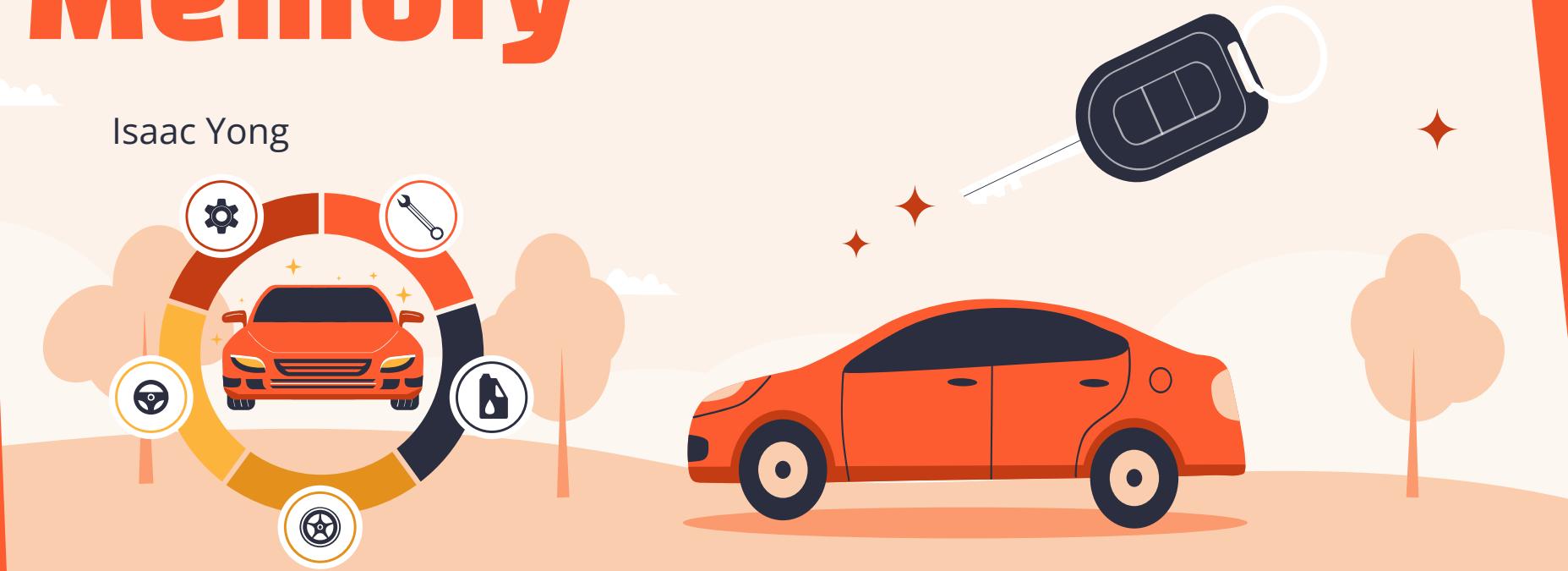


Implications of Automobile Cultural Memory

Isaac Yong



92%

**of American households
own a car (Forbes, 2023)**

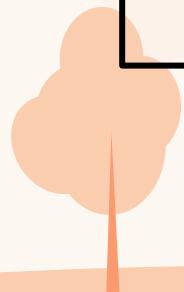
Relevant Quotes

"Cars can be a vehicle for conveying metaphorical aspects of culture and **what people value** besides moving them from one place to another"

"[car] heritage ...emerges out of the **relationship** between **past** and **present** as a reflection of the **future.**"

Maori connection

(Stiefel, 2019)



Stimulus Connections

- Dynamic
- Past/Present/Future

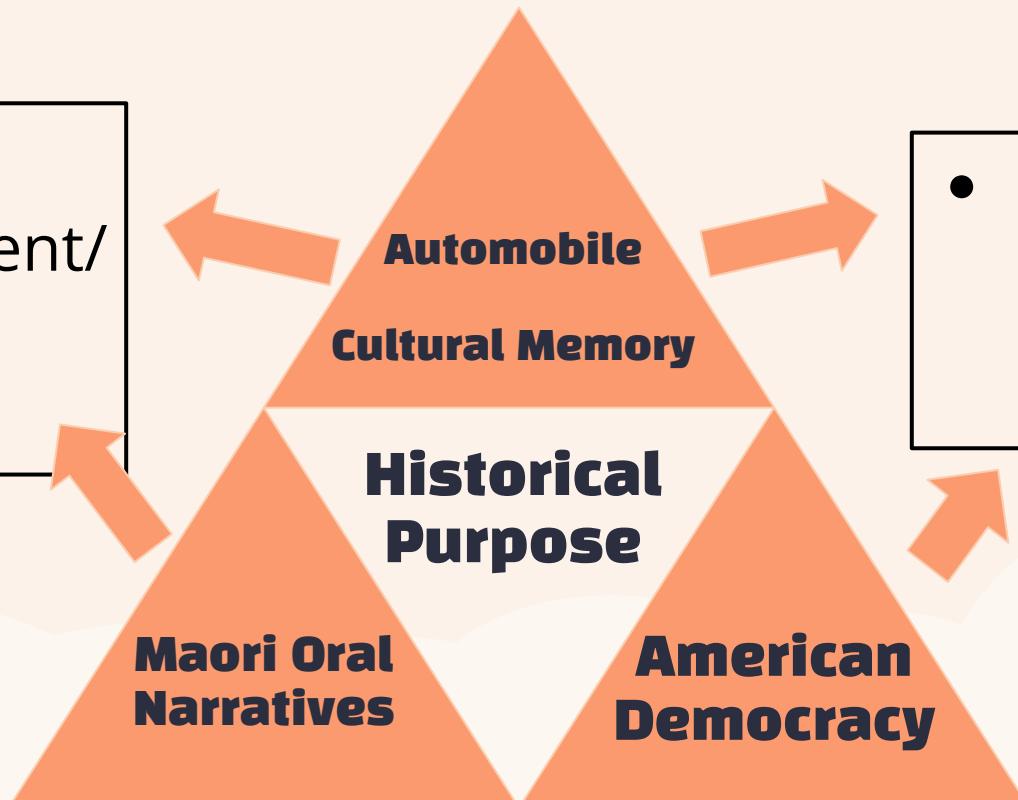
Cultural Memory

Historical Purpose

Maori Oral Narratives

American Democracy

- Define and Represent american values



How does Cultural Automobile Memory Shape Contemporary Perceptions and Values in Society?



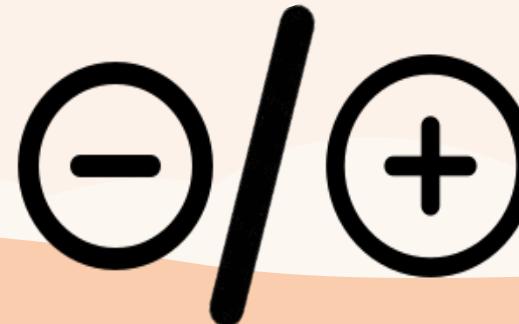
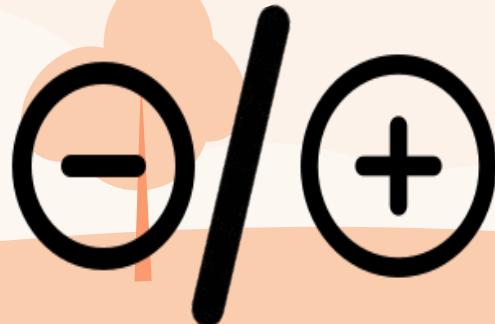
Thesis

Cultural Automobile Memory

Economic

Socio-Cultural

Environment



Definition

“Cultural memory is the constructed understanding of the past that is passed from one generation to the next through text, oral traditions, monuments, rites, and other symbols.” (National Geographic Society, 2023)



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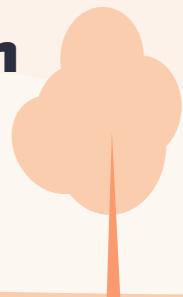
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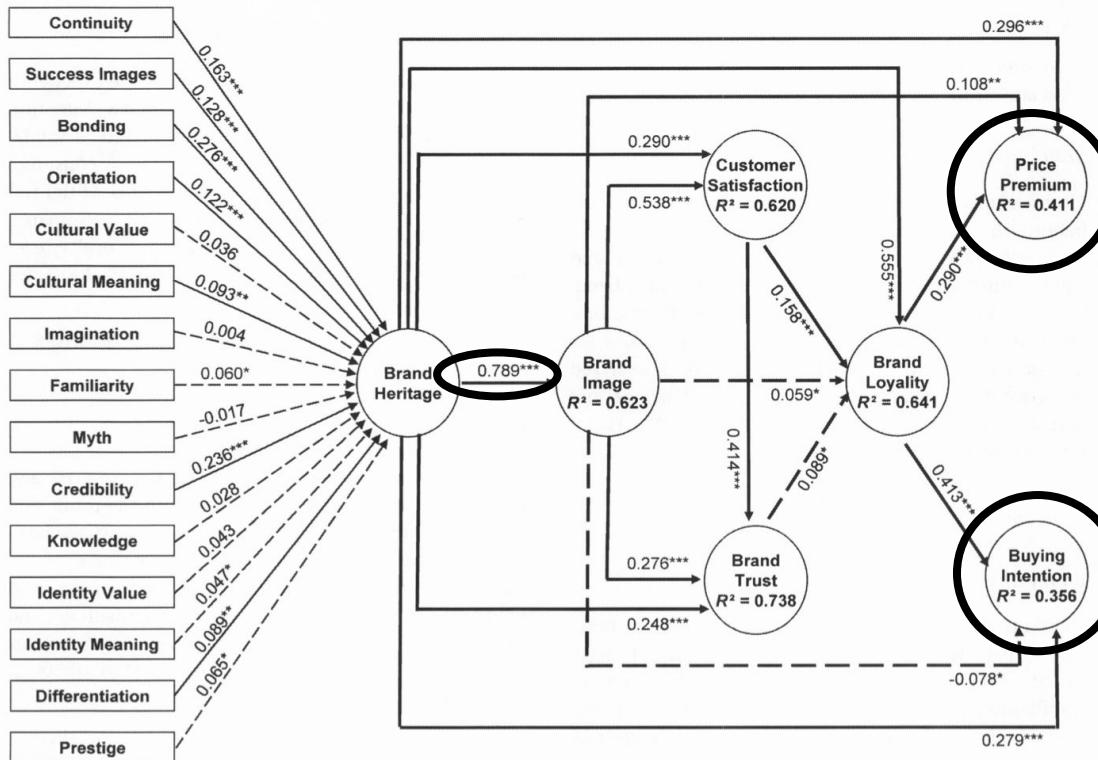
Bibliography



Economic Impacts (+)

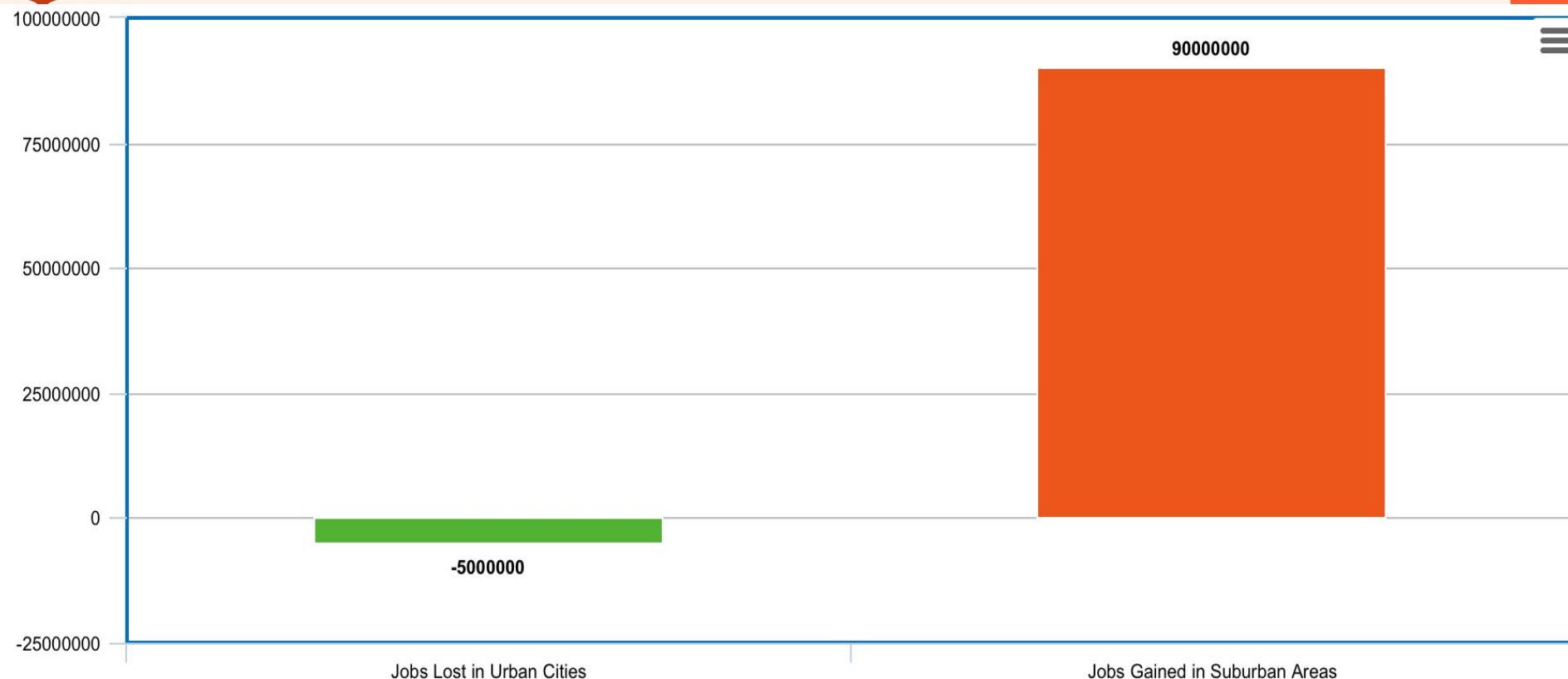
Spring 2011 209

Figure 2
Drivers and Outcomes of Brand Heritage



*** $p = 0.01$; ** $p = 0.05$; * $p = 0.1$.

Economic Impacts (-)



(Schloemer 2015)

Socio-Cultural Impacts (+)

Chicanos

"Lowriders symbolize Chicano pride and **equality**, preserving **cultural heritage** and uniting communities through **shared identity** and resilience."

(Rodriguez, 2024)

Americans

"Automobility has affected **identity formation**, gender roles, and the ways people interact with one another...Cars manifest peoples' **identities** and their desires for **autonomy**."

(Stark 2019).

Socio-Cultural Impacts (-)

Sexism

Past



Present

"The term "passenger princess" refers to a car guy having an attractive **woman** in the passenger seat as a type of **ornamental** accoutrement, with her function understood to be to a foil to the **driver's dominance**."

"Today women are blamed more for car accidents compared to men ... car guys... promulgate the notion of cars as superior to women on social media and elsewhere."

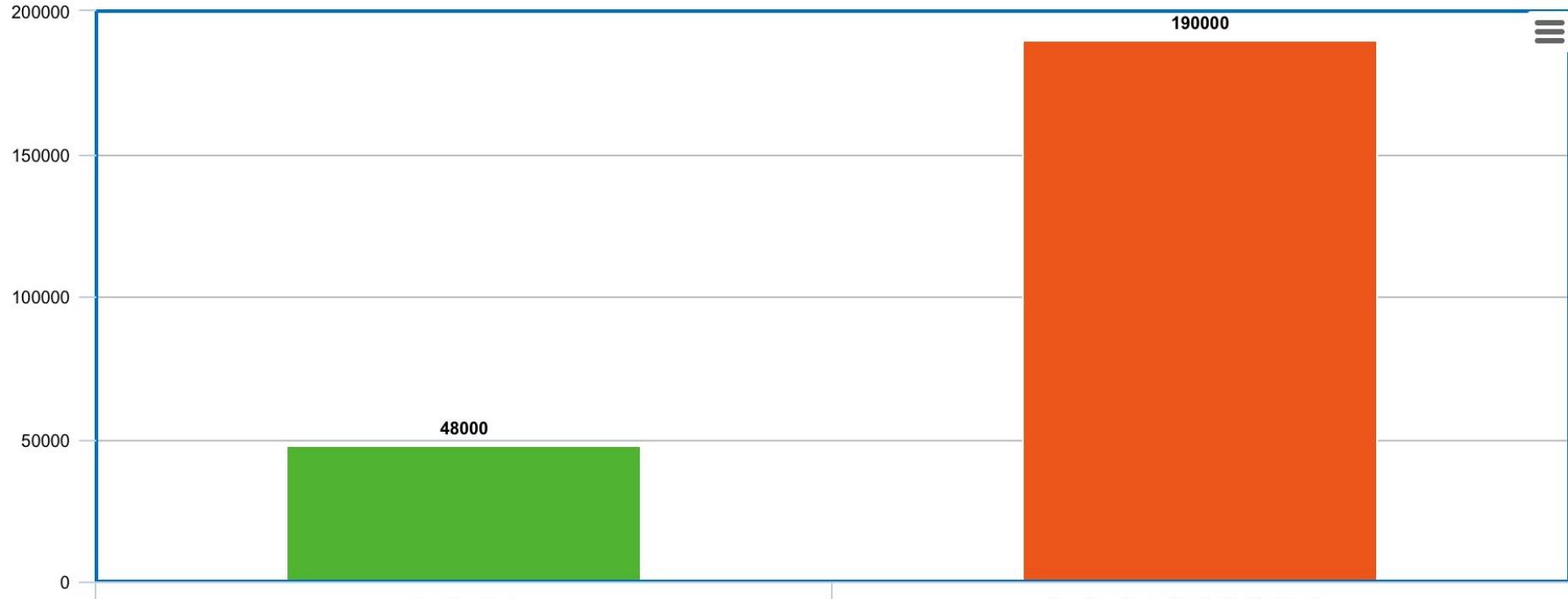
(Dundes 2023)

Disabled

- Limits Independence for Disabled"
- "Barriers for mobility-disabled individuals"
- ↑ Danger

(Miner 2024)

Socio-Cultural Impacts (-)



(Tucker, 2021)

(Miner 2024)

Environmental Impacts (-)

22%

145
Million
Tons

(Nasr, 2025)

"of Germany's entire greenhouse gas emissions came from transportation alone."

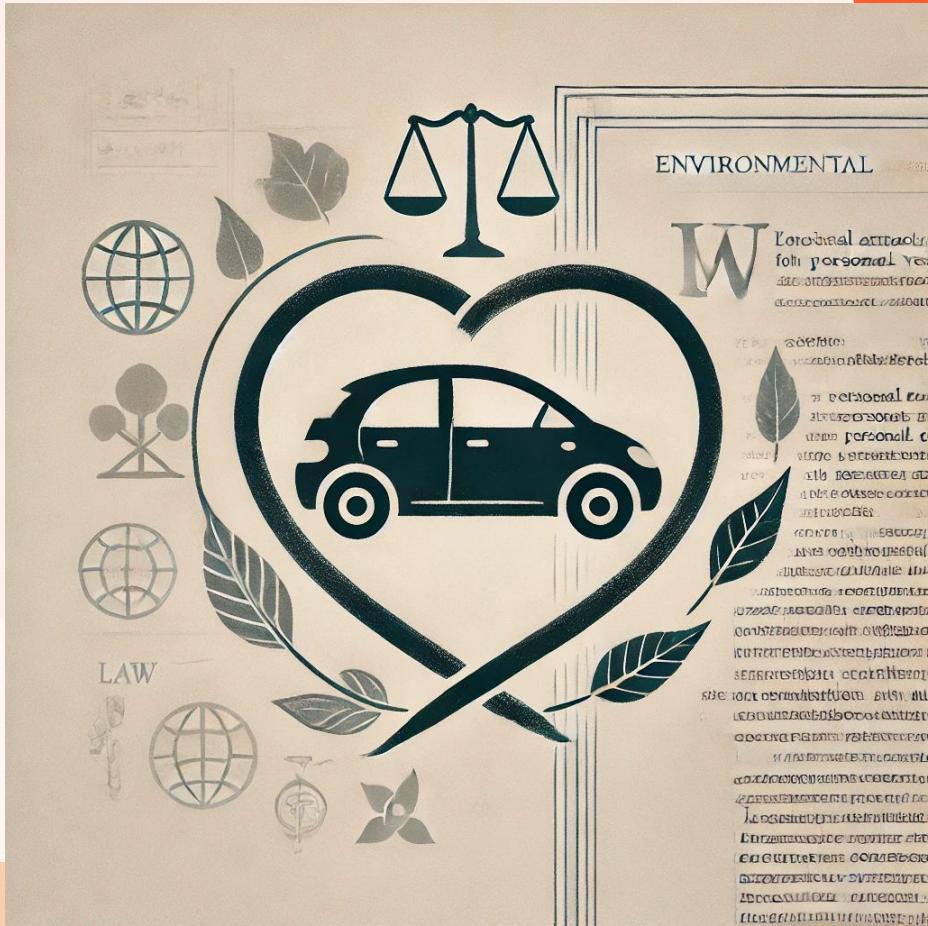
(Helferich, 2024)



Environmental Impacts (-)

“...eclipsing any negative side effects for people and the environment...rational decision-making and evidence-based policy-making can be effectively sidelined by appealing to this deep [automotive] cultural meaning.”

(Mogele, 2020).



Small Cultural Impact? (Rebuttal)

Younger Generations

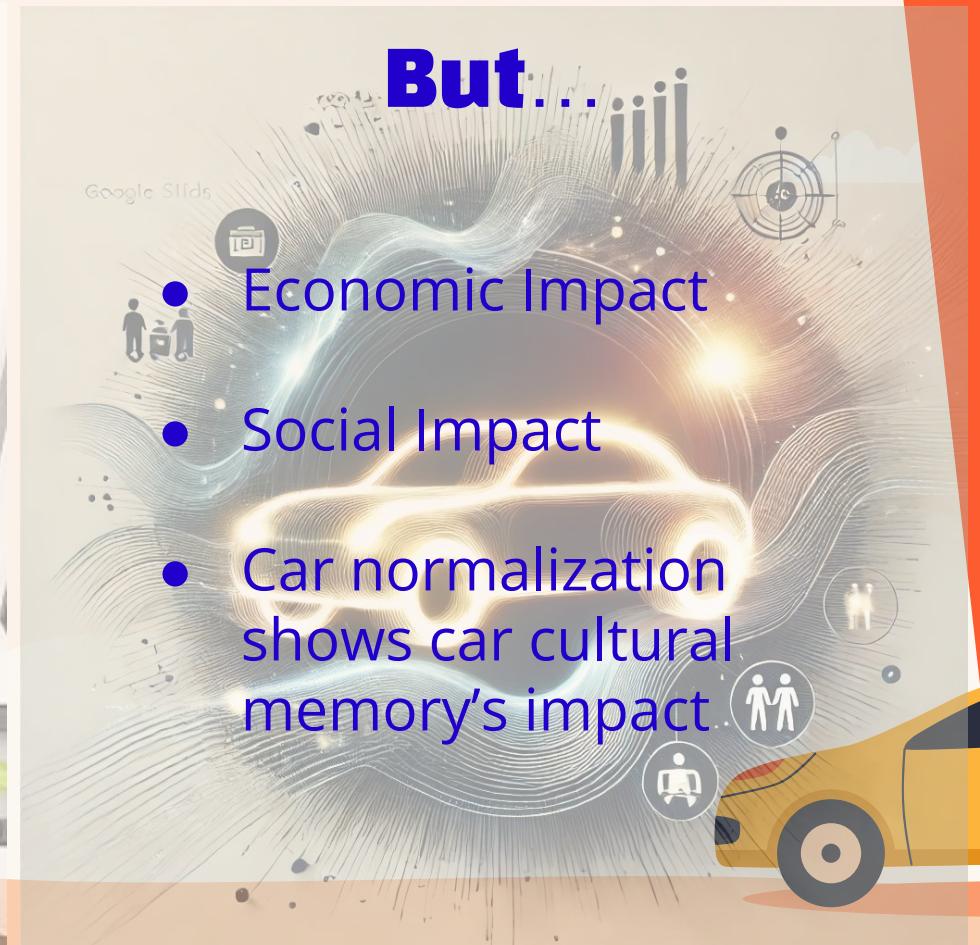
- Automated Skill
- Necessity
- No Cultural Significance
- “influenced by factors like **territorial structure and employment opportunities**”

(Rerat 2018)



But...

- Economic Impact
- Social Impact
- Car normalization shows car cultural memory's impact



Conclusion

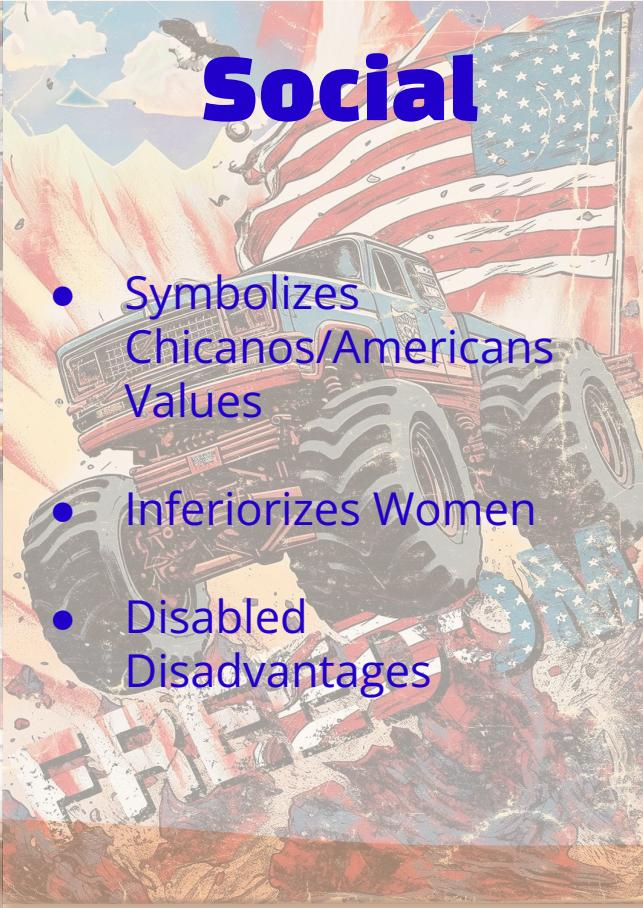
Economic

- Drives Consumer Spending
- Urban Sprawl



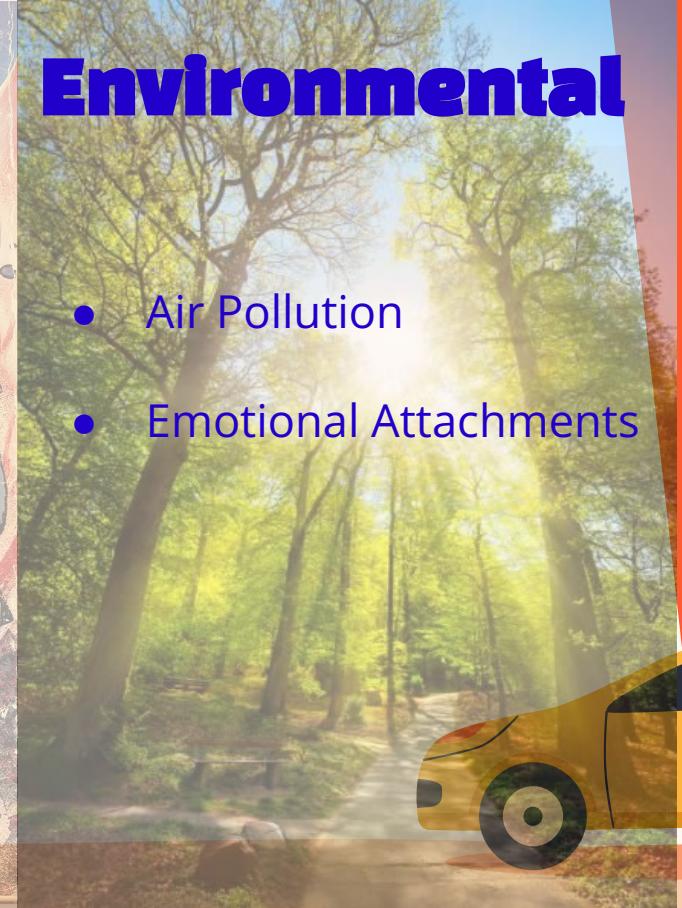
Social

- Symbolizes Chicanos/Americans Values
- Inferiorizes Women
- Disabled Disadvantages



Environmental

- Air Pollution
- Emotional Attachments



Addressing Car Dependency



Final Words

**To a Great extent Cultural
Automobile Memory Shapes
Contemporary Perceptions and
Values in Society**

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Thanks for Watching!

