

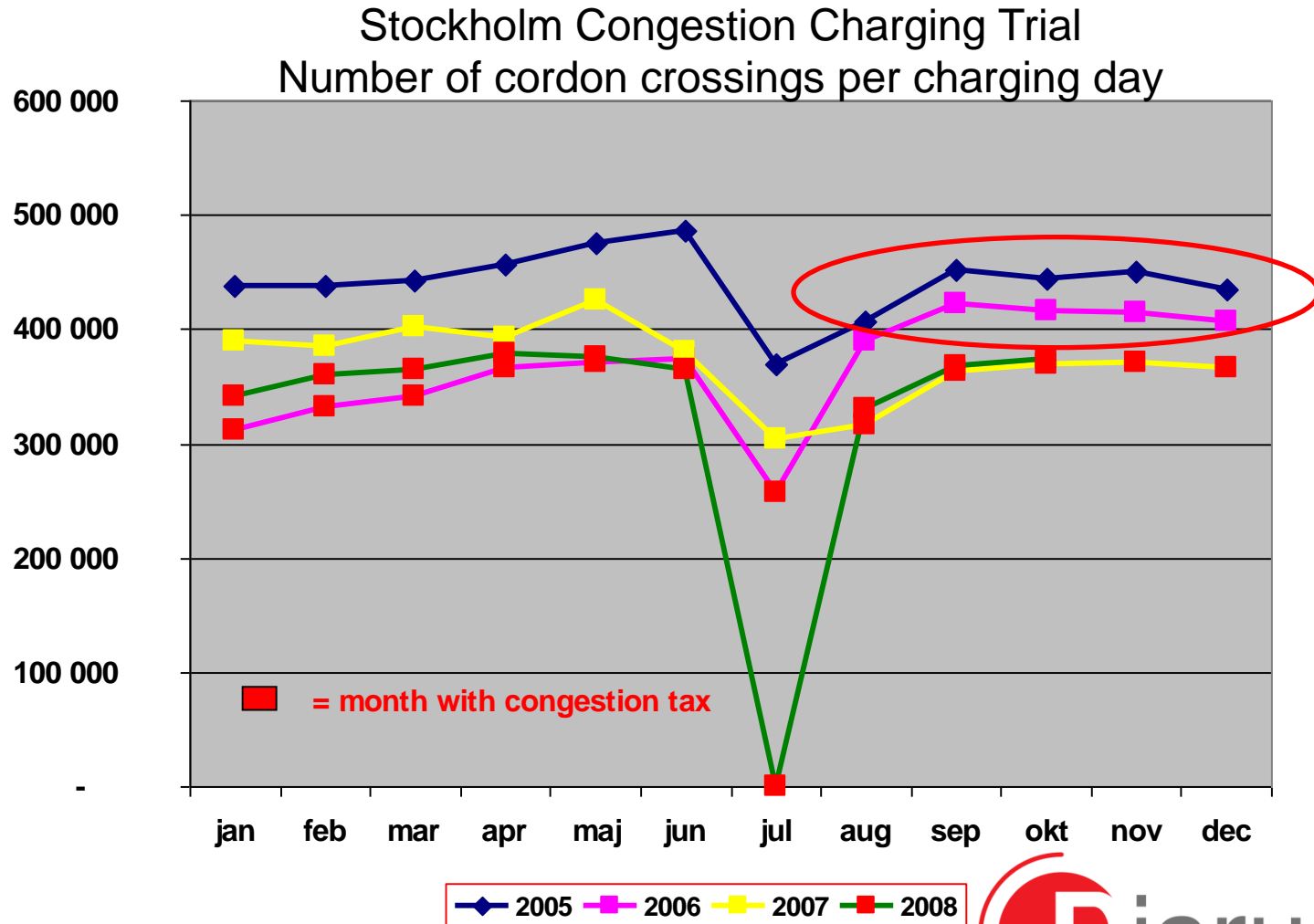


Dr Greg Marsden

@drgregmarsden

@disruptionproj

Policy Change is a Disruption



“Although the stimulus for change varied, in each case drivers needed to decide what to do when their **normal** travel patterns were **disrupted**, and there were useful insights from all the examples as to how they reacted.”

Cairns, S., Atkins, S. and Goodwin, P.G. (2002) Disappearing Traffic? The story so far, Proceedings of the Institution of Civil Engineers: Municipal Engineer 151 (1), 13-22

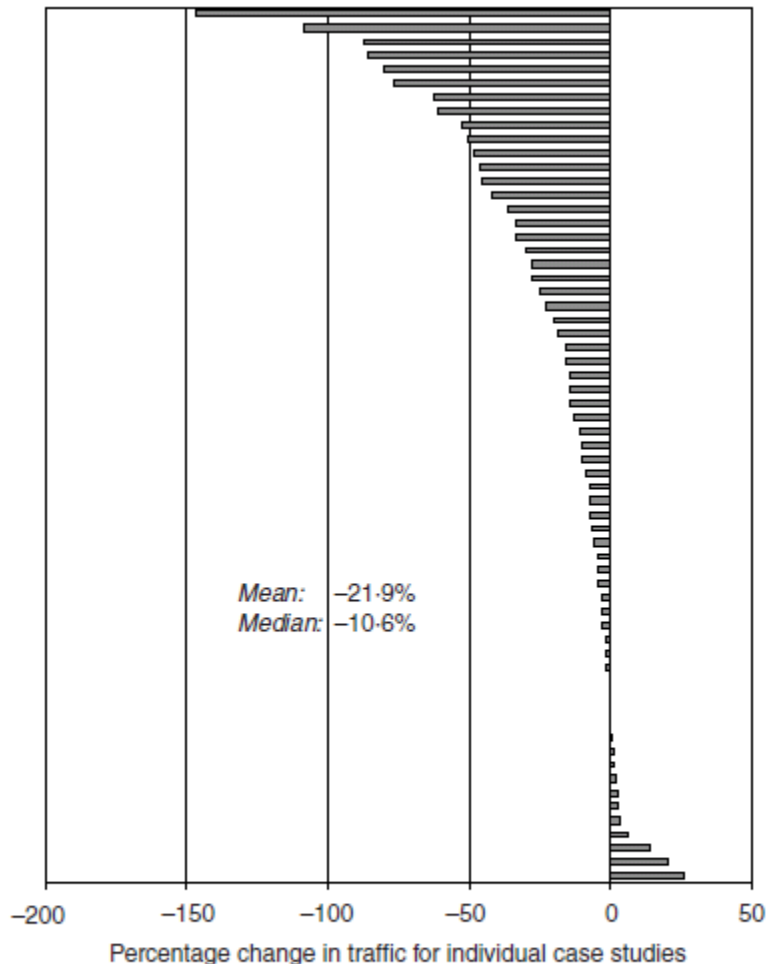


Fig. 1. Distribution of recorded changes in traffic levels for individual case studies



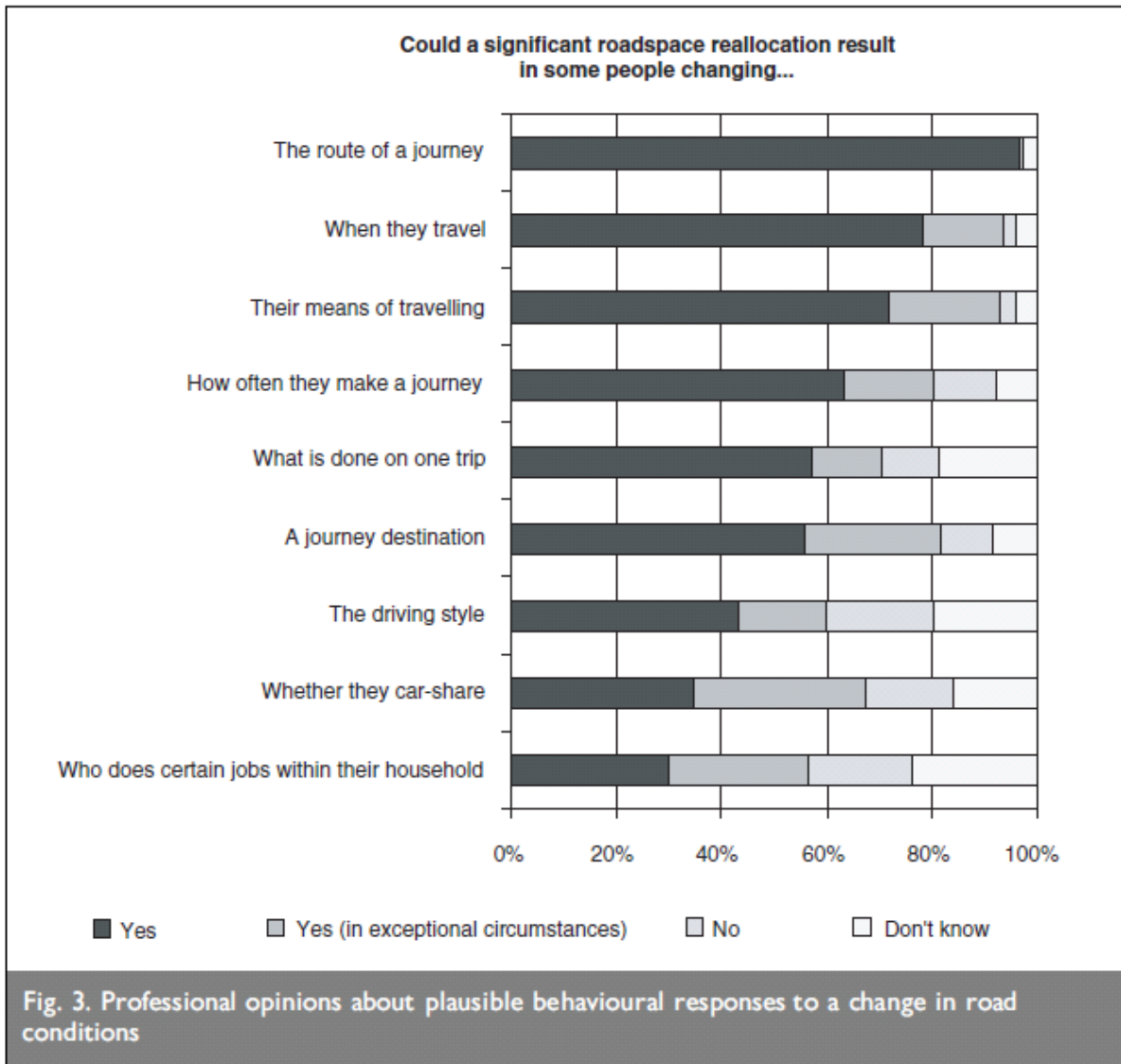
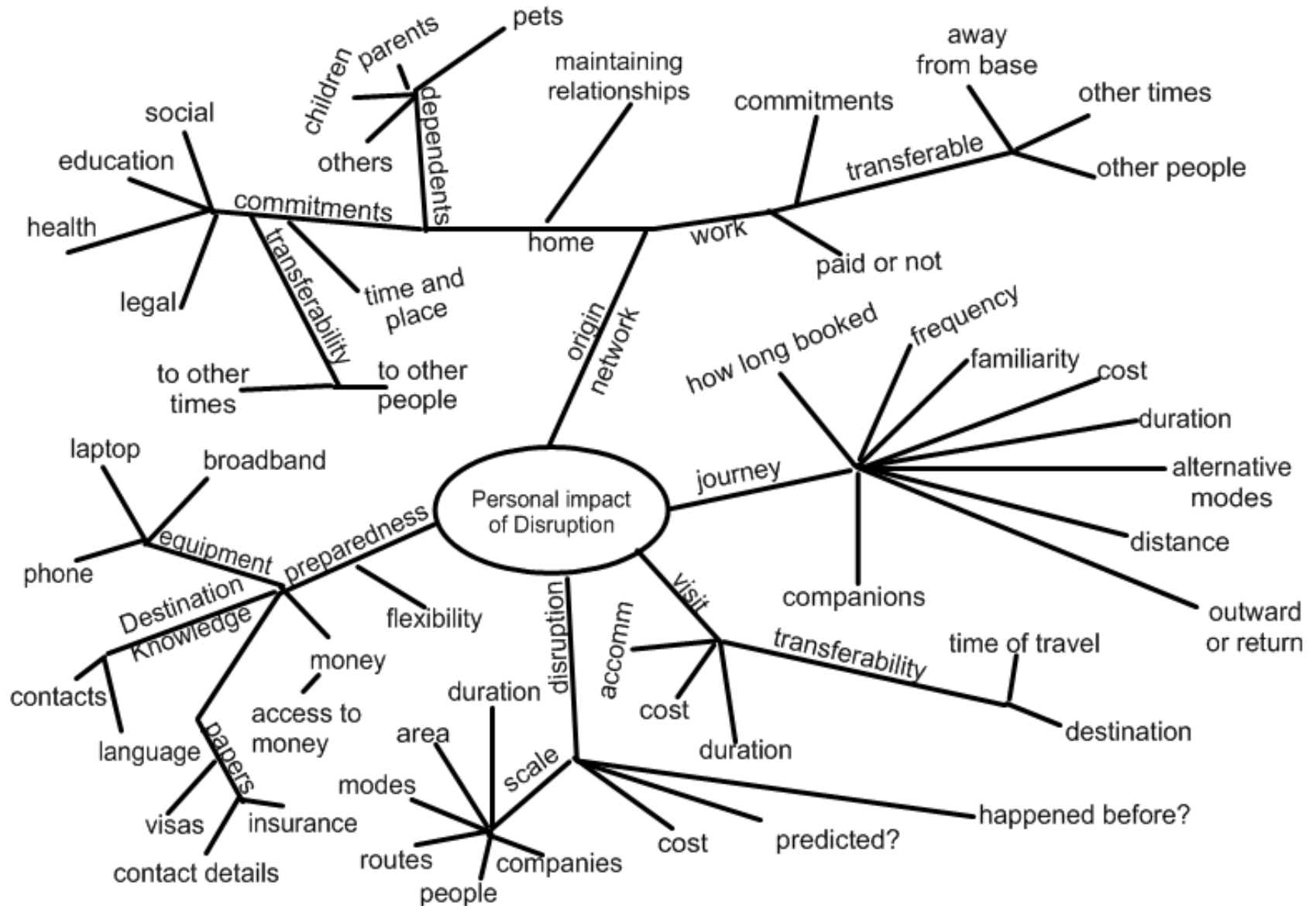


Fig. 3. Professional opinions about plausible behavioural responses to a change in road conditions

Cairns, S., Atkins, S. and Goodwin, P.G. (2002) Disappearing Traffic? The story so far, Proceedings of the Institution of Civil Engineers: Municipal Engineer 151 (1), 13-22



Source: Jo Guiver, UCLAN



So....

- Disruptions reveal something interesting about our practices
- They require us to think about the derived part of 'derived demand'
- Could be a useful lens to analyse potential policies

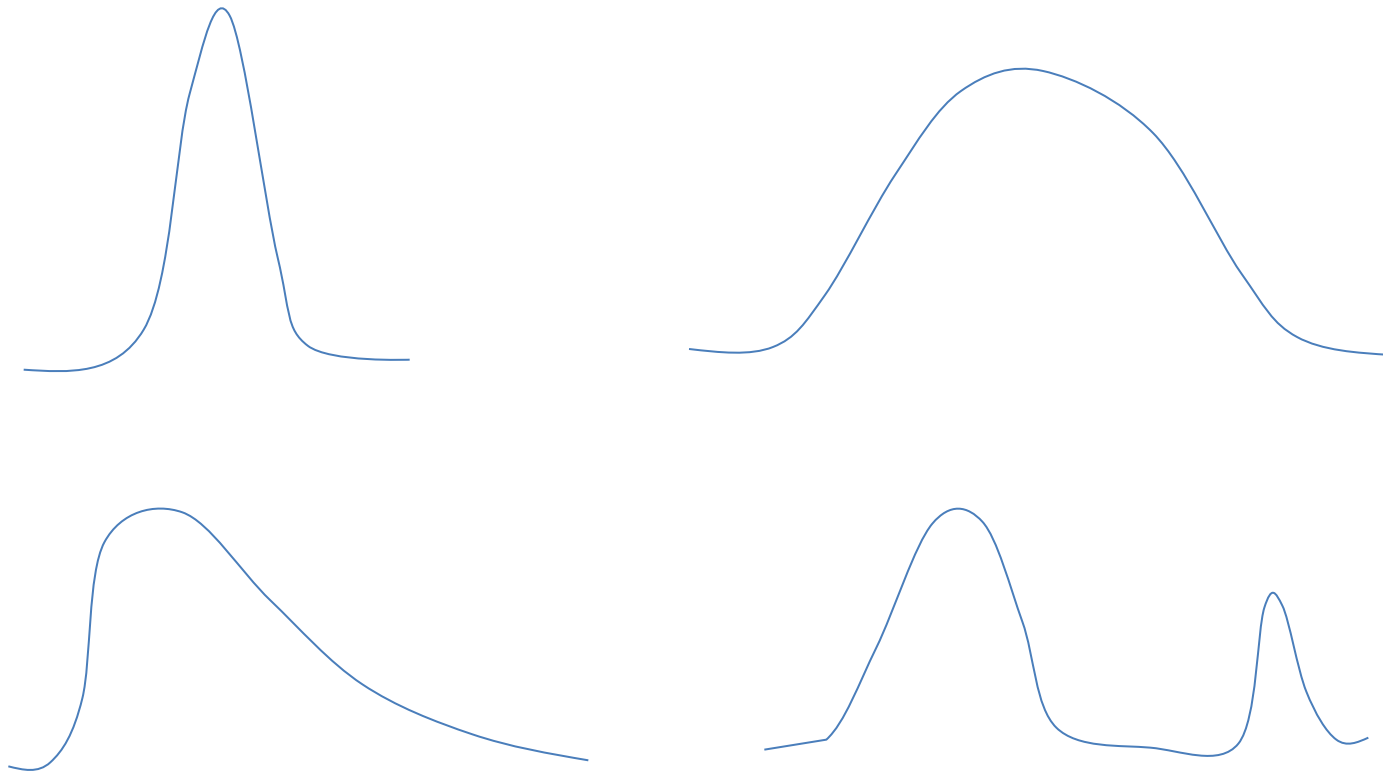
What is normal?

- conforming to a standard ; usual, typical, or expected (Oxford Dictionaries)



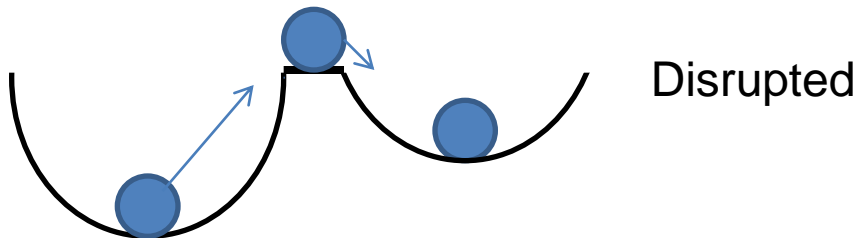
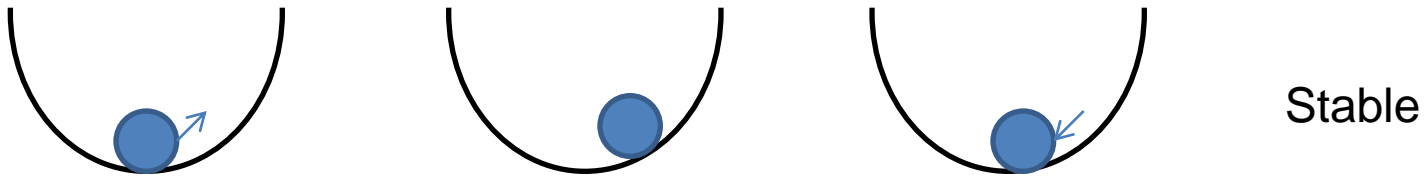
- **the new normal** - a previously unfamiliar or atypical situation that has become standard, usual, or expected

In our lives what is normal?

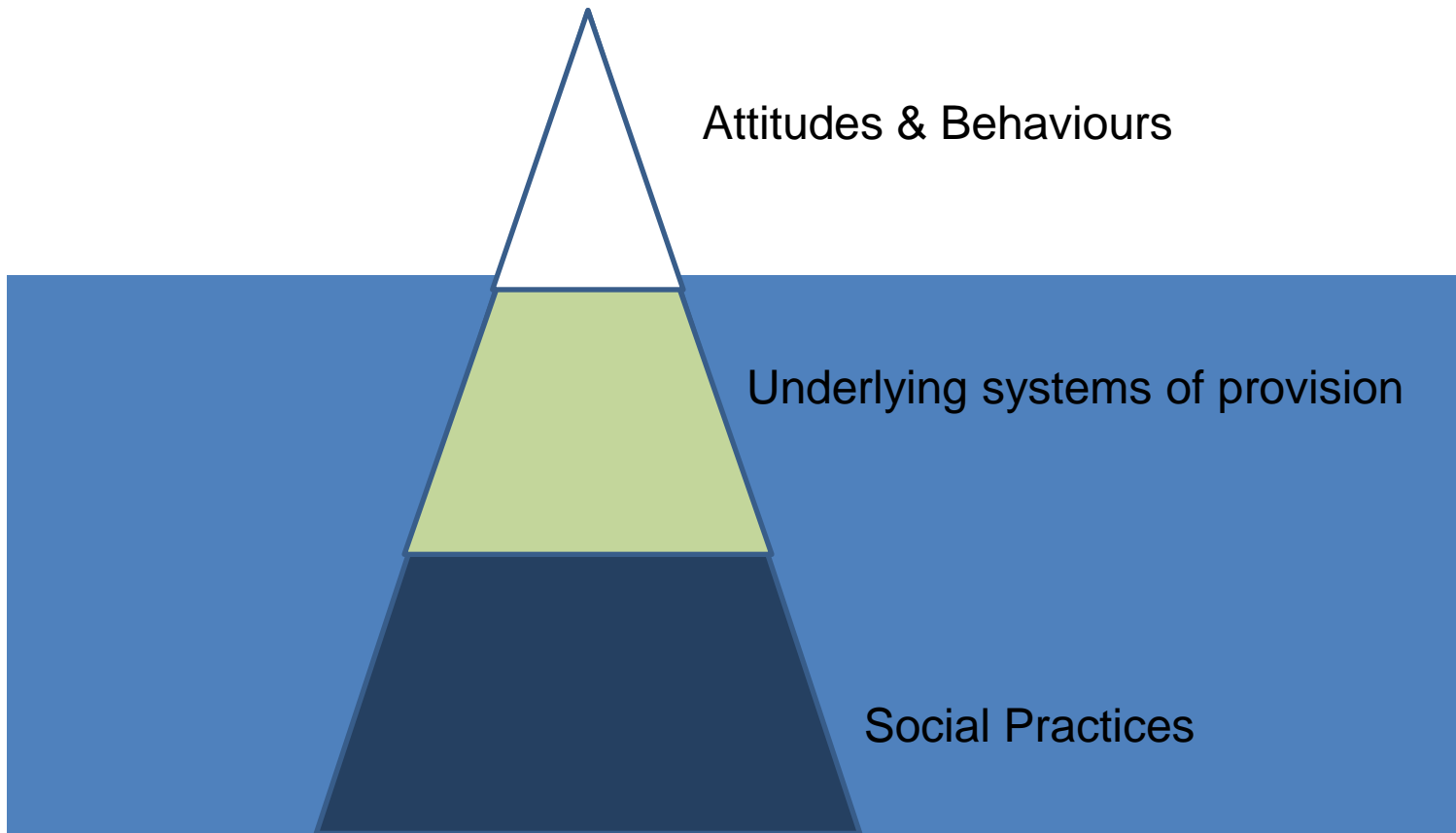


What is a disruption?

- To throw into confusion or disorder
- To disturb or interrupt the orderly course of

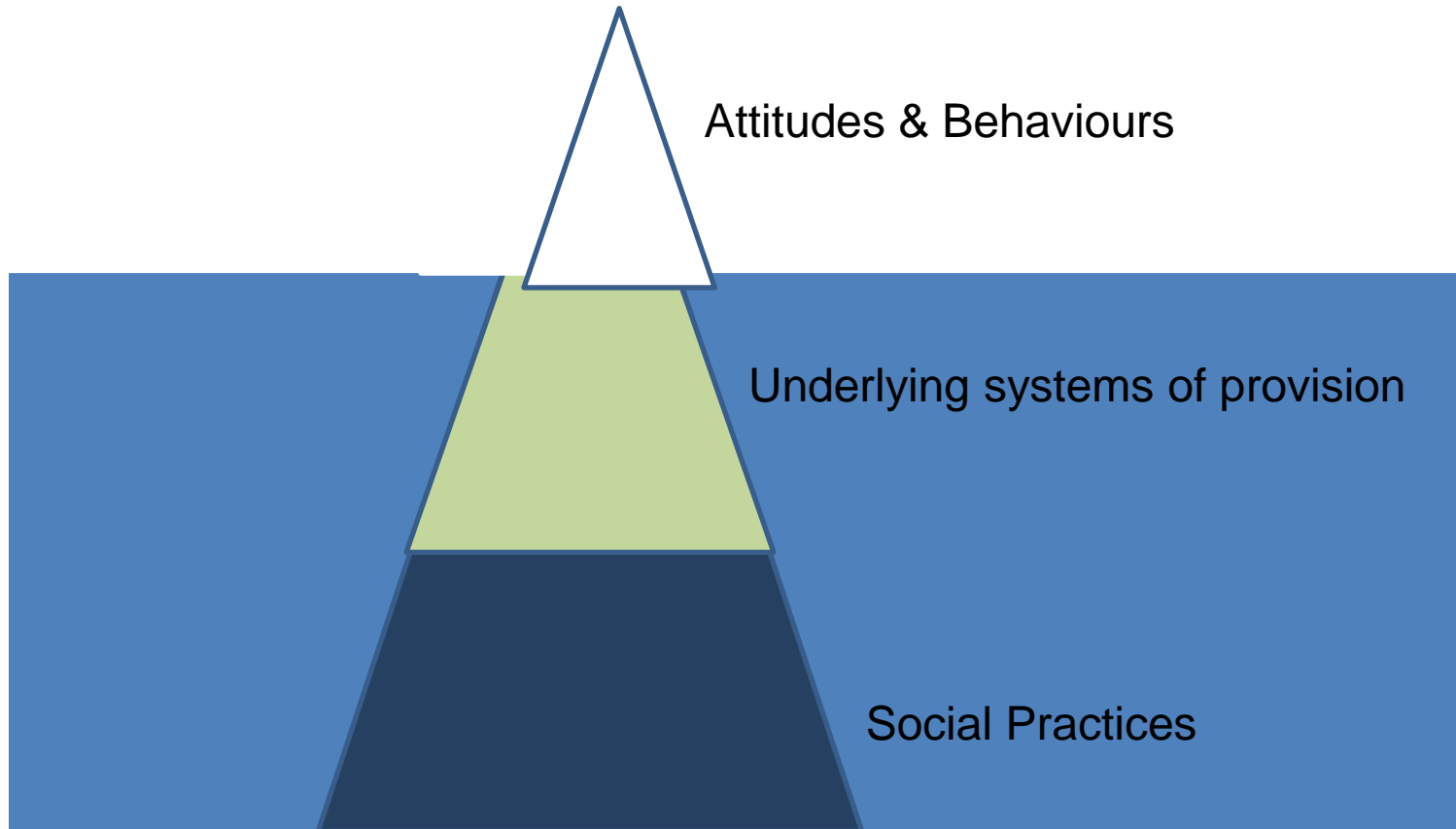


Theoretical Approach

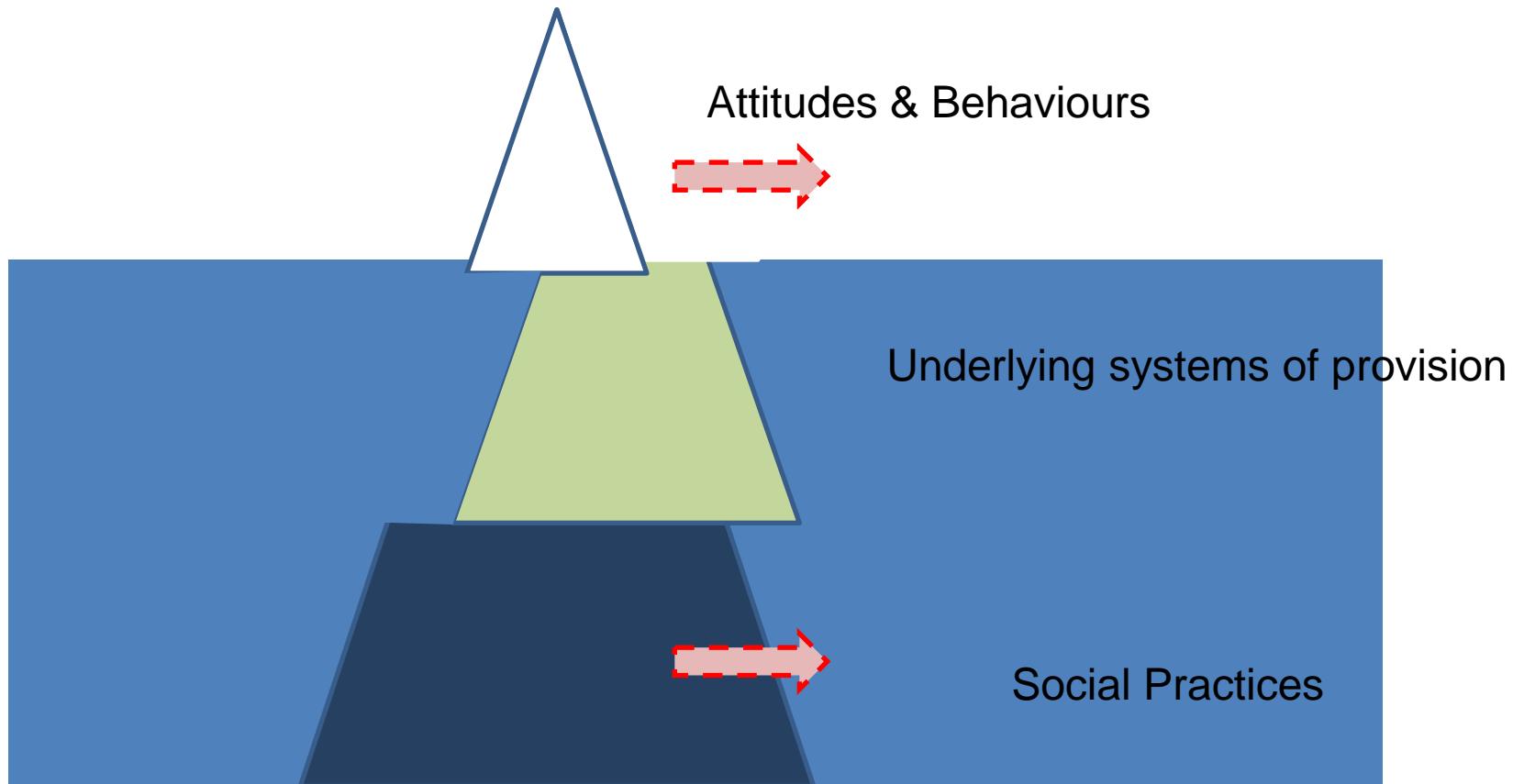


Based on Elizabeth Shove's
Beyond the ABC: climate change policy and theories of social change

Theoretical Approach



Theoretical Approach





Disruption: events at personal, household or community level or beyond



Ethnographies of Disruption

- Brighton and Lancaster

- Longitudinal tracking
- 50 participants in each city
- Narrative Life Course -> Mobility Histories
- Mobile methods and new social media
 - Video, GPS tracking
 - Twitter, blogs, facebook
 - + interviews reflecting on key events

Questionnaire to understand types of Disruption - Aberdeen

- 1600 sample size anticipated
- 4 cities (inc Brighton and Lancaster)
- Typologies of disruption
- Travel related responses
- Relationships with attributes such as activity, distance, time, attitudes
- Questionnaire builds from ethnographies

Responsive Study of Major Disruptions Leeds

- Understanding major key disruptions
 - Snow & Ice
 - Localised flooding
 - Flu Pandemic
 - Strikes
- Designing real-time response capability that can deliver the right sort of surveys and follow up after the event

Study of Organisational Response to Disruption – Open University

- 12 organisations
 - Retail, manufacturing, healthcare, childcare...
- Multiple actors
 - Response to individual disruptions
 - Response to widespread disruption
- What sort of adaptations are considered and adopted?
- What practices are stopped?

Disrupting policy logics

Glasgow and Leeds

- Policy change is incremental
- Occasional periods of major change
- Kingdon's policy streams – problems, policy and politics + windows of opportunity
 - Use the evidence to change world view
 - Use disruptions to highlight flawed policy logic
 - Get policy makers and public to co-design new solutions
- Policy is a Disruption – does that change how we design policies?

London Olympics 2012

Before

During

After

Questions + some starters for 10..

- Ontologies - In what ways do we all represent
 - “normality”
 - “disruption”
- Surveys at different scales – how do we link them meaningfully?
- Is it right to focus on daily life and its interaction with travel rather than transport per se?