

# The Silent Message

Multimedia Communication and Barriers to Cycling Uptake

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With grateful acknowledgement of the support of Dundalk Institute of Technology





OnStar Services require activation and account with OnStar Europe Ltd. Check Opel.ie for service limitations and charges. Wi-Fi Hotspot Services require account with nominated network operator. Charges apply after expiry of applicable trial periods. All services subject to mobile network coverage and availability. Hotel booking via booking.com. E-mail address and credit card required.



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Choosing the Best Primary Care Doct...  
rd.com



Success as a female doctor: What is ...  
medicalnewstoday.com



How to Spot a Bad Doctor | ...  
mdmag.com



it takes to be a doctor ...  
mirror.co.uk



When A Doctor Gives Up On A Patient ...  
nationalpainreport.com



How to find an English-speaking doctor ...



Tips for Choosing a Doctor - Scripps Health



The 'A' Word: Are Doctors Arrogant?



Well Connection | MyBlue



Find a Doctor | San Francisco Bay Area





**BIKE TO  
WORK**  
LTD



Please ride a bicycle.

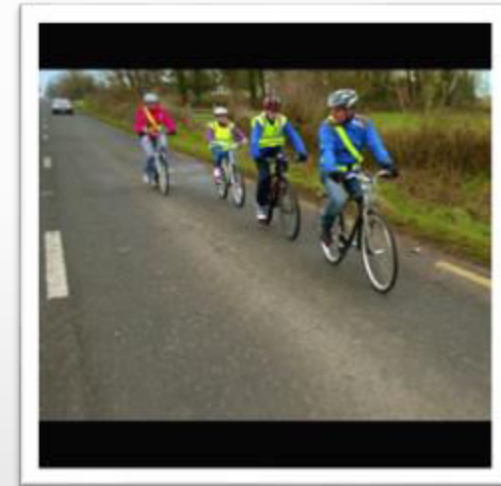
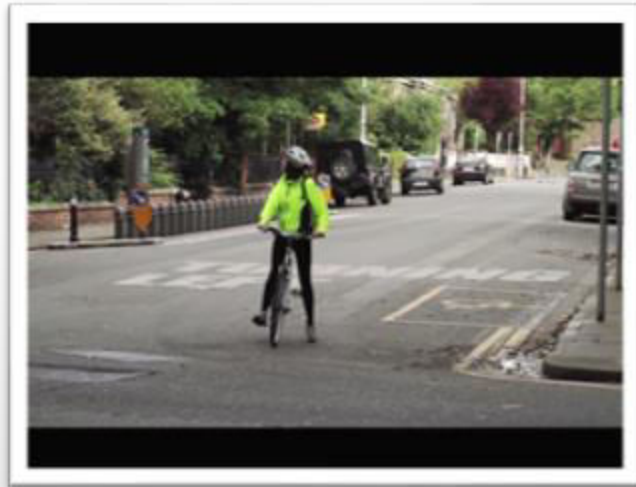
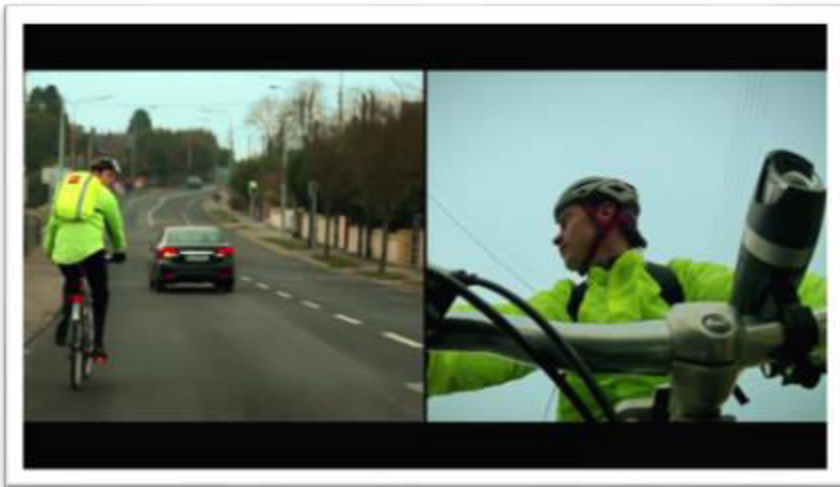
Please be a cyclist.



What is a cyclist?



Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority



Fear



# Card Sorting Exercise



Arrange the cards in order from  
**LEAST SAFE to MOST SAFE.**



# Least Safe: Overall

78  
%

74  
%

70  
%



# Least Safe: Female

74  
%

72  
%

71  
%



# Least Safe: Male

82  
%

76  
%

70  
%



# Least Safe: Under 30 years old

75  
%

71  
%

70  
%



# Least Safe: Over 30 years old

81  
%

76  
%

71  
%



# Social Acceptability



Imagine it's you in the photos, and  
one of them is going to be chosen  
to be shown to all your friends.

Arrange the cards in order from  
the one you would MOST want to  
be chosen, to the one you would  
LEAST want to be chosen.

# Most Socially Acceptable: Overall

8%

12  
%

16  
%



# Least Socially Acceptable: Overall

36  
%

30  
%

24  
%



# Least Socially Acceptable: Female

53  
%

44  
%

35  
%



# Least Socially Acceptable: Male

18  
%

16  
%

15  
%





# Least Socially Acceptable: Age Groups

Under  
30:

43%

Overall:

30%

Over  
30:

15  
%

Least Socially Acceptable: Under 30 years old

50  
%

43  
%

35  
%



Least Socially Acceptable: Over 30 years old

19  
%

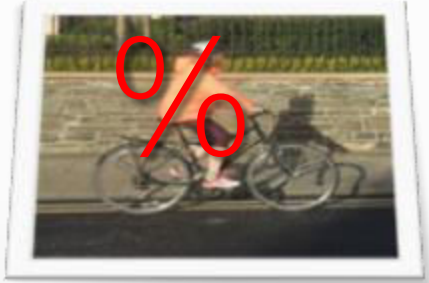
15  
%

12  
%



# Least Safe: Overall

78



74  
%

70



36

%

30

%

24

%

Least Socially Acceptable: Overall



Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

## About Us

Our mission is simple: to make roads safer for everyone. The current national Road Safety Strategy aims to reduce collisions, deaths and injuries by 30%.



Everton Vila

@evertonvila





# A weighty problem: How Ireland is on course to be the fattest nation in Europe

Ireland remains on course to become the fattest nation in Europe, and that's bad news for our hearts



One in four children in Ireland are now classified as overweight or obese

7,345 views | Apr 29, 2019, 08:21am

# Commuting By Car Is Killing You So Cycle Instead, Suggests Massive New Obesity Study



Carlton Reid Contributor

Transportation

I have been writing about transport for 30+ years.

Forbes

## Science News

from research organizations

### Riding the bike to work is just as effective as leisure time exercise

Date: November 1, 2017

Source: University of Copenhagen The Faculty of Health and Medical Sciences

Summary: A new study shows that inactive, overweight people can lose fat mass just as effectively by riding the bike to work than by exercising in their leisure time. It is a time-effective solution if you want to be physically active, but lead a busy everyday life, the researchers say.

## Cycling to work could save your life, obese commuters told

Andrew Gregory

April 28 2019, 12:01am,  
The Sunday Times

Science Health

Education



THE TIMES

Obese people who commute by car face a 32% higher risk of death  
GETTY IMAGES

thejournal.ie  
READ, SHARE AND SHAPE THE NEWS

FORA THE 42

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Tags # AGGRESSION # BULLYING # CHILDREN # DEPRESSION

## Number of primary school children with depression rises

The survey found that bullying leads to a number of significant mental health challenges in primary schools.

Jan 31st 2013, 12:00 PM 6,114 Views 22 Comments

Share 12 Tweet Email 31

Opinion  
Mental health

## When I was anxious and depressed, cycling put me on the road to happiness

Charles Graham-Dixon

Search International edition

**The Guardian**

I found comfort with CBT and medication - but then I discovered cycling, and it saved me, revealing a mental strength I didn't know I possessed

@charlesgd  
Mon 18 Dec 2017  
10:00 GMT

The Telegraph

HOME NEWS SF

## Lifestyle | Family

Life Parenting Schooling Relationships Grandparents Newsletter

Lifestyle · Family · Parenting

### They raise the world's happiest children - so is it time you went Dutch?

Share Tweet Email

Save 10

## The mental health benefits of cycling

19th March 2019 Features

**bikebiz**

A survey by Cycleplan, which aimed to understand the health benefits people experienced after taking up cycling, discovered that three-quarters of respondents noticed an improvement in their mental health...

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## Dublin one of worst cities in world for traffic congestion

Only drivers in Bogota and Rome spent more time stuck in cars

© West, Feb 13, 2019, 00:43

Conor Pope, Mark Hilliard



Research from motor data company Inrix suggests Dublin commuters spent a total of 246 hours or more than 10 full days in their cars in 2018. Photograph: Alan Betson



EUROPEAN CYCLISTS' FEDERATION

WHO WE ARE WHAT WE DO

### Walking and cycling reduce congestion



Amount of space required to transport the same number of passengers by car, bus, or bicycle.

Event info at [www.facebook.com/UrbanAmbassadors](http://www.facebook.com/UrbanAmbassadors) - Photos by [www.tobinbennett.com](http://www.tobinbennett.com)

(August 2010)

# PLANETIZEN



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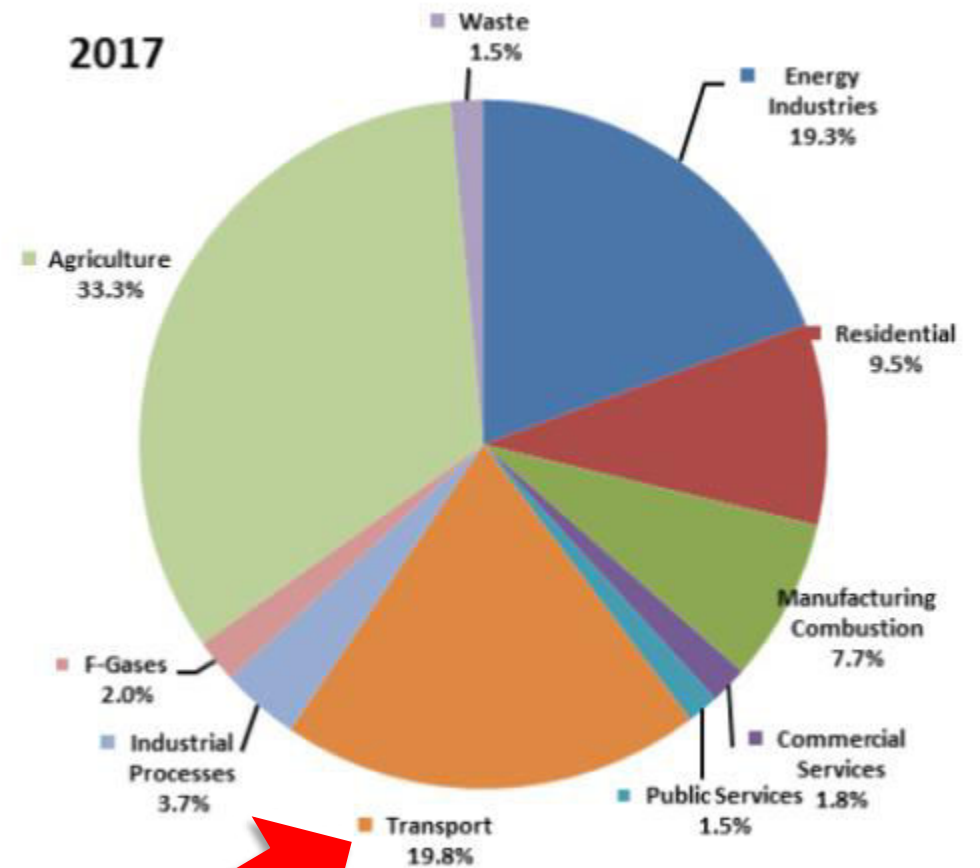
## Ireland to fall short of carbon-cutting targets, even with extra measures – EPA

Despite climate action initiatives in NDP, Ireland will fail to meet commitments

© Thu, Jun 6, 2019, 12:30 | Updated: Thu, Jun 6, 2019, 18:01

Kevin O'Sullivan Environment & Science Editor

2017



Transport  
19.8%



# THE IRISH TIMES

Tue, Jun 11, 2019

NEWS

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Environment > Heritage & Habitat | Renewable Ireland

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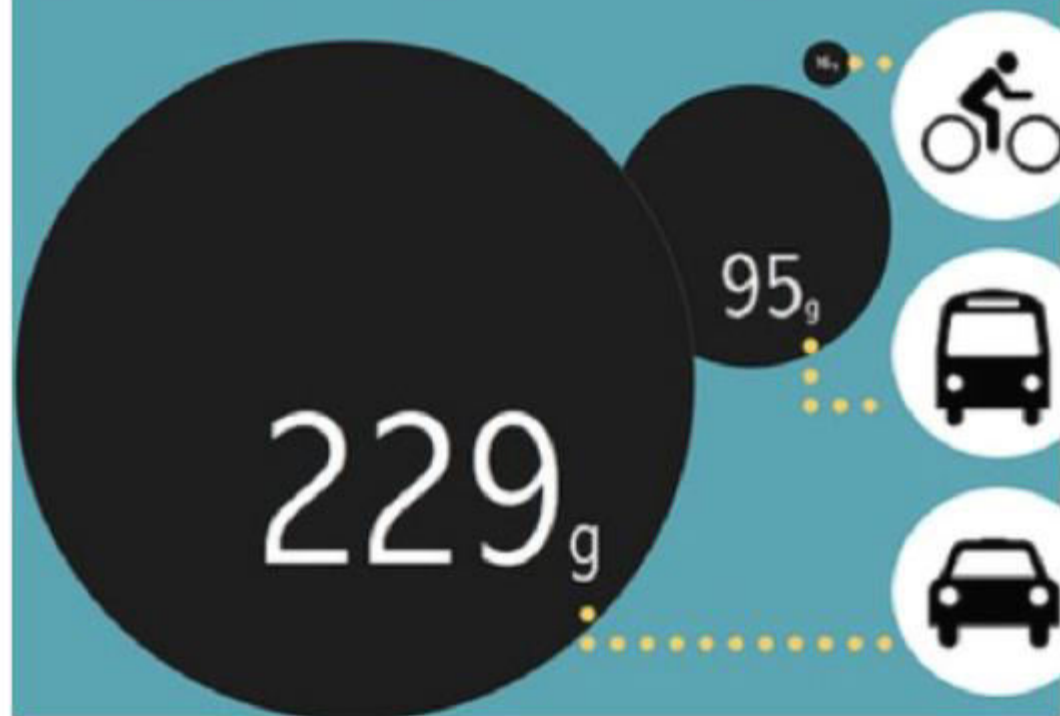
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© Thu, Jun 6, 2019, 12:30 | Updated: Thu, Jun 6, 2019, 18:01

Kevin O'Sullivan Environment & Science Editor

## FUEL CO<sub>2</sub> EMISSIONS

The amount of CO<sub>2</sub> emissions required to fuel different modes of transport\*.  
[per passenger kilometres]



**ECF**  
EUROPEAN CYCLISTS' FEDERATION



Martin Sarthou  
@msarthou







## Limitations of the study:

- Sample size
- Location

## Suggestions for further research:

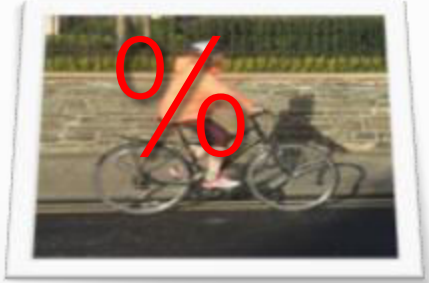
- Larger sample size
- Wider location

**Full paper including all references  
available on [Researchgate.net](https://www.researchgate.net)**



# Least Safe: Overall

78



74  
%

70



36

%

30

%

24

%

Least Socially Acceptable: Overall