Exploring the meaning & function of daily ebike trips during a behaviour change intervention:
a data-prompted interview study

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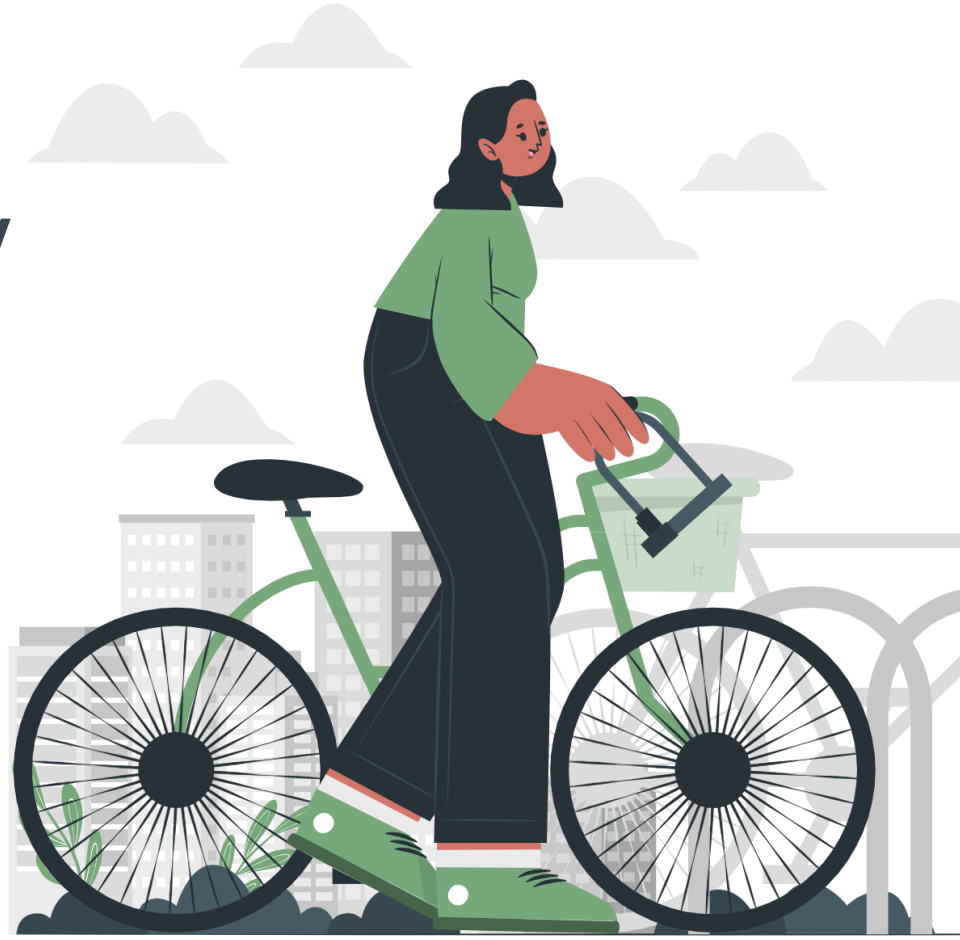

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Background



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- Transport & health
- Active travel as co-beneficial
- Barriers to active travel
- Ebikes as lowering barriers

ISCycle intervention

- Ebike loan
- 8 bike types
- Cycling accessories
- Optional cycle training

- Randomised controlled trial
- 4, 8, 12 week loans
- GPS data collection



Aims of this study...

Methods

Design

- Qualitative
- Semi-structured interviews
- MS Teams

Data prompted interviews

- Heat map of frequent routes
- Number/distance of trips
- Physical activity

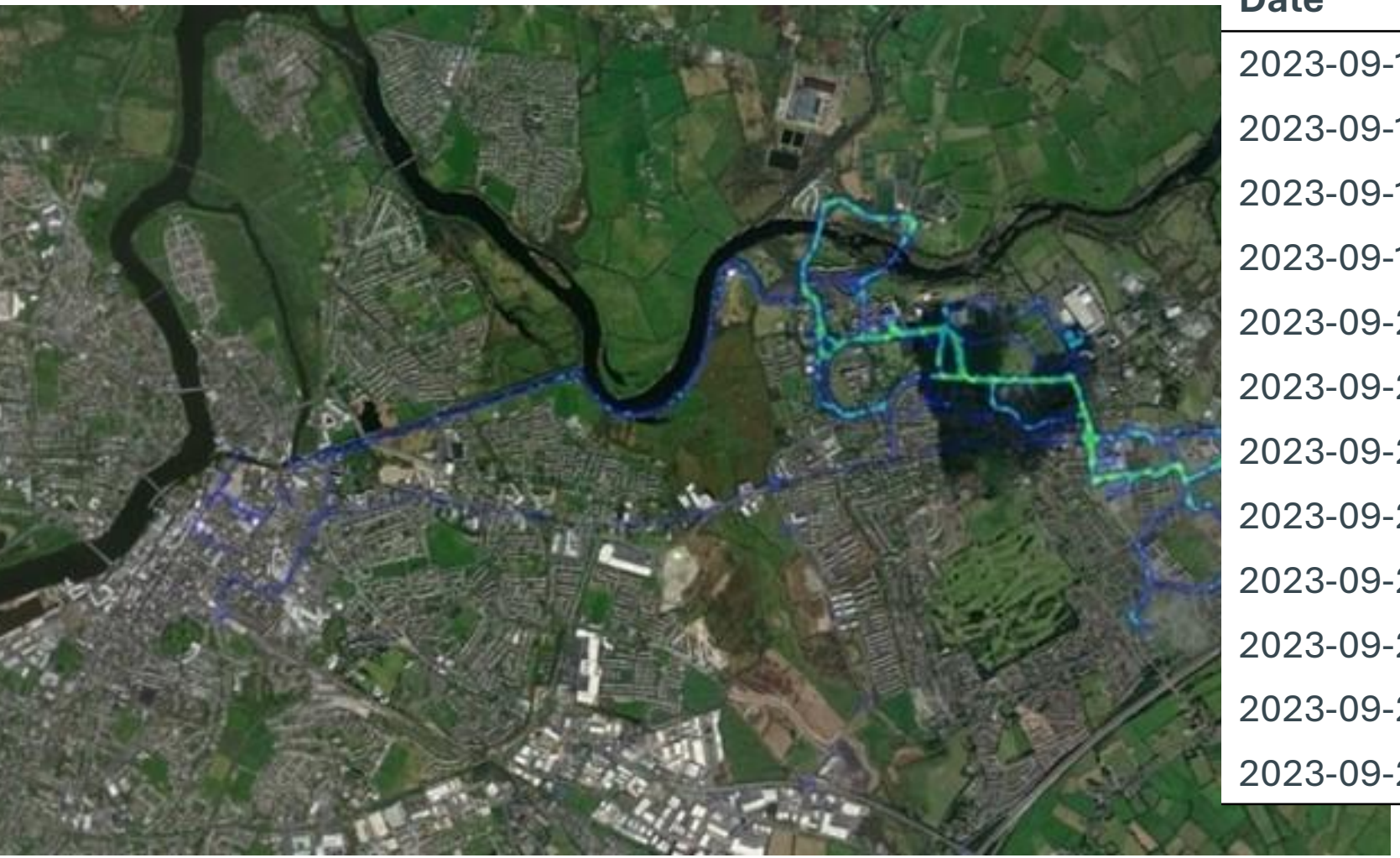
Participants

- ISCycle Site 1 trial participants
- Drive at least sometimes
- Able to replace commute with cycling
- Attend work on site
- Contract beyond study duration

Analysis

- Thematic analysis
- Inductive coding

Data-prompted interviews



Date	Distance
2023-09-16	4.9km
2023-09-17	3.4km
2023-09-18	10.5km
2023-09-19	9.1km
2023-09-20	17.5km
2023-09-21	0.0km
2023-09-22	0.0km
2023-09-23	1.4km
2023-09-24	9.0km
2023-09-25	18.4km
2023-09-26	16.3km
2023-09-27	0.0km

Participants

Participant	Gender	Age	Commute distance (Km)	Bike type
B	Man	Late 30s	3-5km	Commuter e-bike
C	Woman	Late 40s	3-5km	Commuter e-bike
D	Woman	Early 40s	3-5km	Commuter e-bike
E	Man	Late 40s	3-5km	Commuter e-bike
F	Woman	Late 40s	3-5km	Folding e-bike
G	Woman	Late 40s	3-5km	Folding e-bike
H	Woman	Late 30s	>50km	Cargo e-bike
I	Man	Early 50s	3-5km	Folding e-bike
J	Woman	Mid 50s	6-10km	Folding e-bike

Findings

Perceptions of cycling (evolve over time)

"I would never have imagined going that **far**, and so having the loan of a bike **changed** my perception completely."
(Participant C)



Image: storyset.com

Findings

Opportunities for physical activity are dynamic



"I basically took all the assistance off when I when I didn't need it, and then put this assistance on them when I was going back up the hill."
(Participant B)

Image: storyset.com

Findings

Ebiking has health, social and financial impacts in daily life

"It has been a complete game changer and obviously it has impacted a lot of things. I've got my own [e-]bike now." (Participant C)



Image: storyset.com

Findings

Physical infrastructure influences route choice

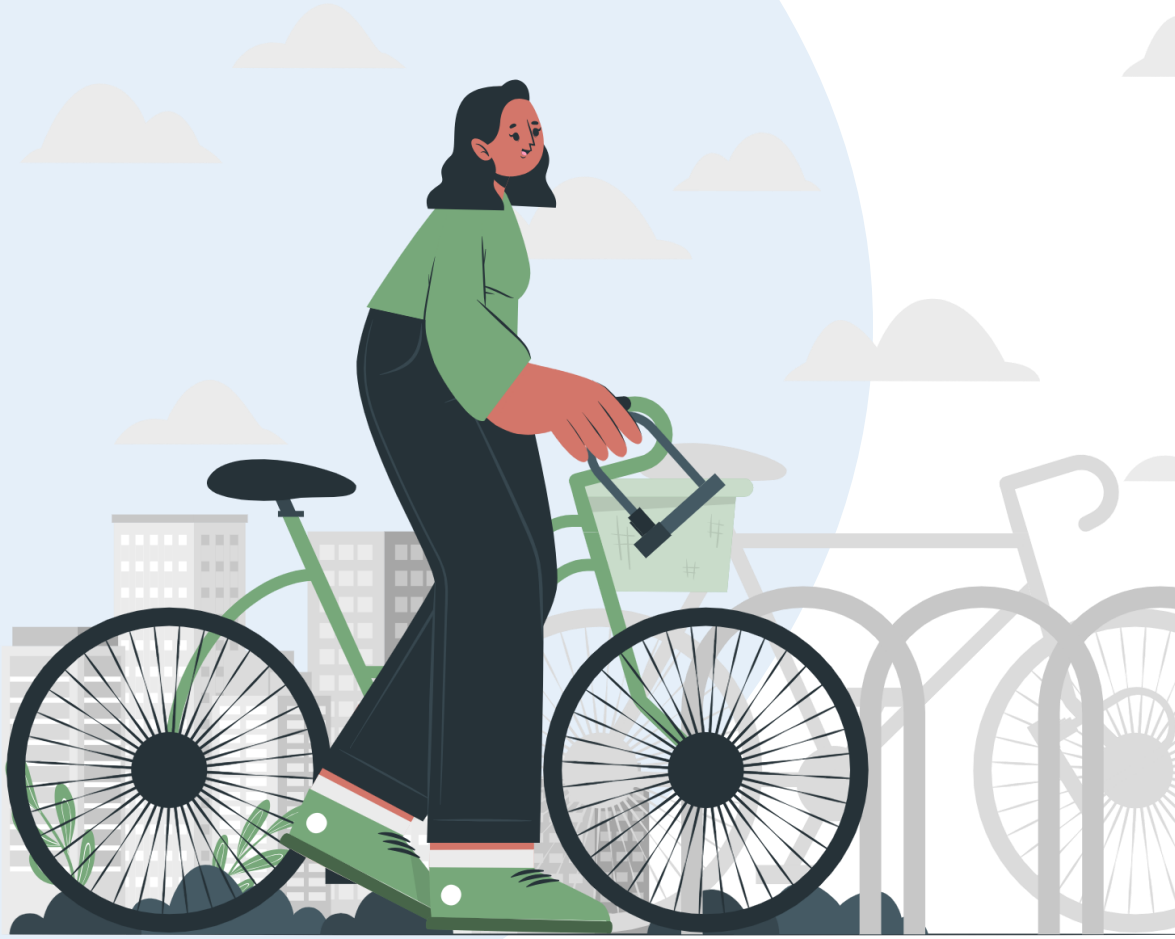


I think the infrastructure is a huge factor in influencing my confidence. I mean, knowing that you're on a [cycle] lane, that's just for cyclists would make me much more confident and cycling in by the canal is really nice for that reason, it's just getting to the canal (Participant G)

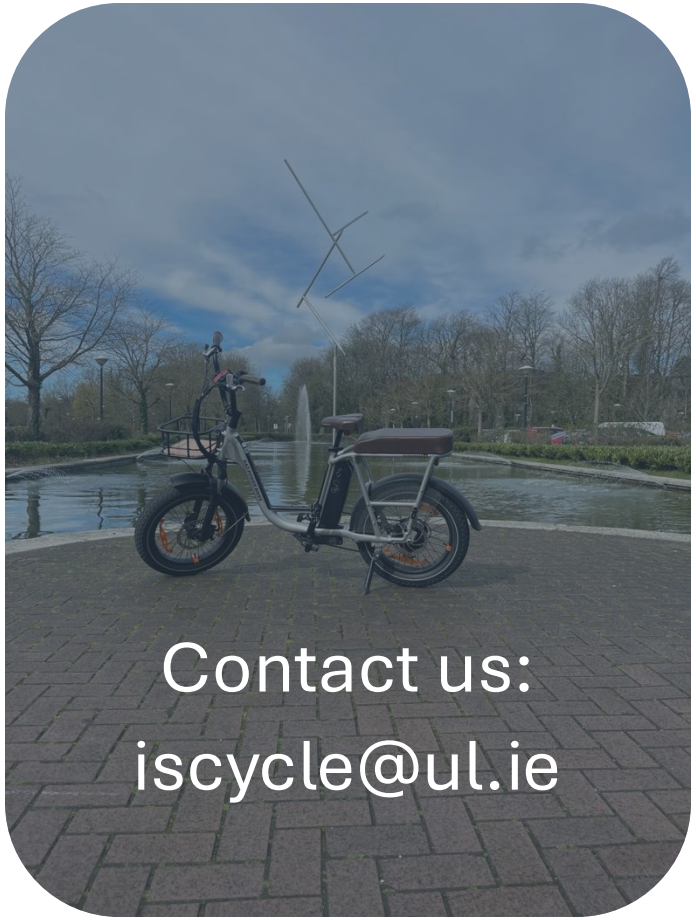
Image: storyset.com

Conclusions

- Health
- Transport
- Environment
- Economy



Thank you!



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