

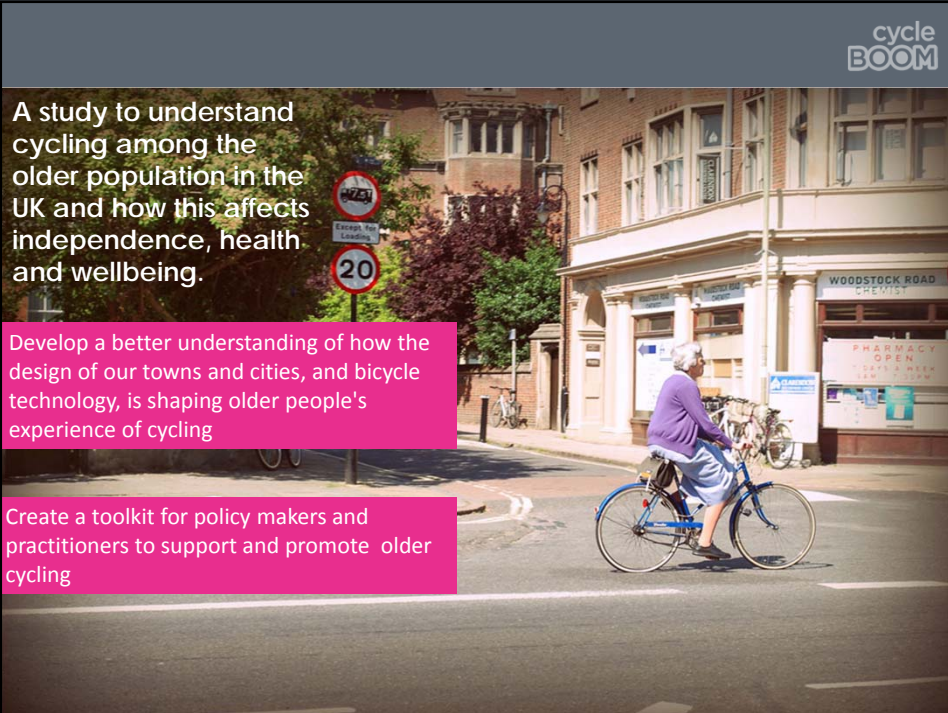


**cycle
BOOM**
DESIGN FOR LIFELONG
HEALTH & WELLBEING

Velo-mobile atmospheres:
capturing and representing the
multi-sensual cycling experience

Atmospheres | Morgan Centre | 1-2 July 2015
Dr Tim Jones | Oxford Brookes University

EPSRC Pioneering research and skills
Lifelong Health & Wellbeing Research for Healthy Ageing
OXFORD BROOKES UNIVERSITY
CARDIFF UNIVERSITY PRIFYSGOL CARDIFF
University of Reading
UWE BRISTOL University of the West of England



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A study to understand cycling among the older population in the UK and how this affects independence, health and wellbeing.

Develop a better understanding of how the design of our towns and cities, and bicycle technology, is shaping older people's experience of cycling

Create a toolkit for policy makers and practitioners to support and promote older cycling

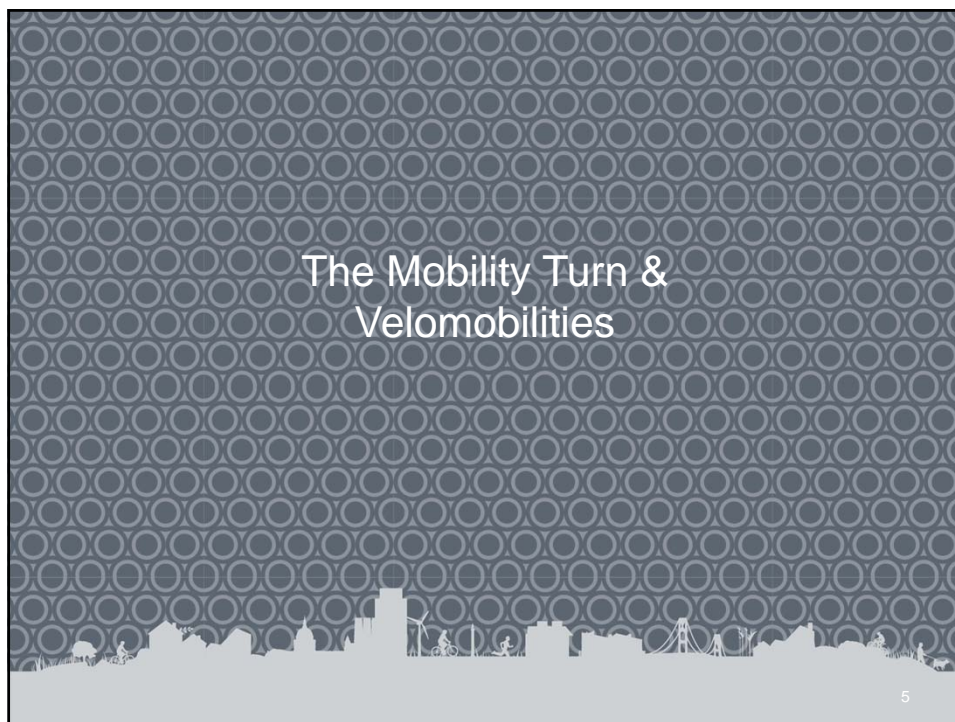


Mixed Methods


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“The complexity of our research problems calls for answers beyond simple numbers in a quantitative sense or words in a qualitative sense. A combination of both forms of data provides the most complete analysis of problems. Researchers situate numbers in the contexts and words of participants, and they frame the words of participants with numbers, trends, and statistical results. Both forms of data are necessary today.”

Creswell & Plano Clark, 2011, Designing and Conducting Mixed Methods Research



Mobilities Turn




Disillusionment with narrow range of methods


Traditional methods divorced from context

Focus on the instrumental and lack of attention to the experiential

Failure to register the corporeal, embodied aspects of mobility e.g. kinaesthetic & sensory aspects and less animated passive mobilities.



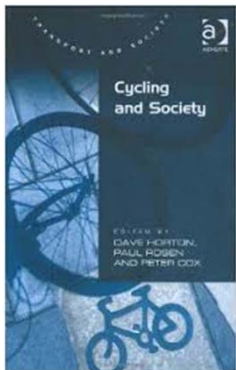
"New mobilities paradigm' places mobile practices and cultures at the centre of social processes and to explore mobile bodies in mobile contexts requires a range of approaches that diverge from traditional methodological approaches."
Sheller and Urry (2006a, 2006b)



"Mobility not just merely movement between point A and B. Mobility is inscribed with meaning by those who interpret and make sense of it. Constructed through different contexts and positions."
(Cresswell, 2006)

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Velomobile Turn



Publisher: Ashgate 2007



Launched September 2004 Centre for Mobilities Research (Lancaster University)

“My discipline [Cultural Anthropology] has not, in fact, taken the bicycle seriously.”

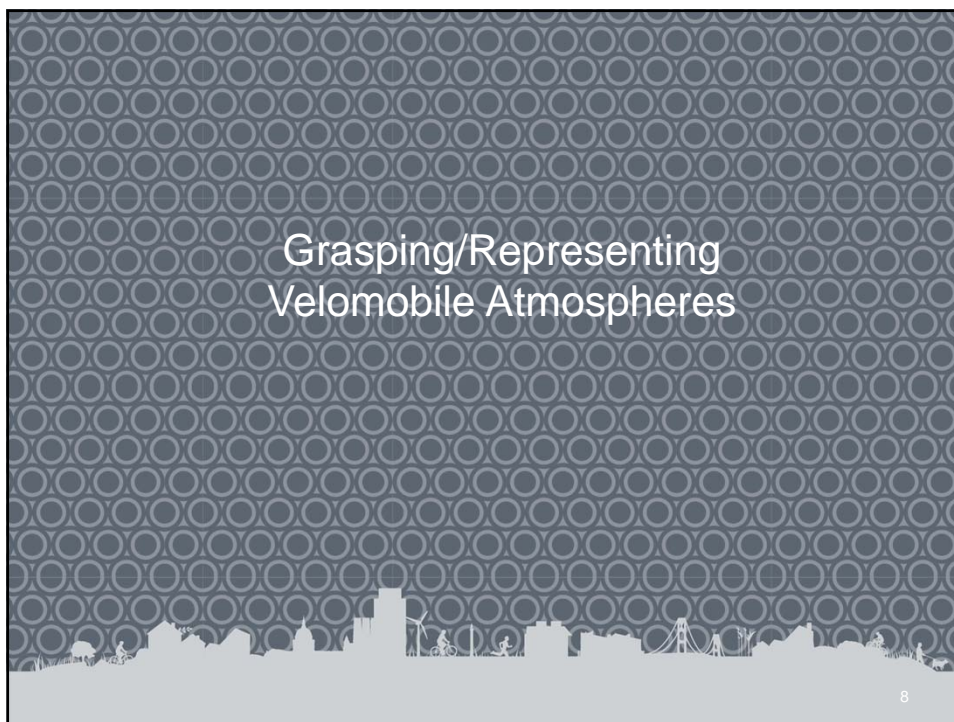
Luis A. Vivanco (2013) *Reconsidering the Bicycle An Anthropological Perspective on a New (Old) Thing.*

“...a call to take the experience of cycling seriously in urban design. This involves moving beyond a concern with safe and convenient facilities and complete networks to a more substantial interest in the experience of the environment from a cyclist's point of view.”

Forsyth & Krizek (2011) *Urban Design: Is there a Distinctive View from the Bicycle?* J Urban Design 16:4

14th - 15th September 2015
Manchester and Salford

Grasping/Representing Velomobile Atmospheres



Grasping Velomobile Atmospheres

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Interest in the situatedness and contextual nature of the lived experience.

Go-along/shadowing vs talking through practices as they happen.

Difficulties riding with in urban contexts in the UK.

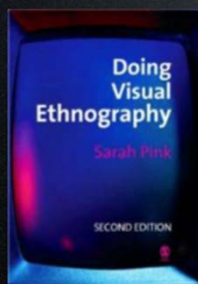
Follow-along - observation and VEI:
See what they do & see what they say they do.



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Grasping Visual Atmosphere

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“...while images should not necessarily replace words as the dominant mode of research or representation, they should be regarded as equally meaningful element of ethnographic work.”

Visual anthropologist Sarah Pink
(2007; pp4-5)

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Grasping Acoustic Atmosphere



Attunement to ‘soundcycling’ as per established practice of ‘soundwalking’

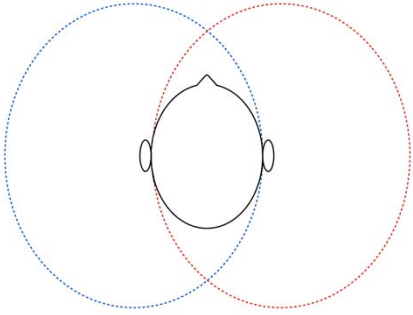
(e.g. Hall et al. (2008) Sound and the Everyday in Qualitative Research *Qualitative Inquiry* 14:6)

“Reality Audio’...the unconditionally true presentation of the sound that we hear.”

Stan Meyer

<http://stanmeyer.com/blog/2670/becoming-binaural/>

Binaural Polar Pattern of the Soundman OKM II Classic Studio



Left Channel
Right Channel


Two angles of maximum sensitivity and two angles of minimum sensitivity

Bi-directional – figure of eight polar pattern

Produces open and natural sound

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Representing Urban Atmospheres



theguardian

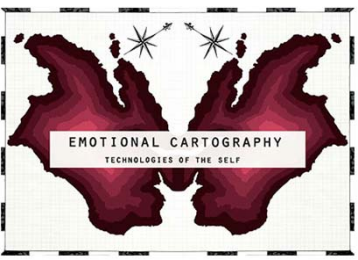
News | Sport | Comment | Culture | Business | Money | Life & style

News > Cities

Cities and their psychology: how neuroscience affects urban planning

The study of metropolitan areas and how their inhabitants interact with them is key to planning our future as a species

Colin Ellard
theguardian.com, Tuesday 4 February 2014 08:00 GMT
Jump to comments (80)



Emmeshing quantitative with qualitative approaches & techniques to ‘enable bodies to speak for themselves’.


Mobile Video Ethnography (MVE) in combination with bio-sensing to elicit more detailed and more pre-personal intensities of feeling.





Create new narratives around intensity of affects in relation to other phenomena.

Spinney (2014) ‘Close Encounters? Mobile methods (post) phenomenology and affect’ *Cultural Geographies* 1-16


12

Representing Affective Velomobile Atmospheres





BRAIN AFTER SITTING QUIETLY





BRAIN AFTER 20 MINUTE WALK



Geo-locating & representing affect








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Velomobilities – Field Equipment



Researcher:

Lapel microphone for commentary

Forward-facing action camera



Participant:

- Binaural microphones inside windjammers
- Portable EEG device
- Smartphone to record EEG
- Forward facing action camera
- GPS
- Proximity sensor


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Post-ride Video Elicitation Interview

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Strategies and tactics:
route choice
road position manoeuvres
transgressions
infrastructure
environment

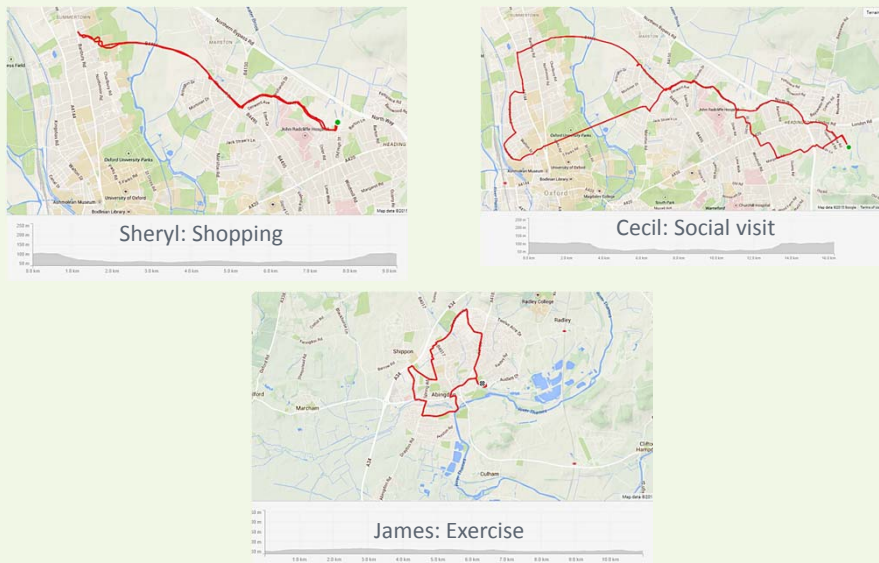
Experience:
sensory
affective
social



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Traces: Spatiality and temporality of atmospheres

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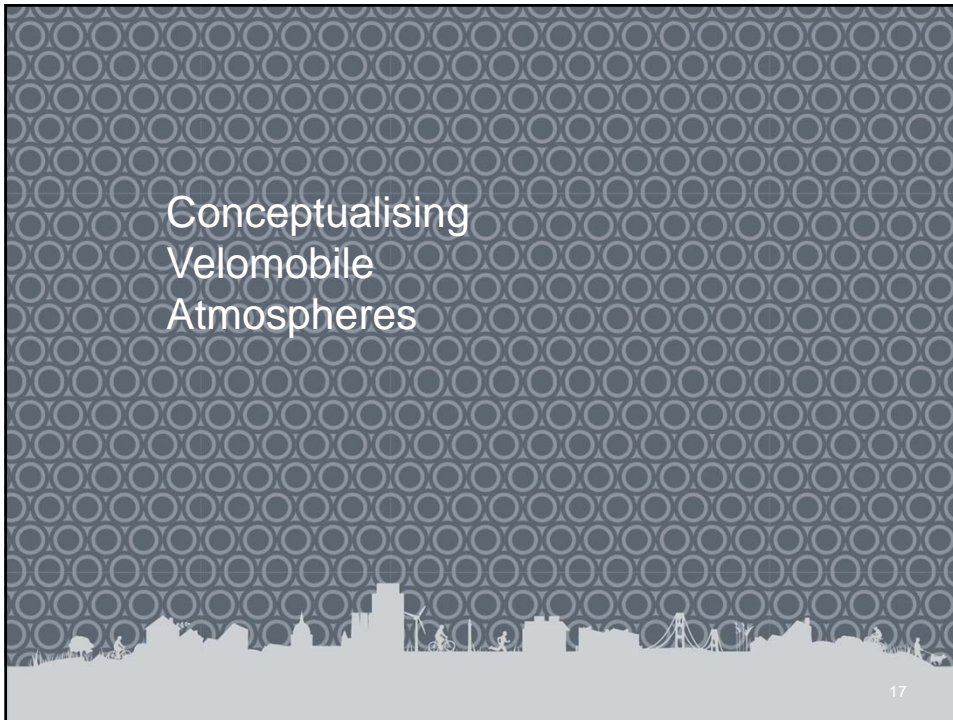


Sheryl: Shopping

Cecil: Social visit

James: Exercise

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Jensen's Staging Mobilities

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STAGING FROM ABOVE BY
PLANNING, DESIGN, REGULATIONS
AND INSTITUTIONS

Physical Settings,
Material Spaces and Design

**MOBILITIES
IN SITU**

Social
Interactions

Embodied
Performances

STAGING FROM BELOW BY
CONSCIOUSNESS IN INTERACTION AND
INDIVIDUAL PERFORMANCES OF
MOBILE SELF PRESENTATION

INTERNATIONAL LIBRARY OF SOCIOLOGY

Staging Mobilities
Ole B. Jensen

**DESIGNING
MOBILITIES**
Ole B. Jensen

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Cyclescapes and atmospheric attunement

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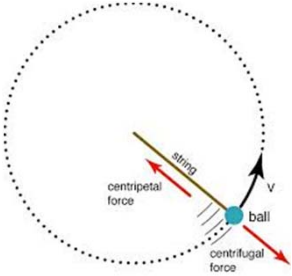
“An atmosphere is not an inert context but a **force field** in which people find themselves.”

Stewart, K. (2011). Atmospheric attunements. *Environment and Planning D: Society and Space*, 29(3), 445–453.

Thinking about ‘cyclescapes’ using Humphry Osmond’s concepts from Socio-architecture/Environmental Psychology.

‘Sociofugal’ - push people away.

‘Sociopetal’ - draw people and activities in.



The diagram shows a blue ball on a green string being swung in a circular path. A red arrow labeled 'centripetal force' points from the ball towards the center of the circle. Another red arrow labeled 'centrifugal force' points from the ball away from the center. A black arrow labeled 'V' indicates the direction of motion along the path. The path is represented by a dotted circle.

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Velomobile Atmospheres

Cases

14/07/2015 PRESENTATION TITLE 20



Journey from Work
City to suburbs
15 years
'Steady & skilled'

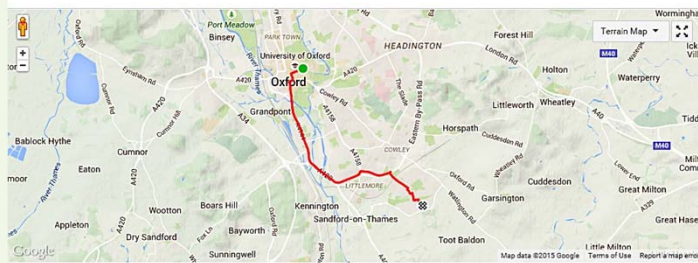


16:59 on Tuesday, 16 June 2015
OM015 Sean 06/16/2015
Oxford, England, United Kingdom

[Add a description](#)

STRAVA LABS
[View Flybys](#)

8.5km	27:47	23m
Distance	Moving Time	Elevation
	Avg	Max
Speed	18.4km/h	27.7km/h
Elapsed Time	28:25	
Device: Garmin Edge 200	Bike: —	



City centre | Arterial road | Ring-road cycle route | Residential neighbourhood

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Sean's Route Rationale

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City centre | Arterial road | Ring-road cycle route | Residential neighbourhood

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Velomobile Atmospheres | Fluidity

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City centre | Arterial road | Ring-road cycle route | Residential neighbourhood

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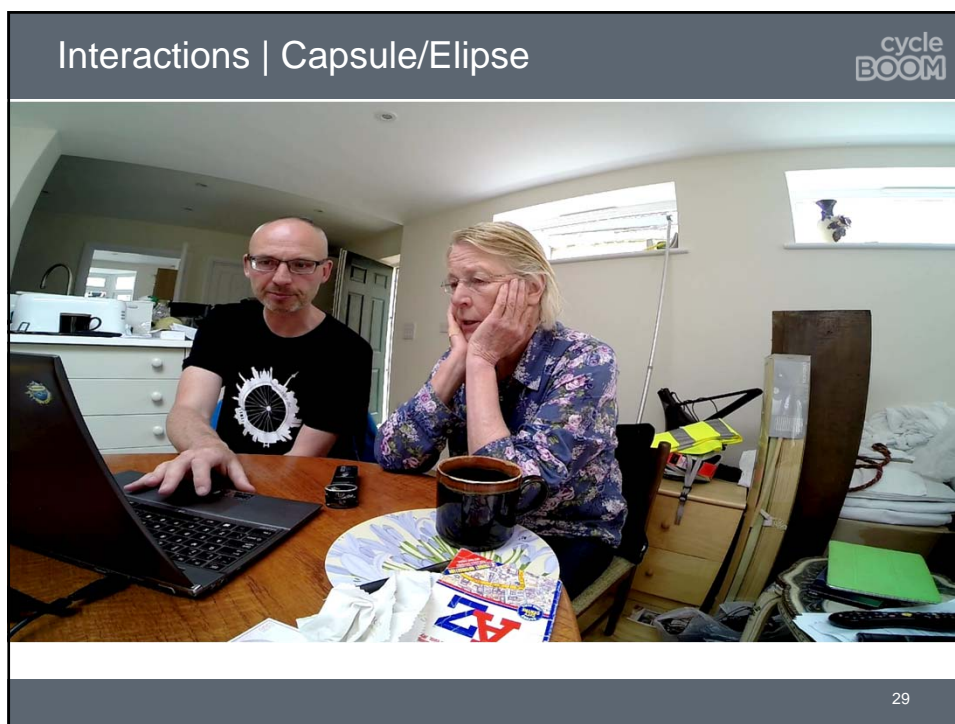
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Different atmospheres and response:

Attentiveness versus 'Vegging out'
 [Tourist] Gaze- 'A bit of a tourist still'
 Sociality: 'Cycle Socializing'
 Performativity: 'Normality of cycling'
 Materiality: Buildings
 Affect & wellbeing – difficulty in articulating.

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Interactions | Capsule/Elipse

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Vivien's account highlights...

- an attempt to create own atmosphere through space (and time);
- that this is achievable up to a point,
- but is **relational** - configured by other moving bodies/things; and,
- **conditioned by norms of behaviour** [e.g. wearing earphones - *contrast this with in-car atmospheres*].

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Cycling Atmosphere bound up in 'System of Automobility' cycle
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“People inhabit congestion, jams, temporal uncertainties and health-threatening city environments, as a consequence of being encapsulated in a domestic, cocooned, moving capsule.” (page 28)

“The body of the car provides an extension of the human body, surrounding the fragile, soft and vulnerable human skin with a new steel skin, albeit one that can scratch, crumple and rupture once it encounters other cars in a crash (see Brottman, 2001, on 'car crash culture') Within the private cocoon of glass and metal intense emotions are released in forms otherwise unacceptable (see Michael, 1988, on road rage).” (page 31)


Urry, J., 2004. The “System” of Automobility. *Theory, Culture & Society* 21, 25–39.

Image source: <http://www.designboom.com/technology/ricardo-figueiroa-idea-future-of-automobility-11-18-2014/>

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Atmosphere requiring 'Affective Capacities' cycle
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On cycling in London...



“There is a general lesson here. From outside perspective, cycling in London appears very dangerous, but people that cycle daily acquire the required affective capacities to be relatively safe in a[n] otherwise cycling hostile environment.”

Everybody Active. Every Day

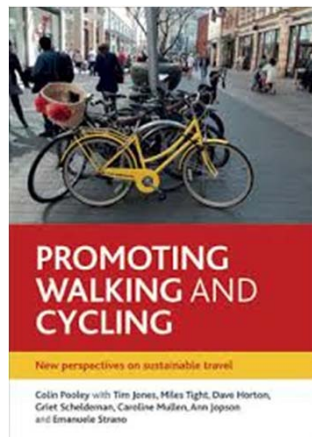
Larsen, J., 2014. (Auto)Ethnography and cycling. *International Journal of Social Research Methodology* 17, 59–71.

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Atmosphere Conditions Identity

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Cyclists' identities and practices have been shaped by acclimatizing to current hostile cycling conditions to the extent that they sometimes struggle to understand why more people don't cycle. In so doing, they inadvertently perpetuate their identity as part of a 'velomobile elite'.



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Reshaping Velomobile Atmospheres

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The Hovenring is a suspended bicycle path roundabout on the border between Eindhoven and Veldhoven in the Netherlands. It is the first suspended bicycle roundabout in the world.



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Thank you!
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