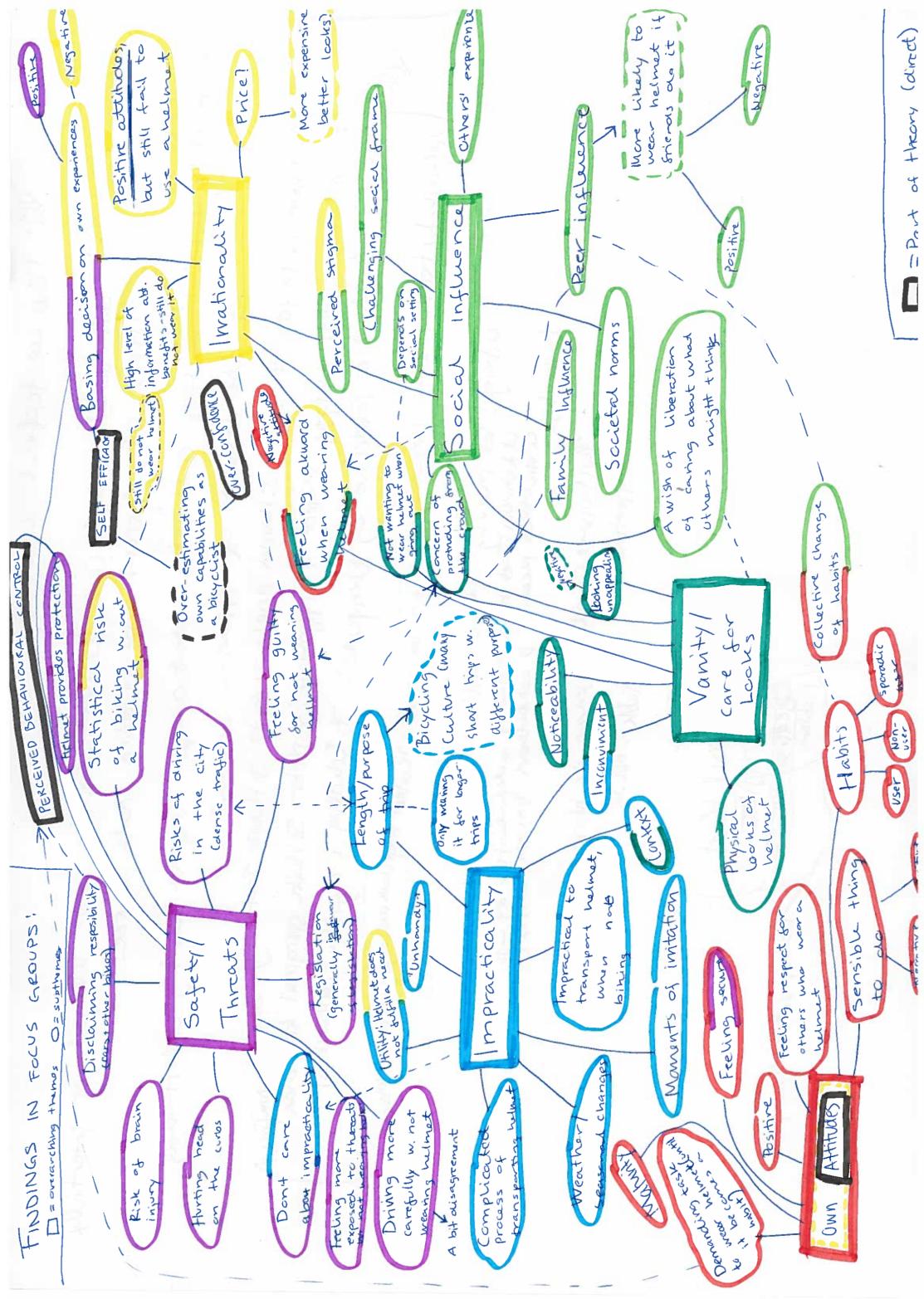
- de købe en opdateret version. Hvorimod dem der ikke bruger cykelhjelm – jeg tror ikke at det kun er selve designet der ville overtale dem om at bruge cykelhjelm.
- Amalie Så er der jo også de der kraver – er det ikke Hoevding de hedder?
- Rose Jo.
- Amalie Den kunne jeg snildt se mig selv bruge. Og der er 100% prisbarriere, fordi den koster 2-3.000 kroner eller sådan noget. Og hvis den så lige kommer til at blive udløst hvis du taber den eller sådan noget, så virker den ikke mere. Og du får godt nok rabat på den nye bagefter, men det er stadig...
- Interviewer** Men i forhold til om det er besværligt, du tror ikke du ville synes det var besværligt at have sådan en med rundt?
- Amalie Jeg kender en der har den, og kan se at den relativt godt kan ligge nede i tasken. Men jo, hvis man har en lille taske så... og du kan jo slet ikke efterlade den på cyklen.
- Rose Jeg tror jeg ville synes det var endnu mere besværligt.
- Amalie Ja, nu jeg tænker over det, så ville jeg egentlig også.
- Rose For der ville jeg igen tænke, at det er mange penge, men det er en lille pris at betale for en forsikring. Men jeg syntes den virkede mere besværlig end en normal cykelhjelm. Det der med, at man ikke lige kan hænge den på styret eller låse den fast på cyklen. Man skal ligesom have den med rundt. Og så læste jeg, at den vejer over et kilo, og det virkede lidt... ja.
- Rasmus Men er det ikke også mere et aktivt valg, at købe sådan en, end en cykelhjelm? For man kan sige, at cykelhjelmen ligesom er den almindelige ting at købe.
- Amalie Jeg tænker mere, at det er det forfængelige valg. For det er dyrere og måske mere upraktisk, men det ser altså bare bedre ud.
- Rose Men prøv og tænk til sommer!
- Amalie Ja, så bliver man selvfølgelig svedig rundt om halsen... men bliver man ikke også svedig af en cykelhjelm på hovedet?
- Rose Ej, ikke rigtigt...
- Clara Jo, det kan man altså godt, vil jeg sige.
- Amalie Ja om vinteren ligner det jo bare sådan en krave på din jakke, men om sommeren i bikini eller sommerkjole på vej til stranden, der ser det ikke så mega godt ud. Så egentlig ville det måske, i den situation, se mere frollet ud, end hvad jeg tænker en cykelhjelm ville.

Interviewer Jeg tror vi er ved at være igennem.

[Afslutter interview og takker deltagerene for at være med]

[*Sound file: Focus Group 2 (23/03/2017) – 39:34 minutes*]

Appendix G: Mapping of Initial Findings in Focus Groups



Appendix H: Structure of Online Survey

CBS COPENHAGEN BUSINESS SCHOOL
HØJSKOLEN



INTRODUKTION

Mange tak fordi du har valgt at deltage i denne spørgeskemaundersøgelse, der omhandler **unge danskeres adfærd i forbindelse med brug af cykelhjelm**. Resultaterne fra spørgeskemaundersøgelsen vil blive brugt i mit speciale på CBS.

Det tager ca. 3 minutter at gennemføre undersøgelsen. Besvarelser er anonyme og vil udelukkende blive brugt i forbindelse med specialet.

Hvis du har spørgsmål til undersøgelsen eller er interesseret i at høre mere om specialet, er du velkommen til at kontakte mig på ceer12ab@student.cbs.dk.

På forhånd mange tak for hjælpen.

Cecilie Eriksen
Cand.merc. Brand and Communications Management
Copenhagen Business School



Førige Næste

CBS COPENHAGEN BUSINESS SCHOOL
HØJSKOLEN



Alder?

Er cykel dit primære transportmiddel til hverdag (f.eks. til og fra arbejde eller studie)?

Ja
 Nej

Har du børn?

Ja
 Nej

Førige Næste



Bruger du cykelhjelm?

- Ja, altid
- Ja, for det meste
- Jeg har en, men bruger den sjældent
- Jeg har en, men bruger den aldrig
- Nej, jeg ejer ikke en cykelhjelm

Kunne du forestille dig at begynde at bruge cykelhjelm fast? Uddyb gerne dit svar i nedenstående tekstfelt

- Ja (uddyb gerne nedenfor)
- Nej (uddyb gerne nedenfor)
- Jeg bruger allerede cykelhjelm

Uddybning (hvorfor/hvorfor ikke)

[Førige](#) [Næste](#)

CBS COPENHAGEN BUSINESS SCHOOL
HØJSKOLEN



Køn

Mand
 Kvinde
 Andet (angiv venligst)

Angiv den by du bor i

København
 Aarhus
 Odense
 Aalborg
 Esbjerg
 Randers
 Kolding
 Anden by (angiv venligst)

Højest afsluttede eller igangværende uddannelsesniveau

Gymnasial uddannelse (f.eks. STX eller HF)
 Erhvervsfaglig uddannelse
 Kort videregående uddannelse
 Mellemlang videregående uddannelse (f.eks. bachelor)
 Lang videregående uddannelse (f.eks. kandidatgrad)
 Andet (angiv venligst)

Nuværende beskæftigelse (vælg alle relevante)

Studerende
 I arbejde (ansat)
 Selvstændig
 Ledig
 På orlov
 Andet (angiv venligst)



CBS COPENHAGEN
BUSINESS SCHOOL
VÆRDELØDSEN



De følgende spørgsmål omhandler din **holdning** til cykelhjelme.
Angiv hvor enig du er i følgende udsagn.

	Meget uenig	Delvist uenig	Hverken eller	Delvist enig	Meget enig	Ved ikke
Jeg synes det er fornuftigt at køre med cykelhjelm	<input type="radio"/>					
Jeg bekymrer mig om mit udseende når jeg cykler	<input type="radio"/>					
Det at køre med cykelhjelm er i høj grad en vane for mig	<input type="radio"/>					
Jeg synes det er praktisk at køre med cykelhjelm	<input type="radio"/>					
Jeg føler mig sikrere i trafikken, fordi jeg bruger cykelhjelm	<input type="radio"/>					
Jeg føler mig kikset, når jeg cykler med cykelhjelm	<input type="radio"/>					
Generelt synes jeg godt om, at folk bruger cykelhjelm	<input type="radio"/>					
Jeg respekterer andre, der kører med cykelhjelm	<input type="radio"/>					
Jeg synes det er irritationelt, når folk ikke bruger cykelhjelm	<input type="radio"/>					
Jeg synes, at cykelhjelmes udseende er utiltalende	<input type="radio"/>					

Førige Næste

CBS COPENHAGEN
BUSINESS SCHOOL
VÆRDELØDSEN



De følgende spørgsmål omhandler de **sociale normer**, der omgiver brugen af cykelhjelm.
Angiv hvor enig du er i følgende udsagn.

	Meget uenig	Delvist uenig	Hverken eller	Delvist enig	Meget enig	Ved ikke
Jeg bliver påvirket af mine venners holdning til cykelhjelm	<input type="radio"/>					
Hvis ingen i min omgangskreds brugte cykelhjelm ville jeg selv være mindre tilbøjelig til at gøre det	<input type="radio"/>					
Jeg føler, at det er socialt acceptabelt at bruge cykelhjelm i min omgangskreds	<input type="radio"/>					
Min families holdning har indflydelse på min brug af cykelhjelm	<input type="radio"/>					
Jeg føler en form for skyldfølelse, hvis/når jeg kører uden cykelhjelm	<input type="radio"/>					
Jeg føler, at man stikker ud af mængden, når man bruger cykelhjelm	<input type="radio"/>					
Min holdning til cykelhjelme ændrer sig, afhængigt af hvem jeg er sammen med (f.eks. i mere positiv eller negativ retning)	<input type="radio"/>					
Jeg bryder mig ikke om at stikke ud af mængden, når jeg cykler	<input type="radio"/>					

Førige Næste



De følgende spørgsmål omhandler hvad der påvirker din **adfærd** og evaluering af **egne evner** som cyklist.
Angiv hvor enig du er i følgende udsagn

	Meget uenig	Delvist uenig	Hverken eller	Delvist enig	Meget enig	Ved ikke
--	----------------	------------------	------------------	-----------------	---------------	-------------

- Hvis jeg var involveret i en cykelulykke ville jeg føle, at det var endnu vigtigere at bruge cykelhjelm
Hvis en jeg kender kom ud for en cykelulykke, ville jeg selv føle mig mindre sikker i trafikken
Jeg føler mig sikker, selvom jeg cykler i byen med tæt trafik
Jo længere man skal cykle, dets mere mening giver det at bruge cykelhjelm
Jeg føler, at valget om at bruge cykelhjelm er 100% mit eget
Jeg ser det som en krævende handling at bruge cykelhjelm
Jeg anser mig selv som en bedre cyklist end gennemsnittet
Generelt oplever jeg ikke, at der er høj risiko for at blive involveret i en ulykke, når jeg cykler

[Forrige](#)

[Næste](#)



TAK for din deltagelse.

Dine svar danner værdifuldt datagrundlag for udarbejdelsen af mit speciale. Endnu en gang tak fordi du tog tid til at svare!

[Forrige](#)

[Afslut](#)

Appendix I: Demographics of Respondents in Survey

Age

Source: Danmarks Statistik, 2017: FOLK1 and Transport DTU, 2016: Transportvaneundersøgelsen 2007-16

Age	N _{sample}	Calc. avg. age: Age * observations	% of sample	N _{population}	Calc. avg. age: Age * observations	% of population
18	0	0	0%	4.755	85.589	4%
19	0	0	0%	5.637	107.098	4%
20	3	60	2%	7.556	151.123	6%
21	2	42	1%	10.369	217.757	8%
22	7	154	4%	12.015	264.326	9%
23	13	299	8%	12.300	282.890	9%
24	42	1.008	25%	12.731	305.544	10%
25	52	1.300	31%	12.536	313.391	9%
26	25	650	15%	12.332	320.627	9%
27	15	405	9%	11.835	319.558	9%
28	5	140	3%	11.134	311.747	8%
29	4	116	2%	10.243	297.040	8%
30	2	60	1%	9.757	292.699	7%
Total	170	4.234		122.807	3.076.703	
Avg. Age sample		24,9				
Avg. age population		25,1				

Bicycle Helmet Use

Source: Laviotte, 2016

	Sample	Population
Users	35%	17%
Non-use	65%	83%

Sex

Sex	N _{sample}	% of sample
Female	123	72%
Male	47	28%

Occupation

Occupation	N _{sample}	% of sample
Student	141	62%
Employed	73	32%
Self-employed	6	3%
Unemployed	4	2%
On leave	1	0%
Other	2	1%

Education

Source: Danmarks Statistik, 2017: HFUDD10

Education	N _{sample}	% of sample	% of population
Lower secondary school	0	0%	22%
Upper secondary education	7	4%	25%
Vocational education	4	2%	24%
Short higher education	1	1%	4%
Medium higher education	49	29%	17%
Long higher education	109	64%	9%

City of Residence

Source: Danmarks Statistik, 2017: FOLK1

City	N _{sample}	% of sample	% of population
Cph	149	88%	56%
Aarhus	11	6%	15%
Odense	2	1%	9%
Aalborg	1	1%	6%
Kolding	2	1%	1%
Esbjerg	0	0%	2%
Randers	0	0%	1%
Other	5	3%	

Appendix J: Basic Demographics of Focus Group Participants

	Name	Bicycle helmet use	Age	City of Residence	Occupation
Focus Group 1	Jakob L.	Non-user	25	København N	Student
	Amalie H.	Non-user	26	København N	Student
	Anders	Non-user	25	København S	Student
	Mie	Non-user	25	København N	Student
	Simone	User	25	København N	Student
	Kathrine	User	26	Frederiksberg	Student
	Ida	Non-user	24	København N	Student
	Sebastian	Occacional user	24	Frederiksberg	Student
Focus Group 2	Clara	User	24	Frederiksberg	Student
	Rose	User	24	København K	Student
	Jakob V.	User	26	København N	Student
	Rasmus	Non-user	25	Frederiksberg	Student
	Amalie S.	Non-user	24	København K	Student