

# Influence of Social Media On Leisure Travel Behaviour of Millennials in Vienna

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## Abstract

Travel behaviour of Millennials differs from older age groups in industrialized countries. Millennials are less car-oriented and prefer public transport. Furthermore, the driving licensure among young adults has declined. Researchers have identified that wide spread of information and communication technologies including social media – among other factors – are responsible for this development.

This master thesis investigates the question if the use of social media such as Facebook and various instant messenger services has an influence on leisure travel behaviour of Millennials in Vienna in terms of trip frequencies, mode choice and destinations. In order to answer this question, qualitative semi-structured interviews were conducted with sixteen persons in the age from 19 to 36 years and who live in Vienna. The transcribed interviews were coded in the software program ATLAS.ti. For analysis of the interviews a grounded theory method was applied.

The findings indicate that due to social media use everyday life, leisure activities and accordingly leisure mobility behaviour of young adults have changed. The results show that some Millennials travel more since they use social media, others travel less, the third and the biggest group of young adults assert that their trip frequencies stayed at the same level, however, they can meet people more spontaneously and organize meetings easier. The use of social media might people lead to change the destinations and their mode choice.

## Kurzfassung

Das Mobilitätsverhalten junger Erwachsener, in dieser Generation auch als Millennials bezeichnet, unterscheidet sich von dem älterer Generationen. Junge Erwachsene sind weniger Auto-orientiert und bevorzugen es öffentliche Verkehrsmittel zu nutzen. Die Zahl an neuen FührerscheinhalterInnen ist ebenfalls gesunken.

Die vorliegende Arbeit untersucht die Forschungsfrage, ob und inwieweit die Nutzung von Social Media wie Facebook und diversen Instant Messenger Anwendungen das Freizeitmöglichkeitenverhalten von jungen Erwachsenen in Wien hinsichtlich Tagewegehäufigkeit, Verkehrsmittelwahl und Zielorte beeinflusst. Für die Beantwortung der Forschungsfrage wurden qualitative semi-strukturierte Interviews mit sechzehn jungen Erwachsenen im Alter zwischen 19 und 36 Jahren, die alle in Wien leben durchgeführt. Die transkribierten Interviews wurden mithilfe der Software ATLAS.ti kodiert. Für die Analyse der Interviews wurde der Grounded Theory Ansatz angewandt.

Die Resultate zeigen deutlich, dass Social Media Nutzung das tägliche Leben, Freizeitaktivitäten und folglich das Freizeitmöglichkeitenverhalten junger Erwachsener verändert hat. Darüber hinaus konnte erforscht werden, dass einige junge Erwachsene aufgrund Social Media Nutzung mehr unterwegs sind, während andere angegeben haben es weniger zu sein. Die dritte und größte Gruppe junger Erwachsener gab an, dass sich an deren Tagewegehäufigkeit nichts verändert habe, aber sie sich mithilfe von Social Media nun spontaner treffen könnten bzw. Treffen leichter organisiert werden könnten. Die Benutzung von Social Media kann demzufolge zur Veränderung der Verkehrsmittelwahl und Treffpunkten führen.

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## Introduction

Approximately six hundred thousand people in the age from 19 to 39 reside in Vienna, which is almost the third of the Viennese population (Magistrat der Stadt Wien MA 23 - Wirtschaft, Arbeit und Statistik, 2017). Most of these people are Millennials, who were born between 1980 and 2000. At the present, Millennials are referred to as young adults. Millennials in industrialized countries have a different travel behaviour in comparison to older generations, they drive cars less frequently, actively use public transport, walk and cycle more. Researchers assume that one of the reasons of the changing behaviour is the broad use of information and communication technologies (ICT), including social media.

Nowadays social media has become an essential part of modern life. Millions of people interact through social media. 2.46 billion users were registered in various social media in 2017, and this number is expected to grow (Statista Inc., 2017a). Internet-users spend more time on social media than on any other website, almost four out of five active Internet users visit social media sites (Nielsen, 2011). These figures clearly show the powerful influence of social media on the society in many aspects of life.

The potential of social media to influence could be used to promote the use of sustainable transport. The City of Vienna developed an Urban Mobility Plan to declare its commitment to sustainable transport and prioritize of public transport, pedestrians and cycling is declared. Since Millennials are active users of social media, they represent the best target group for promoting through the social media. At this point it is unclear how the use of social media influences travel.

The aim of this master thesis is to investigate the influence of social media on travel behaviour of Millennials with the emphasis on leisure travel. This master thesis focuses only on influence of Facebook and instant messaging services and leaves the impact of other kinds of social media out of scope.

Following *research questions* were defined:

- What patterns and trends in travel behaviour of Millennials are observed?
- How do ICT and social media impact travel behaviour?
- Do Facebook and WhatsApp influence travel behaviour?

- Can social media use change travel behaviour and mode choice?

Travel behaviour researcher think, that social media in some cases can increase travel, in other situations decrease travel. Therefore, following *hypotheses* were suggested:

H1: Social Media influences travel behaviour in terms of trip frequencies, mode choice and destinations

H1.1 Access to information through social media can increase number of trips

H1.2: Social Media use can replace physical travel

H2: Social Media can be used to influence travel behaviour and the above-mentioned terms.

The master thesis has the following organizational structure. The first chapter examines patterns and trends in mobility of Millennials and reviews possible reasons of change of their travel behaviour. The second chapter analyses influence of information and communication technologies and social media on travel and discusses how social media is used by public transport providers and policy-makers. The third chapter outlines political objectives of the city regarding mobility, gives an overview of the transport situation in Vienna and modal split of city residents. A methodology is described in the fourth chapter. The fifth chapter describes characteristics of interviewees. In the sixth chapter analytical findings are presented. The results of previous chapters are synthesized and discussed in the final chapter, and recommendations are given.

## 1. Travel behaviour of Millennials

This chapter explains who Millennials are, describes patterns and trends in their travel behaviour and the reasons of their changing travel behaviour.

Millennials are defined for this master thesis as individuals who were born from 1980 to 1999. They are also known as Generation Y. Millennials are young adults now. In developed countries they show different travel behaviour in comparison to the preceding generations, Generation X (1965-1980) and Baby Boomers Generation (born in a period from after World War II and 1964) (Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2012b; McDonald, 2015). One of the main features of travel behaviour of Boomers generation and Generation X is the pronounced automobile orientation after World War II (Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2012b; McDonald, 2015).

### 1.1 New patterns and trends in the travel behaviour of Millennials

In this subchapter new tendencies in the mobility behaviour of Millennials in the industrialized countries will be described, explanations of possible reasons why they occur follow in the subchapter 1.2.

#### Decreasing car travel

In the United States of America Millennials were named the “go-nowhere” generation, because they travel less than preceding generations (Buchholz and Buchholz, 2012; McDonald, 2015). The analysis made by Noreen C. McDonald (McDonald, 2015) shows that daily auto mileage has decreased, especially due to declines in trips with work, social/ recreational and personal business purposes. The biggest decreases are observed in personal business trips. Work trips also declined substantially. N.C. McDonald presents also results confirming the reduction of number of daily car trips and daily car miles travelled by young adults. Investigation of mobility trends in the Swedish population in terms of gender and generations revealed the decline in daily travelled distance by men under 45 years (Frändberg and Vilhelmsen, 2011). The women of all age groups increased their distance travelled, but the increase was the smallest among young women. Similar trends were identified in Germany (Kuhnimhof et al., 2012b): daily car travels of young

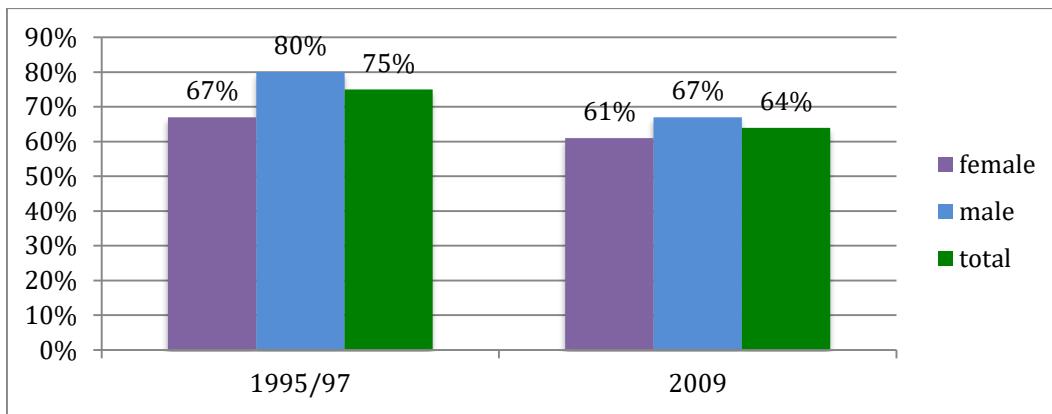
adults dropped by over 20% since 1997, because young men in particular travel fewer kilometres per trip and day; travelled distances rate of women in the ages 18-24 is stagnating. Car travel levels of 2007 were almost similar to the level of 1976 for the young adults (Kuhnimhof et al., 2011). Car mileages' evolution of young adults in France, Norway, Great Britain and Japan also show a downward trend (Kuhnimhof et al., 2012a). In the aforementioned countries, in the USA and Germany car travel peaked around late 1990s and the beginning of 2000s (Kuhnimhof et al., 2012a). Kuhnimhof et al., (2012a) also found out that car travel was higher in rural areas than in urban areas in USA, Germany, France, Great Britain and Norway, and car mileage rates were declining stronger in urban areas.

### **Drivers licensure decline**

Young adults are less likely to obtain a driver's license. In eight industrialized countries a downward trend in licensure is observed: USA, Sweden, Norway, Canada, Japan, South Korea, Great Britain and Australia (Delbosc and Currie, 2013a; Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2011, 2012a, 2012b; McDonald, 2015; Noble, 2005; Sivak and Schoettle, 2011, 2012). There are no significant changes in the share of licensed drivers among German (since 2002 till 2008) and French (since 1994 till 2008) young adults (Kuhnimhof et al., 2012a, 2012b).

In Great Britain and in the USA, proportion of persons with a driver's license was declining till 2005 and since then is stagnating (Kuhnimhof et al., 2012a). Aged up to 24 Britons' licence holding has been falling since the beginning of 1990s; decline for the age group from 25 to 29 happened only at the end of 1990s; driving licensure for male young adults slightly decreased from 2002/2004 (Noble, 2005).

The figure 1 depicts the development of young driver's license holders; the downturn is more obvious at male persons.



**Figure 1: Share of licensed drivers aged 21-29 in Great Britain**

Source: (Kuhnlimhof et al., 2011)

The German statistic did not register driving licensure till the year 2006, but since then the downward tendency is also observable. In the age group between 18 and 24 percentage of men holding driving license decreased from 69% to 66%, while the share of women remained on the same level (KBA. Kraftfahrerbundesamt, 2010).

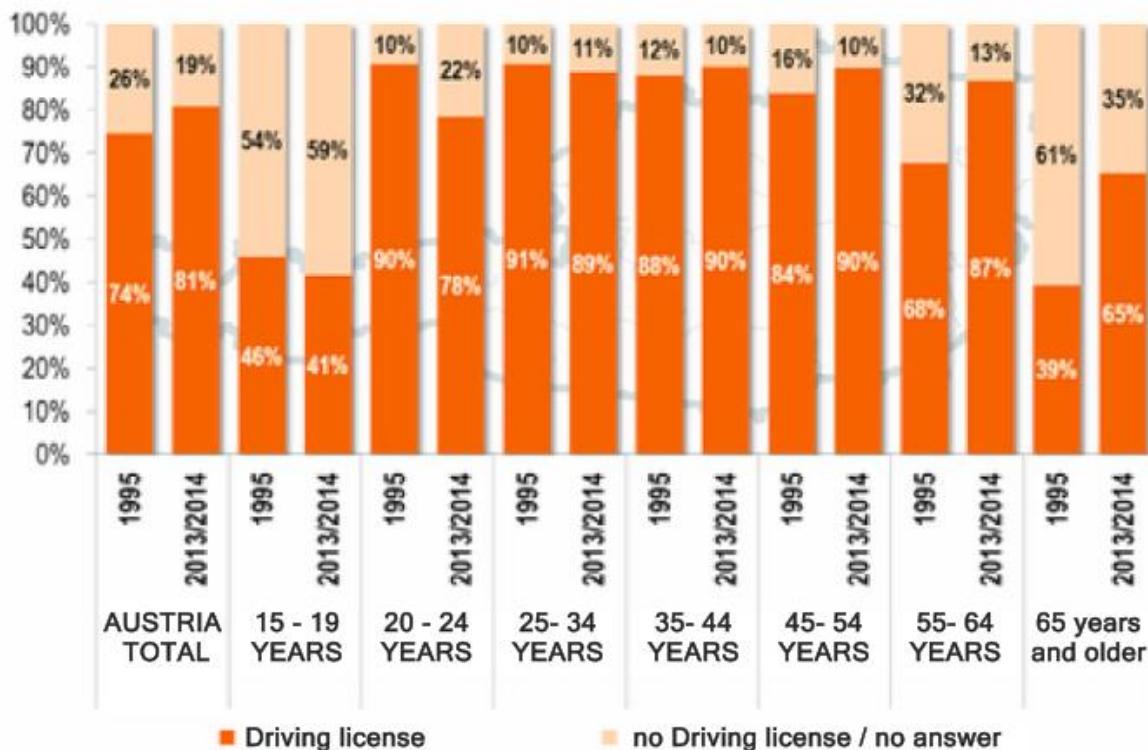
In the USA in 1983 people in the ages 25-30 represented the biggest part of total licensed drivers, namely 13,1%, in 2008 the same age group is the only fourth biggest part with the share by 8,8% (Schoettle and Sivak, 2014).

The most pronounced declines have occurred in Sweden and Norway (Sivak and Schoettle, 2012). In Sweden, since the 1980s there has been a continuous decrease in the proportion of young adult driver's license holders, however, a slight increase has been noticeable in recent years (Frändberg and Vilhelmsen, 2011).

There is a clear-cut decline in Austrian young adults licensure according to national travel survey "Österreich unterwegs 2013/ 2014" (fig. 2): in 1995, 10% of persons in the age between 20 and 24 did not have a driving license, in 2013/2014 their share increased to 22% (Tomschy et al., 2016).

There is no common National Travel Survey for whole Australia, only on the states level. In the states of Victoria with the capital Melbourne and New South Wales with capital Sydney the share of young driving license holders dropped between 0,9% and 1% per annum (Delbosc and Currie, 2013b; Raimond and Milthorpe, 2010).

But in some countries, such as Switzerland, the Netherlands, Finland, Israel, Spain, Latvia and Poland increasing driver's licensing was identified (Delbosc and Currie, 2013a; Sivak and Schoettle, 2012).



**Figure 2: Driving license ownership in 1995 by comparison to 2013/ 2014 in Austria in [%]**

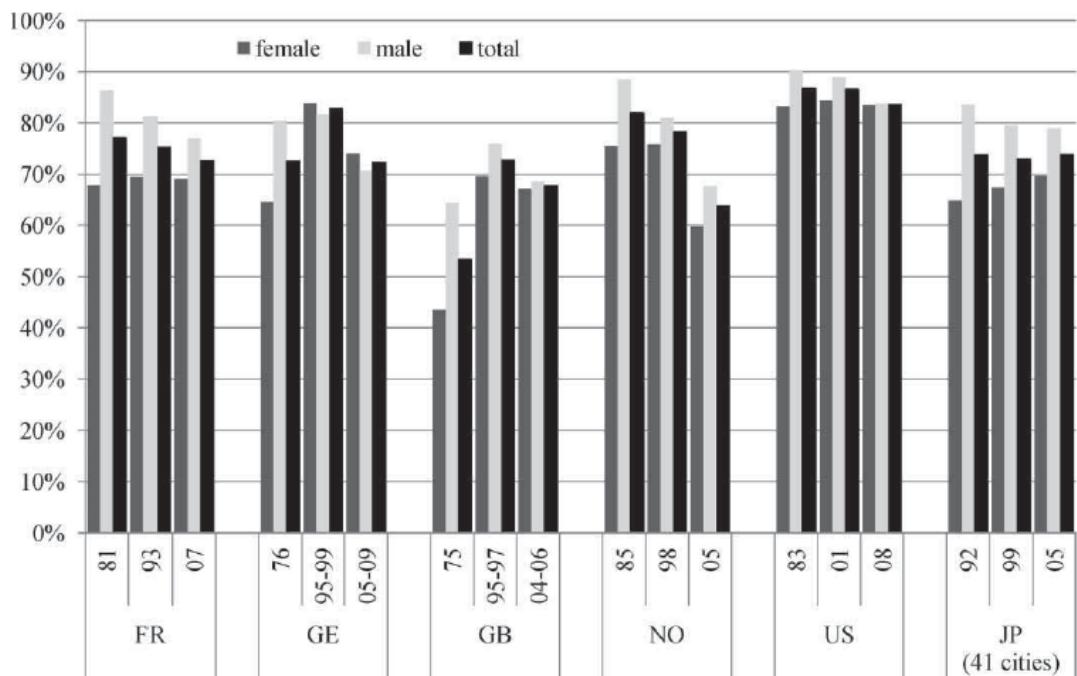
Source: (Tomschy et al., 2016)

### Decreased car availability

Car availability implies joint occurrence of driver's license holding on the person level and vehicle ownership on the household level (Kuhnimhof et al., 2012a).

Car availability across some European countries for young adults has decreased since 1990s (Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2011, 2012a). Access to the car in Sweden declined in the age groups from 15 to 24 and from 25 to 34 since 1978 till 2006, e.g. car availability for men in the age from 25 to 34 in the year 1985 was around 86%, twenty one years later only 75% of men in the same age have access to the car (Frändberg and Vilhelmsen, 2011). Car availability decreased slightly for adults in the age group from 20 to 29 in US, in Japanese cities

the total level remained almost the same, in other investigated countries such as France, Germany, Great Britain and Norway access to the auto declined, whereas the descending tendency in France and Norway has been occurring since the 1980s (fig. 3) (Kuhnimhof et al., 2012a).



**Figure 3: Car availability by young adults (age 20-29) by gender**

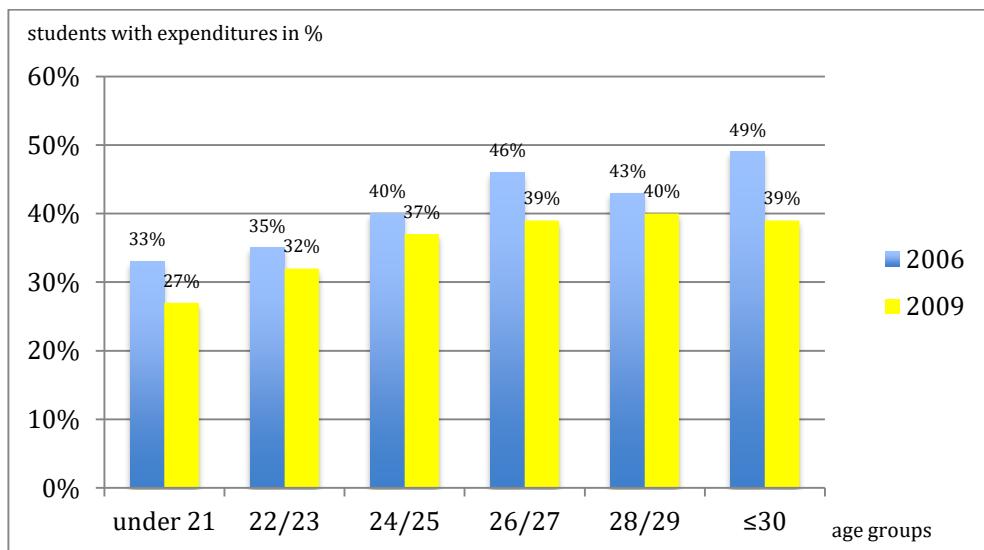
Source: (Kuhnimhof et al., 2012a)

Kuhnimhof et al., (2011) analysed vehicle registration statistics in Germany and discovered a gradual decrease in car registrations of young male drivers since 1980s and for women since 1990s. But they do not rely on these statistics because cars are frequently registered in the parent's name in order to prevent high insurance expenditures. The Figure 4 illustrates that German students have been spending less money for car expenditures, i.e. they forgo cars. The older students possess a car more frequently.

The car availability dynamics in Austria is depicted on the figure 5. For all age cohorts the car availability on a constant basis grew and no availability at all declined. Only the age group from 20 to 24 shows another trend. In 1995, 24% of persons in the age between 20 and 24 always had access to car, in 2013/ 2014 their share more than doubled to 55%. At the same time, the number of individuals in that

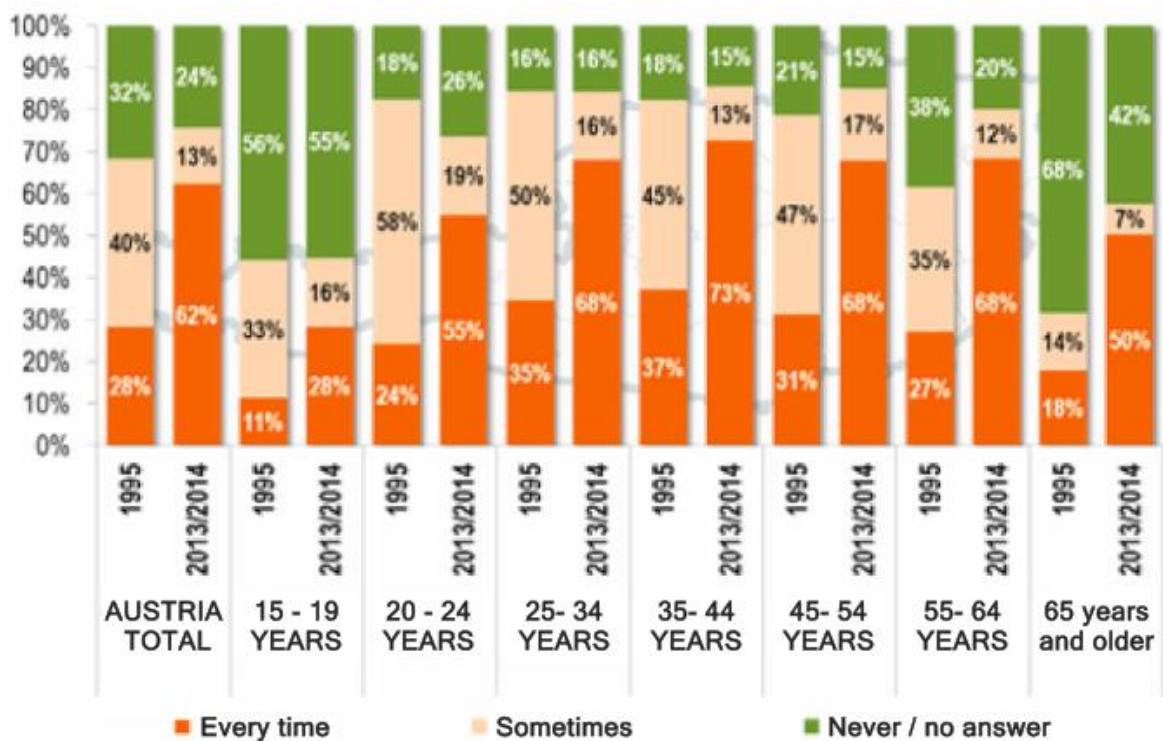
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age, who never have a car access increased as well, though in smaller extent: from 18% to 26% (Tomschy et al., 2016)



**Figure 4: Share of German students with car expenditures**

Source: (Isserstedt et al., 2007, 2010) in (Kuhnimhof et al., 2011)



**Figure 5: Car availability distribution by age comparing the years 1995 and 2013/ 2014**

Source: (Tomschy et al., 2016)

## **Modal Split and Multimodality**

In some developed countries young adults switch to multimodality. Distance travelled by public transport has almost doubled in 2007 since 1976 for the people in the age between 20 and 29 in Germany and Great Britain. Nowadays, public transport mode share of travellers aged 20-29 in aforementioned countries is about 18% (Kuhnimhof et al., 2011). In France and Norway market share of public transport achieves about 10%, whereas in the USA it is almost negligible, less than 2%.

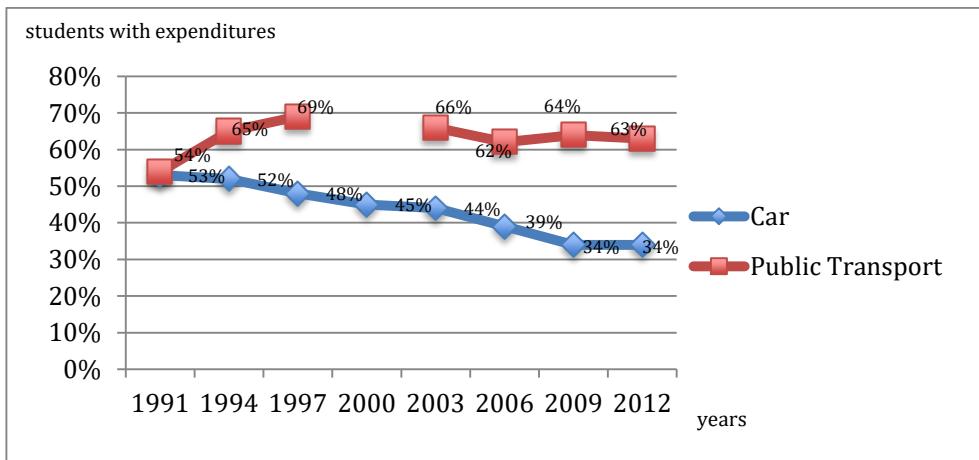
American young adults choose mostly to use a car, whereas travel by foot or bicycle does not play any significant role, and these trends have not changed in the last three decades (Kuhnimhof et al., 2012a). Even when automobile travel in the US decreased, there occurred no compensation in the increased use of other modes among young individuals (McDonald, 2015).

Walking and bicycling are more important in European countries (France, Germany, Great Britain and Norway) and Japan, though in Germany and in Japan bicycle mode shares are bigger than in other abovementioned states with the tendency to increase for German young adults. Only in Japan motorcycle mode has a competitive rate, however its share has declined during the past decades (Kuhnimhof et al., 2012a). In Great Britain and Germany, the share of motorcycle mode in 1970s was very small, about 2% to 3%, and today has almost vanished (Kuhnimhof et al., 2011).

(Kuhnimhof et al., 2012a) analysed the share of mileage by young adults aged from 20 to 29 with car availability by mode in six countries (France, Germany, Great Britain, US and Japan). This analysis revealed an upward trend in multimodality except among French and American young individuals. In Germany, the percentage of young people driving a car daily decreased, from 63% in 2002 to 55% in 2008, whereas proportion of urban public transport and bicycle users almost on a daily basis increased, from 23% to 29% for urban public transport and from 17% to 19% for bicycle (Kuhnimhof et al., 2012b). The share of people using public transport at least once a week has risen from 25% to about 40%. In 1975 the bicycle mode share was only 4% and in 2007 it reached a 10% level (Kuhnimhof et al., 2011).

Public transport kilometres per trip maker and day in Germany and Great Britain increased in 2007 since the census years 1976 and 1997 almost for all age groups, especially for persons aged between 20 to 29 (Kuhnimhof et al., 2011).

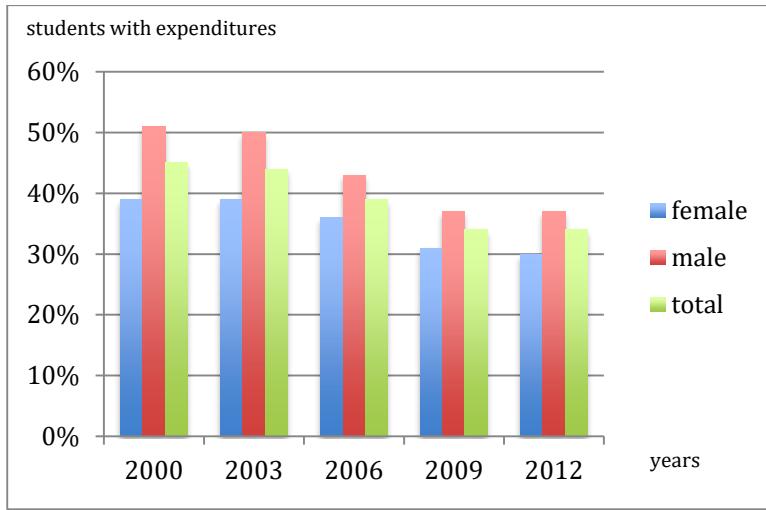
The Figure 6 illustrates the increased use of public transport by German students, with its peak in the year 1997, but its level has been stagnating since 2006. The car use, on the contrary, has been steadily falling since 1991 and remains on the same level also since 2009.



**Figure 6: Share of German students with car and public transport expenditures**

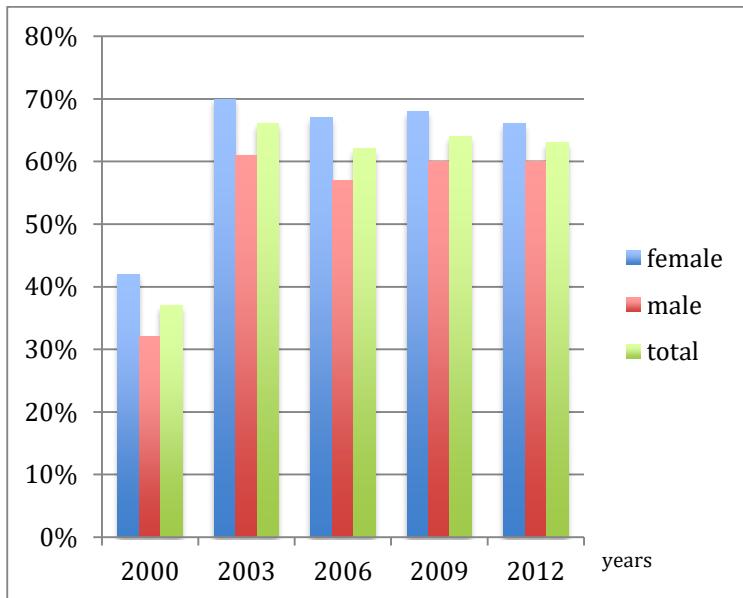
Source: (Isserstedt et al., 2010; Middendorff et al., 2013)

The figures 7 and 8 show that male students spend money more often on cars and female students, on the contrary, on public transport. The percentage of car drivers is decreasing for both genders. There has been a steep increase of public transport users since 2000 for female and male students, since 2003 the rate remains the same.



**Figure 7: Share of German students with car expenditures by gender**

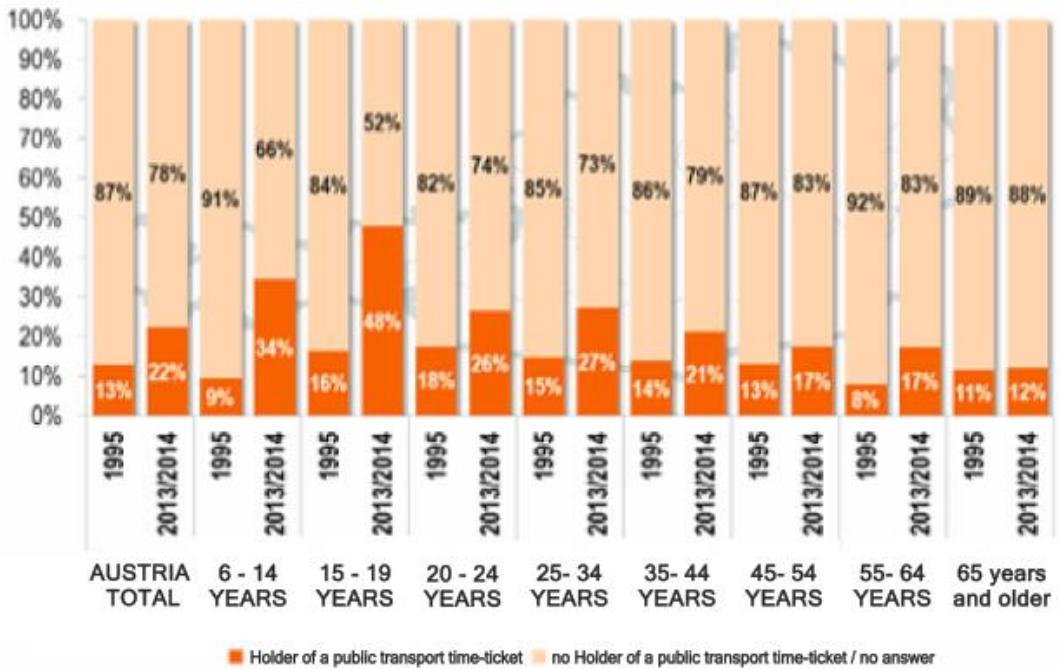
Source: (Isserstedt et al., 2001, 2004, 2007, 2010; Middendorff et al., 2013)



**Figure 8: Share of German students with public transport expenditures by gender**

Source: (Isserstedt et al., 2001, 2004, 2007, 2010; Middendorff et al., 2013)

The Austrian national travel survey ascertained the increase of ownership of time-tickets for public transport by all age groups since 1995 (fig. 9). The highest expansions show the age cohorts from 15 to 19 and from 6 to 14, followed by the young adults (from 20 to 24 and from 25 to 34) (Tomschy et al., 2016).



**Figure 9: The proportion of persons owning time-tickets for public transport in Austria, comparing the years 1995 and 2013/ 2014**

Source: (Tomschy et al., 2016)

Another trend is a renaissance of walking. Young Britons and Germans almost returned in 2000s to the walking rate of 1970s after the fall in 1990s (see Table 1) (Kuhnimhof et al., 2011).

**Table 1: Evolution of the walking rates in Germany and Great Britain**

	1975-1976	1997-1999	2005-2007
Germany	23%	16%	20%
Great Britain	20%	16%	18%

Data source: (Kuhnimhof et al., 2011)

Aforementioned statistical data show, that travel behaviour of Millennials differs from the preceding generations. They are less car-oriented, i.e. some of them choose not to obtain a driver's license and not to acquire a car, and therefore, car availability among young adults decreases, which leads to the increased use of other

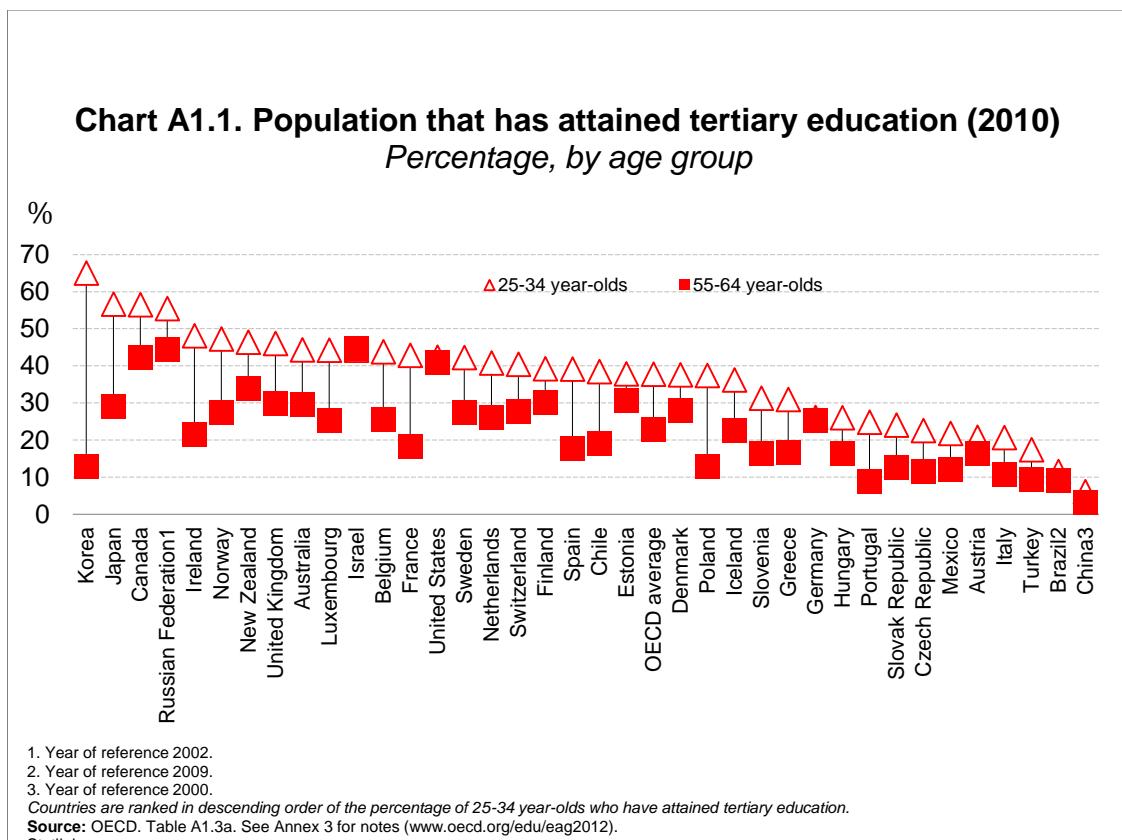
transportation modes, such as public transport, bicycle and walking. The new patterns and trends in travel behaviour of Millennials show that their mobility is getting more sustainable, and these trends should be supported, so the Millennials would stay loyal to the environmentally friendly means of transportation as they age.

## 1.2 Reasons for the changing travel behaviour of young adults

Travel behaviour scientists assume there are more than one single explanation of the observed new trends and patterns in travel behaviour of young adults. Possible reasons can be divided into two groups: 1) socio-economic shifts and 2) possible causes for changes in travel behaviour holding another factors constant.

### Socio-economic shifts in population

Young adults around the world increasingly participate in education. The statistics of the Organisation for Economic Co-operation and Development show that in many countries there are nowadays more young adults have attained tertiary education in many countries compared to the preceding generation (Fig. 10). Among Americans in the age group from 25 to 30, the share of persons with college degree increased by 4 percentage points (McDonald, 2015).



**Figure 10: Population that has attained tertiary education**

Data source: (Organisation for Economic Co-operation and Development, 2012)

An increased level of education causes increased level of population in urban areas, leads young persons to settle down in cities, as universities and colleges are usually located in urban areas (Kuhnimhof et al., 2012b). In the dense urban areas, it is easier to have a multimodal travel behaviour.

Since 1990 many German and Austrian universities implemented semester tickets, and some North American universities offer universal transit program, both programs allow students unlimited use of public transport during the semester (Müller, 2016; Senft, 2005). Payment for using of public transport in Germany is mandatory and already included in tuition fee. Since the payment is collected from the large amount of students, price decreases and makes this transport mode very attractive for students, and even to switch from a private car to the public transport (Blees et al., 2001; Müller, 2016; Senft, 2005). Purchase of the semester ticket in Austria is not compulsory and is not bonded to the study fees.

Since the global economy is slowing down and many young adults are engaged in the education, their unemployment rates increase, and they start career at a later point of life. Unemployed or participating in education people drive less than working individuals by cause of shortened financial ability to pay for a car (Delbosc and Currie, 2013a; McDonald, 2015).

Changes in educational and professional careers possibly cause that young adults postpone marrying and bearing children to the later period of life, which also delays their need for a car (Delbosc and Currie, 2013a; Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2011, 2012b). In Austria in 1985 the mean age of mothers at first birth was 24,0, in 2013 it raised to 29,0 (Kaindl and Schipfer, 2014).

### **Possible causes for changes in travel behaviour**

In many countries governments implement policy measures discouraging automobile driving and incentives to choose more environmentally-friendly modes (Kuhnimhof et al., 2012a). Good examples of that are the London congestion charging system (Peirson and Vickerman, 2008), parking management, introducing of shared streets, bicycle streets, pedestrian and environmental zones etc. (Buehler et al., 2016). At the same time conditions for walking and cycling were improved and public transport

became better due to expanded service supply, improved quality of service and more attractive fare systems for regular users (Buehler et al., 2016).

Car driving became less competitive to the other modes also because petrol prices increased substantially as a result of taxes and growing world market crude-oil prices (Kuhnimhof et al., 2012b). Fares for public transport rose also, but twice as less than petrol costs (Buehler et al., 2016; Kuhnimhof et al., 2011).

Another reason why young adults drive less is that the process of acquiring of a driving license has become more complicated. The average cost of gaining a license in Germany and Austria is high, from €1400 to €1900, as there are many mandatory practical exercises and fees included (Buehler et al., 2016). In 1996 in the UK was introduced theory test and “hazard perception test” was phased in completely by 2003. The implementation of these two tests affected negatively the youth licensing (Noble, 2005). Furthermore the introduction of graduated driver licensing by a number of developed countries made the obtaining process of a license more complicated (Delbosc and Currie, 2013a).

As climate change, global warming and pollution of the environment take place, people's environmental awareness rises. Schoettle and Sivak (2014) conducted a survey where young adults listed their main reason not to obtain a driving license. (Schoettle and Sivak, 2014) The results also showed that environmental awareness correlates with the respondent's age, young adults in the age between 30 and 39 have more concerns about environment than persons of the younger ages (Schoettle and Sivak, 2014). Zipcar company commissioned surveys regarding Millennials in USA. It was found that young adults wish to protect the environment by driving less. Their percentage rose from 43% in 2013 to 48% in 2015 (KRC Research, 2015, 2013, 2011). However a study in Victoria, Australia found that young individuals are not very concerned about environmental issues (Delbosc and Currie, 2012).

Modern information and communication technologies (ICT) influence travel behaviour as well. This influence is especially pronounced by younger generations, digital natives, who grew up in the presence of digital technologies (Prensky, 2001). ICT made public transportation, biking and car sharing easier to use, as they provide real-time transit data, enable reservation, payment and localization of cars and bikes from the gadgets online (Davis et al., 2012). Time spent in public transport can be

productively used, because modern technologies enable communication, entertainment and work on the way, which was not possible 20 years ago (Schönduwe et al., 2012). The above mentioned survey commissioned by Zipcar found also, that 47% of young licensed drivers sometimes choose to spend time with friends online instead of driving to see them (KRC Research, 2013). An Australian survey shows that communication via Facebook, mobile phones and instant messaging is not seen as a substitute, but as a complement to personal meetings (Delbosc and Currie, 2012).

The question how information and communication technologies impact travel behaviour will be discussed more detailed in chapter 2.

Among the above-mentioned factors, the increasing level of education have probably played the most important role, which has contributed to a larger share of young adults living in urban areas, decreasing labour force participation and an increasing age for marrying and bearing children. Furthermore, it has been noticed that people with higher levels of education tend to multimodal behaviour, maybe because they used public transport and bicycle during study (Kuhnimhof et al., 2011). The increase of fuel prices, policies discouraging car use, improvement of public transport offers and difficulties to acquire a driver's license have definitely forced young adults to less car-oriented mobility behaviour. How exactly an increasing rate of unemployment among young adults, lower incomes, use of ICT and changing values have influenced mobility behaviour is not completely clear.

## 2. Information and Communication Technologies (ICT) and Social media

### 2.1 Influence of ICT on travel

Reviewing the literature and researching the interrelation between travel and social media and/ or information and communication technologies have shown, that there are almost no investigations of influence of Facebook or WhatsApp on travel behaviour. More studies have been conducted to assess the impact of information and communications technologies on travel and travel behaviour.

Usually a person travels somewhere in order to perform an activity at the place of destination. Generally, the reason for travel is the commitment or need to be co-present with other persons or objects. The person wants to be co-present, because he or she needs to access and exchange information, e.g. talking to family, friends or customers, visiting libraries or watching a movie etc. ICT enable individuals to access and exchange the information without the need for co-presence and accordingly without travel (Lyons et al., 2008).

The researchers identified seven different kinds of relationships between transportation and ICT (Kenyon et al., 2002, 2003; Lyons et al., 2006; Mokhtarian, 1990; Mokhtarian and Salomon, 2001; Mokhtarian and Tal, 2013; Salomon, 1986):

1. Substitution (e.g. travel decreases as the result of telecommunications);
2. Generation, simulation or complementarity (e.g. telecommunications can provoke travel);
3. Modification (e.g. increasing of the operational efficiency when telecommunications make the transportation system more efficient);
4. Long-term indirect influences (e.g. telecommunications may ultimately affect land use, which will impact travel);
5. Neutrality (no net impact of ICT on travel or e.g. telecommunications can improve access to information and social participation without increasing travel);
6. Redistribution (e.g. change of time and destinations of travel and keeping of the same travelled distances);
7. Enrichment (e.g. more fruitful and interesting use of travel time).

With the help of ICT people can work at home or other remote locations, send messages to another continent instantly, purchase items in the online-shops, make bank transfers from computer, smartphone or tablet, watch sporting events on television or in internet without going to the stadium and so on. ICT have the potential to substitute, reduce or modify the travel.

Mokhtarian (1990) points out three kinds of travel-generating effect of ICT:

- *Short-term direct*: Information about persons, activities and events accessed by means of ICT stimulates the wish to travel in order to undertake activities, communicate with people or take part in an event. The opportunity to communicate during travel time may provoke more travel or discourage an intention to reduce the travel.
- *Short-term indirect*: People who saved time using ICT for telecommunication, may use this time for other trips.
- *Long-term*: Change of trends in land-use may be caused by ICT use, people may choose more distant places for residence and employment, which will lead to longer travel time or travelled distances.

ICT influence travel in terms of destination choice, mode choice, route choice, timing and duration of activity execution (Mokhtarian and Tal, 2013). ICT influence destination choices by helping to disseminate information about specific destinations and to evaluate their variety, e.g. possibilities to go out, events and restaurants. People may choose a location on the base of availability of ICT infrastructure, e.g. free Wi-Fi in some cafes. Mobile phones and smartphones enable very quick communication between persons, so they can change meeting places and times in real time (micro-coordination). In the same ways ICT influence mode and route choices, they deliver information, facilitate to evaluate various modes and routes, also the availability of ICT may be a decision factor (Mokhtarian and Tal, 2013).

Modern ICT assist mode choice as well. They provide mode-specific inspiration to travel through promotion of train trips, cruises, or cycling tours. Broad information about public transport (routes, schedules, fares, apps for smartphones) and cycling (regional bike path maps, information about bicycle rentals) may encourage individuals to choose these modes. ICT enable easy use and management of car

sharing for subscribers and running companies, which caused widespread of this concept (Mokhtarian and Tal, 2013).

Once the mode has been selected, ICT provide activities while traveling, so they affect the trip experience itself and reduce the disutility of the trip, e.g. watching movies or answering emails while riding the train. The opposite effect is also possible when passengers feel disturbed when others talk to loud on the cell phone. The availability of amusement during traveling can be a decision factor in the mode choice (Mokhtarian and Tal, 2013).

Route choice. ICT may inspire persons to travel the specific route, e.g. Way of St. James, Trans-Siberian Railway, Route 66 etc. The inspiring factor is more relevant for long-distance and leisure travels. In the daily travel ICT enables rapid collection of information on routes and their evaluation, e.g. Google Maps offers different routes and indicates their length and duration. Once a route has been chosen, ICT continue to influence the route, e.g. by warning of congestion ahead and suggesting another route (Mokhtarian and Tal, 2013).

Timing and duration of activity execution. Widespread of ICT contributed to the increased fragmentation of activities in time and space, so the people can do teleconference while being in the own offices, chat with friends and relatives who live on the other continent, watch their pictures and videos on Instagram, these help to achieve the “virtual presence” of others. The virtual presence of close persons enabled by modern ICT facilitates travel, because it decreases the pain of absence, e.g. nanny-cameras, Skype. Modern ICT help individuals to connect with others and form relationships in virtual space. These stimulates face-to-face meetings and accordingly generates more travel (Mokhtarian and Tal, 2013).

The impact of ICT on leisure activities and travel was explored conceptually by (Mokhtarian et al., 2005). There are four types of impact:

- ICT replaces conventional leisure activity;
- Generation of new ICT-based activities;
- ICT enables reallocation of time to other activities;
- ICT enables/ facilitates/ modifies/ leisure activities.

ICT offer alternative ways of conducting of conventional leisure activities, e.g. watching a football game at home on television instead of going to the stadium. ICT-

based alternative of traditional leisure activity will be chosen, if its net utility exceeds that of the regular form. In the case the ICT-based form is chosen, reduces also the travel.

The reason why conventional leisure activities are not substituted is that the ICT-based alternatives are not always desirable substitutes for persons. Some leisure related activities cannot be changed in space (e.g. lying in the sun on the beach) and time (e.g. grandmother's birthday), that is why their replacement by ICT is not possible (Mokhtarian et al., 2005).

Kenyon et al. (2002) coined a new shorthand term 'virtual mobility' for the process of accessing activities that traditionally require physical mobility, but which can now be undertaken without resource to physical travel by the individual undertaking the activity. Virtual mobility generates accessibility opportunities by substituting travel and allowing access there, where was a lack of accessibility. ICT enable virtual mobility.

Technological development generates many new ICT activities, like playing games on a smartphone. If person spends more time on ICT-based activities, then there is less remaining time for other activities. If other activities involved travel, accordingly reduces travel time as well. Characteristics, which may increase the utility of ICT-based activities, are location independence, time independence and fragmentability (Mokhtarian et al., 2005). Other activities are not necessarily crowded out by ICT-based activities, because the latter have multitasking abilities and may have such characteristics as location and time independence and fragmentability, hence they may get squeezed into short periods of free time. Mokhtarian et al. (2005) hypothesize that traditional leisure activities, which are more likely to be replaced by their ICT-based counterparts, tend also to be displaced by increases of new ICT activities.

ICT enable reallocation of time and costs to other activities by reducing the time and/or cost required to conduct activity A (or involved travel) to undertake another activity B with the saved resources. If the activity B is not associated with travel, there is also decrease in travel (Mokhtarian et al., 2005). For example, when students find information, which they are looking for, in digital libraries, they do not need to travel to the library. The saved time they may spend on reading and writing or visiting friends.

ICT provide information about a wide range of activities and travel opportunities. It may result in enabling, facilitating and modifying of leisure activities. With the help of Internet, social media and smartphones it is easy as never before to arrange meetings spontaneously, make a last-minute reservation, find affordable mobility provider etc. The extent to which a travel is affected depends on the activity (Mokhtarian et al., 2005).

The similarities and differences between afore mentioned four types of impacts of ICT on leisure activities and travel are illustrated in the fig. 11.

	<i>direct (own-activity) substitution:</i> activity X is now done by ICT instead of the traditional way	<i>activity generation or modification:</i> activity X either would not have occurred without ICT, or is materially changed by it	
<i>ICT is the end – the new activity itself</i>	<p><b>1. Choice between ICT-based v. traditional activity (replacement)</b></p> <p><b>2. Generation of new ICT activities (time displacement – ICT takes time from other activities)</b></p>	<p><b>4. ICT as enabler/facilitator/modifier of leisure activities</b></p> <p><b>3. ICT-enabled reallocation of time to other activities (ICT gives time or money that permits other activities to occur)</b></p>	<i>ICT is the means (of saving time, money); can affect non-ICT as well as ICT activities</i>
	<i>cross-activity substitution:</i> activity(ies) X affect(s) activity(ies) Y		

**Figure 11: Relationships between types of ICT impacts**

Source: (Mokhtarian et al., 2005)

Line et al. (2011) investigated which role ICTs play in everyday lives. ICT use augments and sometimes diffuses the boundary spaces between places of work, study and leisure activities, because it allows faster communication with colleagues, course mates, friends and family, e.g. people may check their personal emails at work, or work at home. Internet and mobile phones are used to find travel information, in particular, real time information about departing time and traffic news, so the ICTs have potential to decrease unreliability in the transport system and

schedules of people. At the same time, they can increase unpredictability, when people change plans at the last moment via mobile and instant technologies.

People use ICTs as an entertainment tool on the move, e.g. for listening to music, checking Facebook, sending messages. These all helps them to inhabit travel spaces, create a social place with others at-a-distance. Occasionally, ICTs are used to handle the effects of the transport challenges they face, e.g. calling a family member or a friend to pick up children in case of traffic congestion. ICTs are being sometimes seen as a rescue, when, for example, a car breaks down (Line et al., 2011).

Larsen et al. (2008) examined the influence of emails and mobile phones use on coordination of face-to-face meetings between friends and family members and how these technologies for coordination have changed the nature of arrangements to meet and conduct meetings. They showed that society shifted from clock time punctuality to a flexible and perpetual coordination caused by email and mobiles. The authors interviewed young adults with the average age 28,5 years in the UK that differ with regard to education, income and expected travel and communication patterns. These are architects, security staff and employees in fitness centres. The analysis indicated, that young adults use emails and cell phones to coordinate their meetings continually, even on the move and in the company of friends, - termed as "perpetual coordination" by Larsen et al. (2008). The perpetual coordination can create "tyranny of coordination" when plans are constantly changed, it increases uncertainty, consumes time and is annoying. The research stated, that emails, mobile phones and computers are necessary now considering social life is increasingly networked, mobile and at-a distance. The capability to coordinate is part of what the authors termed as "network capital". Network capital includes "access to communication technologies, transport and the social and technical skills of coordinating and networking more generally... is the capacity to engender and sustain social relations with people who are not necessarily proximate, and which generates emotional, financial and practical benefit".

Jamal et al. (2017) investigated the impact of smartphone use on vehicle kilometres travelled by two groups: 1) students and young professionals in the age from 18 to 34 and 2) women in part-time or full-time employment, in Nova Scotia, Canada in 2015. These two groups showed different results of study. For the first group the

high use of smartphone applications for education and communication does not reduce vehicle kilometres travelled, but online shopping decreases vehicle km travelled. Students and young professionals, who reported increase in social trips as an effect of smartphone use and those who believe that ICT use has substituted their need for travel, travel more short distances because of smartphone use. Individuals, from the first group who informed that they limited their car driving as it negatively affects the environment, show high probability of reduced vehicle kilometres travelled. Females from the second group, which use much smartphone for communication travel shortened distances. Women in part-time or full-time employment with pro-environment attitude do not show decrease reduction in vehicle kilometres travelled. Jamal et al. (2017) conclude that use of smartphones for social networking may reduce travelled distances or have no effect on it.

Hong and McArthur (2017) studied in Glasgow, United Kingdom the influence of Internet usage while traveling on Millennials' choices, specifically on the trip frequencies and intention to buy a car. The survey indicated that persons who almost always use the Internet while traveling make more trips by public transport and cars in comparison to the individuals who never use the Internet when they travel. The results of the study suggest that Millennials who almost always use the Internet while traveling are more willing to purchase a car in the next five years.

Kamargianni and Polydoropoulou (2013) examined the influence of various social media usage on teenagers' travel behaviour in Cyprus in 2012. They distinguished four types of social media usage: 1) rational social media usage, 2) social media addiction, 3) indifference in social media usage and 4) no use of social media. Adolescents belonging to the first and second types showed higher probability of increase in the number of social trip. Teenagers, who do not use social media or are indifferent to them, have less social trips.

Shortly, there are 7 kinds of relationships between ICT and transportation: substitute, generation, modification, long-term indirect influences, neutrality, redistribution and enrichment. ICT can also influence leisure activities and accordingly travel associated with them. There is no definite answer whether ICT use reduces, increases or has neutral effect on travel, all three effects are possible.

## 2.2 Social media

This chapter gives a brief overview of definitions of social media, tools and types of social media, and describes how many people use various social media in the world and in Austria.

### What is social media?

There is no universal definition of social media. (Kaplan and Haenlein, 2010) define social media as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content. Web 2.0 is a new way in which a content of the web sites is no more static and made only by programmers, but users contribute to its formation (DiNucci, 1999). OECD putted together all characteristics of the user generated content, which are i) content made publicly available over the Internet, ii) which reflects a certain amount of creative effort, and iii) which is created outside of professional routines and practices (Organisation for Economic Co-operation and Development, 2007).

According to Jalonens (2014), social media is approximately referred to the ways of interaction between individuals in which they create, share and exchange information in different networks. Social media consolidates people, technology and content. In this master thesis the definition of Jalonens will be used.

### Tools of social media

There is also no generally accepted classification of social media tools. Vuori (2011) identified five categories of them, which she calls in short 5Cs. This categorization stands on the actions enabled by the tools:

- *Communicating*: content publishing and sharing, discussing, showing opinion, influencing and storing. For these purposes are used blogs (e.g. Blogger, Huffington Post), podcasts (e.g. iTunes), videocasts (e.g. YouTube), media sharing systems (e.g. Dropbox), discussion forums (e.g. [www.reddit.com](http://www.reddit.com)), microblogging (Twitter) and instant messaging (e.g. WhatsApp);

- *Collaborating*: cooperative content creation (e.g. Wikipedia) and shared workspaces (e.g. GoogleDocs);
- *Connecting*: socialising (e.g. LinkedIn, Xing), networking (e.g. Facebook), playing, entertaining (e.g. Warcraft);
- *Completing*: adding metadata, describing information, subscribing updates (e.g. Google Reader, Pinterest);
- *Combining*: mixing and matching for different purposes (e.g. Google Maps), mash-ups.

### **Types of social media**

Kaplan and Haenlein (2010) created a classification scheme of social media, based on a set of theories in the field of media research (social presence and media richness) and social processes (self-presentation and self-disclosure), another type “instant messaging services” was added by me. Table 2 provides a descriptive overview of all types.

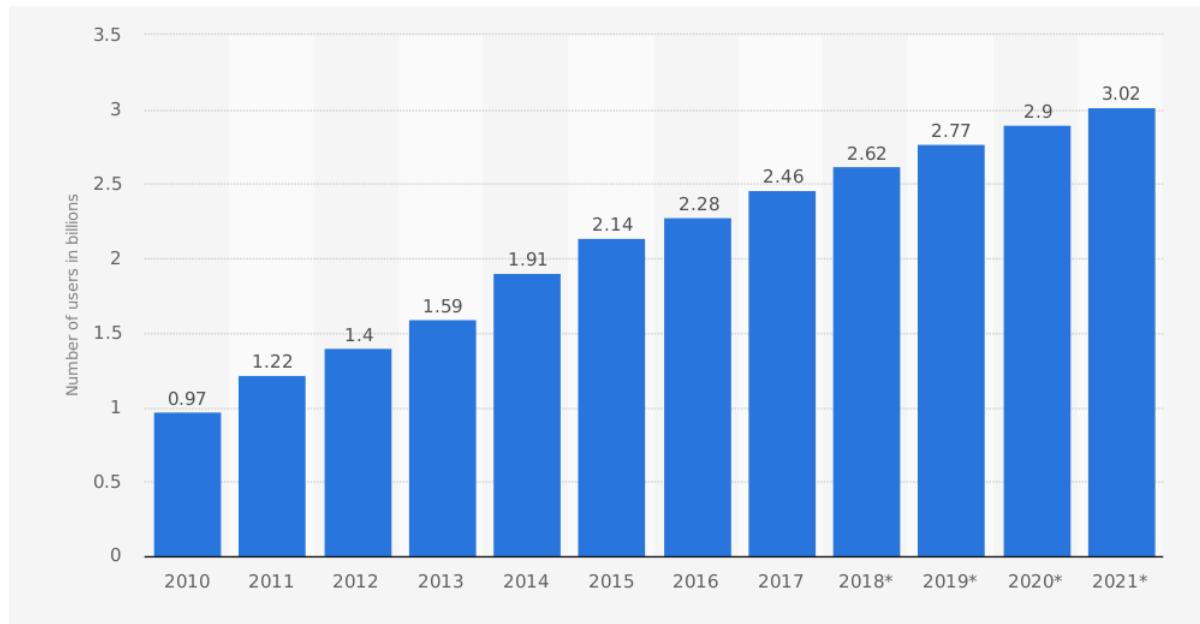
**Table 2: Classification of social media**

Type	Description	Examples
Collaborative projects	They enable collective content creation. There are two kinds of collaborative projects: wikis (users can add and modify text-based content) and social bookmarking applications (which make possible the joint collection and rating of website links or media content)	Wikipedia, Delicious
Blogs	Blogs are webpages containing user-generated entries regularly updated and/or user-submitted content which was explored outside of conventional media (Organisation for Economic Co-operation and Development, 2007)	Open Diary, LiveJournal, Blogger.com, WordPress.com
Content communities	Content sharing among users	YouTube, Flickr, Slideshare
Social networking sites	Sites that enable personal profile creation (Organisation for Economic Co-operation and Development, 2007). It is possible to invite friends and colleagues to access profiles and communicate with them on those sites	Facebook, MySpace
Virtual game worlds	They imitate a three-dimensional environment in which users can show up as personalized avatars and interact with others like in a real life	EverQuest, World of Warcraft
Virtual social worlds	Same to virtual game worlds, but allow users to choose the way they act more freely and have a virtual life similar to their real life	Second Life
Instant messaging services	These apps allow consumers to send messages from their mobile devices to other mobile devices without paying for wireless service (Clifford, 2017)	WeChat, WhatsApp, Viber, Line

Source: (Kaplan and Haenlein, 2010), modified by the author

### **Use of social media**

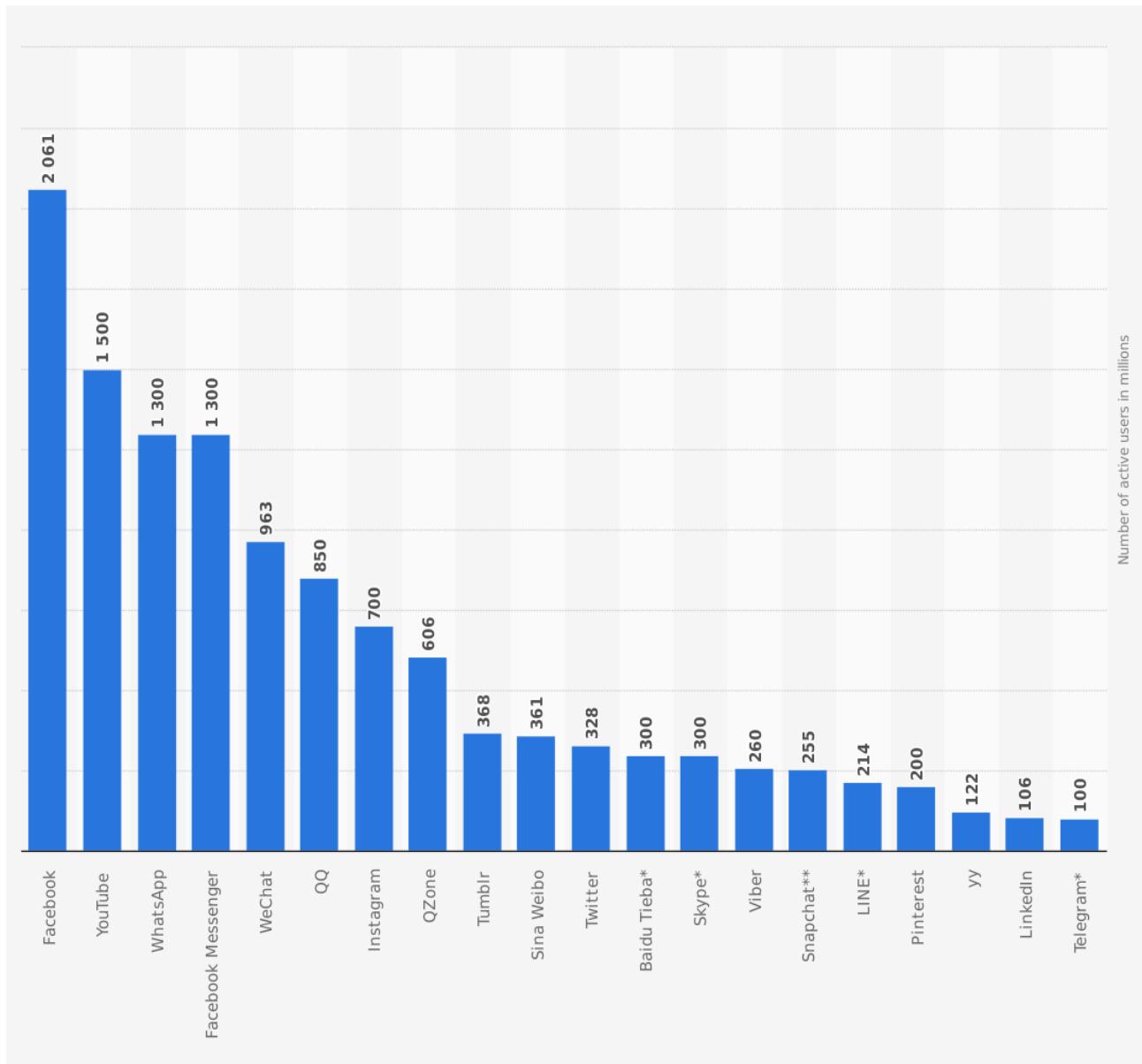
Social media use in the world constantly grows. There was a rapid upward trend in usage of various social media since 2010 (0.97 billion users) until 2017 (2.46 billion users); which seems set to continue until 2021 (fig. 12)



**Figure 12 Number of social media users worldwide from 2010 to 2021**

Source: Statista Inc. (2017)

According to the Statista Inc. (2017b), Facebook is a leading social media with 2,061 million active users. YouTube is the second popular social media. WhatsApp and Facebook Messenger share the third place, each of those two instant messaging services has 1.3 billion users (fig. 13).



**Figure 13 Leading social media worldwide as of September 2017, ranked by number of active users**

Source: (Statista Inc., 2017b)

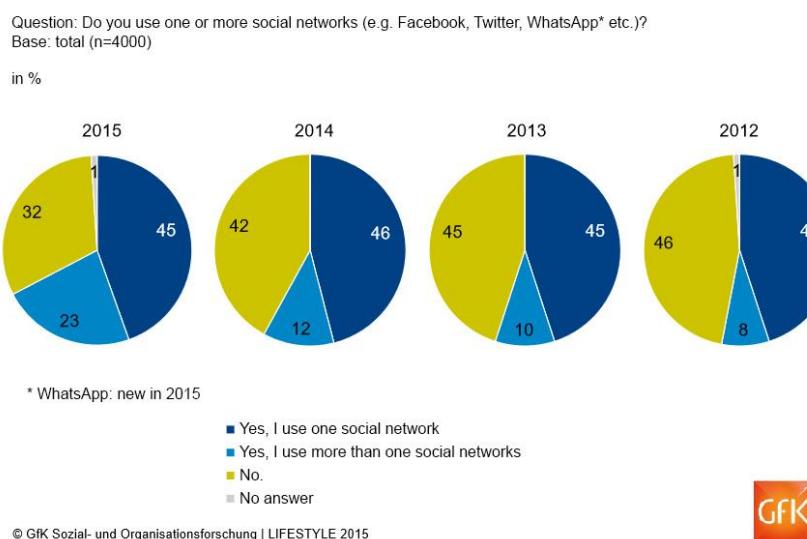
We are Social and Hootsuite (2017a) in the report “Digital in 2017 Global Overview” provide following data for the world population: 3.773 billion internet users, 2.708 billion of them are active social media users, 4.917 unique mobile users (installations of a mobile application), and 2.549 billion active mobile social media users.

The report “Digital in 2017: Western Europe” offers statistical information about Internet and social media use in Austria (We are Social and Hootsuite, 2017b). In January 2017 there were 7.2 million Internet users (84% internet penetration), and 3.9 million of them are active social users (45% penetration). 3.4 million Austrians

access social media on a mobile device, it equals to the 40% of the total population. Meanwhile 70% of Austrians use smartphone, 79% use laptop or desktop computer, 35% have tablet computer and 4% use any wearable tech device. 83% of the population use Internet every day, 14% at least once per week. Mobile phones gain more share of web traffic: 34%, there is an increase in 66% since the previous year. Austrians use social media mostly on smartphones (40%) and computers (33%).

GfK Austria (2016) reports the following numbers: in 2006 only 15% of the Austrian population used mobile Internet, in 2010 37% and in 2015 already 71% accessed Internet via mobile phone. Among persons aged under 40 nine out of ten use their phones to access internet, 78% of persons in the age cohort between 40 and 50 have mobile phone internet and 26% of individuals aged over 70 years surf in internet via their smartphones. Austrian males are more frequent mobile internet users than females: 74% against 66% (GfK Austria, 2016a). Tablet use is not well established in Austria, only 39% access the web via tablets. Laptop and wireless connections are on the rise: in 2006 11%, in 2010 50% and in 2015 66% (GfK Austria, 2016a).

The number of social media users in Austria increases, especially due to the individuals aged from 50 to 60 (64%) and from 60 to 70 (48%). The use of multiple social media is a new trend, which grew from 12% to 23% within one year (fig. 14) (GfK Austria, 2015).



**Figure 14: Social media accounts dynamic in Austria**

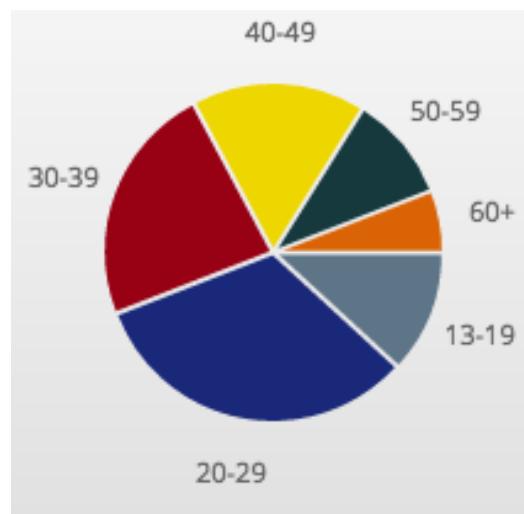
The Viennese company Digital Affairs GmbH (2016) provides data that 3.7 million Austrians have Facebook accounts, male users prevail: 1.9 million male versus 1.8 million female users. Facebook is gaining more popularity: in 2012, 2.82 million Austrians used the most widespread social media, and three years later this number increased by 1 million (fig. 15). In 2017 there are 3.9 million Facebook users, 87% of them access it on smartphone and 72% use it each day (We are Social and Hootsuite, 2017b).



**Figure 15: Dynamic of growth of Facebook users in Austria**

Source: (Digital Affairs GmbH, 2016)

More than a half of all Austrian Facebook users are in the age from 20 to 39 – young adults (fig. 16). The third largest group are persons in the age group from 40 to 49.



**Figure 16: Age cohorts' distribution of Facebook users in Austria**

Source: (Digital Affairs GmbH, 2016)

WhatsApp is more used in Austria than Facebook: 7 out of 10 Austrians use WhatsApp, and 6 out of 10 use Facebook (GfK Austria, 2016b). According to derStandard.at (2016) WhatsApp and other messengers oust SMS and phone calls: in the fourth quarter of 2012 in Austria people sent 1.93 billion SMS, and in the third quarter of 2015 only 857 million.

Twitter did not gain much popularity in Austria. There were in 2015 only 125,873 Twitter users from Austria, which is 8,873 more than in 2014. 43,000 persons regularly post tweets and 63,000 account holders are active users (Artworx GmbH, 2015). In 2016 125,873 Austrians used Twitter (Artworx GmbH, 2016).

Instagram - another worldwide popular social media, had already 620,000 Austrian users in 2015. More than a half of users are persons in the age from 20 to 29. 52% of Instagram users are female and 48% are male (Artworx GmbH, 2015).

In conclusion, social media created new ways of interaction between people, they offer 5 tools (communicating, collaborating, connecting, completing and combining), there are 7 various types of social media, all these factors and widespread use of smartphones with internet connection made them unique and highly popular all over the world.

## 2.3 Use of social media by public transport providers

Rapid development of social media provides new opportunities for transit providers. Many of them created Twitter and YouTube channels and Facebook pages and reached a substantial audience.

There are five main reasons to use social media (Bregman, 2012):

- **Timely updates** – Transit providers can share real-time information about service or disruptions and give advices to their customers. Twitter suits well to give service alerts.
- **Public information** – Transport providers use social media to inform clientele about fares, services, and long-term projects. Facebook allows to update followers about new routes or fare increases.
- **Citizen engagement** – Social media enable transit agencies to connect with riders in an informal way, gain information on customers' needs.
- **Employee recognition** – Some organizations use social media for recognizing present staff and recruiting new workers.
- **Entertainment** – Transport providers usually use social media to demonstrate a personal touch and to entertain the customers through music, video and sometimes contests (Bregman, 2012).

Another advantage of social media usage is the reduced costs in maintenance and a serious input into relations with customer (Gal-Tzur et al., 2014).

Transport for London, a local government body, responsible for the transport system in London, has over 2 million Twitter-followers. Its Facebook page got around 400,000 likes, and YouTube channel has more than 34,000 subscribers (July 2017). Twitter channel of Transport for London was launched in June 2009 and is responsive 24 hours seven days a week. The number of followers grew rapidly: from 13,000 in January 2012 to 1 million in January 2014. Transport for London also uses Pinterest, Instagram and Google+ news and marketing campaigns (Institute of Practitioners in Advertising, 2014).

Transport for London uses social media very actively to give notifications and provide information to travellers (fig. 17). Twitter and Transport for London cooperated to launch world's first travel tweet alerts (Transport for London, 2016). The customers will be automatically alerted of severe delays on key London

Underground lines and Transport for London rail services as soon as they occur. This service allows notifications to be sent straight to customers' mobile devices while they are on the go, or direct to their computer, free of charge as a 'Direct Message'. The customers can also tailor their notifications by selecting the time periods that they would like to receive alerts.



**Figure 17 Twitter Page of Transport for London Alerts**

On the web site of Transport for London [tfl.gov.uk](http://tfl.gov.uk) Londoners can check their most frequently used Tube lines, tram line or river bus line, as well as receive details about major roads, bus routes or specific bus stops (Transport for London, 2016).

Transport for London created Travel bot on Facebook Messenger to enable the customers to check the status of tube, rail or bus and check when the next bus will arrive. This travel bot tells travellers bus arrival times, bus route status, tube or rail line status, allows to find the nearest bus stop and shows tube or rail map (Transport for London, 2017a).

Another way to get informed for customers is to subscribe for emails and text messages. The Londoners tell when and where they travel, and Travel for London sends them a message only if the regular journey is disrupted. These alerts cover rail journeys. A second option is to get a daily email with a live snapshot of the network (Transport for London, 2017b). Tweet and email alerts are free of charge; it is unknown whether the texts are for free as well.

Except providing above-mentioned information Twitter is used to share news, safety messages, videos on YouTube, links to more information and to transport related

online tools, invitations to provide feedback on specific issues and updates during a critical incident.

Wiener Linien, a company running the largest part of the public transit network in Vienna, Austria, is active in social media as well. The company was contacted via Facebook-message in order to ask questions about social media presence. The answer was received almost instantly, and it was recommended to send an email with all details and questions.

The email interview with Social Media Team of Wiener Linien (2017) has revealed that the company uses Facebook (fig. 15), Twitter, Instagram, YouTube, Google+ and created also its own blog <http://blog.wienerlinien.at/>. Social media is used since March 2011 to spread an information on a large target group, but a dialogue with people is paramount. So, the users can reach the company fast and directly, ask questions, voice criticism and exchange with other fans of Wiener Linien. This creates trust and makes the company more tangible for people. Such environment facilitates stakeholder engagement and creates an emotional bonding of users and Wiener Linien. Thus, the chances are higher that people will be more satisfied with the service, because they have background knowledge. The use of social media enables the company to reach with one single post thousands of users, it provides an opportunity of a direct communication with them and thus to hear their concerns, wishes and needs. It helps to strengthen the company's position as a public transport provider.

The Social Media Team of Wiener Linien (2017) has reported about other aims of the social media use:

- To provide current transport and traffic information,
- To address new target groups,
- To increase customer loyalty and to maintain relationships with influencers,
- To build a positive image of itself,
- To tell about own topics, because it is possible to provide through social media unfiltered information fast,
- To offer an entertainment,
- To reduce ignorance or false information,
- To explain the complex subject of public transport.

The Social Media Team of Wiener Linien (2017) reports about positive experience of social media use and that this channel has become important for the dialogue with customers. The number of Wiener Linien followers increases continuously. According to the interview, following numbers of followers in social media has been reached (state on 11<sup>th</sup> December 2017):

- Facebook: 83,600 Likes,
- Twitter: 17,700 followers,
- Instagram: 12,350 followers,
- YouTube: 5,500 subscribers,
- Google+: 990 followers,
- Wiener Linien-Blog: in average 18,000 visits monthly.



**Figure 15: Wiener Linien's Facebook page**

Many other transport stakeholders also joined social media: Lufthansa (international travel airline), RailEuropeUK (rail ticket service provider at transeuropean level), Düsseldorf airport, Direct Ferries (ferry services provider), Austrian Federal Railways – ÖBB, etc. Companies and societies, representing different transport modes, use

Facebook and Twitter as well: @GoSmarterToWork, @LondonCyclist, @IBikeBerlin, @MercedesBenz, @OEAMTC etc.

MaineDOT or Department of Transport in Maine, USA maintains Facebook and Twitter pages. Twitter is used only for news releases. The Department uses Facebook page to inform the public, features events like Walk-and-Bike-to-School Week, Work-Zone-Safety-Awareness Week and announcements about publications and reports. MaineDOT distributes information about unexpected traffic delays due to highway incidents (Maine Department of Transportation, 2015). The Department of Transport launched also its own social media, *mySidewalk*: <https://mainedot.mysidewalk.com/>, which serves for improving public involvement. People can share their concerns and issues, ask questions about transportation in Maine (Maine Department of Transportation, 2016).

The literature focusing on the use of social media by public transport is scarce. Manetti et al. (2016) assessed whether online interaction through social media is used as a mechanism of public information and stakeholder engagement by Canadian and American public transportation agencies. They analysed the content of Facebook and Twitter accounts of thirty-five transit companies, which represent following modes: rail, bus, vanpool, demand-response and ferry. The authors divided the content of all posts and tweets onto three categories:

- *Public information*: posts or tweets informing about fares, services, planned projects and real-time updates about service;
- *Potential stakeholder and public engagement*: posts or tweets aiming to build a relation with customers, employees and local communities in an informal way;
- *Entertainment and other ancillary functions*: a residual category for posts and tweets.

The categorisation of posts and tweets showed, that 25% of all Facebook posts were written in order to engage stakeholders and 35% of posts provided public information about service, disruptions and real-time updates. The analysis of tweets revealed that most of them (62%) give public information and only 18% of tweets intended stakeholder engagement.

Afterwards, Manetti et al. (2016) collected the number of likes, shares and comments for Facebook and favourites, retweets and replies for Twitter, because

they reflect a level of interaction between organisations and users. It helped them to assess what level and what type of interaction was reached for every category of post and tweet. The results confirm that interaction is higher on Facebook and posts aiming stakeholder engagement receive more likes, shares and comments from social media users. Twitter is used more for providing public information. The analysis of comments on Facebook presented that public transport organisations and users are often involved in two-way communication, since organisations answer to users and users reply to each other.

Manetti et al. (2016) believe that transit providers did not fully exploit the potential of social media, because organisations are afraid of that their reputation and legitimacy will be damaged, and the social media could be used for more than promotion of service or a product. The organisations need to examine in what manner staff responsible for social media responds to user comments and replies. The authors suggest that two-way communication could give information on how to improve the service and to strengthen the engagement with stakeholders without high costs.

Bregman (2012) warns that despite many positive aspects of social media use by transport providers, there are also numerous negative aspects and barriers, like resource requirements for maintenance and monitoring, dealing with online criticism, managing employee access, internet accessibility challenges for people with disabilities, security and privacy concerns.

## **2.4 Use of social media by policy-makers to increase stakeholder engagement and to encourage the use of sustainable transport among citizens**

An active involvement of stakeholders in the decision-making process concerning mobility issues creates an environment, in which policy-makers and the local community can better interact with each other. Such environment allows to achieve the following (CIVITAS WIKI consortium and Inova+, 2015):

- Higher success rates of implemented measures,
- Higher awareness of the work in progress among the community,
- Sense of ownership related to the accomplished goals,
- Increased public support and acceptance.

Social media can serve as a platform to involve stakeholders and to encourage the use of sustainable transport.

The Guidelines for Sustainable Urban Mobility Planning have been elaborated by Wefering et al. (2014) for the European Commission, its process is represented as a cycle below in figure 18. The process is divided into eleven steps and categorized into four quadrants. CIVITAS WIKI consortium and Inova+ (2015) developed possibilities of usage of social media for each individual quadrant.

The process of the involvement of citizens and stakeholders is important in all four stages, thus the use of social media can provide a cost-efficient tool to involve a large number of people. The social media could be employed in the stage “Rational and transparent goal setting” in order to communicate with the public and invite them to share their ideas and to contribute to the vision development process. The visions of the sustainable urban mobility could be presented to the broad public via social media alongside with the other channels. Furthermore, social media could be used to get opinions from the public and stakeholders concerning prioritisation of goals and measures (CIVITAS WIKI consortium and Inova+, 2015).

In the stage “Elaborating the plan” social media could be used to collect feedback and monitor citizens’ satisfaction, as well as to invite them to provide feedback on draft versions of the plan. In the final stage social media can be one of the channels

of communication with public and stakeholders (CIVITAS WIKI consortium and Inova+, 2015).

CIVITAS WIKI consortium and Inova+ (2015) have provided review how local authorities use social media:

- Social media enables to **reach out** the public in innovative ways;
- Social media could be employed to conduct **opinion polls and surveys** and to improve their visibility without high costs;
- The use of social media **increases communication activities** within the councils and contributes to the collaboration among departments;
- Social media have a potential to allow **public participation**. With the help of social media citizens can be motivated and empowered, it is also possible to increase engagement with the third sector, including charities, non-profit organisations and voluntary groups. Social media provides new ways to connect, collaborate, communicate and innovate.

Great amounts of information are generated in social media. This data could be analysed using proven tools and techniques, such as social media analytics, real-time data mining and text analytics. By combining the derived data from social media with the data from internal documents, call centre notes and emails, better knowledge can be achieved, which leads to better decision-making.

Large number of cities around the world cities have already adopted social media such as Facebook, Twitter etc. or create own app with different objectives (CIVITAS WIKI consortium and Inova+, 2015):

- to disseminate events, give visibility to mobility campaigns,
- to collect feedback and opinions on mobility plans,
- to communicate with citizens and answer their questions and requests,
- to promote public transport tickets and improvements in the mobility for pedestrians and cyclists,
- to give an opportunity to residents to submit proposals and suggestions regarding mobility and traffic, to report on road closures and accidents,
- to receive feedback from citizens,
- to conduct awareness raising campaigns, surveys and opinion polls,

- to inform about traffic conditions, accidents and service disruptions, public bicycle system, availability of parking places and provide real-time information about public transport system, state of the roads during heavy snowfalls.



**Figure 18: Planning Cycle for a Sustainable Urban Mobility Plan**

Source: (Wefering et al., 2014)

The app “SMARTSverige” deserves special attention (fig. 19). The app reveals users’ mobility patterns and helps to change it. SMARTSverige app encourages users to travel sustainably by rewarding them with points when they walk, cycle or take public transport. The more points they get, the higher is their position in the Leader Board. The app helps to find quick routes, avoid traffic jams and save time and money SMARTSverige records automatically in which mode of transportation

the user travels at the moment. It makes the app very user-friendly. The collected points could be also changed for money for charitable purposes or for discounts on products or services. User contests are regularly organized within the app, the winners get prizes. The use of the app is completely free. The app is financed by the authorities, private actors, the European Union and the United Nations ([www.smartsverige.se](http://www.smartsverige.se), 2017).



**Figure 19: SMARTSverige app on Google Play**

Source: ([www.smartsverige.se](http://www.smartsverige.se), 2017)

The app can be used in Sweden, in the region Västra Götaland and in the neighbouring regions. SMARTSverige provides four types of contests: Leaderboard Contest, Personal Challenges, Rewardshop and Stockholm vs. Gothenburg. Users

can win prizes in the first three contest. The last one helps to identify which city residents travel more sustainably ([www.smartsverige.se](http://www.smartsverige.se), 2017).

SMARTSverige has also Facebook, Instagram and Twitter pages, where news are published and winners are announced, and people are also encouraged to use eco-friendly modes of transportation and to participate in contests.

### 3. Vienna – area of investigation

Vienna is the federal capital of Austria and the biggest city in the country with 1,840,226 residents (Statistik Austria and Magistratsabteilung 23 Wirtschaft, Arbeit und Statistik, 2016) and 41,487 hectare area (Magistrat der Stadt Wien MA 23 - Wirtschaft, Arbeit und Statistik, 2015a). From the whole city area 14% are traffic areas (Magistrat der Stadt Wien MA 23 - Wirtschaft, Arbeit und Statistik, 2015a). The length of all streets in Vienna was 2866 km in 2014 (Magistrat der Stadt Wien MA 23 - Wirtschaft, Arbeit und Statistik, 2015b). Vienna provides high quality of life and is often ranked as the first or the second in the lists of world's most liveable cities (Wikipedia, 2017a). The city takes top places in the annual smart city rankings by Boyd Cohen as well (City of Vienna, 2016; Cohen, 2014).

Pursuing the major goals of the Urban Development Plan 2025, - a liveable city, robust infrastructure facilities as a public responsibility, - (City of Vienna, 2014a) has declared following:

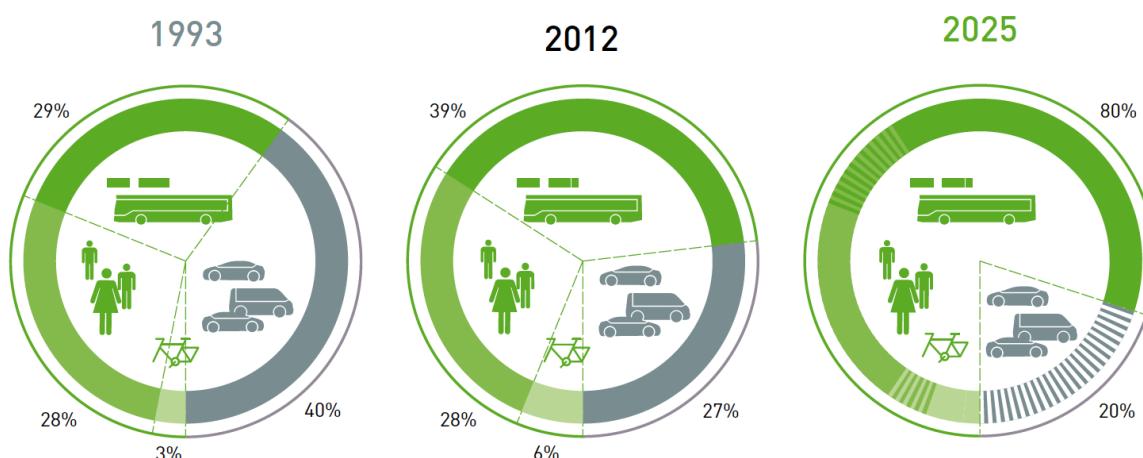
*"Mobility requires human-scale and eco-compatible forms of transport. **The City of Vienna is committed to prioritising public transport, pedestrians and cycling as the most environmentally friendly mobility modes. Vienna embodies a future-oriented urban mobility policy that is not only ecologically, but also economically and socially acceptable and hence sustainable.** It is economically sustainable because it is based on long-term investment that pays off for the city and location. It is socially sustainable because its declared goal is to ensure mobility for all citizens irrespective of their income, social position and life situation. It is ecologically sustainable because it helps to conserve natural resources and contributes to realising the Smart Wien objective".*

The vision of the future mobility in Vienna is described by six goals (City of Vienna, 2014b):

- *Fair* – mutual use of street space and affordable sustainable mobility;

- *Eco-friendly* – least possible impact of mobility on the environment, decrease the share of motorized individual transport in the modal split of Viennese to 20%;
- *Robust* – reliable and resistant to crisis, owning means of transport is not a prerequisite of mobility;
- *Efficient* – effective use of resources enabled by innovations in technologies and processes;
- *Compact* – short distances between places of work, learning, home etc.;
- *Healthy* – increase of active mobility and road safety.

According to the Vienna's Urban Development Plan 2025, the modal share of motorised individual transport should be decreased to 20% (fig. 20).



**Figure 20: Modal splits in Vienna in the years 1993, 2012 and the vision of modal split by 2025**

Source: (City of Vienna, 2014c)

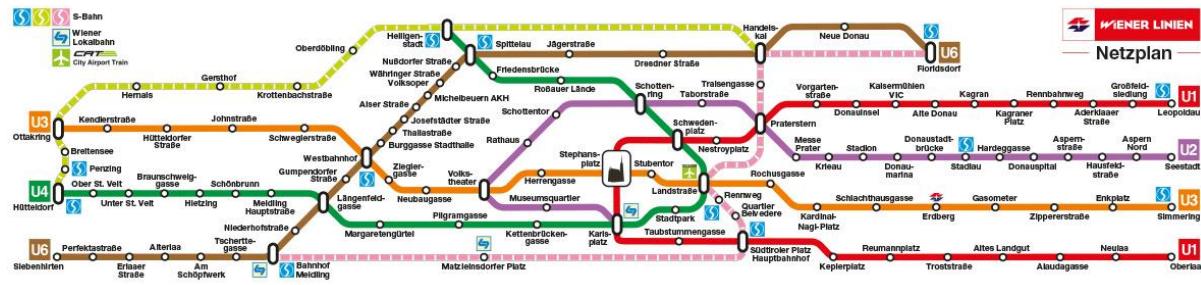
In order to reach these goals in the Urban Mobility Plan (City of Vienna, 2014b) has been identified nine fields of action:

1. *Public space: sharing streets in a fair way*, which include measures to create more space for public transport, cycling and pedestrians, more shared spaces and temporary pedestrian zones, to increase the safety and the quality of school forecourts;

2. *Governance: responsibilities and resources.* This field of action requires new approaches in administration and better interaction between public and private stakeholders;
3. *Efficient mobility by mobility management* implies influence on mobility behaviour by extensive information, mobility consultation and various services;
4. *Sharing instead of owning* – means support and encouragement of bike and car sharing systems;
5. *Transport organisation: a smarter way of managing mobility* implicates improving of attractiveness of walking, cycling and public transit by reducing waiting time at intersections, providing of safe and short routes, and increasing of punctuality of public transport, in this way the interlinkage between these means of transportation gets more effective;
6. *Transport infrastructure: the backbone of the city* means improving of the infrastructure for public transport, cycling and walking;
7. *Business in motion* – modal shift of commercial transport towards eco-friendly mobility; improving of logistics, e-mobility in vehicle fleets and freight bicycles;
8. *Mobility needs innovations* implies innovations in transport information system, new marketing approaches and vehicle technologies, research and development in order to enhance eco-mobility;
9. *Together in the region* – close coordination and cooperation with the neighbouring provinces Lower Austria and Burgenland.

The future development of Vienna constitutes also the Smart City Wien Framework Strategy at the horizon 2050. The mobility objectives of the Smart City Strategy coincide with the goals of the Urban Mobility Plan and go even further, they aim to decrease the share of motorised individual transport to 15% by 2030 and to significantly less than 15% by 2050 (City of Vienna, 2016). By 2030, the largest possible share of cars should make use of new propulsion technologies, by 2050, all cars within municipal boundaries is to make do without traditional propulsion technologies. By 2030, commercial traffic originating and terminating with city boundaries is to be largely greenhouse gases free. The strategy requires also reduction of energy consumption by passenger traffic in the city in 2030.

A throwback to the past of transport in Vienna shows that the city administration already did a lot for the sustainable mobility. After many years of long discussions, it was decided to build an underground railway, U-Bahn. The construction started in 1969 and the first line U1 went into operation in 1978 (Wikipedia, 2017b). Since then the U-Bahn network is continuously undergoing expansion. In 1980s, 1990s, 2000s and 2010s, were built new lines U2, U3, U4, U6, and the existing line U1 was extended. The underground railway will be further developed in 2010s and 2020s, a new line U5 will be constructed as well (Wikipedia, 2017c). Currently in Vienna operate five U-Bahn lines, U1, U2, U3, U4 and U6 with the total length of 78.5 km and 104 stations (fig. 16). 440.1 million people used the U-Bahn in 2016 (Wiener Linien, 2017a).



**Figure 21: Network plan of the underground railway in Vienna**

Source: (Wiener Linien, 2017b)

Apart from the U-Bahn network, Vienna has an extensive tramway system, which exists since the XIX century and is still a key part of the city transit (Wikipedia, 2017d). The network consists of 228.8 km of route, includes 29 tramway lines and serves 1,067 stations. In 2016, a total of 305.8 million passengers travelled on the network's trams (Wiener Linien, 2017a). Over the last years, tramway tracks, stations, and vehicles have been modernized, including protected, separate rights of way on many routes (Buehler et al., 2017).

Buses have been used on the streets of Vienna since 1907 (Wikipedia, 2017e). There are 127 bus lines operating in the city including night and commission based

lines, in total they serve 4,221 stations. The length of all bus lines is 832.5 km. In 2016, 208.3 million passengers used the buses (Wiener Linien, 2017a).

The U-Bahn, tramways and most of the buses in Vienna are operated by Wiener Linien. The Austrian federal railways provide since 1962 a regional railway system – S-Bahn. There are 10 S-Bahn lines (S1, S2, S3, S4, S7, S40, S45, S50, S60, S80), which connect rail stations in the city and in the suburb in Lower Austria and Burgenland. The stations within Vienna are linked to bus and/ or tramway lines, 14 stations have intersections to U-Bahn. The S-Bahn serves 181 stations, thereof 52 in the boundaries of Vienna. Around 300,000 passengers travelled on the S-Bahn network daily (Wikipedia, 2017f).

The *Badner Bahn* runs between Vienna and Baden and is operated by the Wiener Lokalbahnen Aktiengesellschaft. It serves 36 stations and about 35,000 people per day use the Badner Bahn (Wikipedia, 2017g).

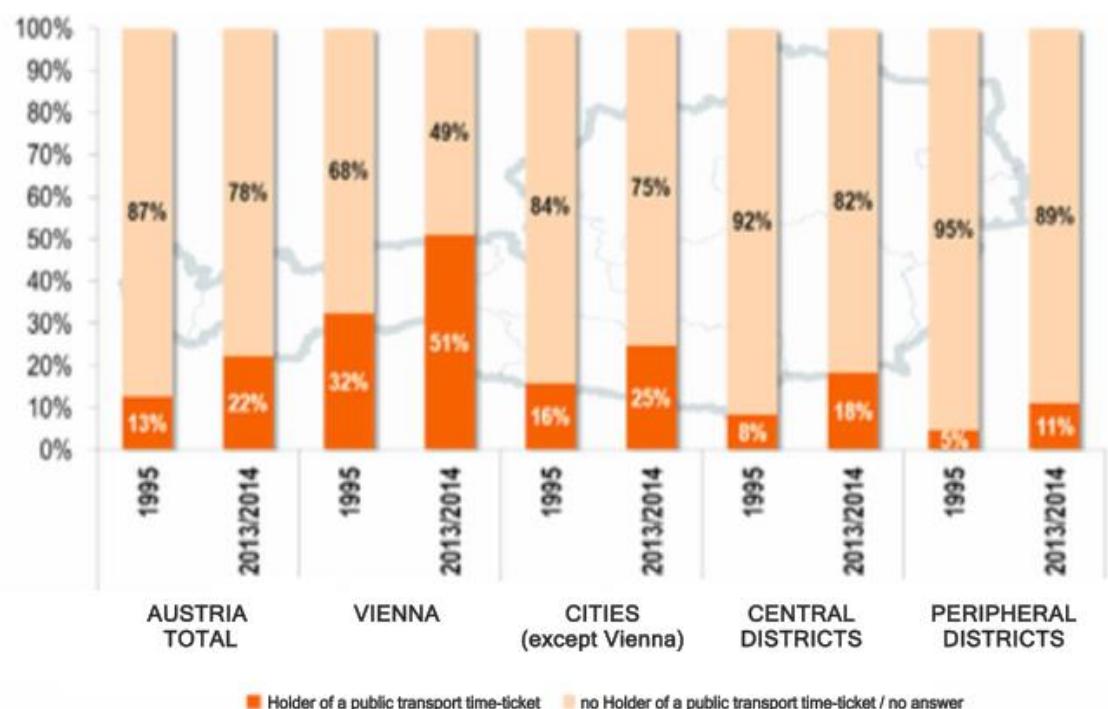
The important thing is that all above-mentioned providers are part of the Verkehrsverbund Ost-Region – mobility agency, which is engaged with planning, financing and coordinating of public transport in Vienna, Lower Austria and Burgenland (Verkehrsverbund Ost-Region, 2017). It lets to unify fares in Vienna, the same ticket is applicable in three different transit providers, and consequently the usability of public transport rises.

Since 1986 Wiener Linien provide mobility around the clock. At present over 20 Nightlines operate every night – buses, which drive in 30 minutes intervals (Kainberger, 2017). Since September 2010, the U-Bahn operates also on nights before Saturday, Sunday. In 2015, nearly 50,000 passengers travelled per night by U-Bahn (Wiener Linien, 2015). Availability of public transport also during night hours enables residents and city visitors better mobility and make them more independent from car use.

Vienna pursued for many years a low fares policy. In 2012, the price for an annual ticket for the unlimited use of public transport within the city was reduced by 20% from €440 to €365 and will remain the same in the year 2018 (Buehler et al., 2017; Wiener Linien, 2017c). At the same time the price for tickets for one month were lowered by 10%, from €49.50 to €45 (Buehler et al., 2017), however the price for a single ticket has become higher. Additionally, the age requirement for senior

discount was reduced from 65 to 60 years. It enabled more city residents to profit from the senior discount on the annual ticket - €224. School and university students pay reduced prices as well, €60 per year and €75 per semester accordingly (Buehler et al., 2017). Since 2012 only the cost of the annual ticket does not change, however prices for the monthly and the weekly passes, the 24-hours ticket and the single ticket slowly increased. In this way the city authorities have tried to encourage residents to the long-term use of public transit and to push the modal shift from the motorised individual transport to the public transport. The fares reduction was well accepted by the citizens and in 2015, Vienna reached an important milestone, 700,000 annual tickets were sold by Wiener Linien, it is more than registered cars in the city (ORF, 2016).

The development of time-ticket ownership in Austria is depicted on the figure 22. The number of persons using public transport has risen in all parts of the country, but the highest increase has taken place in Vienna: from 32% in 1995 to 51% in 2013/ 2014 (Tomschy et al., 2016)



**Figure 22: Proportion of persons aged over 6 years owning time-ticket for public transport in Austria, comparing years 1995 and 2013/ 2014**

Source: (Tomschy et al., 2016)

Besides the improvements of public transport offer and fare reductions, a policy of stricter parking management was implemented in order to decrease car use in the city. Since 1959 along commercial streets short-term parking zones were introduced, however they were charge-free until 1975. Parking management in the entire district was first realized in the first district of Vienna in 1993 and gradually spread to other districts (Buehler et al., 2017). Currently, seventeen (1-10, 12, 14-18, 20 districts) out of twenty-three districts employed parking management, covering more than a half of the city's population. District residents and enterprises can purchase exemption passes (Parkpickerl) for a fee that varies by the district from €90 to €120 per year (in 2017) for unlimited car parking within their districts and some parts of the neighbouring districts. Maximum short-term parking time is limited to two or three hours depending on the district (Magistratsabteilung 46, Verkehrsorganisation und technische Verkehrsangelegenheiten, 2017; Wien-konkret Medien GmbH, 2017). From 1975 to 2015, charges for short-term parking have significantly risen, particularly by +140% (Buehler et al., 2017). Parking time under 15 minutes is for free, hourly rate is €1,05 (Magistratsabteilung 65, Beschwerdenmanagement, 2017).

Acceptance among citizens increased rapidly because parking management decreased traffic volumes and finding of a parking place has become much simpler (Buehler et al., 2017). Traffic volumes reduced partially because commuters from the neighbouring provinces did not park on the streets, but in large park-and-ride lots at outlying rail stations and travelled into the city by public transit. There were built twenty-five parking garages in the city by 2015, eighteen additional garages will be constructed. For local enterprises special curbside spaces were reserved for truck deliveries (Buehler et al., 2017). The parking management and the above-mentioned measures helped to reduce the number of cars and to facilitate the modal shift to public transport.

The City of Vienna has taken care of the improving of walking conditions as well. In 1970s, the parts of the historical centre, particularly Kärntner Straße, Graben, Stephansplatz and Stock-im-Eisen-Platz, were transformed into the first pedestrian zone of Vienna (City of Vienna, 2017a). By 2013, the total area of pedestrian zones in the city increased from 102,126 m<sup>2</sup> to 295,938 m<sup>2</sup> (Buehler et al., 2017). Since 1980s, traffic-calmed streets with a 30 km/h speed limit were established in Vienna.

By 2014, there were 1,624 km of streets with traffic calming, i.e. 58% of all streets (Die Presse, 2014).

In 2013, a new form of shared spaces was introduced in Austria - Begegnungszone. In the Begegnungszone pedestrians, cyclists, cars and hackney carriages have the equal right to use the entire street surface (fig. 23), the speed is limited to 20 km/h (Nationalrat, 2013). By 2017, six shared spaces – Begegnungszone - were established in Vienna with the total length of nearly 3.5 km (Der Österreichische Verein für FußgängerInnen, 2017).



**Figure 23: Begegnungszone “Herrengasse” in the first district of Vienna**

Source: (City of Vienna, 2017b), Photo by Christian Fürthner

The establishment of the pedestrian zones, the traffic-calmed streets and the shared spaces facilitates not only that people walk more, but the public transport as well, because in Vienna 95% of residents walk to the bus stops and stations (Buehler et al., 2017).

Cycling conditions were improved as well. Between 1990 and 2016, the network of bicycle traffic ways and lanes increased from 190 to 1,346 km (Buehler et al., 2017; City of Vienna, 2017c). During the period from 1990 to 2015, bicycle-parking installations expanded from 3,700 to 36,400 spaces. Furthermore, the cyclists can use traffic-calmed streets, shared spaces Begegnungszone, they may travel in two-

directions on nearly all one-way streets with low traffic volumes (Buehler et al., 2017).

Since 2003, Viennese can use a bike-sharing system, CityBike, which has currently 121 docking station and over 1,500 bicycles (City of Vienna, 2017d). Additionally, in 2017 were introduced oBike (800 bicycles) and ofo (at the present 200 bicycles, expansion to 700 bicycles is expected soon), The new bike-sharing services operate without docking stations, borrowing and returning works via smartphone app, that all makes the use of these bicycles more flexible (fig. 24).



**Figure 24: The oBike-bicycle parked on the street in Vienna**

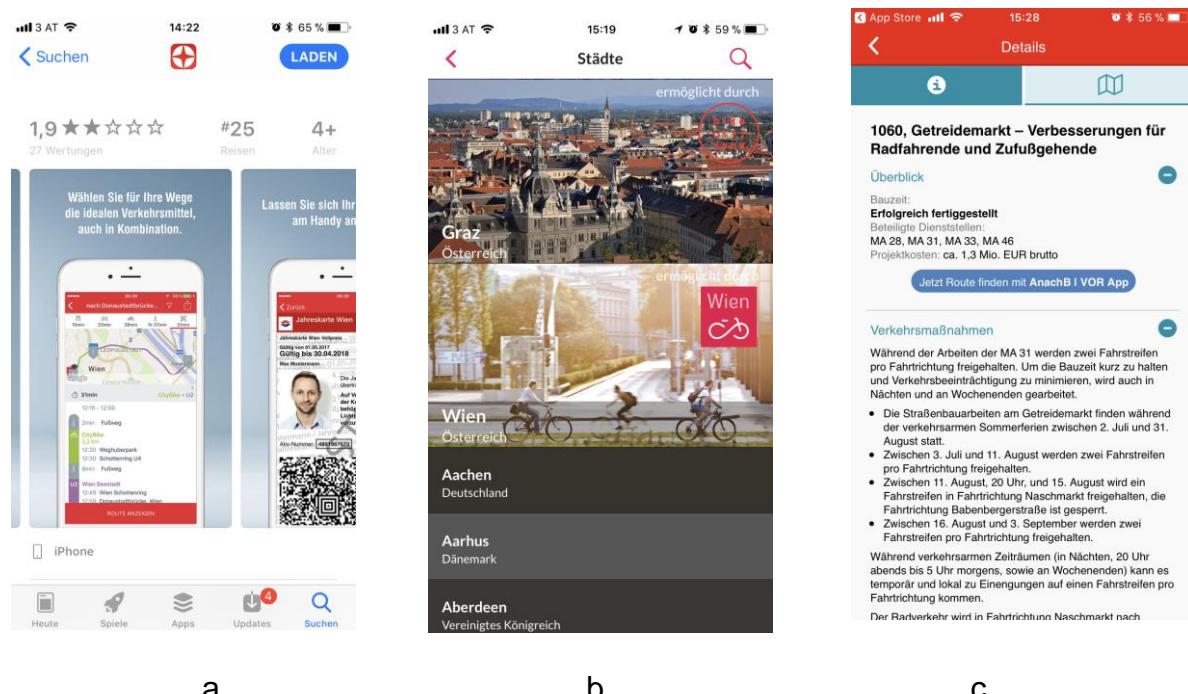
Source: (Kathrin Ivancsits - Mobilitätsagentur Wien, 2017)

The city residents and tourists in Vienna can find broad information about public transport, motorised individual transport, cycling and walking routes, construction sites via smartphone-apps and Internet web sites. Qando, AnachB, vor.at, WienMobil (fig. 25), Wiener Linien, Scotty, etc. provide information about routes for various means of transport and their combination, how much CO<sub>2</sub>-emissions will be produced on the route, real-time information for public transport; overview of all available means of transport in surrounding, including parking garages, P&R, bike-sharing, car-sharing, taxi and public transport, they enable purchase of tickets and

reservation of a car/ bicycle in the sharing services and to show the annual ticket in the app etc.

The Bike Citizens - an app developed especially for cycling in urban areas. For persons wishing to use this app in Vienna, the City of Vienna provides an opportunity to download the package for Vienna in the app for free (fig. 25).

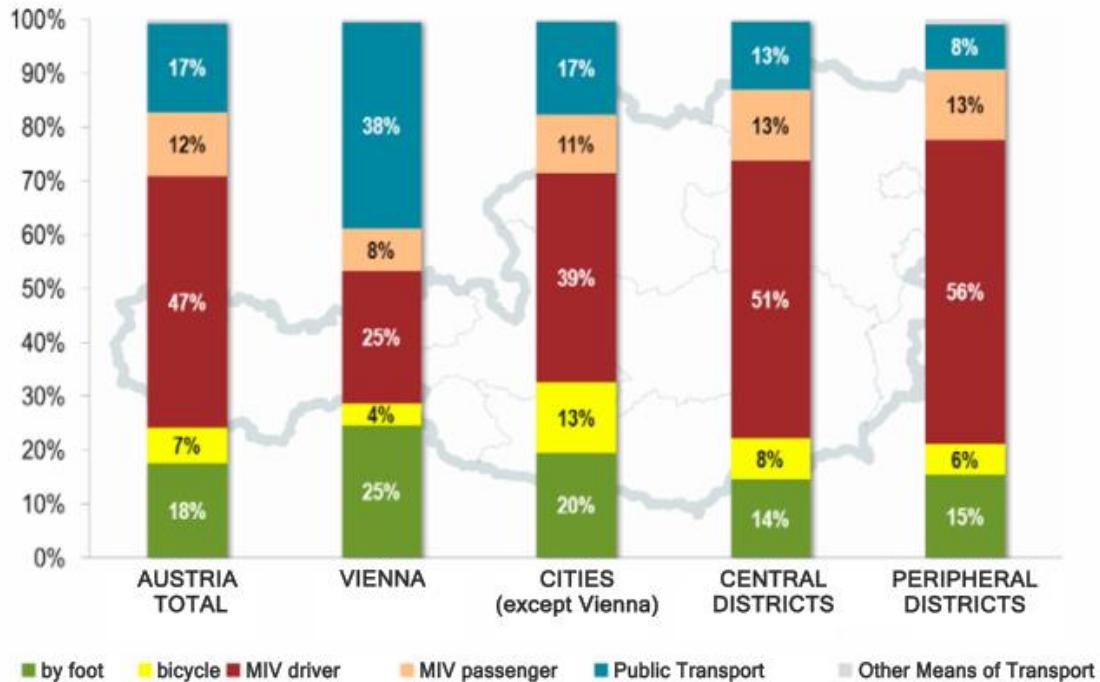
The Baustellen Wien app gives information about place and phases of construction sites, traffic management around construction and allows observing of constructions sites via live webcam (fig. 25).



**Figure 25: a – app WienMobil, b – app Bike Citizens, c – app Baustellen Wien**

Source: AppStore

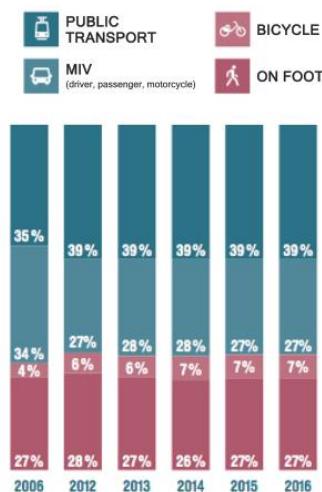
After reviewing of transportation conditions in Vienna let us look at the modal split of Viennese. The national travel survey of 2013/ 2014 identified, that the modal split in Vienna has the highest shares of public transport and walking modes, and the least rates of motorised public transport by comparing to other cities in Austria, central and peripheral districts (fig. 26) (Tomschy et al., 2016).



**Figure 26: Modal split in Austria in 2013/ 2014**

Source: (Tomschy et al., 2016)

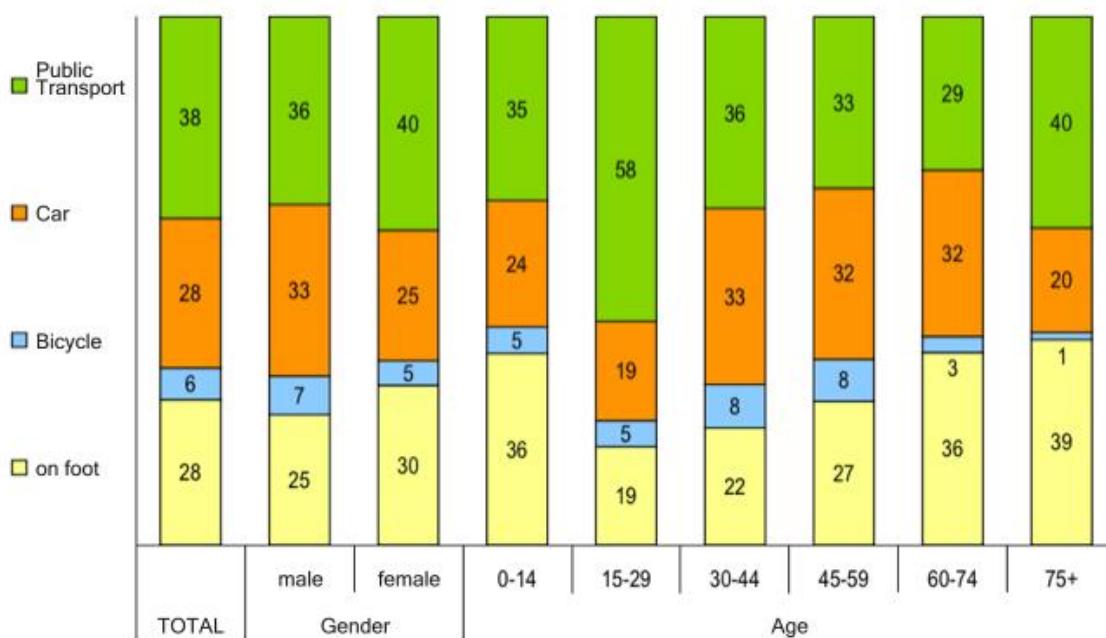
The figure 27 shows the temporal dynamics of the modal split in the city. In 2006, people used the motorised individual transport (34%) almost as much as the public transport (35%). But since 2012, the residents travel more by public transport (39%) and by bicycle (6-7%), and use cars less (27-28%) (Wiener Linien, 2017a).



**Figure 27: Temporal dynamics of modal split in Vienna**

Source: (Wiener Linien, 2017a)

The figure 28 depicts the modal split in more detail. The most interesting for us in this and following diagrams are the age cohorts from 15 to 29 and from 30 to 44, because the Millennials (generation Y) belong to both of these groups. Please note that the generation X (born from 1965 to 1980) is to a certain extent also a part of the age group from 30 to 44, so the representation of Millennials in this group is distorted. According to the figure 28, the Millennials use mostly public transport (58%) and do not frequently drive a car (19%). They walk (19%) and cycle (5%) less than the average Viennese.

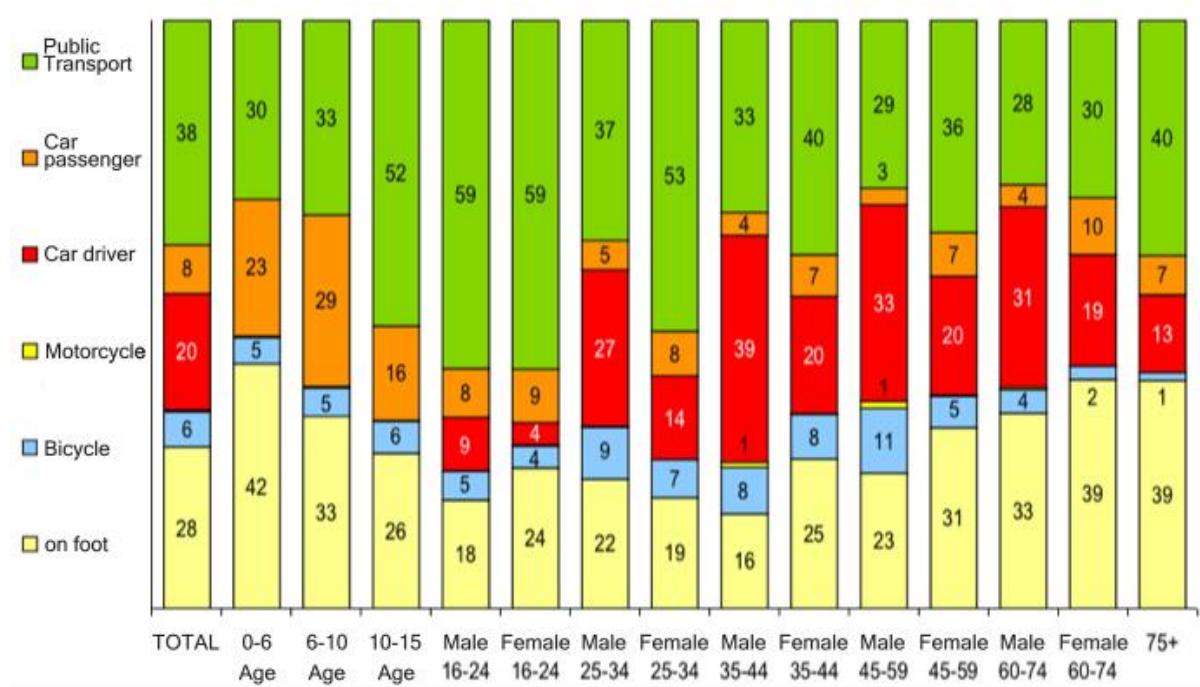


**Figure 28: Modal split by age and gender in 2010-2014 in [%]**

Source: Mobility survey 2010-2014 executed by Omnitrend GbmH commissioned by Wiener Linien, in 2014  
commissioned also by City of Vienna (Omnitrend GmbH (Jochen Heller und Regina Schreiner), 2015)

There are some significant differences between male and female Millennials in the mode choices (fig. 29). Men and women in the age between 16 and 24 travel by public transport most of their ways (59%), but more men (9%) than women (4%) drive cars. Females (24%) walk on foot more frequently than males (18%). The modal split of the next age cohort (25-34 years) looks different. The women keep using public transport a lot (53%), however the men cover only 37% of their ways by public transit and 27% by cars as a driver and 5% as passengers. Females' travel by motorised individual transport increased as well (14% as a driver and 8% as a

passenger), but it is still less than males' use. Furthermore, woman and man in both age groups, from 16 to 24 and from 25 to 34 walk less than children and older generations.



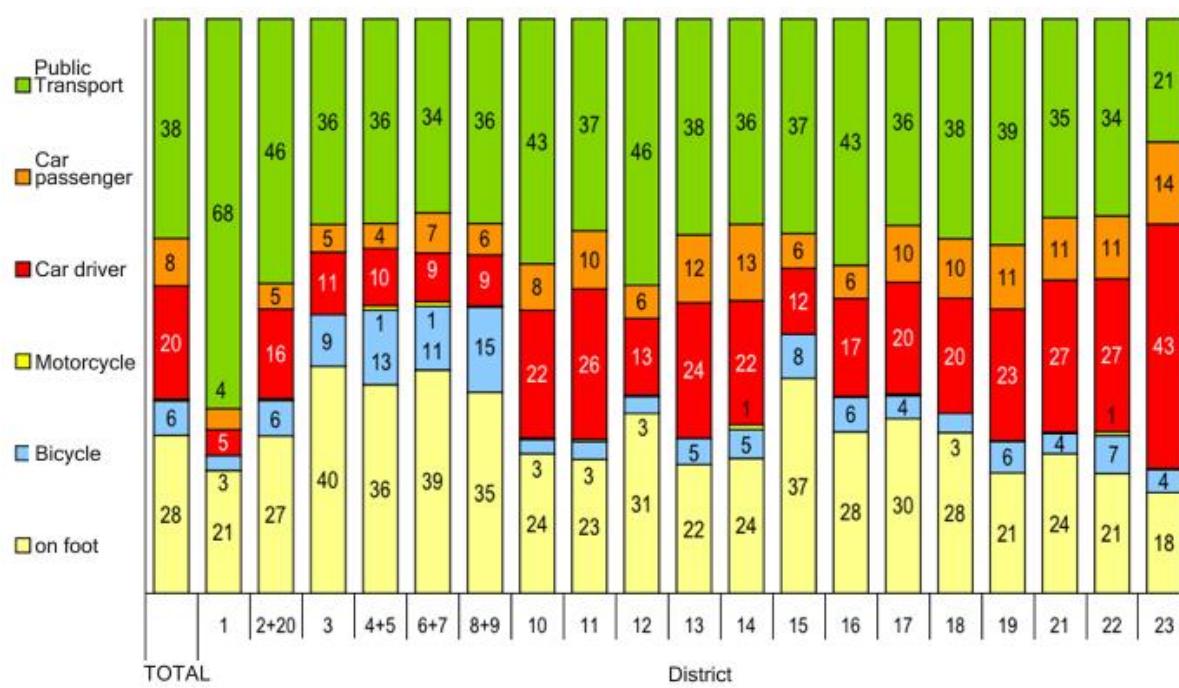
**Figure 29: Modal split by gender specific age groups in 2010-2014**

Source: Mobility survey 2010-2014 executed by Omnitrend GbmH commissioned by Wiener Linien, in 2014  
commissioned also by City of Vienna (Omnitrend GmbH (Jochen Heller und Regina Schreiner), 2015)

The modal splits of residents in various parts of the city are not similar as well (fig. 30). In dependence from the location, the public transport availability and the parking management, in the modal splits prevail either eco-friendly means of transportation or motorised individual transport. The residents of inner districts (1, 3-9) and of some outer districts (12, 15) drive cars less frequently, their shares vary from 5% to 13%. The share of ways covered by cars in the modals splits of outer districts (10, 11, 13, 14, 16-23) citizens' increases pronounced, from 17% in the 16<sup>th</sup> district and to the highest level of 43% in the 23<sup>rd</sup> district.

Concluding this chapter, Vienna has a very good transportation system, the city administration aims to advance sustainable transport and took continually measures to improve public transport, conditions for walking and cycling, and to reduce the car use by the residents. Consequently, the modal split of Viennese features by the high

shares of public transport and walking modes, however there are some considerable differences between age groups, males and females, and citizens of the distinct districts.



**Figure 30: Modal splits in districts of Vienna in 2010-2014**

Source: Mobility survey 2010-2014 executed by Omnitrend GmbH commissioned by Wiener Linien, in 2014  
commissioned also by City of Vienna (Omnitrend GmbH (Jochen Heller und Regina Schreiner), 2015)

## 4. Methodology

In order to investigate the leisure travel behaviour of young adults, qualitative research was applied. Qualitative research is a research strategy that affirms words rather than numbers, where the theory is produced out of the research, social properties are understood as a result of interplay between persons, and the social world is investigated through examination of the interpretation of the world by its participants (Bryman, 2012).

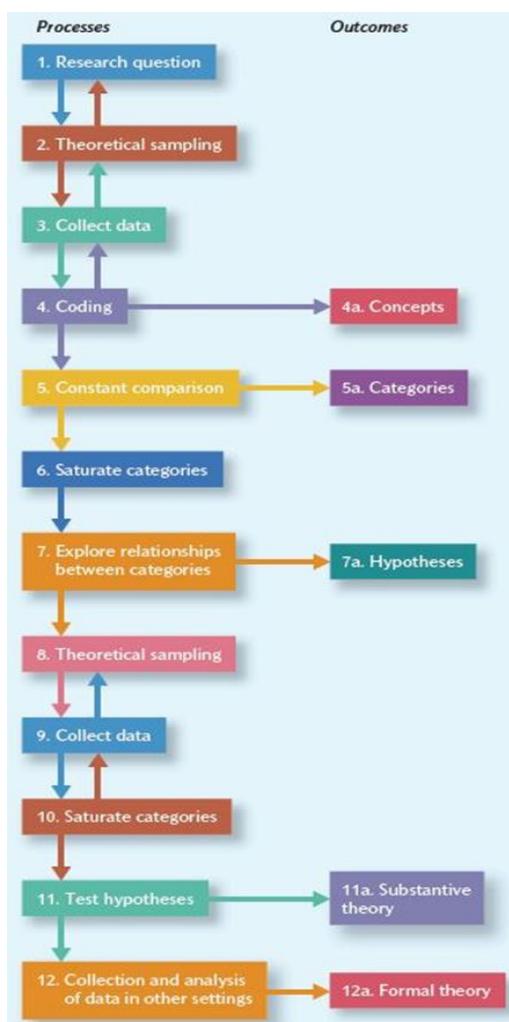
According to Johnny Saldana, qualitative research has many genres: ethnography, grounded theory, phenomenology, case study, content analysis, action research, evaluation research, mixed method research, narrative inquiry, poetic inquiry, art-based research, investigative journalism and critical inquiry (Saldana, 2011). Qualitative researchers can employ various data collection methods such as interviewing participants, participant observation, examining documents, media materials, material culture, art-based expression, related research literature and quantitative data (Saldana, 2011).

For this master thesis qualitative interviewing was chosen as a data collection method and grounded theory employed as a research method. There are two major types of qualitative interviews: unstructured and semi-structured interviews (Bryman, 2012). An unstructured interview is an interview in which the interviewer uses a thematic list for orientation and does not follow a strict script nor structure hence the nature of the interviews is rather informal. A semi-structured interview is an interview in which the interviewer has an interview guide with the prepared questions. However, the order in which the questions are asked can be changed. Moreover the interviewer may ask further questions in order to collect more detailed data (Bryman, 2012).

Grounded theory was developed by two US-American sociologists Barney Glaser and Anselm Strauss (Strauss and Corbin, 1998). They define grounded theory as the discovery of theory from data, systematically obtained and analysed in social research (Glaser and Strauss, 1967). A practitioner starts a project with an open mind and lets the theory to emerge from the collected data (Strauss and Corbin, 1998).

Grounded theory has been developed further in different forms, such as Glaserian grounded theory, Straussian grounded theory, constructivist grounded theory, Clarke's postmodern version called situational analysis and Multi-grounded theory (Thornberg and Charmaz, 2014).

Bryman (2012) visually presented the general procedure of grounded theory (fig. 31). The process starts with a research question. In a second step, relevant persons and incidents are theoretically sampled. The next step is a collection of data. Theoretical sampling was originally defined by Glaser and Strauss (1967) as „the process of data collection for generating theory whereby the analyst jointly collects, codes, and analyses his data and decides what data to collect next and where to find them, in order to develop his theory as it emerges“.



**Figure 31: Processes and outcomes in grounded theory**

Source: (Bryman, 2012)

Subsequently the coding process begins. Coding means reviewing of transcripts and/or field notes and labelling or naming their parts, which potentially can be significant or salient in the social worlds of those being studied (Strauss and Corbin, 1998).

There are two phases of coding: initial and focused coding (Thornberg and Charmaz, 2014). In the process of initial coding, „a researcher compares data with data, stays close to and remains open to exploring what they interpret is happening in the data, constructs and keeps his codes short, simple, precise and active, and moves quickly but carefully through the data“. In this phase should be asked following questions: „What is this study of?“, „What is actually happening in the data?“ (Glaser and Strauss, 1978), „What is the participant's main concern?“ (Glaser, 1998), „What process is at issue here? How can I define it?“, „How does this process develop?“, „What might his or her observed behaviour indicate?“, „When, why and how does the process change and what are its consequences?“ (Charmaz, 2006). In this phase the researcher reads and analyses the collected material word by word, line by line, paragraph by paragraph, or incident by incident, and might use more than one of these strategies

While doing initial coding the researcher will probably find the most frequent or significant initial codes, which have the most analytical meaning. In the process of focused coding he uses these codes – focused codes, to sift through large amount of data (Thornberg and Charmaz, 2014).

Following this, concepts are generated. Concepts refer to labels or names given to discrete phenomena, they are „building blocks of theory“ and produced through initial coding (Strauss and Corbin, 1998, p. 101).

The two-directional arrows show that there is a constant movement between different steps.

During coding phase constant comparative method (step 5 in fig. 31) is used: researchers compare data with data, data with code, and code with code, in order to find similarities and differences (step 5) (Thornberg and Charmaz, 2014).

Categories are the outcomes of constant comparison (step 5a in fig. 31). According to Strauss and Corbin (1998, p. 114) „categories are concepts, derived from data, that stand for phenomena. Phenomena are important analytic ideas that emerge

from our data. They answer the question „What is going on here?“ They depict the problems, issues, concerns and matters that are important to those being studied“. The researcher should choose a name for a category that seems to be the most logical description of what is going on.

During the coding process categories are saturated (step 6 in fig. 31). In step 7 (fig. 31) the researcher analyses relationships between categories, so that he or she can derive hypotheses about connections between categories (Bryman, 2012, p. 571).

If needed, additional data can be gathered with help of theoretical sampling (steps 8 and 9 in fig. 31). In step 10 the categories are saturated again (fig. 31). After categories saturated, the analyst tests derived hypotheses (step 11 in fig. 31), which further leads to elaboration of a substantive theory (step 11a in fig. 31).

If research continues, the next step (12) includes data gathering and data analysis in other settings, which leads to the specification of a formal theory (step 12a) (fig. 31). Steps 12 and 12a are not necessary and seldom used by ground theory practitioners.

Strauss and Corbin (1998, p. 22) define theory as „a set of well-developed categories (e.g. themes, concepts) that are systematically interrelated through statements of relationship to form a theoretical framework that explains some relevant social... or other phenomenon. The statements of relationship explain who, what, where, why, how, and with what consequences an event occurs“. Bryman (2012, p. 570) differentiates two types or levels of theory; substantive and formal theories: "substantive theory relates to theory in a certain empirical instance or substantive area... A formal theory is at higher level of abstraction and has a wider range of applicability to several substantive areas". To specify a formal theory, researcher gathers data in different settings.

Thornberg and Charmaz (2014, p. 167) recommend stopping a research process as soon as it reaches theoretical saturation, which means that collecting additional data does not lead to new theoretical insights and does not reveal new properties of the theory and its categories or concepts.

For the empirical part of the master thesis semi-structured interviews were employed to collect needed information and to get relatively comparable answers from the

participants. Sixteen young adults living in Vienna in the age from 19 to 36 were interviewed. The ratio of male to female respondents was 50% to 50%. The interviews were conducted in December 2016. All interviewees filled out a short questionnaire with twelve questions (see chapter 5) and undertook an interview based upon a detailed interview guide to assure the interviews systematic and comparable.

In order to find persons for a sample, an ad was placed on my private Facebook page. As a reward for taking time for interview, a cup of coffee and a piece of cake were offered. Only one individual has responded. The remaining fifteen persons were found through personal messages sent via Facebook to the people recommended by my friends. The interviews took place in different Cafes in Vienna and lasted in average around 30 minutes.

For a person to become an interviewee for the study had to meet the following criteria:

- Be a permanent resident of Vienna,
- Be born between 1980 and 1999,
- Be a student or graduate of higher education institution.

The interviews started with a discussion about persons with whom the interviewee has most frequent contacts in a private life, how often (s)he contacts those persons, and which means of communications are usually used to contact them and why exactly these particular means are chosen.

Afterwards, followed questions about social media use, which social media the interviewee prefers for communication and whether (s)he gets informed about events through social media. If the interviewee has answered that (s)he does learn about events through social media, (s)he was asked to tell about the last visited event, persons who went together to that event, the organisation of event's visit, which ways of communication were used to organise the visit, what was actually discussed, and which means of transportation were used. If the respondent has replied that social media do not serve as a source information about events, (s)he was asked to tell about the last trip, then the same questions were asked as in the case with last event. After the interviewee has answered everything about the last event, a query about the last trip followed.

Then, followed by questions about the use of social media for organisation of everyday travel and how social media changed the frequency of personal meetings. The next group of questions covered interviewee's mobility behaviour, specifically, the mode choice, the use of public transport and the change of perception of public transport through the possibility to use social media while traveling by public transit.

Thereafter, the respondent was requested to name all groups or pages of mobility providers on Facebook (s)he knows and to tell whether (s)he likes or follows those groups or pages, if yes, which of them. Then, it was asked which sources of information (s)he uses to travel within Vienna. The final question was about the influence of social media on interviewee's mobility behaviour.

Since the interviews took place in Austria, they were conducted in German language. The interviews were audio-recorded on a mobile phone Samsung S5 and transcribed on a personal computer. Afterwards, the interview transcriptions in German language were coded with software for qualitative data analysis ATLAS.ti. The selected quotes were translated into English. For the analysis of interviews grounded theory method was applied. Selected codes - focused codes, and belonging to them quotes were summarized in a table (see appendix). Based on those quotes and codes, categories or hypotheses were generated, which will be described in the next chapter.

## 5. Characteristics of interviewees

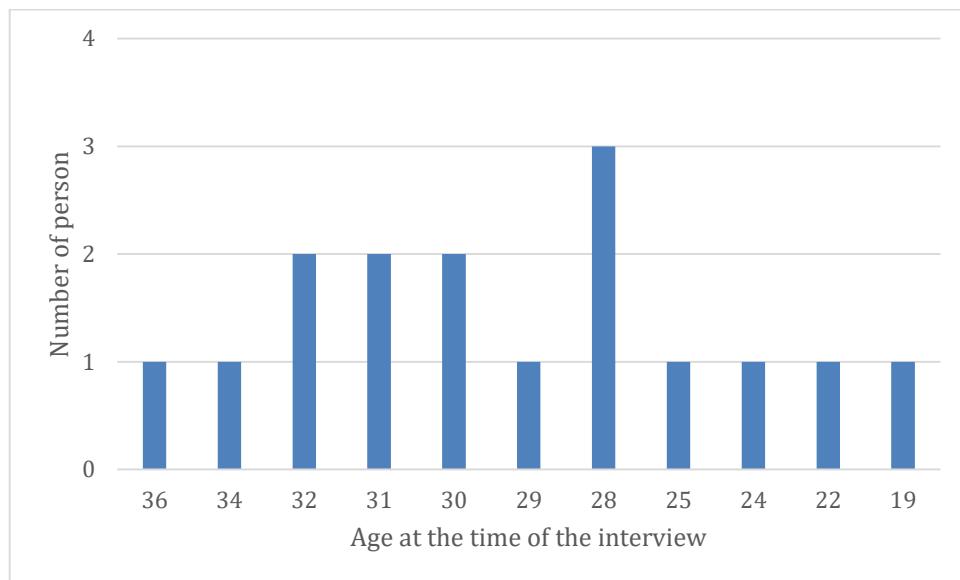
This chapter summarizes and analyses interview answers and discuss potential patterns.

At the end of each interview, interviewees filled out a short questionnaire with following questions:

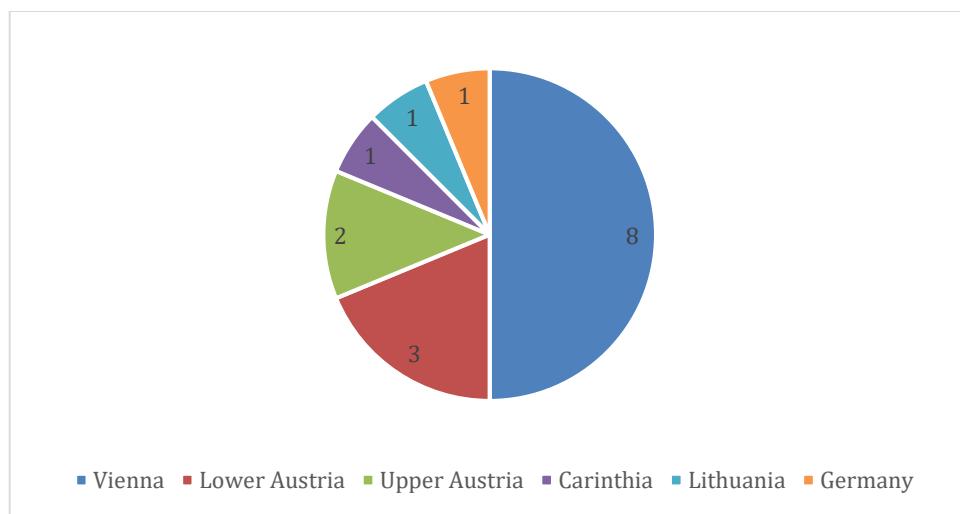
1. Year of birth
2. Sex
3. From which federal state they are from
4. Highest Educational Institution completed
5. What do/ did they study at university
6. Occupation
7. District of living in Vienna
8. Driving licence
9. Bicycle availability
10. Motorcycle availability
11. Car availability
12. Time ticket for public transport

The analysis of answers of questionnaires showed following results. 75% of interviewed persons were born between 1980 and 1988 (figure 32). All interviewees live in Vienna, most of them were born and raised in Vienna, six persons moved from other Austrian federal states to Vienna and two persons are from Lithuania and Germany respectively (fig. 33). Among all interviewees, three persons are undergraduate students, four interviewees earned a bachelor degree, five individuals graduated with a master's degree, three finished a diploma study program and one person holds a PhD. Fourteen out of all sixteen interviewed persons are employed and only two persons are not working (figure 34). Fifty percent live in the inner districts of Vienna (from 1. to 9.) and the other fifty percent live in outer districts (from 10. to 23.). Among all interviewees only one person does not hold a driving license.

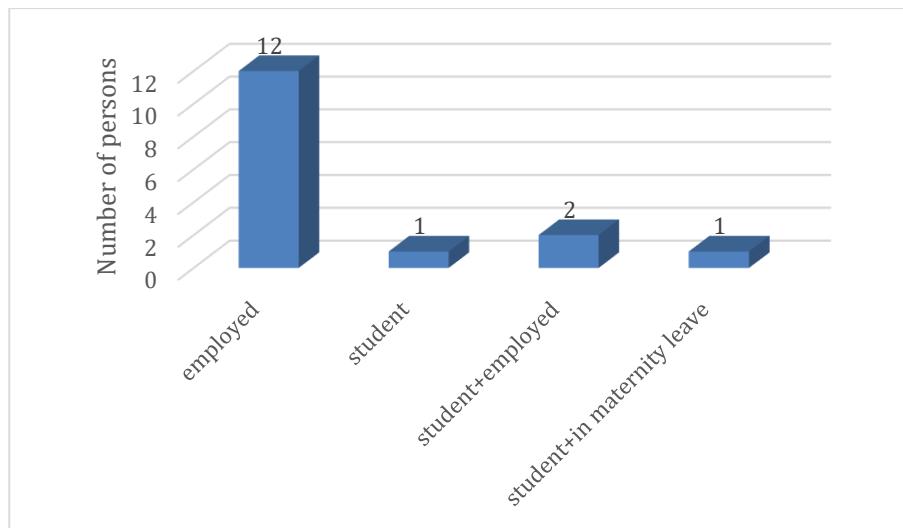
Furthermore, the interviewed persons reported that their car availability is higher than their bicycle availability (fig. 35 and fig. 36), and almost nobody has motorcycles or access to them. Albeit car availability among interviewed persons is high, eleven of them have annual tickets for public transport in Vienna and three students have semester tickets.



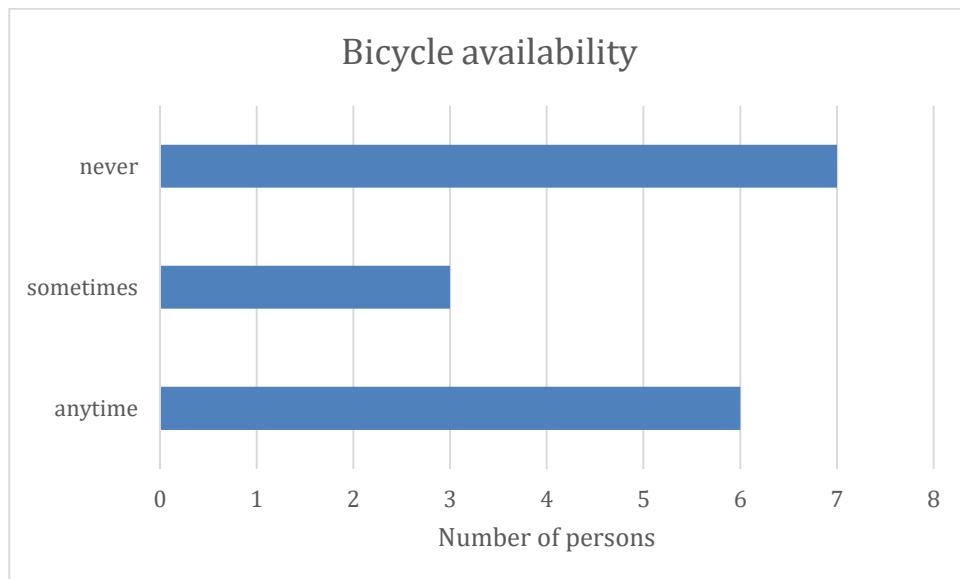
**Figure 32: Age distribution**



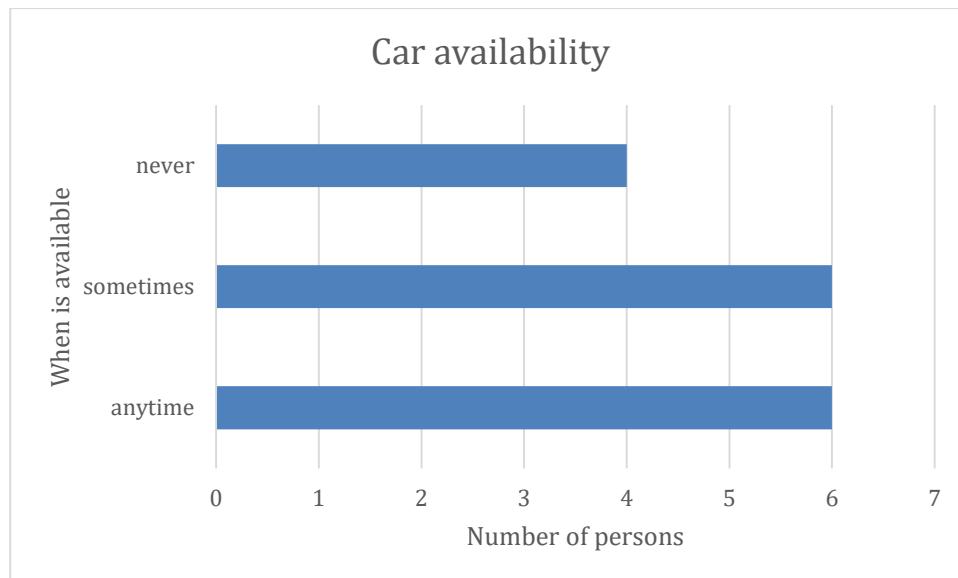
**Figure 33: Place of origin of interviewed individuals**



**Figure 34: Form of occupation**



**Figure 35: Bicycle availability of interviewed persons**



**Figure 36: Car availability of interviewed persons**

In the table 3 all answers of interviewees in questionnaire are merged. All names of interviewees are invented.

**Table 3: Overview of interviewees' attributes**

Name	Age	Sex	State	Highest attained level of education	Major of study	Occupancy	District	Driving Licence	bicycle availability	car availability	Timeticket
Sarah	29	female	Vienna	Master	Environmental management and bio resources management	employed	2.	B	anytime	anytime	annual ticket
Patrick	34	male	Upper Austria	Diploma-study	Economics	employed	5.	B	anytime	sometimes	annual ticket
Marlene	28	female	Carinthia	Bachelor	Journalism	employed	19.	B	never	anytime	annual ticket
Anita	30	female	Lithuania	Master	Energy economy	employed	18.	B	anytime	never	annual ticket
Samuel	32	male	Upper Austria	Doctorate	Engineering	employed	3.	B, AM, A	anytime	never	annual ticket
Birgit	24	female	Vienna	Bachelor	International development studies	employed	5.	B	never	sometimes	annual ticket
Christina	25	female	Lower Austria	Bachelor	Japanese studies	employed	16.	B	never	sometimes	semester ticket
Alexander	32	male	Vienna	Diploma	Business administration	employed	16.	B	never	anytime	annual ticket
Peter	31	male	Lower Austria	Diploma	Law	employed	2.	B	sometimes	anytime	annual ticket
Helmut	22	male	Vienna	Higher School certificate	Informatics	Student + employed	2.	B	anytime	sometimes	semester ticket
Christopher	36	male	Lower Austria	Master	East Asian Studies	employed	15.	B, AM, A	sometimes	anytime	annual ticket
Dieter	28	male	Vienna	Bachelor	Management	employed	9.	B	never	anytime	NO
Sophie	19	female	Vienna	Higher School certificate	Business law	student	3.		sometimes	never	semester ticket
Boris	30	male	Vienna	Master	Political sciences	employed	18.	B	never	never	annual ticket
Andrea	31	female	Vienna	Master	Korean studies	Student + in maternity leave	22.	B	anytime	sometimes	annual ticket
Michaela	28	female	Germany	Higher School certificate	Business administration	Student + employed	12.	B	never	sometimes	no

## 6. Analytical findings

The analysis of interviews and questionnaires revealed a number of patterns.

### 6.1. When and where Millennials use social media

Every interviewed person uses social media; the most used social media are Facebook and WhatsApp. All sixteen individuals use Facebook, fifteen persons use WhatsApp. Other social media mentioned in interviews are Telegram, Viber, Instagram, YouTube, Google Maps, Twitter, Emails, Skype, ICQ, Line, CacaoTalk etc. Many interviewees respond, that they use social media around the clock and almost everywhere.

Following quotations indicate that social media plays its role in many area of young adults' lives. Birgit (24) tells that she uses social media everywhere, at her work place, while she is on the way, when she is bored and right before going to sleep. Marlene (28) says: "*I have to say I am, unfortunately, 24 hours online man, I am always available. Also, because it is my job. Daily, all the time. It happens rarely, like today, that I put my phone aside and say: "Now I focus on something different" .... when I wake up in the morning, I look onto Google Drive for new mails, messages and what my trainees texted into Chat, after that I check WhatsApp for messages, and then I turn to Instagram to see who is following me and what is new*". Andrea (31) shares her social media habits: "*Actually always when I am bored, in subway or at home, when I sit ten minutes on the couch. Always, whenever I am not on the move and do something*". Helmut (22) also uses social media very often: "*Always. I wake up in the morning and turn to social media*".

The interviews indicate that **social media has become an integral part of young adults' lives**. The widespread adoption of smartphones with access to the internet made possible such penetration of social media in young adults' lives.

## 6.2. Device for social media usage

The interviewees were asked which device they use to check social media. Most of interviewed persons said that they use social media preferably on their smartphones (fig. 37). Sophie (19) tells: *"I like using social media mostly on the phone. I have an iPhone...I use Facebook from time to time on the computer, but mainly on the phone"*. Peter (31) says: *"I use (social media) primarily on the phone, on the smartphone. Tablet – very rarely, computer - also very rarely"*. Helmut (22) uses a combination between smartphone and smartwatch: *"I get all messages directly onto it (smartwatch)...all notifications, which I become on the phone"*. Sarah (29) uses social media also mostly on her smartphone and rarely on her laptop. Marlene (28) answers: *"I installed WhatsApp and similar apps on my smartphone. I use laptop only for work, the only page, that I open for fun, is Facebook. Everything else is only for work...I don't have a tablet. Meanwhile smartphones become so big that I don't need a tablet. Smartphone, laptop – that's enough"*. Birgit (24) mentioned: „*Actually (I use) only on the phone. And sometimes on the PC as well. There is a possibility to use WhatsApp on PC*“. Alexander (32) uses social media on his smartphone when he is on the way, when he is in the office – on PC and smartphone, at home – also primarily smartphone, because he rarely turns up the PC.

According to the answers of Millennials, **smartphone is the most popular device for social media usage among young adults.**



**Figure 37: Comics about smartphone**

Source: [www.bizarro.com](http://www.bizarro.com)

### 6.3. Choice of communication tools

Information and communication technologies like tablets, computers, and especially smartphones, provide a wide variety of ways of contact with families, friends and colleagues. They include phone and SMS contact and contact via different social media. Young adults choose the communication medium on the base of above mentioned criterions.

Some interviewees call on the phone if the situation requires immediate action. Michaela (28) says: *"If it is something urgent, then I call immediately, so I can reach the person very quickly. If I want to ask something unimportant, I text on WhatsApp. It depends on urgency"*. Peter (31) says: *"Regarding my friends it is like this: if I need something urgently or I want to arrange something at short notice, then I call them. If it is nothing important, then I usually text on WhatsApp"*. Patrick (34) thinks: *"If you want to get an instant reply, you call"*.

Alexander (32) would like to contact his parents on Facebook or WhatsApp, but they do not have any of them. That is the reason he texts SMS or calls his parents. Andrea's (31) family members do not have smartphones, hence she calls them. Since her friends and relatives live in South Korea Andrea contacts them via CacaoTalk, because *this messenger is very popular there*. Sarah (29) says: *"Because my family, thus my mother, my father, my sister and my grandmas do not use any messenger I usually call them"*. Sophie's (19) parents do not use WhatsApp, that is why she sends them SMS.

Young adults mentioned, that sometimes situations do not allow them to call someone and actually talk on the phone, only texting is possible, as in case with Marlene (28): *"We (she and her trainees) text more than talk on the phone, because we are at conferences or have meetings"*.

If the conversation is expected to be long, call is preferred over a text. Patrick says: *"It depends on what I am going to talk about. If it is something that cannot fit into a short text or I want to get instant reply, then I prefer to call"*.

Christina (25) answers: *"It depends on what the person likes. I am very flexible, I have really a lot of memory capacity on my mobile phone, I downloaded many apps, which are widespread, and I adapt myself to the*

*specific person*". Patrick (34) says: "*It also depends on how the other person is used to get in touch with. Some people are easier to reach via phone, others are more available via messengers*". Dieter (28) calls his parents, because "*it is too strenuous for them to text*".

Concluding above-mentioned, **Millennials choose the communication tool based on personal preferences, preferences of the counterpart, availability of social media, urgency, expected length of conversation and the specific situation at hand.**

#### **6.4. The use of communication tools**

Almost all interviewees responded that they call their family members: "*I talk to my parents every day, sometimes two or three times a day*" (Marlene, 28), "*I always call my parents*" (Peter, 31), "*I send my father sometimes emails, but usually I call him*" (Helmut, 22), "*Every day in the morning I call my mother*" (Boris, 30), "*With my mother and grandmother I talk several times a week on a phone*" (Christina, 25), "*I phone my family and sister*" (Anita, 30) etc.

Communication with friends happens mostly on social media: "*I contact my friends on WhatsApp or Facebook Messenger and I communicate with the friends in Japan via Line, one of the most favourite apps there*" (Christina, 25), "*I connect with my friends every day on WhatsApp or Facebook*" (Peter, 31), "*I communicate with my friends mostly via messengers*" (Sarah, 29), "*I send my friends emails and chat with them on Facebook*" (Anita, 30) etc.

It seems that **Millennials' use of communication tools is tailored to the target group, i.e. they contact their families via traditional media like phone call and SMS, but communication with friends happens mostly on various social media.** Probably this differentiation takes place because young adults have adopted social media faster than the older generation who still prefers to talk on the phone and send and receive SMS. Another reason could be the fact that people prefer to talk to their family members rather than text.

The next hypothesis is related with the mode choice of young adults.

## 6.5. Use of public transport

All interviewees use public transport at least once a week, most of them use it almost daily, eleven of them have an annual time ticket, three persons (Helmut, Christina and Sophie) have a semester ticket and two individuals (Dieter and Michaela) do not have time tickets for Wiener Linien. Five respondents have private cars, four of them are male (Alexander, Patrick, Peter, Dieter) and one is female (Sarah).

Young adults have been asked which transportation means do they use and how often they use public transport. Public transport is the preferred means of transportation. Sarah (29) uses “*all transportations means such as car, bicycle, by foot and public transport. And almost every day public transport*”. Marlene (28) responds: “*In summer I walk a lot by foot...and apart from that I use public transport*”. Birgit (24) rides the subway every day, and she also takes the city train from time to time. Christina (25) uses tramway daily and subway and bus several times a week, sometimes once in a week she borrows a car from her grandmother. Christopher (36) uses mostly tramway and subway and rarely the bus. Sophie (19) prefers public transport too: “*I use city train, tramway, sometimes busses, but primarily city train, tramway and subway. I ride the bicycle as well, but only for short distances*”. Boris (30) rides tramway and subway every day.

Patrick (34) has an own car, but still favours public transport: “*I use almost only public transport, which is tramway, bus and subway. When I visit my parents (in Upper Austria) I take a train, or I go by car, I use the car very rarely in Vienna, usually when I go home to my parents with my siblings and my brother-in-law. But if I am alone I choose the train*”. Alexander (32), like Patrick, chooses public transport, even though he has an individual car considering that riding public transport in the city is faster and is better for the environment. He drives the car only for visiting his clients in other Austrian cities or in Germany and when there is a need to transport something within Vienna. Peter (31) has an annual ticket and owns a car too: “*Usually I use public transport to go to work, but when I have to work a shift that is far away I take a car because it is difficult to go there by public transport. So, if I need to transfer more than two or three times it is difficult for me*”. Dieter (28) drives

his car daily, but he still uses the public transport two to three times a week when he goes to the city centre or to a place, where it is difficult to find parking.

Millennials explain their preference of public transport: “*because they are the most reliable for me...I don't have a car, because it is useless in Vienna to have a car*” (Marlene, 28), “*because I don't need to look for a parking place and I reach my destinations normally faster, because there are no traffic jams*” (Christina, 25), “*while riding I read newspaper or read on my smartphone...I like to ride public transport because I don't need to concentrate on traffic*”, (Samuel, 32), “*I sometimes check my emails in the subway on my way to the job, so I can prepare myself for the day...I need 20 minutes to get to the office and have nothing to do, so I check the news. There are also other factors. It is a cost issue, I have the annual ticket anyway, and the more I ride the more it pays off. It is faster and more convenient. If I drove every day to work, I would lose much more time than by subway. It is also better for the environment*” (Alexander, 32), “*It is exhausting to look for a parking place if you go by car and it is more expensive because of short-stay paying parking zones. Public transport connections are often relatively good - that is why I use public transport. I ride (public transport) also when I drink something*” (Peter, 31), „*I find public transport more attractive, because I don't have to look for a parking place*” (Dieter, 28), “*While driving a car you have to concentrate on how you drive and think about a lot of things, and when you use public transport, you have more options to do, you don't need to focus. You can use social media or read a book. I find it really pleasant*” (Sophie, 19), „*I use public transport, because I don't have any other means of transport*” (Boris, 30), “*It is much more comfortable for me to ride public transport in Vienna because of parking places and costs of a car. It is expensive to have a car and the parking situation is bad*” (Andrea, 31).

Concluding the above-mentioned opinions, the main reasons why young adults prefer public transport are following: convenience, time-saving, cost effectiveness, and there is no need to look for a parking place and to concentrate on traffic, while riding you can do other things such as reading and using social media. Some reasons were named only once: reliability,

good connections of public transport, public transport is a single available means of transportation and that you can ride it even, if you are not sober. Only one person mentioned the benefits for the environment, as a reason to use public transport.

The interview results imply that **Millennials prefer to use public transport for trips within Vienna, even if they have an own car, mostly because of practical reasons.**

## 6.6. Facebook as a source of information about events

The analysis of interviews also showed, that all interviewees use social media, especially Facebook, to learn about events. They do not usually look for events, but receive invitations or news about events. Michaela (28) says: “*I am regularly invited*”. Patrick (34) finds this tool on Facebook “*very useful, when you get invitations to or news about different events*”. Marlene’s (28) opinion is that “*Facebook is used very often for events, Facebook is a platform to announce everything. Sometimes the announcement of an event goes viral as soon as it is posted on Facebook. And I have to say, I get invitations on Facebook too*”.

Samuel (32) has never organized an event on his own, “*but my friends do sometimes, then I look into it. It is super to be able to invite and to know who comes - it is useful*”. Sophie (19) finds it is great, “*this year I discovered that there are so many events which are interesting for me and I find it cool that when your friend is interested in an event and clicks on “confirm” or “maybe”, you see it on a start page, so I learn about events I visit. I see events not in magazines or on a poster, I see them mostly on Facebook, and I am extremely thankful for it, because otherwise I would have never found about them*”.

Some young adults have a positive attitude to this function on Facebook, others are sceptical. Christopher (36) used to look for events on social media in the past, but now he does not. Birgit (24) attends events announced on

Facebook only when she knows, that her friends will attend them too, or, when her friends are going to take a part in an event, she sees it and will be reminded of it. Birgit usually finds out about events on another web sites, such as goodnight.at. She thinks, that Facebook is not so interesting for event-fans. Peter (31) uses this Facebook-tool “*in the meantime less. The problem is, from my point of view, that you get too many requests for events. In that moment when your friends' circle becomes too large, you get hundreds of thousand invitations and you start to ignore them. Exceptions are birthday party invitations from my friends. I can't say that I look for events on social media, but I learn about some of them, when I see, that they are from my friends, and then I check what those events are about. If I don't know who invited me or the invitation is from an event organizer which are in my friends' circle too, I ignore the invitation*”.

Interviewees were asked about the last event they visited, about which they found out with help of Facebook (table 4). All but three respondents (Christopher (36), Boris (30) and Dieter (28)) remembered the last Facebook event.

The answers indicate clearly that Facebook has become one of the main information sources about various events for young adults. Young adults use Facebook to find out about events. They usually do not look actively for events, but receive invitations or come across it. Since they visit those events, it means that **Facebook and other social media influence travel behaviour in terms of destinations**. If we suppose, that interviewees would not use Facebook and other social media, they would be less aware of events in the neighbourhood, Millennials would need other channels to receive information such as emails, word of mouth, advertisement, contact via phone or SMS etc., which all cannot compete with social media in efficiency of reaching target groups. That means, that **social media can cause Millennials to travel more by providing target-group tailored information** about events, birthday parties, exhibitions, seminars etc and **increase frequency of trips**.

**Table 4: Summary of interviewees' answers about events**

Person	Age	Event	Persons who went together to event	Ways of communication
Anita	30	Home party	Friends	Facebook and Viber
Michaela	28	Party at night club Lichtbogen in 9 <sup>th</sup> district	Friends	Facebook and WhatsApp
Peter	31	Birthday party	Friends	Facebook and WhatsApp
Sarah	29	Silent disco at WUK	Friends	Facebook and WhatsApp
Patrick	34	Brazilian festivity in Fania pub at Gürtel	Friend	Facebook, emails and WhatsApp
Marlene	29	Opening of MQ winter time	Friend	Facebook and WhatsApp
Samuel	32	Birthday party	Friends	Facebook and WhatsApp
Birgit	24	Acoustics session of a band	Friends	Facebook and WhatsApp
Christina	25	Documentary movie-screening	Student colleagues	Facebook
Alexander	32	Concert in Viper-room	Friends	Facebook
Helmut	22	Concert of a friend in a bar in 6 <sup>th</sup> district	Friends	Facebook
Sophie	19	Seminar in Pyramid	Friends	WhatsApp
Andrea	31	Surprise-party of a friend	Friends	-

## 6.7. Organisation of events visits

The interviewees learnt about the events of the table 4 – either per personal invitation from a friend or they learnt about the event on their Facebook newsfeed. The follow-up conversation regarding e.g. planning of an event's visit, location and time to meet, mode choice, eventual ride together to the event, gifts etc. continued further on Facebook or in different instant messengers, sometimes in combination with phone calls, private meetings, SMS and emails. Anita (30) says: “*We chatted on the same day, arranged*

*time and place of meeting via Viber*". Michaela (28) explains that she received an invitation on Facebook from a friend, who organized a party in the Lichtbogen club; before the party in the club she and her friends met at a friend's place to have a drink and to went together to the club. Arrangement of a meeting before the club party succeeded on WhatsApp, Michaela received a text from a friend about that meeting. Sarah (29) had a similar situation, she also organized the visit of Silent Disco in WUK with help of Facebook and WhatsApp. Marlene (28) wished to go to the opening of MQ wintertime with her best friend. That is why she texted her on WhatsApp: "*Hey, it is going to take place, I will send you via Facebook a link to the event, so you have it too*".

Samuel (32) and Peter (31) went both to birthday parties, and both communicated on WhatsApp with other invited persons about birthday presents. Christina (25) tells about her visit of an event: "*It was a movie-screening, a documentary movie. I had to go there because of the course at the university. I think, they shared it on Facebook and I clicked on "confirm"*".

Alexander (32) went to a concert, because he saw on Facebook that the band he likes, shared information about their upcoming concert. He had a chat on Facebook with his friends about that concert and they decided to go there together. Helmut (22) also saw on Facebook that a friend of him shared information about the concert of their mutual friend in the newsfeed. Helmut did not receive a direct invitation to the event, but he confirmed on the event's page, that he would join. He also saw on the Facebook that about thirty of his Facebook friends were also interested in that event. However, he only contacted one friend. The communication with the friend took place on Facebook, "*because when you are already on Facebook and you click on "confirm", then you can directly click and write a message, it works faster than any other service*".

Patrick (34) shares that the organization and coordination of an event's visit happened on Facebook, WhatsApp and email. But spontaneous communication took place on WhatsApp: "*We planned to meet up at definite time in the near a restaurant because we wanted to eat before the party. He (friend) went there right after work...I was at home; I went to that place with*

*public transport. I was running late, and he (friend) was already in the restaurant and saw that it was full. Then I suggested to meet somewhere else, and he (friend) texted me where. In that moment I was on the bus, I said (texted), then I will ride 2 stations forward. So, we have met at another restaurant”.*

If Patrick would not have texted his friend on WhatsApp, while he was still on the bus, he would have gone to the first restaurant to find it to be fully booked. Afterwards, he and a friend of him would have to go to another walking or by other means of transport. But since they used WhatsApp, Patrick knew that it does not make a sense to go to the first restaurant, and they quickly changed a place of meeting. So, Patrick stayed on the same bus to another restaurant. By using WhatsApp, he saved time and travelled less. This case shows that **social media has a potential to reduce travel by enabling very fast communication and helping to avoid making unnecessary ways.**

Birgit (24) asked her friend whether she wants to join her for that event: “*I invited her to the event directly on Facebook, afterwards I wrote her on Facebook if she was interested. And then we chatted via WhatsApp as we were on our ways, for example, I asked her: “I am here, where are you?”.*

Birgit used WhatsApp to contact her friend when they were on the go and at the destination point to find out where she is at the moment, so that they could easily find and meet each other at the arranged place without losing time. Communication via WhatsApp enables “perpetual coordination”, described by (Larsen et al., 2008). **Perpetual coordination can help people to organise their travel more effectively and accordingly, reduce travel. However, constant coordination with others can cause more disorganization and convince people to travel more.**

The results show that when Millennials organize a visit of an event, traditional tools of communication such as phone calls, emails and SMS are usually used alongside and/ or replaced by Facebook and WhatsApp or by other messaging app, because on Facebook it is possible directly to share an event with all friends, to invite persons, to see who among friends' circle will take part as well. Messages in WhatsApp sometimes supplement invitation on

Facebook to discuss something or for short-term contact to coordinate place and time of meeting. There is evidence to suggest that **social media can decrease travel and/ or increase travel depending on situation.**

## 6.8. Organisation of trips

Interviewees were asked to tell about trips they undertook lately. Their answers were summarized in the table 5. The summary shows, that people use much social media for communication about trips and its organization. Michaela (28) says: “*We drove from monastery Melk to a farm by car, and we were messaging a friend on WhatsApp to meet at the farm*”. Anita (30) mentioned, that she organized a visit to the Museum of Natural History by using group chat on Viber.

Sarah (29) went last year to Rosenheim in Germany with her boyfriend, and they organized the trip via Facebook: “*the wedding invitation came via post. Classical. But questions like “when are you there?” and “which gift are we going to buy?” were discussed on Facebook*”. Birgit (24) shares how she organized a visit of a friend in Bratislava: “*I chatted with the friend on WhatsApp. We think WhatsApp is better and more clearly arranged than Facebook. We planned a day when we will come, afterwards I spoke with my friend*”.

Samuel (32) was skiing in Salzburg. With mother and siblings, he talked on WhatsApp about organization of a trip, but they telephoned with father, because he had little experience with WhatsApp, that is why the father could not join collective conversation.

Christina (25) recounts how she and her friends met their friend in Japan: “*We three were on the way and met our fourth friend. I was messaging her all the time on Line (instant messenger) where we would meet each other and at what time, because we were running late*”. With help of the app Line Christina and her friend were able to change place and time of meeting spontaneously

while being on the move. It shows that **social media can increase efficiency of organisation of meetings.**

Dieter (28) used WhatsApp's group chat to organize a bus transfer for him and his ten colleagues from the airport to the hotel and from the hotel to a congress in Berlin: "*That is why it was important, that everybody could say...where we are, I will be there in five minutes, I need ten minutes more. So, we did organize*". Group chat on WhatsApp enabled simultaneous communication of many people, helped all people to get onto the bus and improved organization of a trip. **Social media facilitates concurrent coordination of multiple persons. It means that social media is capable of increasing efficiency of taking decisions related to travel by numerous individuals. Thus, a larger number of people can avoid unnecessary travel.**

Helmut (22) made a walking tour in forests outside of Vienna with friends. One of his friends created a Facebook group to organize the tour, where Helmut posted where and when he could pick up some people with a car. By announcing information on social media, he easily reached those people who were interested to travel with him. People who went with Helmut to a trip were able to forgo to drive their own car. This case indicates, that **social media has a potential to make a travel more sustainable, to decrease number of trips undertaken by car or by cars with single occupation.**

Similar situation had Peter (31), when he and his friends took one car: "*We spoke on WhatsApp that we would share an UBER-Taxi on the way to the airport and that the UBER-Taxi would pick up several persons*". Otherwise every person could order an UBER-Taxi to go to the airport. By coordinating on social media, they saved money and travelling by multiple cars. It means that social media helps people to travel in a more sustainable way.

In order to organize a trip, in comparison to organisation of events, interviewees contacted not only via social media, but also called, met each other to speak personally and texted SMS. Boris did not use any social media to arrange a trip: "*We did it together with the husband of my sister. He rented*

*a car, I booked hotels...I was at his place and there was a computer we used to get everything done".*

Concluding the above-mentioned, social media improved organisation of trips and meetings, made them spontaneous and unplanned, and has a potential to make a travel more sustainable. If a person does not use social media, it can lead to delays in obtaining relevant information.

**Table 5: Summary of interviewees' answers about trips**

Person	Age	Destination	Persons, who were on trip together	Ways of communication
Anita	30	Museum of Natural History in Vienna	Friends	Viber (instant messenger)
Michaela	28	Monastery Melk (Lower Austria)	Family and friends	Personal meetings and WhatsApp
Peter	31	Hamburg (Germany)	Friends	WhatsApp
Sarah	29	Rosenheim (Germany)	Friends	Post, Facebook and personal meetings
Patrick	34	Salzburg	Friend	Emails, Facebook and WhatsApp
Marlene	29	Café JOMA in Vienna	Friend	WhatsApp
Birgit	24	Bratislava (Slovakia)	Friends	WhatsApp and SMS
Alexander	32	Irenental (Lower Austria)	Friends	Facebook
Samuel	32	Zauchensee (Salzburg)	Family	WhatsApp and phone calls
Christina	25	Japan	Friends	Personal meetings and Line (instant messenger popular in Japan)
Helmut	22	Forest in Austria	Friends	Facebook
Christoph	36	Mountains in Lower Austria	Friends	Personal meetings and WhatsApp
Dieter	28	Berlin (Germany)	Colleagues	WhatsApp
Boris	30	Czech Republic and Hungary	Family	Personal meetings and phone calls

Andrea	31	Swimming pool	Friends	SMS and phone calls
Sophie	19	Washington DC, USA	Family	-

## 6.9. Facebook pages of mobility providers

Interviewees were asked whether they know any Facebook group or Facebook page of professional mobility providers and whether they liked or follow them. The results are listed in table 6. Only three people (Anita (30), Alexander (32), Andrea (31)) do not know any group or page of professional mobility providers on Facebook. Most of them know at least one group or page. 50% of interviewees do not like or do not follow any page or group of mobility provider.

Facebook pages of ÖBB (Austrian Federal Railways) and Wiener Linien (public transport provider in Vienna) are most known among interviewees. Their pages know seven out of sixteen interviewees. Four persons mentioned page of UBER (car transportation and food delivery mobile app). Three individuals answered, that they know Austrian Airlines' group on Facebook. Two interviewees know the Facebook page of CityBike – bicycle sharing system in Vienna. Groups or pages of BVG (the main public transport company of Berlin), MyTaxi (the app to order a taxi), Car2Go (car rental company), the car pool group for rides between Vienna and Mühlviertel and Mitfahrbörse, – groups who gives a lift, were mentioned only once. The biggest numbers of followers have Wiener Linien, ÖBB and UBER – 3 persons each. Austrian Airlines have 2 followers.

These numbers let conclude that **Millennials hardly follow the Facebook activity of professional mobility providers. It means that mobility providers do not reach them via social media, accordingly Millennials are not involved and not engaged by suppliers of transportation services.**

**Table 6: Summary of interviewees' answers about popularity of professional mobility providers on Facebook**

Person	Age	Which groups or pages of professional mobility providers knows on Facebook	Liked or follows groups or pages
Anita	30	No	No
Michaela	28	Austrian Airlines	No
Peter	31	ÖBB	No
Sarah	29	Wiener Linien, ÖBB	No
Patrick	34	Wiener Linien	Yes
Marlene	29	Austrian Airlines	Yes
Birgit	24	ÖBB, Wiener Linien	No
Alexander	32	No	No
Samuel	32	Mitfahrbörse	Yes
Christina	25	Car pool group for rides between Vienna and Mühlviertel, Blablacar	Follows only Car pool group for rides between Vienna and Mühlviertel
Helmut	22	BVG (Berliner Verkehrsbetriebe), Wiener Linien, UBER, Mytaxi, ÖBB	Yes
Christoph	36	UBER	No
Dieter	28	Wiener Linien, ÖBB, Car2go, CityBike, UBER	Follows only UBER
Boris	30	Wiener Linien, ÖBB, Austrian Airlines	Yes
Andrea	31	No	No
Sophie	19	Wiener Linien, ÖBB, CityBike, UBER	Follows only UBER

Furthermore, the interviewees were asked if they were aware of any ongoing promotions offered by mobility providers. Patrick (34) does not know anything about promotions. He noticed announcements of Wiener Linien about service disruption on Twitter. He thinks that it could be useful if he would get personalized announcements because Patrick needs information only about a few lines rather than the entire network.

Samuel (32) follows Mitfahrbörse. He used to find people to share a car to get to his parents in Upper Austria, when he was a student. It was cheaper to share a car with three people than to buy a train ticket. Now Samuel is

employed and takes the train. He used to check a Facebook-page of fare dodgers (Schwarzfahrer-Seite), because this page shares in real time where inspectors control passenger's tickets. Samuel also does not check this page anymore, because he has now an annual ticket for Wiener Linien.

Christina (25) follows a group on Facebook for car pools between Vienna and Mühlviertel, because she needed get there once. However now she feels annoyed by the notifications that she still receives as a follower of this group.

Dieter (28) follows Facebook-page of UBER and he invited friends to follow the UBER page as well in order to get free credit for the service. Sophie (19) also follows UBER but she did not know about promotions of UBER.

Boris (30) found out on Facebook about special offers by the ÖBB such as "Einfach Raus Ticket", "Sparschiene" and discounts you get when you have a member card for the ÖBB (Vorteilscard). Marlene (28) follows Austrian Airlines because they post information about special offers.

Helmut (22) likes the page of the BVG (Berliner Verkehrsbetriebe – public transport in Berlin) because "*they made a song and it went viral, from a dude who sings only "Mir ist egal". That is why I know it. I think I never rode by public transport in Berlin, but I liked the page and see most of the postings...I like it, because they always post entertaining things like horse in the subway or similar - some funny stuff*". Helmut thinks that the Facebook page of Wiener Linien is much more useful than the page of BVG, because they post relevant information such as service disruption etc., however he does not check the Facebook page of Wiener Linien before he gets on subway. Helmut used promotions from MyTaxi, because the driver of MyTaxi recommended him to have a look at Facebook page to make use of promotions, which enable him to pay only half the price for the taxi.

All things considered, it seems reasonable to assume that Millennials follow/like a page of mobility supplier on Facebook because:

- entertaining content is offered,
- when he/ she supposes that posted information can be relevant for their mobility decisions;

- to learn about promotions in order to get a discount for transport service.

## **6.10. Use of routing tools for public transport and web mapping services**

Interviewees were also asked how they find information for trips within Vienna; the answers are listed in table 7. The most popular sources of information to plan ways in Vienna are Qando, Google Maps and Scotty. Qando and Scotty are apps, which provide routing for public transport, timetable information and selling of tickets. Fifteen people out of sixteen use a routing app for public transport.

**Table 7: How interviewees find information for trips in Vienna**

Person	Age	Information sources to plan trips within Vienna
Anita	30	A nach B, Google Maps, Google
Michaela	28	Qando, Google Maps
Peter	31	Qando, car own navigation, Google Maps
Sarah	29	A nach B, Scotty
Partik	34	A nach B, Scotty, Google
Marlene	29	Scotty
Birgit	24	Qando
Alexander	32	Qando, Google Maps, Next
Samuel	32	Google, Qando, Scotty
Christina	25	Google Maps, car own navigation, homepages of Wiener Linien and ÖBB
Helmut	22	Qando, Google Maps, Komod, Scout

Christoph	36	Google Maps, Qando
Dieter	28	Google Maps, Maps of iPhone
Boris	30	Google Maps, Scotty
Andrea	31	Qando
Sophie	19	Qando, Scotty, Google Maps

Information and communication technologies seem to be indispensable for young adults in Vienna in planning and optimizing of their ways. Marlene (28) considers the app Scotty as “really super, because Scotty tells me the fastest way by public transport around the clock how I can get from point A to point B”. Christopher says: *“I use Qando not to find out how I can go from A to B, but in what time. I use Qando for time management”.*

The wide use of routing apps such as Qando, Scotty and A nach B among Millennials correlates to their preference of public transport. There are two possible explanations for this finding. The first one is that production and popularity of those apps made the use of public transport more convenient, information about timing, routes and interchanges became easily accessible, thus the use of public transport increased. The second explanation is that the widespread of routing apps is a reaction to increased demand for real-time information caused by raised use of public transport.

Young adults mean that Google Maps makes reaching of destinations by foot faster, easier and helps not to get lost. What Helmut (22) says about Google Maps and information and communication technologies: *“I find it irreplaceable. Maybe not directly social media, but Internet and this stuff, because no matter where I am I can say to my phone: “I am here. How can I get there?” Google Maps will tell me how I can get home, or I can directly order a taxi with the UBER app to the place where I am at the moment. I don’t need to call, I don’t have to orientate myself, I don’t need to know street’s name, and usually I don’t even know in which district I am...when I use public transport, I get out of the tramway, I type in Google Maps where I need to go, even if it is only 5 minutes to walk. Because it is always faster...and I can’t get lost...I have a*

*younger brother, he is 18 years old. If I tell him to go somewhere and he doesn't have a mobile phone with Google Maps on it, it is impossible, he won't find it".*

Millennials do not need to remember street names and ways, carry maps with them anymore, it is not necessary to navigate yourself anymore and as a consequence, it seems that their ability to find and remember directions without information and communication technologies has significantly decreased.

## 6.11. Social media's influence on travel behaviour

Most of young adults are not aware whether or not social media has an impact on their mobility. Many interviewees mentioned, that way planning apps such as Qando, Scotty and Google Maps are very useful. Anita (30) takes part in the worldwide movement Critical Mass and checks its official website and Facebook page. This movement motivates her to ride a bicycle and explains why it is so important. This example shows that **social media can affect mode choice**. Patrick (34) admits that social media influence his mobility behaviour in so far that he gets to know more people, visits them more often even though they live farther away from him. It would seem, that **social media use may cause more travel and changes of trip destinations**.

Furthermore, interviewees were asked whether they have more personal meetings since they use social media. Ambivalent answers were received. Anita (30) thinks that she meets people more often, because "*it (social media) has many benefits, first that you can organize group meetings. If you use just a phone, it is very direct. But when you use social media, you can exchange much more. You tell in a group (chat), for example, there is a movie (in cinema), maybe someone is interested to go there. You reach much more people, who are really interested*". Birgit (24) also thinks, that her meetings with friends became more frequent: "*When I see on Facebook that some*

*people go to an event, then I go there too... Via social media you have more choice. You know instantly who is interested in it (event), so you know with whom you could go. Otherwise you should ask around or create a post “who can now go with me there?”. Helmut (22) shares the same opinion, that he meets people more often “because communication is easier than in the past. I now communicate much more, I know it. I used to text monthly one thousand SMS, I had a mobile phone contract with 1000 SMS and 1000 minutes included...now I have thousands of instant-messages...I believe I meet my friends more”. He says that without social media he would have not learnt about many events or met acquaintances who went to the same event: “There was a concert of Parov Stellar in Vienna, and I saw on Facebook that eight friends of mine wanted to go there, so I met them there. Otherwise I would have gone there only with my girlfriend. But so, we knew that we all wanted to go there, we chatted on WhatsApp and went there together. So, I believe that you meet more people when you see more what they do...This often happens with vacations. I saw on Facebook that someone would fly to London, and I would fly tomorrow to London as well...hence you meet more often”.*

Samuel (32) also mentioned that thanks to the event page on Facebook he knows who would attend the same event as he, and sometimes he meets them. Dieter (28) thinks that he has more personal meetings, because “*it is easier to organize, it brings more joy. You can be more spontaneous, you can say there is this and this, you can accept (invitation). There are much more opportunities. You learn more about persons and events. You connect with people you never knew. In the bottom line all has been simplified, in particular, for introverts*”.

Taken together, these answers suggest that Millennials who use social media have more personal meetings, thus they travel more, because Facebook and other social media make communication easy, simplify organisation of group meetings, encourage people to participate in events by providing information about them and showing whether people from their friends’ circle want to go to that event as well. Furthermore, individuals can post on Facebook about their travel plans and location in real time, which may lead to spontaneous meetings with friends while travelling.

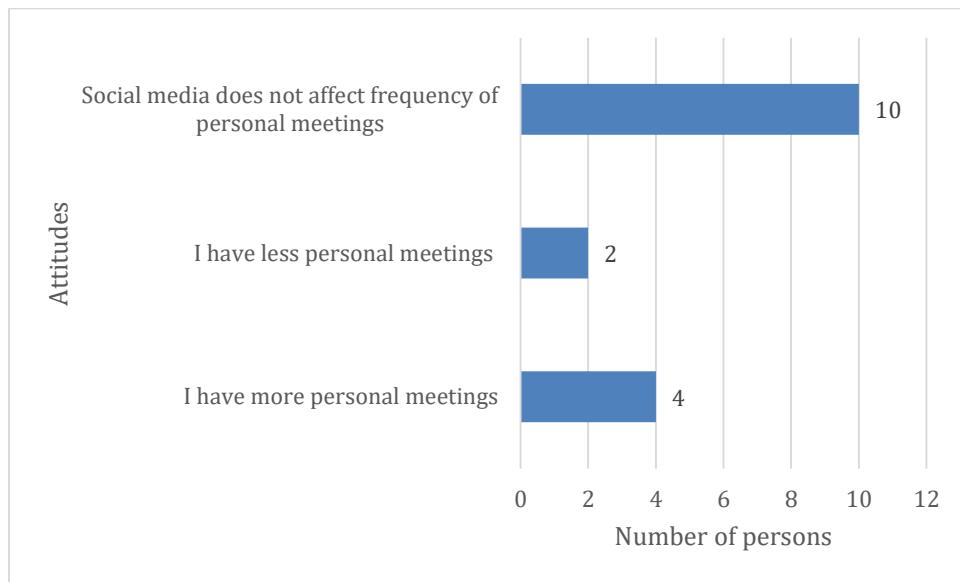
However, there are some interviewees who do not notice change in frequencies of their personal meetings. Peter (31) says: “*I don't believe, that it is coherent with social media and I see no big difference in frequency I meet up with people. But I can say that meetings have become more spontaneous...every time, when I say, I have time, it is easier to text someone on WhatsApp than on other ways*”. Christina (25) agrees with Peter: “*It (frequency of personal meetings) has stayed the same...I became more spontaneous, I can anytime communicate with my friends spontaneous, I can make spontaneous decisions about meetings with social media than without*”. Sarah (29) also does not see any difference, she thinks, “*messenger is just a means to an end, but the end did not change, just the means*”. Christopher (36) does not notice any change in frequencies of meetings too, but he believes that nowadays people “*talk less and text more*”. Alexander (32) tells: “*It (frequency of meetings) is coherent with life circumstances...but I would say that it became easier to stay in touch with people, to meet with them and arrange something, to organize. Social media are a big help and facilitation*”. Michaela (28) finds that she meets people more to special occasions like events: “*We (she and her friends) used to meet up just in a park, now always at events*”.

The results point to that social media may not have an effect on how often people meet, but enable people to meet more spontaneously and organize meetings easier. Another influence of social media is that young adults prefer to text rather than to talk on the phone. **The use of social media can also cause the change of place of meetings - destinations.**

Other interviewees suggest, that social media has reduced the frequency of personal meetings. Marlene (28) supposes that she meets her friends more rarely, “*because you actually have always access to them. And video-telephony produces feeling of a meeting. Today I don't always need to meet one person twenty times to build a relationship because I can do it with video-telephony or WhatsApp or the other person sees what I do every day, because I post pictures, so it develops a relationship*”. Samuel (32) shares the same opinion: “*A bit more rarely...because we are constantly in contact on WhatsApp, then I don't need to go home (to parents) so often, because I get*

*anyway what is going on. It is the same with my brother in Graz and with my friends. We used to meet more often, but now not so often”.*

Presumably, **social media use can also have a negative effect on the frequency of meetings, because constant contact via social media eliminates the need to meet in person.**



**Figure 38: Attitudes about the effects of social media on frequency of personal meetings**

The figure 38 shows the number of young adults and their opinions about the influence of social media use on how often they meet people. It appears, that the most common opinion is that social media does not affect frequency of personal meetings – ten interviewees out of sixteen. But some interviewees who agree with this opinion still think that social media changed character of how meetings will be organized, e.g. more spontaneous or that people prefer now writing over speaking. Four people think that they meet their friends and families more often, and only two individuals believe that frequency of their personal meetings decreased.

## 7. Discussion

This chapter synthesizes the results of the interview analysis and findings of the literature review, compares them and discusses. Recommendations will be given at the end of the chapter.

Scientists noticed an increase in public transport mode share by Millennials in industrial countries (Kuhnimhof et al., 2011, 2012b, 2012a). Interviewed people confirm this trend in Vienna, they all use public transport, and fourteen persons out of sixteen have time tickets for Wiener Linien. Another mobility pattern of Millennials is decreasing car travel (Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2011, 2012b, 2012a; McDonald, 2015). Many interviewees stated that they prefer to travel by public transport and do not own a car. Those who own an automobile do not drive it daily: Alexander (32) says: *"I use subway in the first place and sometimes tramway and bus. I drive car inside Vienna very rarely. I use the car more for trips outside the city"*. Increased use of public transport and decreased car travel by Viennese Millennials can be influenced by local situation as well, because Vienna offers good public transport system with attractive fares, safe and convenient walking conditions, the city administration expanded areas of parking management and improved cycling conditions (Buehler et al., 2017).

Another trend among young adults is drivers' licensure decline (Delbosc and Currie, 2013a; Frändberg and Vilhelmsen, 2011; Kuhnimhof et al., 2011, 2012a, 2012b; McDonald, 2015; Noble, 2005; Sivak and Schoettle, 2011, 2012), which could not be validated by conducted interviews; fifteen persons have driver's licences, only the youngest interview partner - Sophie (19), does not have a licence. She said that she plans to obtain it in the future.

The literature review revealed nine reasons for changing travel behaviour of Millennials, such as increasing level of education, increased residence in urban areas, increasing levels of unemployment among young adults, policy measures forcing traffic reduction, increased difficulties to obtain a driving licence, high fuel costs, lifecycle status, change of values and information and communication technologies (Blees et al., 2001; Davis et al., 2012; Delbosc

and Currie, 2012, 2013a; Frändberg and Vilhelmsen, 2011; KRC Research, 2011, 2013, 2015, Kuhnimhof et al., 2011, 2012a, 2012b; McDonald, 2015; Müller, 2016; Noble, 2005; Schoettle and Sivak, 2014; Schönduwe et al., 2012; Senft, 2005). All these factors could play a role in the formation of new mobility patterns of Viennese Millennials. In the empirical part of this master thesis qualitative data was collected and analysed, thus it cannot be compared with quantitative data provided by above-mentioned researchers.

Let us look at the sample. The sample is not representative, thus analytical findings of this thesis cannot be extrapolated onto the whole generation or population. People who took part in interviews have high levels of education, thirteen persons have university degrees, and three persons are students. Level of unemployment among them is low, only two persons are not employed (one student and one young mother). Lifecycle status of interviewees was not asked. Change of values in terms of environmental concerns were stated by three interviewees. All interviewed persons are active ICT and social media users.

All respondents live in an urban area – in Vienna, which has a very good public transport system, and the city of Vienna has implemented measures, which force reduction of car use such as strict parking policy and push switchover to public transport, e.g. very attractive prices for annual time tickets.

The interviews could show different results, if initial conditions would be changed. If the interviews would:

- be conducted in another city or in rural region,
- consider older age groups/ people in other life cycles, e.g. parents/ more unemployed persons/ people with another background, e.g. immigrants/ persons with different level of education.

Researchers identified different kinds of relationships between ICT and transportation (Kenyon et al., 2002, 2003; Lyons et al., 2006; Mokhtarian, 1990; Mokhtarian and Salomon, 2001; Salomon, 1986), which was enabled by wide spread of information and telecommunication technologies, including

social media. I will bring below some relationships described by the afore mentioned scientists and some ideas expressed by the interviewees:

1. Substitute (e.g. travel decreases as the result of telecommunication).  
Marlene and Samuel advanced opinions that they have less personal meetings and accordingly less travel as the result of constant contact and continual access via social media and because of a feeling of a meeting produced by video-telephony: "*Today I don't always need to meet one person twenty times to build a relationship because I can do it with video-telephony or WhatsApp or the other person sees what I do because I post pictures, so it develops a relationship*" (Marlene, 28).
2. Generation, simulation or complementarity (e.g. telecommunications can provoke travel). Anita, Birgit, Helmut and Dieter think that they have more personal meetings. Helmut (22) says: "*I really believe I meet my friends more. Thanks to the event-tool on Facebook, I learn about events that I would not have known about without Facebook...*". They meet people more, correspondingly Millennials travel more since they use social media, because social media makes communication easier, organisation of meetings more simple and spontaneous and provide information about opportunities to go out and about people with whom you could go out.
3. Operational efficiency (e.g. telecommunications make the transportation system more efficient). All interviewees use at least one planning tool, e.g. Qando, Google Maps, car own navigation. They said, that these tools help to optimize their ways and improve time management. Marlene (28) shares her opinion: "*In the past I didn't know the app Scotty, it is super, because this app shows me the fastest way by public transport to get from A to B around the clock*".
4. Long-term indirect influences (e.g. telecommunications may ultimately affect land use, which will have an impact on travel) - could not be ascertained by interviews.
5. Neutrality (e.g. telecommunications can improve access to information and social participation without increasing travel). Interviewees stated, that social media enhanced their access to information, made social

participation easier, but not necessarily increased frequency of personal meeting hence did not influence travel time and travelled distances. Alexander (32) says: "*I would say it is easier now with social media to stay in touch with people, to meet them, to arrange and to organize a meeting*".

6. Redistribution (e.g. change of time and destinations of travel and keeping of the same travelled distances). Michaela (28) tells: "*I used to meet my friends in the parks, but since I use social media I meet them at events*". From one side, this opinion can be seen as a prove of the redistributing influence of social media, from the other side it can be the influence of the age and income, Michaela and her friends probably earn now more than several years ago and can afford to go out somewhere else than park. Michaela was contacted additionally, and she explained this is not only influence of social media but also that it stems from her being older and having more income. It means that in this case social media use and other factors affected change of travel destinations.
7. Enrichment (e.g. more fruitful and interesting use of travel time). Some interviewed people mentioned that they use social media during using public transport, e.g. they read newspapers on smartphones, check emails to prepare for a working day, flick through Facebook or Instagram while waiting for a train. Sophie (19) mentioned: "*When I am waiting for a city train or when I am sitting in the city train I use social media, because I am bored, or I want to do something*". These all make their time waiting for and travelling by public transport more interesting and the time is not wasted, but used for various purposes: entertainment, education and work.

Patricia (Mokhtarian et al., 2005) explored four types of impact of ICT on leisure travel:

- a. ICT replaces conventional leisure activity – could not be ascertained by interviews;
- b. Generation of new ICT-based activities. Christina (25) told, she plays a video game Pokemon Go while riding tramway: "*I always play*

*Pokemon Go when I am on the move. When I am sitting in the tramway I play Pokemon Go and reply to the messages only when I reached the destination, because you can play Pokemon Go only when you're moving...Pokemons are everywhere and you catch them. There is an option to breed eggs, but you can breed them only when you're moving, it all works via GPS. That is why I have this game on standby when I am sitting in tramway. Every time I move, it is registered. You cannot play this game in the car due to security reasons, it is registered via GPS".* Christina's experience shows that social media may not only generate new ICT-based leisure activities, but also promote environmentally friendly mobility such as walking, using public transport and discourage travelling by automobile.

- c. ICT enables reallocation of time to other activities – many interviewees mentioned that they use social media everywhere and very often, not necessarily long. I assume that the time, which individuals spend now on social media, they could have spent doing other activities, e.g. reading books or papers, phone calling, watching television, meeting other people or walking in a park.
- d. ICT enables/ facilitates/ modifies leisure activities. In interviews almost all Millennials said, that social media delivers them information about events, all sorts of activities and sometimes even who from friends' circle is going to take part there. Sometimes it encourages them to travel to an event. Michaela (28) mentioned: "*You see on Facebook often that one or another friend goes to an event, so you go more often to the events, because your social network encourages and sometimes pressures you*".

Scientists investigated that ICT including social media have changed our everyday lives, that they augment and diffused boundaries between places of work, study and leisure activities due to fast communication (Line et al., 2011). Interviewed young adults agree with this finding. Alexander (32) says: "*When I ride the subway to the job I check my emails, so I can prepare myself for the (working) day*". Many interviewees responded, that they check social media while they are at work.

The way how people communicate with each other has changed, many interviewed individuals said that they contact friends and sometimes relatives via texts on instant-messengers, and prefer it to calling. Marlene (28) mentioned: *"We are a generation which concentrates more on texting than on telephoning".*

Communication became faster, and interviewees confirmed that social media enables them to be more spontaneous, helps to organize short-term meetings and to make sudden changes such as of the meeting location. Peter (31) said: *"I meet now my friends more spontaneous, when I have time, it is easier to text on WhatsApp than on other ways".*

The interviews showed that fast communication can increase operational efficiency of meetings organisation and of coordination by helping to avoid travelling unnecessary ways, thus social media has a potential to reduce travel. But it works also reversely, communication can cause people to travel more. Social media provide information about destinations or events, which can be potentially interesting for the users, it can encourage them to travel there, though before they have had no intention to travel, because they just did not know about it. Thus, social media is able to increase travelled distances and change trip destinations. Also, constant coordination via social media can bring more disorganization into meetings coordination and consequently, and increase travel.

Another aspect of fast communication via social media is that it has a multiplying effect, because it enables to reach many people simultaneously. Coordination in group chats of various instant-messengers can improve organization of visits and meetings, by doing so, social media reduces travel of numerous individuals. However, poor coordination is capable to produce more unwanted travel.

Since social media enables to reach large number of people, it can be used as an effective tool to announce and disperse information about possibility to give a lift and to find a lift. A perfect example for it are mentioned by Christina Facebook group for carpool and Facebook page of Mitfahrerbörse mentioned by Samuel. Considering social media can be used for carpools or for single

possibilities to give a ride, it is possible to assume that social media has a potential to make a travel more sustainable by giving opportunity to increase number of car trips with better occupation.

When people perceive information from social media about carpools and make use of it, they change their mode choice. It indicates social media's capability to change mode choice. Anita (30) changed her mode choice because she was motivated to it by the Critical Mass group on Facebook, which promotes cycling. This exemplifies that promotion of eco-friendly modes of transportation on social media can lead to mode change.

Another effect is that social media has become an entertainment tool on the move. The Millennials affirmed it, they said that they check social media, play video games and send instant-messages while they are on the go.

The above-mentioned facts show that everyday lives, leisure activities, communication, coordination and accordingly travel behaviour in terms of trip frequencies, mode choice and destinations of Millennials have changed due to social media use.

In conclusion, this master thesis set out to examine if and to what extent social media influences the leisure travel behaviour of Millennials in Vienna. The collection of original data through personal interviews in combination with a literature review has revealed that there is a clear influence of social media on the travel behaviour of young adults in Vienna. Social media can:

- cause more travel by providing target-group tailored information and increase frequency of trips,
- reduce travel by improving operational efficiency of organisation of trips and visits,
- change destinations,
- facilitate sustainable mobility by helping people to find and to give a lift or rideshare,
- affect mode choice by disseminating of encouraging information to change the mode choice.

Evidences say about multifaceted influence of social media on travel behaviour. But they do not allow to say to what extent social media affected

travel behaviour. I suppose first long-term influences, e.g. influence on land-use, will be possible to observe only after several decades.

Further research in form of path diaries is recommended. A combination between an app on the smartphone, which automatically records trips and such details as time, speed, routes etc., and a diary, where participants could document their social media use, may bring new insights. In order to substantiate this body of research a representative sample of Millennials and people of other age groups living in Vienna is recommended. Furthermore, an international comparison of metropolitan areas can reveal if and to what extent cultural and geographical factors and local policies affect the influence of social media on travel behaviour.

## **Recommendations**

I would suggest the following to the creators of Facebook: when a user accepts an event invitation or shows an interest to visiting a location, Facebook could automatically propose an environmentally friendly way or route from the current position to the point of destination with an option to change positions. This feature would help to promote public transport, cycling and walking.

Since Millennials actively use social media, influencing of their mobility through social media is possible. The revealed impacts on travel behaviour are more collateral effects of social media use than results of aimed actions to influence it.

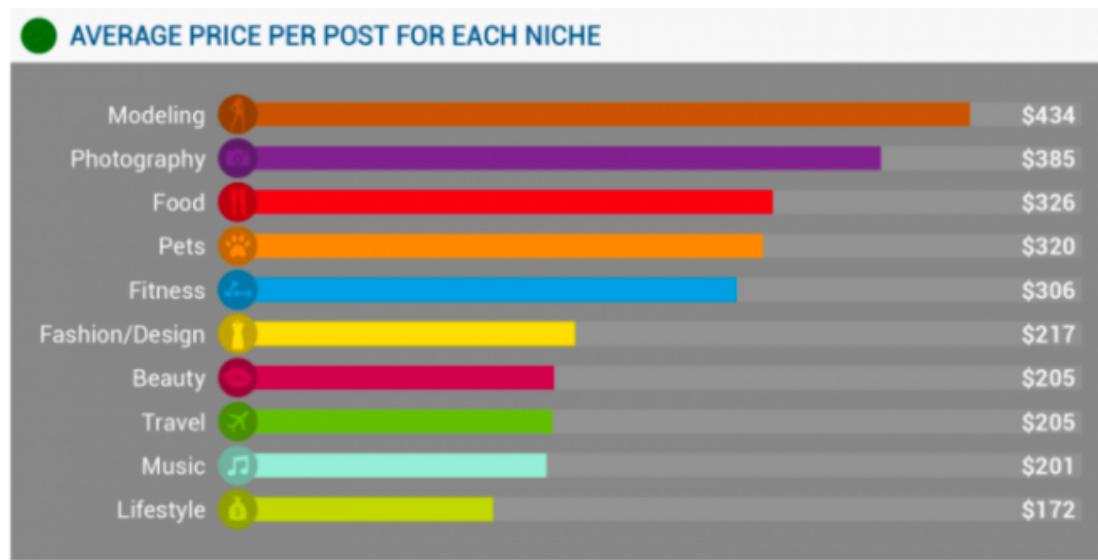
The interviews showed that Millennials hardly follow social media activity of mobility providers. Thus, their possibilities to influence Millennials travel behaviour are limited. The number of page followers, subscribers and likes could be increased if the users, who have already subscribed or “liked” the page, would share the information about the page of a mobility provider with other people. It can be achieved e.g. by a post which offers different discounts, prizes and rewards for tagging friends in the comments, or commenting and sharing. This would help to spread information quickly in social media and reach potentially interested audience, because initially the

post with the offer will be read by followers and subscribers of the mobility provider page – they are already interested, and if they tag their friends or share the post on their personal page on Facebook or other social media, there will be a chance that among their friends are those, who might also be interested in the mobility provider, assuming that followers and subscribers have friends, who share their interests, which is often the case in real life. Among all social media users, who conducted required actions several ones will be chosen, and they will receive the prizes. Mobility providers could offer as a prize to winner(s) discounts for time tickets, free time tickets, bonus for carpool use, exemption of annual fee for bicycle sharing system etc., or various items related to the mobility, e.g. the bicycle fixture for smartphone, fitness tracker etc. This method is usually used by enterprises aiming to attract attention of large number of people with small budget, because it spreads information almost virally and does not require an investment of much money and time. Such campaigns can be conducted on a regular basis.

As soon as the number of followers and subscribers has been increased, it will be easier to provide and disseminate needed information on a broader audience and attain objectives set for what social media is used.

Another way to gain more followers and to possibly encourage them for mode shift is to cooperate with influencers on social media. Influencer marketing is “a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers” (Wikipedia, 2017h). Mobility providers could find an influencer who has a large number of followers on social media living in the area of service of a transportation provider and collaborate with this person. The influencer could e.g. repeatedly post on their own account in social media pictures or videos her/ him using local bicycle system, or driving car from carpool or waiting for train at the station. By doing so, the influencer(s) would draw attention to the mobility provider and impact her/ his followers to use its service. However, the partnership with influencers requires investing some budget (fig. 39) (BRANDPUNKT, 2017). In some cases, influencer marketing

can be more cost-benefit efficient than switching paid advertisement on Facebook or other social media.



**Figure 39:Average costs in influencer marketing**

Source: (BRANDPUNKT, 2017)

The literature review and the conducted interviews showed that various instant messaging services are used by a lot of people. Thus, transport providers could create bots for the most popular apps such WhatsApp, Facebook Messenger, Telegram etc. Bot is a “software application that runs automated tasks (scripts) over the Internet. Typically, bots perform tasks that are both simple and structurally repetitive, at a much higher rate than would be possible for a human alone” (Wikipedia, 2017i). Creation of a smartphone app is expensive and complicated, thus not every mobility provider can or wants to afford it. Therefore, the use of bots is more lucrative, because their coding is easier and cheaper, and bots can be used in many cases, for human is easier to interact with them than with an app (Deo, 2017). Bots of mobility providers could provide users various information, e.g. about routes, availability of bicycles in the bike sharing systems or cars in carpools, nearest stations, remind about train departure times, automatically notify about service disruptions on the lines determined by the user and propose alternative

routes, assure better delivery of news and information about e.g. planned construction works, changes in the service, fares increase etc.

The use and development of bots is the emerging trend comparing to the apps, probably in the nearest future bots will be able to provide much more opportunities than we can imagine in the present.

Policy-makers could employ social media bots to promote sustainable mobility. Bots could replace staff of the public authorities, which respond requests of the people in social media. It could be very time and cost efficient. When someone visits their page on Facebook or on other social media, a bot could start a conversation asking what the user is looking for, assist finding needed information, share news regarding mobility and mobility campaigns, explain e.g. smart city strategy, urban development plan using a simple language, so that regardless age, education and other factors, everybody could understand it. Bots programmed in different languages could help to conduct conversations with people with different backgrounds and/ or, who do not speak most commonly spoken language in the city or country, deliver page content to them and increase their involvement. Explaining goals, set by the local administration, city or state government, and the reasons why they were established with a simple language in an interactive manner by the social media bot has a potential to increase awareness among citizens substantially.

Bots can be used to improve interaction with people, increase their involvement and stakeholder engagement. They could encourage users to express opinions, share ideas, tell their complaints, draw attention to participate in polls and surveys, facilitate filling of questionnaires etc.

Combination of social media and bots can lead to a productive symbiosis, which could bring promotion of sustainable mobility to a new level.

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## Appendix

**Table 1: Summary of used quotes, codes and theses**

<b>Quotes</b>	<b>Code(s)</b>	<b>Theses</b>
Meine Familienmitglieder per Telefon oder wir sehen uns persönlich (Sarah)	Phone contact with family; Personal contact with family	Young adults contact family on the phone or meet them personally
Mit meinen Eltern spreche ich jeden Tag, manchmal zwei-drei Mal am Tag...und die sehe ich zwei-drei Mal im Monat, weil sie in Kärnten leben (Marlene)	Phone contact with family; Personal contact with family	
Telefonisch, per SMS, hin und wieder Emails...(Alexander)	Phone contact with family;	
Mit meinen Eltern spreche ich täglich...am Telefon; Meine Eltern rufe ich immer an (Peter)	Phone contact with family;	
Mit meiner Freundin telefoniere ich; Und mit meinem Vater schreibe ich auch manchmal Emails, aber eher selten, mehr Telefon (Helmut)	Phone contact with family;	
In der Früh rufe ich meine Mutter an, jeden Tag; Wie kontaktierst du deine Schwester? Telefonisch (Boris)	Phone contact with family;	Young adults contact family on the phone
Mit Familie und Schwester telefonieren wir uns (Anita)	Phone contact with family;	
Mit meinem Freund telefoniere ich eher (Birgit)	Phone contact with family;	
Mit meiner Mutter und Oma telefoniere ich mehrmals wöchentlich (Christina)	Phone contact with family;	
Und wie kontaktierst du mit den Eltern? Meistens telefonieren (Dieter)	Phone contact with family;	
Wie kontaktierst du deine Familie? Eigentlich nur Telefon (Andrea)	Phone contact with family;	
Und mit meinen Freunden kommuniziere ich	Social media contact with	Young adults contact friends via social

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meistens über Messenger (Sarah)	friends	media
Ich schreibe sehr viel. So, entweder WhatsApp oder Facebook Messenger, oder ICQ (Patrik)	Social media contact with friends	Young adults contact friends via social media
Aber mit Freunden schreiben uns Emails und...über Facebook Messenger zum Beispiel (Anita)	Social media contact with friends	Young adults contact friends via social media
Ich schreibe eigentlich am meisten mit meinem besten Freund, meistens auf WhatsApp, SMS (Birgit)	Social media contact with friends	Young adults contact friends via social media
...mit Freunden entweder über WhatsApp oder über Facebook Messenger. Und mit der Freundin in Japan über Line, eine der beliebtesten Apps dort (Christina)	Social media contact with friends	Young adults contact friends via social media
Vor allem WhatsApp, Telegram, Facebook (Alexander)	Social media contact with friends	Young adults contact friends via social media
Mit meinen Freunden höre ich mich fast jeden Tag auf WhatsApp, auf Facebook (Peter)	Social media contact with friends	Young adults contact friends via social media
Ich benutze vor allem Telegram (Helmut)	Social media contact with friends	Young adults contact friends via social media
Und mit Freundinnen? Über WhatsApp hauptsächlich (Birgit)	Social media contact with friends	Young adults contact friends via social media
Am Abend schreiben nur mit Freunden auf Telegram oder WhatsApp (Boris)	Social media contact with friends	Young adults contact friends via social media
Und mit Freundinnen über Facebook Messenger (Andrea)	Social media contact with friends	Young adults contact friends via social media
Wenn was Dringendes ist, rufe ich sofort an, damit ich die Person schnell erreiche. Wenn ich der Person nicht wichtige Frage stellen will, dann schreibe ich ihr auf WhatsApp. Es hängt von der Dringlichkeit ab (Michaela)		

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Auf die Dringlichkeit...Bei meinen Freunden ist es so, wenn ich dringend etwas brauche oder kurzfristig was ausmachen will, dann rufe ich sie an. Wenn es nichts wichtiges ist, was ich schreiben will oder besprechen will, dann schreibe ich meistens auf WhatsApp (Peter)	Young adults call if they need to contact urgently, and text if they do not need an immediate answer	Choice of way of contact depends on urgency
Oder vielleicht wenn man gleich eine Antwort haben möchte, dann ruft man eher an (Patrik)		
Weil meine Familie, also meine Mutter, mein Vater und meine Schwester und meine Omas keine Messenger benutzen...deswegen telefoniere ich mit denen meistens (Sarah)	Young adults call their family members because they do not use social media	Choice of way of contact depends on availability of social media
Es hängt von einer Seit davon ab, welche Programmen verfügbar sind. Meine Eltern, zum Beispiel, haben kein Facebook, dann nehme ich andere Kanäle, zum Beispiel, SMS oder ich rufe sie an. Aber Freunde nutzen soziale Medien wie Facebook und WhatsApp, das ist die erste Wahl, weil es viel einfacher ist (Alexander)	Young adults call their family members or send them SMS because they do not use social media, but contact friends via social media, because friends use social media	Choice of way of contact depends on availability of social media
Weil ich von manchen Leuten, zum Beispiel, aktuelle Telefonnummer nicht habe, dann verwende ich Facebook, und wenn ich aktuelle Nummer habe, verwende ich WhatsApp. Das ist der Grund (Christopher)	Young adults contact people via Facebook, because they do not have their current phone number, if they have current number, prefer to contact via WhatsApp	Choice of way of contact depends on availability of social media
Und warum tust du mit deinen Eltern SMSen und mit Freundinnen WhatsAppen? Weil meine Eltern kein WhatsApp haben, deshalb (Sophie)	Young adults send SMS if the person, they want to contact, does not have WhatsApp	Choice of way of contact depends on availability of social media
Wie kontaktierst du deine Familie? Eigentlich nur Telefon, weil sie alle kein Smartphone haben. Und mit meinen Freundinnen über Facebook Messenger. Warum nutzt du CacaoTalk mit deinen Freundinnen nicht? Weil die kein CacaoTalk haben. Nur Freunde, die aus Korea sind oder mit Korea zu tun haben, die haben alle CacaoTalk, aber ich kontaktiere	Young adults call their family members because they do not use social media, and contact their friends on various social media depending on which social media persons use	Choice of way of contact depends on availability of social media

sie nicht jeden Tag. Aber z. B. die ganze Familie von meinem Mann, die wohnen ja nicht in Österreich, mit denen immer CacaoTalk. Warum nicht Facebook Messenger? Die Koreaner benutzen Facebook wenig (Andrea)		
Und auch davon wie man es gelernt hat wie der andere reagiert darauf, also manche kann man besser telefonisch erreichen, manche besser durch einen oder anderen Messenger (Patrik)		
Eigentlich davon wie die Person am liebsten hat. Ich bin sehr flexibel, ich habe recht viel Speicherplatz am Handy, ich habe alle Apps runtergeladen, die alle so haben, und ich stelle mich auf die jeweilige Person ein. Meine Oma hat nicht einmal ein Smartphone, deswegen kann ich nur SMS verwenden. Freundin in Japan verwendet Line, weil es dort Standard ist. Und mit dem Freund schreibe ich meistens über Facebook, weil der verwendet es an seinem Computer, weil er ganzen Tag vorm Computer sitzt. Ich bin sehr flexibel und stelle mich auf die Partner ein (Christina)	Young adults choose the way of contact which is preferable for the counterpart	Choice of way of contact depends on preferences of the counterpart
Ich persönlich schreibe viel lieber als telefonieren, es ist eher wenn die Person mit mir sprechen will (Christina)	Young adults prefer to text, but they talk if the counterpart wants to talk	Choice of way of contact depends on preferences of the counterpart
Und warum telefonierst du mit deinen Eltern? Weil es ihnen zu anstrengend ist zu schreiben (Dieter)	Young adults choose the way of contact which is preferable for the counterpart	
Oder ob man gerade in einer Situation ist, wo man telefonieren kann, oder wo man nur schreiben kann, das bewirkt auch etwas auf die Wahl (Patrick)	The situation can determine whether calling or texting are possible	Choice of way of contact depends on situation
Vielleicht bei ihr (bei der Freundin), wir schreiben ganzen Tag Nachrichten hin und her, ich habe irgendwann geschaut, wir schreiben 3,5 Tausend Nachrichten im Monat, darum weiß ich immer wann sie verfügbar ist, wann ich sie anrufen kann, darum telefoniere ich mit ihr (Helmut)	Young adults call when they know that the person they want to contact is available at the moment	Choice of way of contact depends on situation
Ein Google Chat, und da kommunizieren wir,	Young adults text more	Choice of way of

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und ich muss sagen, wir schreiben mehr, als am Telefon zu reden, einfach weil an Konferenzen sitzt oder Meetings hat (Marlene)	than calling because they are sometimes in situations when they can not call	contact depends on situation
Ich rufe meine Mutter an, weil es eine Gewohnheit geworden ist, dass ich sie jeden Tag anrufe, um zu wissen, ob es ihr gut geht, und wir reden wo ich bin, in der U-Bahn oder in der Straßenbahn, wohin ich fahre, das gleiche Gespräch jeden Tag in der Früh. Und mit meiner Schwester telefoniere ich am Abend nach der Arbeit (Boris)	Young adults call their family members, because they got used to it	
Ich SMS nicht, das ist mir keine geläufige Kommunikationsform (Sarah)	Young adults do not like send SMS	Choice of way of contact depends on personal preferences
Ich habe es lieber mit meinen Eltern auf WhatsApp, wen wir in einer Gruppe sind, zu schreiben...es ist einfach leichter für mich (Birgit)	Young adults like to text their parents in group chat in WhatsApp	
Ich persönlich schreibe viel lieber als telefonieren, es ist eher wenn die Person mit mir sprechen will (Christina)	Young adults prefer to text rather than to call	
Es ist einfacher (zu schreiben). Es ist einfach eine Generation, die sich mehr aufs Schreiben als Telefonieren konzentriert (Marlene)	Young adults prefer to text rather than to call	
Mit der Familie ist es eine Gewohnheit einfach zu reden und zu fragen wie es Ihnen geht (Anita)	Young adults call their family members, because they got used to it	
Ich kontaktiere eigentlich nur über Messenger oder WhatsApp (Samuel)	Young adults contact via instant messengers	
Und wenn man was länger reden müsste, dann rufe ich an (Samuel)	Choice of way of contact depends on expected length of conversation	Young adults prefer to call if the conversation is going to be long
Es kommt darauf an worum es geht, ob es etwas ist das man kurz schriftlich klären kann oder das man erklären muss...dann ruft man eher an (Patrik)		
Auf meinem Smartphone. Laptop auch: Facebook. Und auf welchem Gerät am häufigsten? Am aller häufigsten auf meinem Smartphone (Michaela)	Gadget for social media	Smartphone is the most popular device
Hauptsächlich auf dem Telefon, oder auf dem		

PC manchmal, manchmal auf dem Tablet (Patrik)		for social media usage among young adults
Nur auf meinem Handy. Eher selten am Laptop (Sarah)		
Auf dem Smartphone habe ich WhatsApp und dergleichen Apps installiert. Auf dem Laptop, den Laptop nutze ich wirklich nur zum Arbeiten, es werden die einzige, unter Anführungszeichen Spaß-Page, die aufgemacht wird, es ist wirklich nur Facebook. Alles andere auf dem Laptop nur zum Arbeiten. Und benutztest du Tablet auch? Nein, ich habe kein Tablet. Die Handys sind mittlerweile so groß, dass ich eigentlich keinen Tablet brauche. Smartphone, Laptop – das reicht (Marlene)	Gadget for social media	Smartphone is the most popular device for social media usage among young adults
Auf meinem Telefon (Anita)		
In der Arbeit Skype auch, am Laptop. Und andere Social Media nutzest du am Telefon? Ja, am Telefon (Samuel)		
Eigentlich nur am Handy. Und manchmal am PC auch. Es gibt zum Beispiel die Möglichkeit, dass man WhatsApp am PC nutzen kannst (Birgit)		
Zu Hause habe ich lieber auf dem Laptop, weil ich dann schneller schreiben kann. Aber wenn ich unterwegs bin, natürlich auf dem Smartphone. Ich arbeite in einem Geschäft, dort verwende ich keinen Computer, dort habe ich nur mein Smartphone (Christina)		
Wenn ich unterwegs bin am Handy, wenn ich im Büro bin – PC und Handy, wenn ich daheim bin, auch vor allem Handy, da habe ich PC selten aufgedreht (Alexander)	Gadget for social media	Smartphone is the most popular device for social media usage among young adults
Ich benutze Großteils am Handy, am Smartphone. Tablet sehr selten, Computer auch sehr selten. Zu 90% würde ich sagen, am Handy (Peter)		
Wahrscheinlich am meisten Handy oder Smartwatch (Helmut)		
Vor allem Computer und Smartphone		

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(Christoph)		
Auf dem Smartphone hauptsächlich (Dieter)		
Am liebsten gefällt es mir auf dem Handy, ich habe ein iPhone, und da gefällt es mir ziemlich gut. Facebook verwende ich ab und zu auf dem Computer, aber hauptsächlich am Handy (Sophie)	Gadget for social media	Smartphone is the most popular device for social media usage among young adults
Auf dem Handy, manchmal auf dem iPad, auf dem Laptop nur Facebook (Boris)		
Fast nur auf dem Handy (Andrea)		
U-Bahn, Bus, Auto und Schnellbahn. Auto als Fahrerin oder als Mitfahrerin? Beides. Wie oft fährst du öffentlich? Ein-zwei Mal die Woche. Und an anderen Tagen? Manchmal kann ich das Auto von meinem Mann haben oder ich fahre nicht, bleibe zu Hause (Michaela)	Mode choice in general Multimodal travel behavior of young adults	Young adults prefer to use public transport for trips within Vienna
Alle. Also, Auto, genauso wie Fahrrad, genauso wie zu Fuß gehen, genauso wie öffentliche Verkehrsmittel. Wie oft fährst du mit öffentlichen Verkehrsmitteln? Jeden Tag fast (Sarah)	Mode choice in general Multimodal travel behavior of young adults Daily use of public transport	
Öffis. Im Sommer gehe ich sehr viel zu Fuß. Ich bin überhaupt keine Radfahrerin. Und sonst Öffis, weil sie für mich am zuverlässigsten sind. Und hast du auch ein Auto? Ich habe kein Auto, weil ich in Wien nutzlos finde ein Auto zu haben (Marlene)	Mode choice in general Multimodal travel behavior of young adults Daily use of public transport No car availability	Young adults prefer to use public transport for trips within Vienna
Ich fahre jeden Tag, wenn das Wetter passt, mit dem Fahrrad in die Arbeit. Wenn es regnet, fahre ich mit öffentlichen Verkehrsmitteln. Wie oft fährst du mit Öffis? 2-3 Mal pro Woche (Anita)	Mode choice in general Multimodal travel behavior of young adults Bicycle use Weekly use of public transport	
U-Bahn und S-Bahn. Und wie oft fährst du mit den ÖV? Jeden Tag (Samuel)	Mode choice in general Multimodal travel behavior of young adults Daily use of public	Young adults prefer to use public transport for trips within Vienna

	transport	
Fast jeden Tag die U-Bahn, ab und zu die Schnellbahn. Und fährst du auch mit einem Privatauto? Ich kann nur das Auto von meinen Eltern benutzen, aber die wohnen im 21. Bezirk, also wenn ich vom 5. Das Auto brauche, muss ich extra hin, dann muss ich wieder herumfahren und wieder zu mir. Deswegen mache ich es nicht wirklich. Ich fahre eigentlich mit dem Auto, wenn wir auf irgendwelche Familienfeier fahren. Dann fahre ich dorthin zur Familienfeier und zurück. Allgemein fahre ich kein Auto (Birgit)	Mode choice in general Multimodal travel behavior of young adults Daily use of public transport	
Jeden Tag die Straßenbahn und mehrmals in der Woche U-Bahn und Bus. Und vielleicht einmal in der Woche das Auto von meiner Oma (Christina)	Mode choice in general Multimodal travel behavior of young adults Daily use of public transport	
Ich fahre fast immer mit dem Fahrrad. Und wenn ich nicht Fahrrad fahre, fahre ich öffentlich. Also ich habe ein Führerschein und ich hätte ein Auto zur Verfügung, aber ich habe es in Wien ausprobiert, es ist ein Blödsinn das Auto zu fahren, keinen Sinn, es ist langsamer, kostet mehr. Selbst wenn es weniger kosten würde, würde ich nicht machen. Wenn es Fahrrad fahren teurer würde, würde ich immer noch Fahrrad fahren, weil das Autofahren so viel länger dauert, so nervig ist. Und im Winter fährst du auch mit dem Fahrrad? Ja. Ich fahre wirklich immer Fahrrad. Und wenn ich nicht Fahrrad fahre, fahre ich öffentlich. Auto fahre ich dann, wenn ich zum IKEA fahre oder so, oder umziehe. Oder Freunde mitnehmen musst? Ja, so wie zum Beispiel bei dieser Wanderung. Oder ich besuche einen Freund von mir in Niederösterreich, das sind 50 km, ich bin schon das mit dem Fahrrad gefahren, aber das ist zack. An einem Tag hin, und dann 8 Stunden da sein, und wieder zurück, es ist anstrengend. Du hast gesagt, du fährst nicht so oft mit den Öffis. Nein. Ich fahre mehr Fahrrad. Ich fahre	Mode choice in general Multimodal travel behavior of young adults Bicycle use Weekly use of public transport	Young adults prefer to use public transport for trips within Vienna

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vieleicht 1-2 Mal die Woche nicht Fahrrad. Dann fahre ich 2-3 Strecken pro Tag öffentlich (Helmut)		
Alles was in Wien ist, Straßenbahn, U-Bahn hauptsächlich, Bus relativ selten. Fahrrad? Ich habe kein Fahrrad. CityBike? Ab und zu. Okay. Und Auto? Ich habe kein Auto, aber Carsharing verwende ich einamal die Woche, hätte ich gesagt. Was meinst du unter Carsharing? Car2go? Oder DriveNow? Ja, genau (Christopher)	Mode choice in general  Multimodal travel behavior of young adults  Daily use of public transport  Use of carpools	
Öffentliche Verkehrsmittel, also Schnellbahn, Straßenbahn, manchmal Busse, aber hauptsächlich Schnellbahn, Straßenbahn und U-Bahn. Wie oft fährst du öffentlich? Eigentlich jeden Tag. Fährst du auch mit dem Fahrrad? Mit dem Fahrrad fahre ich auch manchmal, aber nur kurze Strecken, also zum Beispiel von mir zu Hause bis hierher anstatt viertel Stunde zu gehen. Das finde ich schneller und angenehmer (Sophie)	Mode choice in general  Multimodal travel behavior of young adults  Daily use of public transport	Young adults prefer to use public transport for trips within Vienna
Straßenbahn und U-Bahn. Wie oft fährst du öffentlich? Jeden Tag (Boris)	Mode choice in general  Multimodal travel behavior of young adults  Daily use of public transport	Young adults prefer to use public transport for trips within Vienna
Nur Wiener Linien, öffentlich. U-Bahn, Schnellbahn? Alles. Auto? Ich habe kein persönliches Auto, nur mein Opa. Also wenn wir das Auto brauchen, wenn wir außerhalb von Wien ein Ausflug machen z. B., dann borgen wir von ihm das Auto aus (Andrea)	Mode choice in general  Multimodal travel behavior of young adults  Daily use of public transport	Young adults prefer to use public transport for trips within Vienna
Fast nur öffentliche Verkehrsmittel, also Straßenbahn, Bus, U-Bahn. Wenn ich nach Hause fahre zu meiner Familie, mit dem Zug oder ich fahre mit dem Auto. Ganz selten in Wien, meistens wenn ich nach Hause fahre mit meinen Geschwistern und meinem Schwager. Wenn ich alleine bin, fahre ich fast immer mit	Mode choice in general  Daily use of public transport  Multimodal travel behavior of young adults	

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dem Zug, aber wenn wir zu Mehrt sind, dann mit dem Auto (Patrik)	Own car Car use for trips outside Vienna	
Am liebsten U-Bahn, weil ich finde, dass Beschilderung am besten ist, ich mag eigentlich Bussen und Straßenbahne weniger, so gut wie es geht zu meiden, aber wenn es sein muss, benutze ich auch. Nur öffentliche Verkehrsmittel? Nein. Ansonsten fahre ich mit Auto, kommt drauf an wie die Dienste in meiner Arbeit sind, also normal fahre ich in die Arbeit öffentlich, aber wenn ich Dienste weiter weg habe, dann fahre ich mit dem Auto, wenn es zu kompliziert ist öffentlich zu erreichen, also wenn ich mehr als 2 oder 3 Mal umsteigen muss, dann ist es mir schon zu kompliziert. Und wie oft fährst du mit den Öffis? Man kann sagen von 7 Tagen in der Woche zumindest 4 (Peter)	Mode choice in general Frequent use of public transport Multimodal travel behavior of young adults Own car Car use	Young adults prefer to use public transport, even if they have own car
U-Bahn, Straßenbahn. Hast du einen PKW? Den auch. Und wie oft fährst du mit ihm? Fast täglich. Und Fahrrad? Nein. So, hauptsächlich fährst du PKW? Ja, und dann öffentlich für Innere Stadt oder wo ich weiß, dass ich keinen Parkplatz bekomme. Und wie schätzt du? 2 Mal pro Woche? Ja, 2-3 Mal (Dieter)	Mode choice in general Weekly use of public transport Multimodal travel behavior of young adults Own car Frequent Car use	
In Wien U-Bahn in erster Linie, oder wenn es sich anbietet, Straßenbahn und Bus. Und Auto innerhalb von Wien ganz selten, das Auto habe ich mehr um aus Wien rauszukommen, also für Kundenbesuche. Wenn ich Kunden habe in Graz und Linz oder München, dann fahre ich mit dem Auto. Aber innerhalb von Wiens eigentlich nur öffentlich, außer ich habe was zum Transportieren. Wenn ich nach SCS fahre oder Parndorf schon mit dem Auto. Und wie oft fährst du öffentlich? Fast täglich (Alexander)	Mode choice in general Daily use of public transport Multimodal travel behavior of young adults Own car Car use for trips outside Vienna	
Während der Fahrt (mit ÖV) tue ich am Handy Zeitung lesen oder so was. Aber es ist schon gut bei den Öffentlichen, man kann was anderes machen. Ich fahre gerne mit den	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because you do

Öffentlichen, weil ich mich nicht auf Verkehr konzentrieren muss (Samuel)		not need to concentrate on traffic and you can do other things such as reading
In Wien finde ich es schon bequemer mit den Öffis, weil man kein Parkplatz suchen muss und meistens schneller geht, weil ich keine Staus habe (Christina)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is faster, and there is no need to look for a parking place, you do not need to concentrate on traffic
Ja, es ist sicher ein Aspekt, keine Frage. Wenn ich zum Beispiel mit dem Auto in die Arbeit fahren würde... Ich mache manchmal so, wenn ich in der U-Bahn bin schon meine Emails checke, dann kann ich schon auf den Tag vorbereiten. Das nutze ich schon, ja. Ich brauche ca. 20 Min ins Büro, dann wenig zu tun, dann schaue ich schon nach was Neues gibt. Spielt es eine ausschlaggebende Rolle? Nein. Es gibt andere Faktoren. Es ist Kostenfrage, weil die Jahreskarte habe ich so oder so, je öfter ich fahre, desto mehr zahlt es sich aus. Es ist bequemer und schneller. Weil wenn ich jeden Tag den Gürtel rauf und runter fahren würde, würde ich mehr Zeit verlieren als mit der U-Bahn. Es ist auch für die Umwelt besser (Alexander)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is convenient, faster than by car, saves money and there is no need to look for a parking place and to concentrate on traffic, you can do other things such as reading and social media using, also it is better for environment
Nein, ehrlich gesagt, nicht. Es ist kein ausschlaggebendes Kriterium, dass ich jetzt öffentliche Verkehrsmittel nutze, sondern eher dass es mit dem Auto anstrengender ist teilweise, wenn man Parkplatz suchen muss und sonstiges, und weil teurer ist, weil du überall Kurzparkzonen hast. Also es ist eher der Grund warum ich öffentlich fahre und die öffentlichen Anbindungen oft relativ gut sind, und ich muss zugeben, ich fahre auch öffentlich, wenn ich etwas trinke (Peter)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is convenient, saves time and money, and there is no need to look for a parking place and to concentrate on traffic, while riding you can do other things such as reading and social

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		media using, it is better for environment and you can ride even if you are not sober
Ich finde Öffentliche Verkehrsmittel deswegen attraktiver, weil ich dann dort keinen Parkplatz suchen muss (Dieter)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is convenient, saves time and money, and there is no need to look for a parking place and to concentrate on traffic, while riding you can do other things such as reading and social media using, it is better for environment and you can ride even if you are not sober
Beim Autofahren muss man sich konzentrieren wie man fährt und hat mehrere Sachen im Kopf, und wenn man Öffentliche Verkehrsmittel nutzt, hat man mehrere Möglichkeiten andere Sachen zu tun, man muss sich nicht konzentrieren, fahre ich jetzt richtig oder nicht. Und man hat Möglichkeiten social Media zu nutzen und z.B. ein Buch zu lesen. Das finde ich recht angemehm (Sophie)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is convenient, saves time and money, and there is no need to look for a parking place and to concentrate on traffic, while riding you can do other things such as reading and social media using, it is better for environment and you can ride even if you are not sober
Ich fahre öffentlich, weil ich kein Auto habe, ich habe keine andere Fortbewegungsmittel außer Öffentliche Verkehrsmittel (Boris)	Reasons of preference of public transport	Young adults prefer public transport, because sometimes it is a single available transportation mean

Es ist für mich viel angenehmer öffentlich zu fahren in Wien wegen Parkplätzen und die Kosten von einem Auto. Es ist einfach zu teuer ein Auto zu haben, Parksituation ist schlimm (Andrea)	Reasons of preference of public transport	Young adults prefer public transport, even if they have an own car, because it is convenient, saves time and money, and there is no need to look for a parking place and to concentrate on traffic, while riding you can do other things such as reading and social media using, it is better for environment and you can ride even if you are not sober
Ja, auf Facebook. Da werde ich regelmäßig eingeladen (Michaela, 28)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
Ja, schon, vor allem Facebook. Es ist sehr praktisch, wenn man dort Einladungen oder Hinweise auf verschiedene Veranstaltungen bekommt (Patrick, 34)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
Ich muss sagen, Facebook wird schon sehr für Events genutzt, also Facebook ist eine Plattform, um alles zu announzen. Und ein Event geht einfach viral, wenn es über Facebook veröffentlicht wird. Also ich muss schon sagen, ich werde auch selber über Facebook eingeladen. Auf Instagram sehe ich teilweise wie Leute Events sharen, es ist ein bisschen suboptimal. Es gibt schon Sachen, für die Facebook da ist und Instagram da ist. Und Events-Sachen sind absolut Facebook (Marlene, 28)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks

Ja, mache ich. Ich erstelle keine Events, aber meine Freunde erstellen ab und zu Events, das schaue ich mir an. Zum Einladen ist es super, wer kommt, das ist nützlich (Samuel, 32)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
Es geht. Also, auf Facebook ist eher, dass ich nur Events attende, wenn ich weiß, es sind noch andere Freunde, oder dass ich, weil wenn man teilnimmt, dann sehen es Freunde, als Erinnerung, dass ich auch mitkommen soll. Aber ich erfahre über anderen Seiten von Events. Ich finde, Facebook findet ein Events-Fan nicht so interessant. Von wo erfährst du über Events normalerweise? Auf goodnight.at zum Beispiel. Es ist immer wöchentlich was gerade am Wochenende was los ist in Wien. Ich habe verschiedene Newsletter, zum Beispiel Stadtbekannte, da kriege ich immer Emails, wo jetzt gerade Partys sind. Und natürlich von Freunden, die Partys machen (Birgit, 24)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
Ja, schon. Wenn ich eine Veranstaltungseinladung bekomme, schaue ich mir das an (Christina, 25)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
Ja, schon. Man wird immer wieder eingeladen auf Facebook Events von Freunden, z.B., Geburtstagsfeier zu veranstalten, sonstige Dinge;  Hast du über dieses Konzert über Facebook erfahren? Es ist von der Band über Facebook geteilt wurde. War das eine Einladung zum Konzert? Nein, es war ein Veranstaltungshinweis (Alexander, 32)	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks
weniger mittlerweile. Weil das Problem ist aus meiner Sicht, dass viel zu viele Anfragen für Events oder sonstiges bekommt. Also in dem Moment, wo der Freundeskreis auf Facebook zu groß wird, bekommt hundert tausend	Social media to find out about events	Young adults use Facebook to find out about events. They usually do not look for events, but receive

<p>Einladungen und man schaut, ehrlich gesagt, nicht mehr an. Was schon sind, es sind Geburtstagseinladungen von Freunden, aber ich sage jetzt nicht, dass ich nach suche nach irgendwelchen Events auf Social Media. Aber ich erfahre von welchen, wenn ich sehe, dass es Einladungen von Freunden sind, dann schaue ich es mir auch an. Wenn ich nicht weiß von wem sie sind bzw. von Eventsveranstalter sind, die auch in meinem Freundeskreis sind, dann schaue ich mir meistens nicht an (Peter, 31)</p>		invitations or remarks
<p>Ja, Facebook (Helmut, 22)</p>	<p>Social media to find out about events</p>	<p>Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks</p>
<p>Früher ja, jetzt nicht mehr (Christoph, 36)</p>	<p>Social media to find out about events</p>	<p>Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks</p>
<p>Ja. Also bei Facebook finde ich das ganz toll. Dieses Jahr habe ich entdeckt, dass so viele Veranstaltungen gibt, die mich interessieren und ich finde es so cool, dass, wenn ein Freund von dir oder so für ein Event interessiert ist und auf auf „Ja“ oder „Vielleicht“ geht, dass man selber auf seiner Startseite sieht, und so komme ich auf alle Events, die ich gehe. Also ich sehe die Events nicht in Zeitschriften oder auf einem Plakat, ich sehe sie hauptsächlich auf Facebook. Ich bin dem auch extrem dankbar, weil ich sonst nie auf das gekommen wäre (Sophie, 19)</p>	<p>Social media to find out about events</p>	<p>Young adults use Facebook to find out about events. They usually do not look for events, but receive invitations or remarks</p>
<p>Wir haben uns mit den Freunden ausgemacht, dass wir uns bei einem Freund vorher zusammen treffen und dort vielleicht was trinken, und dann alle gemeinsam zu dem Event fahren. Und wo erfolgte diese Kommunikation? Per WhatsApp? Per WhatsApp. Habt ihr dort</p>	<p>Organization of a visit of event</p>	<p>Young adults communicate regarding organisation of visits of events on Facebook or in various instant</p>

<p>eine Gruppe oder jeder hat einzeln geschrieben? Wir haben keine Gruppe gehabt... mir hat einfach ein Freund Bescheid gegeben. Es war keine Gruppe. Und hat jemand die Rolle vom Koordinator übernommen? Ja, ich glaube schon. Der, bei dem wir uns getroffen haben. Der hat allen Bescheid gegeben „Ihr könnt vorher zu mir kommen“ (Michaela)</p>		<p>messaging services</p>
<p>Ich glaube, ich weiß nicht mehr. Ich kommuniziere mit ihm sowohl über WhatsApp über Facebook und über Email. Wahrscheinlich war es eine Mischung daraus. Hast du über dieses Event über Facebook erfahren? Ja. Wie hast du die An- und Abreise zum Event organisiert? Hm... wie war das? Wir haben uns ausgemacht, dass wir uns zu einem bestimmten Zeitpunkt in der Nähe von diesem Lokal treffen, weil wir vorher noch etwas essen wollten. Und er ist von der Arbeit aus hingefahren. Es war an einem Samstag, er hat am Samstag gearbeitet, ich war zu Hause, bin von zu Hause öffentlich hingefahren. Und wir haben uns dann... Tatsächlich war es so, dass ich ein bisschen verspätet war, und er schon im Lokal war und hat gesehen, dass alles voll ist, und habe gesagt ok, dann treffen wir uns woanders, und er hat gemeint dort und dort, ich war gerade im Bus, habe gesagt dann fahre ich zwei Stationen weiter. Und dann haben wir uns in einem anderen Lokal getroffen. War alles sehr spontan so zu sagen (Patrick).</p>	<p>Organization of a visit of event</p>	<p>Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services</p>
<p>Den haben wir wahrscheinlich per WhatsApp geplant. Über WhatsApp? Zuerst kam die Einladung über Facebook und dann weiter ging die Kommunikation über WhatsApp? Ja (Sarah)</p>	<p>Organization of a visit of event</p>	<p>Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services</p>
<p>Wir haben uns einfach ausgemacht, ich habe ihr das gesagt: „hey, das findet statt, ich schicke dir per Facebook den Event-Link, damit du es auch hast“. Weil mittlerweile kann man das auf dem Handy speichern, du wirst erinnert, und dann</p>	<p>Organization of a visit of event</p>	<p>Young adults communicate regarding organisation of visits of events on Facebook or in</p>

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war sie sofort dabei. Und hast du mit ihr am Telefon gesprochen oder wie hast du es ihr gesagt? Nein, ich habe ihr das auf WhatsApp geschrieben (Marlene)		various instant messaging services
Über Facebook habe ich die Uhrzeit erfahren, und ich bin dorthin öffentlich gefahren (Anita)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Wegen Geburtstagsgeschenk haben wir zusammen geredet, wir haben ausgemacht was wir ihm schenken sollen. Das haben wir per WhatsApp gemacht (Samuel)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Ich habe meiner Freundin Bescheid gegeben, weil sie die Bekannte auch kennt, dass sie Ein Konzert gibt, dann haben wir einfach ausgemacht, dass wir zusammen gehen. Wie hast du ihr Bescheid gegeben? Ich habe sie auch auf Facebook auch zum Event eingeladen, dann habe ich gefragt, ob sie Interesse hat. Auf Facebook. Und dann haben wir uns per WhatsApp wie wir unterwegs waren, habe ich zum Beispiel gesagt, ich bin da, wo bist du (Birgit)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Nein, weil es war von der Lehrveranstaltung aus, und wir sollten einfach dort sein. Wir haben nichts koordiniert (Christina)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Wir haben nur über Facebook geschrieben und haben uns ausgemacht, dass wir hingehen (Alexander)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant

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		messaging services
Wir haben nicht das Treffen selber organisiert, also auf Facebook sind alle Details vom Event gestanden, man hat gewusst wohin man kommt uns so weiter. Also, es war eine Einladung, auf die du zugesagt hast? Auf die ich zugesagt habe. Es war kein selbständiges Event, sondern eine Einladung, bei der ich zugesagt habe. Das einzige, worüber wir auf WhatsApp gesprochen haben, war das Geschenk. Aber ansonsten alle eigentlich selber hingefahren (Peter)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Ich wusste, dass ganz viele Freunde von mir da sein werden. Ich habe gesehen wer zugesagt hat auf Facebook, und das waren so 30 Freunde von mir, darum. Und hast du mit deinen Freunden, die auch dorthin gegangen sind, davor kommuniziert, dass du auch dorthin kommen wirst? Hast du gefragt, ob sie sicher dorthin kommen oder so? Mit einem – ja, aber nicht mit mehreren. Und wie hast du es mit ihm abgesprochen? Per Telegram? Ich glaube, Facebook Messenger. Weil wenn man eh auf Facebook ist und auf Zusagen drückt, dann kann man direkt ihn anklicken und direkt eine Nachricht schreiben, das geht schneller als ein anderer Dienst (Helmut)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Wie habt ihr das ausgemacht? Über WhatsApp (Sophie)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Die haben eine Gruppe, da steht alles (Andrea)	Organization of a visit of event	Young adults communicate regarding organisation of visits of events on Facebook or in various instant messaging services
Vielleicht habe ich mit meinem Mann paar Tage vorher auf WhatsApp besprochen. Nein, das	Organization of a trip WhatsApp for organization	Organisation of trips takes place on social

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stimmt gar nicht. Wir haben Social Media verwendet, wir sind nach dem Stift Melk zu einem Bauernhof gefahren und mit dem Freund, den wir auf Bauernhof getroffen haben, haben auf WhatsApp ausgemacht (Michaela)	of a trip	media
Und mit dieser Freundin, die dich aus Wien nach Salzburg gebracht hat, wie hast du mit ihr kommuniziert? Hm... Ich glaube, bei ihr habe ich sowohl wie WhatsApp wie Facebook Kontakt, es ist auch so gemischt. Vielleicht war es mehr Facebook als WhatsApp (Patrick)	Organization of a trip  WhatsApp for organization of a trip  Facebook for organization of a trip	Organisation of trips takes place on social media
Wie wurde der Ausflug organisiert? Zwischen menschlich. Zwischen meinem Freund und mir. Und über Facebook mit seinen Freunden. Über Facebook habt ihr alles organisiert? Ja (Sarah)	Organization of a trip  Facebook for organization of a trip	Organisation of trips takes place on social media
Hast du sie wieder per WhatsApp kontaktiert? Ja, immer dasselbe (Marlene)	Organization of a trip  WhatsApp for organization of a trip	Organisation of trips takes place on social media
Und wie hast du den Ausflug organisiert? Wir haben einen Gruppenchat in Viber, dort hat eine Freundin das vorgeschlagen (Anita)	Organization of a trip  Instant Messenger for organization of a trip	Organisation of trips takes place on social media
Wie hast du diesen Ausflug mit der Familie organisiert? Zum Teil über WhatsApp, zum Teil haben wir uns zusammen gerufen (Samuel)	Organization of a trip  WhatsApp for organization of a trip	Organisation of trips takes place on social media
Und wie hast du den Ausflug organisiert? Oder hat dein Freund das organisiert? Nein, ich habe es eigentlich organisiert. Ich schreibe mit der Freundin auf WhatsApp, wir finden WhatsApp besser und übersichtlicher als Facebook, haben das Datum ausgemacht wann wir kommen, dann habe ich meinem Freund Bescheid gegeben (Birgit)	Organization of a trip  WhatsApp for organization of a trip	Organisation of trips takes place on social media
Ich war in Japan mit zwei Freundinnen, dort meine Freundin aus Japan getroffen, dort haben wir über Social Media koordiniert, dass wir vier uns irgendwo treffen. Wir waren zu dritt unterwegs und haben noch eine vierte Freundin getroffen, und mit der war ich die ganze Zeit über Line im Kontakt, wo wir uns treffen und welche Uhrzeit, weil wir waren nicht sicher, weil	Organization of a trip  Instant Messenger for organization of a trip	Organisation of trips takes place on social media

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wir uns zu verspäten gedroht haben (Christina)		
Und wie hast du diesen Ausflug organisiert? Wahrscheinlich über Facebook (Alexander)	Organization of a trip Facebook for organization of a trip	Organisation of trips takes place on social media
Eigentlich vorhin wollte ich sagen, dass wir uns über WhatsApp zusammen gesprochen haben, dass wir uns ein Uber Taxi teilen, zum Flughafen hin, das Uber Taxi hat mehrere Personen von uns abholt, hat uns zum Flughafen gebracht, also wir sind dann weiter geflogen nach Berlin (Peter)	Organization of a trip WhatsApp for organization of a trip	Organisation of trips takes place on social media
Ich glaube, wir haben eine Facebook Gruppe, jemand gegründet hat, und da habe ich eingeschrieben, wir treffen uns, ich hole euch da ab um 9:30 Uhr oder so. und dann sind sie alle mit Öffentlichen Verkehrsmitteln dahin gefahren, und da habe ich sie eingesammelt (Helmut)	Organization of a trip Facebook for organization of a trip	Organisation of trips takes place on social media
Und wie hast du den Ausflug organisiert? Ich habe die Freunde gefragt. Wie hast du gefragt? Beim persönlichen Treffen? Beim persönlichen Treffen oder über Kommunikationswege wie WhatsApp (Christopher)	Organization of a trip WhatsApp for organization of a trip	Organisation of trips takes place on social media
Es ist schon vorgekommen, dass wir WhatsApp-Gruppen gemacht haben und so organisiert haben, wo wir uns treffen und wo jemand ist, damit jeder weiß, wo sich jeder gerade befindet, dass man sagt, ok, ich komme in 5 min, und alle wissen Bescheid...Das war eine Organisation des Treffens in Berlin für einen Permanent Make-Up Kongress. Und da haben wir uns untereinander organisiert, wie wir auf diesen Kongress kommen, wann wer da ist, und haben so organisiert (Dieter)	Organization of a trip WhatsApp for organization of a trip	Organisation of trips takes place on social media
Wir haben es mit dem Ehemann von meiner Schwester zusammen organisiert. Er hat das Auto gemietet, ich habe Hotels gebucht. Wie hast du das mit ihm abgesprochen? Ich war bei ihm zu Hause und dort einfach auf dem Computer haben wir alles erledigt. Und mit anderen Personen, die auch mitgekommen sind, hast du auch persönlich kontaktiert? Ja,	Organization of a trip	Organisation of trips without social media

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sie waren alle bei meiner Schwester zu Hause (Boris)		
Wenn du zum Schwimmbad mit Freunden gehst, wie machst du es mit denen aus? Am Telefon oder per Facebook, es ist so abwechselnd, manchmal telefoniere ich mit meiner besten Freundin, manchmal schreiben wir auf Messenger. Aber ich glaube, dass wir als ausgemacht haben zum Schwimmbad zu gehen, war eigentlich immer per SMS oder Telefon. Messenger schreiben wir oft nur so zum tratschen, und wenn konkret irgendwas ist, dann rufen wir an oder schreiben SMS (Andrea)	Organization of a trip	Organisation of trips without social media
Welche Gruppen oder Seiten von professionellen Mobilitätsanbietern auf Facebook kennst du? ÖBB? Sowas? Ja. ÖBB, Wiener Linien. Kennst du ihre Gruppen? Nein. Aber ich kenne die Facebook-Gruppe von Austrian Airlines. Noch irgendwelche andere Gruppen oder Seiten? Mir fällt jetzt nichts ein. Und folgst du die Seite von Austrian Airlines auf Facebook? Ich folge ihr nicht, aber ich sehe immer wieder Werbung, Gewinnspiele, das sehe ich schon (Michaela)	Knowledge of groups of professional mobility supplier on Facebook  No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Ich bin mir nicht sicher. Ich glaube, ich bin Freund von Wiener Linien. Ich war zumindest schon auf deren Seite. Sonst ist mir niemand aufgefallen auf Facebook. Ok. Wie weit nutzt du Promo-Aktionen von Wiener Linien auf Facebook? Mir ist jetzt keine bewusst. Manchmal schreiben Wiener Linien auf Facebook und Twitter, U6 ist ausgefallen, oder da ist eine Störung, eine Straßenbahn fährt jetzt nicht oder wird umgeleitet. Hast du diese Störungsmeldungen mitbekommen? Hm... Ich habe mir gedacht, dass es praktisch wäre sowas auf Twitter zu abonnieren, und wahrscheinlich habe ich schon das einmal gesehen, dachte mir dann, na gut, ich brauche eine Linie oder drei Linien, und wenn ich Störungsmeldungen von ganz vielen bekomme, hilft mir das nicht. Also, wen man sowas personalisieren könnte, dann wäre es super,	Knowledge of groups of professional mobility supplier on Facebook  Follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers

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dass man wirklich Nachrichten bekommt, wenn die Linien, von denen man betroffen ist, wenn man da Infos bekommen könnte, das wäre super. Bisher habe ich kaum bemerkt oder benutzt solche Dienste (Patrick)		
Welche Gruppen von professionellen Mobilitätsdiensten auf Facebook kennst du? Wiener Linien, die ÖBB, und das war's. Folgst du sie auch auf Facebook? Nein (Sarah)	Knowledge of groups of professional mobility supplier on Facebook  No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Und welche Gruppen von professionellen Mobilitätsdiensten kennst du und folgst du auf Facebook? Gar keine. Ich weiß nicht, ob Fluglinien dazu zählen, aber wenn Fluglinien dazu zählen, folge ich da AUA, einfach wegen Angeboten, aber sonst niemandem. Leider. Also ich folge weder den Wiener Linien, ich habe jetzt ein ganz schlechtes Gewissen. Ich folge weder den Wiener Linien, noch ÖBB, gar keinem (Marlene)	Knowledge of groups of professional mobility supplier on Facebook  Follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Welche Gruppen von professionellen Mobilitätsdiensten auf Facebook kennst du? Was ist das? Wiener Linien, ÖBB usw. Keine (Anita)	No knowledge of groups of professional mobility supplier on Facebook  No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Welche Gruppen von professionellen Mobilitätsdienstanbieter auf Facebook kennst du? Oder auf Twitter? Auf Facebook weiß ich nicht. Eine Gruppe kenne ich, sie heißt Mitfahrerbörse. Und du folgst auch diese Gruppe? Früher zu Studienzeiten ab und zu, weil es mit dem Auto war es günstiger nach Hause zu fahren als mit dem Zug, und da war ich schon. Aber jetzt fahre ich immer mit dem Zug, weil ich verdiene eh. Früher war es mit dem Auto zu dritt zu fahren günstiger als mit dem Zug. Und nutzest du Promo-Aktionen von dieser Gruppe? Ich nutze schon Wiener Linien und ÖBB, aber ich schaue nicht auf Facebook, ob sie irgendwelche Aktionen haben. Es hat über Wiener Linien eine Schwarzfahrer-Seite gegeben, aber jetzt habe ich eine Jahreskarte.	Knowledge of groups of professional mobility supplier on Facebook  Follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers

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Es war früher auf Facebook geschrieben wo kontrolliert wird (Samuel)		
Kennst du irgendwelche Gruppen von professionellen Mobilitätsdiensten auf Facebook oder anderen Social Media? Was meinst du damit? ÖBB, Wiener Linien, Mitfahrglegenheit. Ich kenne sie, aber folge nicht. Ich folge hauptsächlich Restaurants (Birgit)	Knowledge of groups of professional mobility supplier on Facebook No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Welche Gruppen von professionellen Mobilitätsdiensten kennst du auf Facebook? Blah-blah-car und Mitfahrglegenheit zum Beispiel? Ja. Die kenne ich. Und folgst du sie auch? Ich glaube nicht, nein. Es gibt solche Fahrgemeinschaften, ich folge zum Beispiel eine Gruppe. Es gehört auch dazu. Ich folge einer Gruppe. Was für eine Gruppe ist es? Es ist eine Fahrgemeinschaft zwischen Wien und Mühlviertel. Da wollte ich einmal hin, aber eigentlich nervt es, dass ich ihnen folge (Christina)	Knowledge of groups of professional mobility supplier on Facebook Follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Nein, das schaue ich direkt auf der Seite nach von Wiener Linien oder ÖBB. Du folgst auch keine? Nein (Alexander)	No knowledge of groups of professional mobility supplier on Facebook No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Welche Gruppen von professionellen Mobilitätsdiensten auf Facebook kennst du? ÖBB ist am meisten geläufig. Ansonsten muss ich zugeben, kenne ich auf Facebook wenig. Und folgst du die Gruppe von ÖBB auch auf Facebook? Nein. Ich nicht, aber ich habe schon öfters gesehen, dass Leute dort beschwert haben, deshalb weiß ich, dass sie gibt, aber folge nicht (Peter)	Knowledge of groups of professional mobility supplier on Facebook No follower of groups	Young adults rarely subscribe to Facebook pages of mobility providers
Die BVG. Was ist BVG? Berliner Verkehrsdienste irgendwas. Weiß nicht mehr. Die haben... Kennst du dieses Lied „Ist mir egal“? Ich glaube, nein. Sie haben so ein Lied gemacht und es ist viral gegangen. Von einem Typ, der nur „Mir ist egal“ singt. Und darum kenne ich die. Ich glaube, ich bin nie in Berlin	Knowledge of groups of professional mobility supplier on Facebook Follower of groups Use of promotions	Young adults rarely subscribe to Facebook pages of mobility providers

mit Öffis gefahren, aber die Seite habe ich geliked und sehe auch die meisten Postings. Sonst Wiener Linien. Kannst du mir sagen wie die Seite heißt? Ich muss nachschauen. Ich glaube, sie haben die Seite umbenannt. Die Seite heißt „Weil wir dich lieben“, so heißt die Seite, aber sie ist von BVG. Sie haben eine Kampagne gestartet, die „Weil wir dich lieben“ heißen. Und es sind Berliner Öffis? Das sind Berliner Öffis. Sie haben einfach ganz gute Social Media angestellt und ihnen gesagt, macht was ihr wollt. Eine gute Image-Kampagne. Und sonst Wiener Linien, Uber, MyTaxi oder so habe ich auch auf Facebook geliked, weil die öfters Gutscheine posten oder so. ÖBB. Und folgst du alle diese Gruppen oder Seiten? Nicht regelmäßig, aber ich glaube... Ich meine, hast du sie geliked? Ja, ich habe sie geliked und abonniert, aber man sieht nicht alle Postings. Von den Wiener Linien schon, weil die... Aber ich weiß nicht... Ich habe so viele Sachen auf Facebook geliked. Aber von BVG sehe ich fast alles, ich like sie, weil sie immer irgendein Blödsinn posten, Pferd in der U-Bahn oder so. Irgendwelche lustige Sachen. Die Wiener Linien posten auf der Linie 62 gab es ein Verkehrsunfall oder sowas. Aber du kriegst es mit, dass eine Störung gab. Ja. Aber das benutze ich nicht. Ich fahre so wenig öffentlich. Und du hast gesagt, irgendwelche Promotions, Aktionen. Ja, von Uber und Mein Taxi. Und findest du sie auch hilfreich? Ich spare Geld, darum ja. Von hilfreich sein, ist bestimmt die Wiener Linien Seite sehr gut, weil die posten ganz relevante Sachen. BVG ist einfach erfolgreich in Social Media, aber es bringt niemandem was, dass ein Pferd in U-Bahn fotografiert ist. Hilft niemandem weiter. Aber das Inhalt trotzdem mich mehr interessiert. Ich benutze die Facebook-Auftritte von dem nicht für irgendwas. Ich würde nicht bevor ich in die U-Bahn steige, auf die Facebook-Seite von Wiener Linien gehen und schauen, ob die eh fährt. Letzte zwei Male, wenn ich versucht habe,		
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<p>mit der Bim irgendwohin hinzufahren, ist sie stehen geblieben oder ich musste Taxi fahren. Meine letzten Wiener Linien- Erlebnisse. Was für Promotion-Aktionen von Uber und MyTaxi waren das? Die Gutscheine, die gibst du ein und zahlst nur Hälfte sowas für eine Taxi-Fahrt. Davon hast du über Facebook erfahren? Nein, das hat mir MyTaxi-Fahrer gesagt, dass ich auf Facebook-Seite gehen soll, und dann habe ich die auf Facebook gesucht (Helmut)</p>		
<p>Ich denke, jedes Unternehmen hat heutzutage eine Facebook-Seite. Ich nutze die Seiten nicht, weiß natürlich, dass ÖBB eine Seite hat, aber ich habe sie nicht gesehen. Uber habe ich gesehen, aber es ist keine Location. Aber es muss nicht eine Location sein, muss einfach... Ein Dienst haben? Ja. Uber kennst du. Und folgst du? Natürlich nicht (Christopher)</p>	<p>Knowledge of groups of professional mobility supplier on Facebook No follower of groups</p>	<p>Young adults rarely subscribe to Facebook pages of mobility providers</p>
<p>Kenne ich, aber ich habe sie nicht geliked. Welche kennst du? Alle, die draußen gibt. Wie du gesagt hast, Wiener Linien, ÖBB, ich weiß nicht, Car2go, würde es auch dazu? Ja. CityBike – ja. Uber? Uber ja, Uber benutze ich sehr. Seit kürzerer Zeit benutze ich immer häufiger. Hast du die Seite von Uber auf Facebook geliked? Ja, habe ich. Und Uber Eats gibt's jetzt auch. Was ist das? Das ist die Möglichkeit, dass man sich über Uber Essen bestellen kann. Die bringen das dann. Das, aber sonst... Gibt es Promotions oder Aktionen auf Uber-Seite? Es gibt immer wieder so Gutscheine, wirb deine Freunde an und dann bekommt man selbst einen Gutschein. Das gibt's immer wieder. Und findest du diese Aktionen und Promotions hilfreich? Ja, auf jeden Fall nicht störend. Und hast du sie benutzt auch? Ja, am Anfang, jetzt nicht mehr (Dieter)</p>	<p>Knowledge of groups of professional mobility supplier on Facebook Follower of groups Use of promotions</p>	<p>Young adults rarely subscribe to Facebook pages of mobility providers</p>
<p>Welche Gruppen oder Seiten von professionellen Mobilitätsdiensten kennst du auf Facebook oder Instagram oder YouTube? Wiener Linien und ÖBB, und CityBike halt. Car2go? Uber? Ja, genau Uber. Uber verwende ich auch in letzter Zeit. Folgst du oder hast du</p>	<p>Knowledge of groups of professional mobility supplier on Facebook Follower of groups</p>	<p>Young adults rarely subscribe to Facebook pages of mobility providers</p>

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<p>diese Seiten auf Facebook geliked? Bisher habe ich Uber geliked. ÖBB und Wiener Linien nicht. Ich glaube, in erster Linie deshalb weil ich nicht wirklich weiß, ob ich die Informationen brauche, die sie posten. Also zum Beispiel ich interessiere mich für Kunst, deshalb folge ich hauptsächlich Künstler. Uber macht manchmal Promotions oder Aktionen. Hast du sie wahrgenommen? Nein, noch nicht (Sophie)</p>		
<p>Welche Gruppen oder Seiten von professionellen Mobilitätsdiensten kennst du auf Facebook? Wiener Linien, ÖBB, Austrian Airlines. Hast du diese Seiten auch geliked? Wahrscheinlich, ja. Wie weit nutzest du Angebote und Promotions, Aktionen von diesen Seiten? Von Wiener Linien habe ich nie benutzt. Aber von ÖBB nutze ich öfters. Die haben gute Promotions. Was zum Beispiel? Zum Beispiel Einfach Raus Ticket, Sparschiene. Oder wenn du ein Vorteilscard kaufst, werden Preise günstiger. Und hast du darüber über Facebook erfahren? Manchmal, nicht immer (Boris)</p>	<p>Knowledge of groups of professional mobility supplier on Facebook Follower of groups Use of promotions</p>	<p>Young adults rarely subscribe to Facebook pages of mobility providers</p>
<p>Welche Gruppen oder Seiten von professionellen Mobilitätsdiensten auf Facebook kennst du? Wie Uber oder sowas? Ja. Auf Facebook? Ja. Ich habe sie nicht geliked oder sowas. Aber kennst du die Seiten? Ja, aber nicht von Facebook, sondern von Internet. Also ich habe diese Apps Qando, aber es hat nichts mit Facebook zu tun. Also über Facebook kenne ich diese Seiten nicht (Andrea)</p>	<p>No knowledge of groups of professional mobility supplier on Facebook No follower of groups</p>	<p>Young adults rarely subscribe to Facebook pages of mobility providers</p>
<p>Mit Qando kann man gut Wege planen. -Oder z. B. wenn sie irgendwohin gehen und sie kennen die Gegend nicht, dann schalten sie sofort Google Maps ein und geben die Ziel ein und folgen Einweisungen von Google Maps wie sie dorthin kommen. -Ja, das mache ich auch sehr häufig. Wir sind schon ziemlich abhängig von unserer Technik und das merkt man auch (Michaela)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Es gibt diese von A nach B App, die ich in Wien meistens benutze. Oder für Reisen mit dem Zug</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for</p>

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<p>verwende ich Scotty von ÖBB. Hauptsächlich diese beide eigentlich. Manchmal auch über Google, das kann auch passieren, vor allem im Ausland ist es am einfachsten mit Google, nur in Wien funktioniert Google nur auf Eisenbahnstrecken, das hilft ja auch nicht. Aber in anderen Städten ist es ganz praktisch, da braucht man keine eigene App und das funktioniert sehr gut (Patrick)</p>		<p>public transport and web mapping services</p>
<p>Ich finde Verkehrsplanungsapps ganz hilfreich, wie VOR, wie bei den Wiener Linien, von ÖBB Scotty (Sarah)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Ja, ich habe früher, kannte ich diese App Scotty nicht. Und Scotty ist ganz super, weil Scotty sagt wie ich auf schnellstem Wege mit öffentlichen Verkehrsmittel rund um die Uhr von A nach B komme. Früher hatte ich es nicht. Ich habe es vor einem Jahr entdeckt, also das früher kannte ich es gar nicht, obwohl ich seit drei Jahren in Wien bin. Und ich muss sagen. Es ist eine echt gute App (Marlene)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>In Wien verwende ich A nach B oder Google Maps. Wenn ich außerhalb von Wien fahre, dann ÖBBWeb-Seite, in anderen Ländern einfach Google (Anita)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Qando kenne ich auch. Das nutze ich auch. Ich habe App am Handy (Samuel)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Ich benutze Qando zum Beispiel, wenn ich gar nicht weiß wohin dann kommt, schaue ich auf Qando nach oder auf Google Maps was gerade in der Nähe ist. Hauptsächlich eigentlich das da. Und natürlich wenn man da nach Bratislava fährt, dann irgendwie andere Travel Portale, die Busse oder ÖBB, dann vergleicht man natürlich Preise und entscheidet man (Birgit)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Google Maps vor allem. Wenn ich mit dem Auto hinkommen möchte, dann schaue ich auf Google an, ich gebe die Strecke ein. Sonst habe ich im Auto ein Navigationsgerät, kann</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>

<p>auch die Adresse eingeben und es zeigt mir den Weg. Oder wenn ich mit dem Zug fahre, suche ich direkt bei der ÖBB Web-Seite. Dasselbe bei Wiener Linien. Die haben eine Homepage, dann suche ich dort. Hast du Apps auf dem Smartphone wie Qando oder A nach B? Ja, Qando habe ich, dann Scotty. Und Google Maps habe ich auch. Und Next, falls du kennst. Es ist nämlich auch eine Navigationsapp (Alexander)</p>		
<p>Über qando. Also wenn ich in Wien unterwegs bin, öffentlich unterwegs bin, und ich weiß nicht ganz genau wie ich hin komme, dann nutze ich meistens qando. Und wenn du mit dem Auto unterwegs bist? Mein Navi. Und Google Maps? Nicht wirklich. Nur wenn ich mit einem anderen Auto fahre, bei dem ich kein Navi habe (Peter)</p>	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services
<p>Ich benutze Qando, oder mit dem Fahrrad. Ich gebe auf Google Maps ein wohin ich will und fahre dorthin. Ich benutze Komod. Es ist auch ein Wayfinding Tool. Komod ist so ein Navigationsding, was für Auto gemacht ist, also wenn du in den Bergen Mountain-Biken gehst, dann kannst gut damit navigieren. Es geht auch in der Stadt, aber es ist nicht für die Stadt konzipiert. Und Scout benutze ich auch. Scout ist ein GPS. Google Maps funktioniert über mobile Daten. Und wenn ich jetzt im Ausland bin, dann ist Google Maps blöd, weil es sauer ist. Und auf Scout kannst du dir für €8 die ganze Welt kaufen, die Weltkarte, und dann die einzelne Länder runterladen. Ich war zum Beispiel vor kurzem in Frankreich, und habe mir vorher Frankreich runtergeladen und dann bin ich nach Frankreich mit dem Auto gefahren, und die Navigation gehabt. Auf dem Handy? Auf dem Handy. Ich benutze kein Navigationsgerät abgesehen vom Handy (Helmut)</p>	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services
<p>Ja, wenn ich, ich kann mir an früher erinnern, wenn man Handy nicht täglich genutzt hat, gab es Qando noch gar nicht oder Google Maps, man hatte keinen Tarif, mit dem man Internet gratis nutzen könnte, also, so viel wie wir jetzt</p>	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services

<p>nutzen. Dann weiß ich schon, dass ich mich oft verlaufen habe oder nicht wusste wie ich von A nach B komme, bin total umständlich gefahren. Also wenn man jetzt Qando hat, spart man wirklich viel Zeit. Früher habe ich mich die ganze Zeit verlaufen, jetzt komme ich viel leichter ans Ziel. Ich war zum Beispiel dieses Sommer in Japan, ich habe die ganzen Lokale, wo ich hin wollte oder allgemein die ganzen Attractions, dann habe ich einfach ein Sternchen gesetzt auf Google Maps und so habe ich wirklich alles gefunden. Weil ich weiß es von Freunden, die es nicht so gemacht haben, die hatten super schwere Zeiten Sachen zu finden, weil... in Asien kannst du nicht erwarten, dass alles so beschriftet ist wie bei uns von den Adressen her, dann kannst du dich wirklich leicht verlaufen. So ist es halt super von Social Media her, dass du gleich hin findest. Es gibt auch eine andere App – MapsMe, beide funktionieren offline. Also man kann die Daten zum Beispiel runterladen, die Sachen speichern, wenn du dann dort bist, kannst du nicht Internet nutzen, hast du trotzdem eingespeichert und kannst schauen wo du hin willst und wie du hin kommst (Birgit)</p>		
<p>Ich wohne schon sehr lange hier, das heißt, ich kenne fast alle Wege. Ich habe auch als Fahrrad-Kurier gearbeitet, deswegen muss ich normalerweise nicht nachschauen wie ich wohin komme. Aber wenn ich es doch brauche, verwende ich Google.</p> <p>-Google Maps?</p> <p>-Ja, genau.</p> <p>I: Und Qando, A nach B?</p> <p>IP: Nein, nur Qando. Aber Qando nicht wegen des Weges, wie ich von A nach B komme, sondern in welche Zeit ich von A nach B komme. Ich verwende Qando fürs Zeitmanagement (Christopher)</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for public transport and web mapping services</p>
<p>Da verwende ich Google Maps oder die Karten von iPhone. Qando und ähnliche Apps</p>	<p>Use of way planning tools</p>	<p>Young adults actively use routing tools for</p>

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benutztest du nicht? Nicht mehr. Früher hatte ich Qando. Warum nicht mehr? Weil jetzt Auto verwende.		public transport and web mapping services
Auf der ÖBB-Homepage. Von Wien nach Salzburg zum Beispiel. Und Qando benutze ich auch. Google Maps? Nein, meistens Qando. Google Maps benutze ich ganz selten eigentlich. Ich bin schon gewohnt Qando zu benutzen, es ist angenehmer (Boris)	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services
Ich benutze Qando, ÖBB, Scotty, Google Maps. Das war es. Das sind die wichtigsten Apps (Andrea)	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services
Man sieht auf Facebook oft die und die gehen, dann gehe ich vielleicht auch, damit kann man auch so...ich weiß nicht, dann geht man vielleicht öfters zu einem Event, weil das soziale Netzwerk mehr oder weniger dazu animiert, zwingt (Michaela)	Facebook motivates young adults to go to events, thus travel destinations change and travel increases	Social media can influence travel behaviour
Wir treffen uns eher zu spezifischen Veranstaltungen. Wir haben uns früher im Park einfach getroffen, jetzt ist immer eine Veranstaltung (Michaela)	Facebook motivates young adults to go to events, thus travel destinations change	Social media can influence travel behaviour
Im Social Media sieht man, ah, 20 Freunde von mir gehen jetzt dahin, dann wird man mehr dazu animiert, vielleicht gehe ich auch dahin, wenn 20 Freunde von mir dahin wollen. Dadurch wird man mehr auf speziellere Veranstaltungen aufmerksam gemacht, finde ich (Michaela)	Facebook motivates young adults to go to events, thus travel destinations change and travel increases	Social media can influence travel behaviour
Vielleicht in dem Sinne, dass ich mehr Leute kennenlernen und vielleicht öfter mit ihnen treffe, dass sie weiter wohnen als andere Leute, dass ich sie dann besuche, ein bisschen schon, ja (Patrick)	Facebook helps young adults to get to know other persons who live far away, thus they can visit them. In this way Facebook can cause more travel	Social media can influence travel behaviour
Und hast du Gefühl, dass seitdem du Social Media nutzt, triffst du deine Freunde oder Bekannte öfter oder seltener? Seltener. Weil du ja eigentlich immer Zugang zu ihnen hast. Und durch diese Video-Telefonie löst sich auch ein Gefühl von Treffen aus. Also, ich muss jetzt	Social media help to keep in contact and build relationships with people, so the young adults do need to meet personally, Thus they travel less	Social media can influence frequency of personal meetings

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<p>nicht immer die Person zwanzig Mal treffen, um eine, unter Anführungszeichen, Beziehung aufzubauen, weil die kann auch über Video-Telefonie aufzubauen, ich kann sie auch über WhatsApp aufzubauen, die kann ich ja, wenn diejenige jeden Tag sieht was ich mache, weil ich Fotos poste, dann ist die Beziehung auch da. Es ist weniger geworden. Leider (Marlene)</p>		
<p>Und hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit deinen Freunden oder Bekannten persönlich seltener oder öfter? Vielleicht öfter. Es hat schon viele Vorteile, vor allem man kann Gruppen Treffen machen. Wenn du nur Telefon verwendest, dann ist es sehr direkt, aber wenn du Social Media verwendest, du kannst viel mehr austauschen. Du sagst in einer Gruppe, zum Beispiel, es gibt einen Film, vielleicht hat jemand Interesse dorthin zu gehen. Du erreichst viel mehr Leute, die Leute, die wirklich interessiert sind (Anita)</p>	<p>Social media help to organize group meetings more effectively, thus young adults meet people more often, so increases travel</p>	<p>Social media can influence frequency of personal meetings</p>
<p>Und deine Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Vielleicht wirkt es motivierend. Es gibt diese Critical Mass für Fahrrad Fahrenden, deren Web-Seite kenne ich und folge auch. Ist es auf Facebook? Ich kriege Events auf Facebook, ich glaube, es gibt schon eine Gruppe. Und das wirkt motivierend, warum ich mit dem Fahrrad fahre, warum es wichtig ist. Solche Web-Seiten mobilisieren (Anita)</p>	<p>Social media use can motivate young adults to change mode choice</p>	<p>Social media can influence travel behaviour</p>
<p>Hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit deinen Freunden oder Familie öfter oder seltener? Ein bisschen seltener. Warum denkst du so? Ja, weil ist ständig im Kontakt mit WhatsApp, dann muss ich nicht so oft nach Hause fahren, weil ich eh mitbekomme was gerade läuft. Bei meinem Bruder in Graz und bei dem Freunden ist es genauso. Früher haben wir uns öfter getroffen, aber jetzt nicht mehr so (Samuel)</p>	<p>Social media help to keep constant contact with people, thus young adults do not need to meet them and their travel decreases</p>	<p>Social media can influence frequency of personal meetings</p>
<p>Das Vorteil ist zum Organisieren ist es super. Mit der Portugal mit der Reise haben wir auch</p>	<p>Facebook simplifies</p>	<p>Social media do not influence frequency of</p>

<p>über Facebook zusammengeschrieben. Und mein Freund, mit dem ich geflogen bin, wohnt in Polen in Warschau. Natürlich sonst schreibst du Emails und sonst machst du alles über Messenger, über Facebook Chat. Gemeinsam gechattet und Flug gebucht, dass alle gleichzeitig ankommen. Und wenn du sowas organisierst, es ist perfekt. Sonst musst du über Emails machen und so schreibst im Messenger. Zum Organisieren um einiges besser. Früher wäre es auch gegangen, aber ich hätte telefoniert, SMS oder Emails geschrieben (Samuel)</p>	<p>organization of meetings</p>	<p>personal meetings, but enable people to meet more spontaneously and organize meetings easier</p>
<p>Ich würde schon sagen, dass ich meine Freunde öfter sehe, als wenn ich es nicht hätte, weil ich dann mehr von dem Netz mitbekomme. Wenn ich sehe auf Facebook, Leute gehen dorthin, dann gehe ich auch dorthin. Wenn ich mir irgendein Event ansehe, bin ich mir nicht sicher, okay, wer wird dahin gehen, dann ist es vielleicht nicht so relevant für mich. Durch Social Media, finde ich, hat man einfach mehr Auswahl. Dann weißt du gleich, die Leute interessieren sich für das, die Freunde eher für das. Also weiß man gleich mit welchen Freunden wohin gehen könnte. Sonst wenn man nicht weiß mit wem wohin geht, dann muss man herumfragen oder selbst ein Post erstellen, wer kann jetzt mit mir dorthin? So weiß man praktischerweise, okay, die sich schon angemeldet oder die sind interessiert. Mit denen gehe ich dann (Birgit)</p>	<p>Facebook motivates young adults to go to events, thus travel destinations change and travel increases</p>	<p>Social media can influence travel behaviour</p>
<p>Es ist ungefähr gleich geblieben. Es hat mehr damit zu tun wie beschäftigt ich gerade bin oder so. Also ich glaube nicht, dass Medium, über das wir ausmachen, eine größere Rolle bei der Frequenz spielt (Christina)</p>	<p>Facebook does not motivate young adults to have more personal meetings, thus travel does not change</p>	<p>Social media do not influence frequency of personal meetings</p>
<p>Und deiner Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Hm... Vielleicht, dass ich spontaner bin, dass ich spontan mit meinen Freunden jederzeit kommunizieren kann. Dass man spontaner Entscheidungen trifft zu Treffen, zum</p>	<p>Facebook simplifies communication and organization of meetings and enables young adults to be more spontaneous</p>	<p>Social media can influence travel behaviour</p>

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Beispiel, als wenn Social Media nicht gäbe, dann müsste man alles langfristiger ausmachen, vielleicht (Christina)		
Und deiner Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Nicht das ich wüßte, nein (Alexander)	No influence on mobility of young adults	Social media do not influence frequency of personal meetings
Schwer zu sagen, es hängt immer von den Lebensumständen ab. In letzter Zeit ein bisschen zurück gegangen, weil ich eben beruflich viel zu tun habe, aber es hat nicht mit Sozialen Median zu tun, einfach mit meiner momentanen Situation. Aber generell würde ich sagen, dass es schon einfacher geworden ist mit Leuten in Kontakt zu bleiben, mit Leuten zu treffen und was auszumachen, zu organisieren. Sozialen Medien sind schon eine große Hilfe und Erleichterung (Alexander)	Facebook simplifies communication and organization of meetings and enables young adults to be more spontaneous	Social media can influence travel behaviour
Und hast du Gefühl, dass seitdem du nutzt, triffst du dich mit deinen Freunden seltener oder öfter? Ich glaube, kein Unterschied (Sarah)	Social media do not motivate young adults to have more personal meetings, thus travel does not change	Social media do not influence frequency of personal meetings
Würde ich in keiner Richtung sagen. Also ich glaube nicht, dass es mit Social Media zusammenhängt oder ich sehe jetzt keine große Veränderungen in der Häufigkeit mit der ich mit Leuten treffe. Wobei man vielleicht eines sagen kann, dass man vielleicht einmal spontaner sich trifft. Ich würde nicht unbedingt sagen, dass es häufiger deswegen ist, aber ich sage einmal spontaner, also immer wieder, wenn ich sage, ich habe Zeit, dann ist es leichter jemandem auf WhatsApp schreiben als mit anderen Wegen, aber ich würde nicht unbedingt sagen, dass ich häufiger oder seltener mit Leuten treffe (Peter)	Facebook simplifies communication and organization of meetings and enables young adults to be more spontaneous	Social media do not influence frequency of personal meetings, but enable people to meet more spontaneously and organize meetings easier
Und deine Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Mir fällt ehrlich gesagt, nicht nein (Peter)	No influence on mobility of young adults	Social media do not influence travel behaviour
Ich finde es ziemlich unersetzbbar. Vielleicht Social Media direkt nicht. Aber Internet und	Social media and ICT simplify organization of	Social media can influence travel

<p>generell so Sachen, weil ich halt egal wo ich bin, ich kann mir dem Handy sagen: „Ich bin hier, wie komme ich weg?“. Google Maps sagt mir wie ich nach Hause komme oder ich kann direkt mit Uber dorthin ein Taxi bestellen, wo ich jetzt gerade bin. Ich muss nirgendwo anrufen, ich muss mich nicht orientieren, wie heißt die Straße, weiß meistens überhaupt nicht in welchem Bezirk ich bin, ich fahre einfach hin und fahre wieder weg. Ich weiß nicht wie sehr... Das Internet auf jeden Fall, alle Infos, es gibt immer irgendwo eine Facebook-Seite, ich weiß nicht mehr wie die heißt, aber wenn du zum Beispiel irgendwohin fährst... ich hatte es bei der Flüchtlingskrise. Wir sind nach mit dem Stefan zusammen, bin ich nach Ungarn gefahren und haben da Hilfsgüter verteilt, da haben wir live Updates wo ist Flüchtlingscamps jetzt gerade. Weil doch alle paar Stunden aufgelöst wurden, für sowas war total wertvoll, weil wir hätten niemals irgendwas gefunden. Wir sind praktisch darunter gefahren und waren da. Da hat uns jemand GPS-Koordinaten geschickt, wir sind irgendwo gefahren, bei sowas brauchst du total dringend.</p> <p>- Und Google Maps benutztest du schon öfter?</p> <p>- Immer. Wenn ich auch öffentlich fahre, ich steige aus der Bim und gebe in Google Maps ein wo muss ich hin, sogar wenn es nur 5 min zu gehen sind. Weil es immer schneller geht. Ich hatte vor kurzen 2 Tage kein Handy, ich kann mich problemlos auch ohne orientieren, geht schon, aber es dauert einfach länger das ohne Handy zu machen. Weil ich muss Straßennamen anschauen, orientieren muss ich, muss ich nach links oder rechts. Egal, ich gebe auf Google Maps ein und gehe los, kann mich nicht mehr verlaufen (Helmut)</p>	<p>mobility</p>	<p>behaviour</p>
<p>Hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich persönlich mit deinen Freunden, Bekannten oder Familie seltener oder öfter? Häufiger. Und warum denkst du so? Weil die Kommunikation leichter ist als früher.</p>	<p>Facebook simplifies communication and organization of meetings and enables young adults to be more spontaneous</p>	<p>Social media can influence frequency of personal meetings</p>

<p>Weil früher war das, zumindest habe ich so ein Gefühl. Ich kommuniziere zumindest viel mehr als früher, ich weiß es. Ich habe früher jeden Monat 1000 SMS geschrieben, man hatte diese Handy-Verträge mit 1000 SMS und 1000 Minuten, das weiß ich, da war ich öfters drüber. Jetzt habe ich Zig-Tausend Instant-Messages, bei jedem gibt es ein Tool, man kann sehen wie viel man schreibt, und das sind Tausende im Monat. Dazu kommt noch andere, ich weiß nicht wie viele sind das insgesamt, aber es sind viele. Und ich glaube, mehr kommuniziert, ich weiß nicht, schwer zu sagen. Ich glaube schon, dass ich meine Freunde mehr treffe. Zum Beispiel man hat dieses Veranstaltung, wo man, auf so was kommst du gar nicht drauf, wenn du jemandem jetzt nicht triffst. Das war ein Kumpel, den hatte ich seit Wochen mehr gesehen, und ich hätte von dem Konzert erfahren ohne Social Media. Ich wäre nicht dahin gegangen, darum, und solche Sachen öfters, ich sehe, ich war jetzt vor kurzem beim Parov Stellar Konzert in Wien, und da waren, da habe ich auf Facebook gesehen 8 Freunde von mir gehen auch dahin, dann ich habe sie da getroffen. Sonst hätte ich sie nicht getroffen. sonst wäre ich nur mit meiner Freundin hingegangen. Und so wussten wir, wir gehen alle dahin, wir haben zusammen geschrieben, eh... auf WhatsApp, und sind dann zusammen hingegangen. Also ich glaube, dass mehr Leute trifft, wenn man mehr sieht was sie machen. Weil wenn ich zum Beispiel sehe, der ist jetzt, ich habe schon im Urlaub öfters gehabt, dass ich auf Facebook bin und sehe, der ist gerade nach London geflogen und ich fliege morgen auch nach London. Hatte tatsächlich öfters. Dann trifft man sich mehr (Helmut)</p>	<p>Social media increase frequency of personal meetings</p>	
<p>Gleich geblieben. Ich denke nicht, dass ich mit meinen Freunden öfter oder weniger öfter treffe. Ich glaube, die persönliche Kommunikation, was ich darunter verstehe, Telefonieren, wenn man die Stimme hört und vielleicht persönlich sieht. Ich meine, wenn man einen Termin ausmacht</p>	<p>Social media do not motivate young adults to have more personal meetings, thus travel does not change</p>	<p>Social media do not influence frequency of personal meetings</p>

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am Telefon, ich denke, das ist weniger geworden insgesamt. Für mich nicht, für mich gleich geblieben. Ich glaube, man spricht weniger und schreibt mehr (Christopher)		
Wenn du jetzt Qando unter Social Media zählst, dann natürlich, weil dann plane ich meinen Weg, meine Wege anders als früher, aber zum Beispiel Facebook oder dergleichen für mich hat keine Auswirkung auf meine Wege (Christopher)	No influence on mobility of young adults  Use of way planning tools	Social media do not influence travel behaviour  Young adults actively use routing tools for public transport and web mapping services
Und hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit deinen Freunden oder Bekannten öfter oder seltener? Mehr. Warum denkst du so? Weil es einfacher ist zu organisieren, weil es mehr Spaß macht, weil man mehr spontan seien kann, weil man sagen kann, es gibt das und das, man kann zusagen, es gibt viel mehr Möglichkeiten, man erfährt über Personen, dass es Events gibt oder Veranstaltungen, man verknüpft sich mit Leuten, die man nicht kannte. Im Endeffekt hat alles sehr vereinfacht, vor allem für introvertierte Personen (Dieter)	Facebook simplifies communication and organization of meetings	Social media can influence travel behaviour
Und deiner Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Mir fällt jetzt nicht ein, nein (Dieter)	No influence on mobility of young adults	Social media do not influence travel behaviour
Und hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit Leuten häufiger oder seltener? Eigentlich genau gleich. Warum denkst du so? Damals, als es noch kein Social Media gab, hat man sich hauptsächlich über SMS ausgetauscht. Ob man über SMS oder WhatsApp oder Facebook schreibt, eigentlich im Prinzip genau dasselbe, man kommuniziert wann man sich trifft. Damals hat man sich übers Handy ausgemacht, weil es im Prinzip kein Unterschied ist, hat es sich nicht viel geändert (Sophie)	Social media do not motivate young adults to have more personal meetings, thus travel does not change	Social media do not influence frequency of personal meetings
Deine Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Es ist auf jeden Fall praktischer.	No influence on mobility of young adults	Social media do not influence travel behaviour

## Influence of Social Media on Leisure Travel Behaviour of Young Adults in Vienna

Zum Beispiel Google Maps ist extrem praktisch, weil man muss nicht seine Stadtpläne mitnehmen oder Riesenpläne, vor allem wenn man in einem anderen Ort bin, zum Beispiel in Schweden kann ich auch Google Maps verwenden, um mich dorthin zu bringen wohin ich möchte, muss nicht extra ein Schwedenplan kaufen. Das hat sehr viele Vorteile, weil früher war man meistens Pläne gehabt und bevor man irgendwohin gefahren ist, hat man geschaut wie man hinkommt, und mit Google Maps ist es viel praktischer. Social Media ist einfach so leicht Hand zu haben und es geht viel schneller, daher ist es viel praktischer (Sophie)	Use of way planning tools	Young adults actively use routing tools for public transport and web mapping services
Und hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit Leuten seltener oder öfter? Ich glaube, dass ich treffe meine Freunde seltener treffe, hängt von Social Media nicht ab, sondern von der Lebenssituation. Viele Freunde von mir und ich arbeiten, und es gibt wenig Zeit zum Treffen (Boris)	Social media do not motivate young adults to have more personal meetings, thus travel does not change	Social media do not influence frequency of personal meetings
Und deine Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Nein, ich glaube, es hat keine Auswirkung (Boris)	No influence on mobility of young adults	Social media do not influence travel behaviour
Und hast du Gefühl, dass seitdem du Social Media nutzest, triffst du dich mit Leuten öfter oder seltener? Gleich. Es ist nur der andere Weg der Kommunikation. Aber es hat nicht damit zu tun, dass ich mich mehr oder weniger mit wem treffe (Andrea)	Social media do not motivate young adults to have more personal meetings, thus travel does not change	Social media do not influence frequency of personal meetings
Und deine Meinung nach, hat Social Media noch auf irgendeiner Weise auf deine Mobilität ausgewirkt? Nein, gar nicht (Andrea)	No influence on mobility of young adults	Social media do not influence travel behaviour