**4.1. Data Discussion and Analysis**

In this section, we will carefully analyze the data obtained in the previous section regarding uncivilized behaviors exhibited by students when using bicycles on campus. We aim to summarize the overall usage patterns of bicycles, identify the reasons behind such behaviors, and delve into the underlying causes of these uncivilized actions. Through the analysis of uncivilized behaviors, we hope to propose possible measures to reduce the frequency of such incidents in the context of the sharing economy.

**4.1.1. Uncivilized Behaviors in the Use of Shared Bicycles by College Students**

Students' uncivilized behaviors in using shared bicycles are primarily concentrated in the first and second levels, involving issues such as haphazardly parking bicycles and littering. However, instances of damaging or privatizing bicycles are relatively rare.

According to survey data, 35.48% of students feel that shared bicycles parked on the streets are somewhat disorderly, while 24.19% believe the level of tidiness is average. Additionally, 61.29% of students report finding some but not excessive trash in the bicycle baskets, and 25.81% note a somewhat high amount of garbage. About 58.06% of students think there are some but not many shared bicycles abandoned or maliciously damaged on the roads. Nearly 80% of students mention encountering a high proportion of shared bicycles with small advertisements attached during their rides.

Information obtained from interviews with bicycle administrators reveals that, in most cases, Tongji University students display good behavior by appropriately parking shared bicycles without the need for administrators to rearrange them. However, administrators acknowledge that garbage is frequently found in bicycle baskets, which is unavoidable.

During on-site inspections, our group observed an excessive number of shared bicycles parked near the cafeteria during meal times and at the entrance of Building AB, creating a new lane on the road due to the high density of bicycles. Among the 200 bicycles investigated, some contained garbage, mainly leftover food, tissues, plastic bags, and discarded personal items. The majority of bicycles were adorned with small advertisements, affecting the riding experience. Notably, no intentionally damaged or abandoned shared bicycles were found during the investigation.

Overall, the survey indicates that bicycle parking on campus is somewhat disorderly. During periods of low bicycle usage, most students, under the constraints of their own morals, manage to park bicycles neatly. However, during peak usage periods, it becomes challenging for students to consistently park bicycles in designated locations. Many individuals dispose of trash in bicycle baskets despite the availability of numerous garbage bins on campus.

**4.1.2 .Comparison of On-Campus and Off-Campus Bicycle Conditions**

Our investigation of over 200 bicycles revealed that bicycles on campus are in significantly better condition than those off-campus. The likelihood of finding garbage in on-campus bicycle baskets is much lower than for off-campus bicycles. Off-campus bicycles exhibit severe damage in multiple instances, such as missing handlebars or malfunctioning brakes, whereas on-campus bicycles are generally well-maintained.

This discrepancy suggests that the on-campus population, comprising educated students and faculty, generally exhibits higher qualities of civility and cultural standards than the off-campus population. In contrast, individuals off-campus, who may lack understanding of the shared economy model, demonstrate lower overall civility, resulting in frequent uncivilized behaviors.

**4.1.3 Neutral Attitude of Students towards Uncivilized Behaviors in Bicycle Usage**

According to survey data, 56.45% of students usually park bicycles in a civilized manner, while 11.29% do so depending on their mood or situation. About 17.74% of students occasionally throw trash into bicycle baskets when unable to find a nearby trash bin, and 9.68% admit to doing so when they think no one is watching. In interviews with shared bicycle administrators, they acknowledge that students disposing of trash in bicycles is inevitable, and they attempt to clean up when such instances are observed.

Combined, these findings suggest that students generally maintain a neutral attitude toward uncivilized behaviors in bicycle usage. As members of a high-quality academic community, they often refrain from such behaviors themselves, but when observing others, they tend to adopt a bystander perspective without actively discouraging or addressing the uncivilized actions of their peers.

**4.2 Causes of Uncivilized Behaviors Occurring**

**4.2.1 Satisfying Certain Self-Interests**

The occurrence of uncivilized behaviors among students during the use of shared bicycles is notably rooted in the pursuit of immediate personal benefits. Through extensive investigations, it becomes evident that a substantial proportion of students engage in such behaviors driven by a desire for momentary convenience, often prioritizing their individual gains over collective responsibility.

The act of haphazardly parking bicycles, for instance, is frequently a result of individuals seeking a shortcut to save time and effort. This behavior is motivated by a desire to minimize the inconvenience of walking, and individuals opt for the quickest parking solution, even if it means disregarding established norms and designated parking areas.

Similarly, the disposal of trash into bicycle baskets is often prompted by a need for instant gratification. Faced with the absence of nearby trash bins or a reluctance to seek them out, some individuals choose the expedient option of discarding waste into the bicycle basket. This behavior is rooted in the convenience of immediate disposal, bypassing the inconvenience of searching for an appropriate receptacle.

The privatization of shared bicycles by locking them or forcibly removing their locks reflects another dimension of self-interest. Individuals engage in these actions to secure personal access to bicycles, treating them as their own property for extended periods. This behavior arises from a desire for convenience, allowing individuals to have ready access to a bicycle without relying on the shared nature of the service.

In essence, the overarching theme is the prioritization of individual convenience and immediate gains over the collective good. This self-centered approach manifests in various uncivilized behaviors and indicates a discrepancy between personal interests and the broader societal norms and responsibilities associated with shared resources. The challenge lies in addressing these self-interest-driven motivations to foster a more responsible and community-oriented approach to shared bicycle usage.

**4.2.2. Being Driven by the Psychology of Conformity**

Uncivilized behaviors in the use of shared bicycles are often propelled by the psychology of conformity. Through interviews with students, we found that some students, influenced by the collective behavior of their peers, tend to emulate such behavior. This psychological phenomenon underscores the significant role of conformity psychology in the occurrence of uncivilized actions, providing individuals with a pathway to gain a sense of belonging within the social collective.

In interviews, some students mentioned that after observing peers randomly parking their bicycles, they would imitate such behavior when faced with challenges in finding a suitable parking space. Specifically, when asked if they would mimic the behavior of their peers if they observed them randomly parking shared bicycles, many students responded affirmatively. This indicates that conformity psychology plays a driving role in uncivilized behavior, offering a way for the actors to escape internal moral pressures.

The existence of conformity psychology provides individuals with psychological comfort, as they know their actions are acknowledged by others. Behind uncivilized behavior, the role of conformity psychology is undeniable, as it provides a social sense of identity for the actors, alleviating their concerns about moral responsibility.

In conclusion, conformity psychology compels individuals to emulate the uncivilized behavior of others, and this tendency is reinforced by the power of collective acknowledgment. Therefore, understanding and intervening in the role of conformity psychology are crucial for cultivating a more responsible and civilized approach to the use of shared bicycles.

**4.2.3. Lacking of Regulatory Constraints**

The absence of effective regulatory constraints stands out as a prominent factor contributing to uncivilized behaviors in shared bicycle usage. Through interviews with students, a consensus emerged that the prevalence of such behaviors is, to a significant extent, due to the lack of well-established and enforceable rules governing shared bicycle use. The complexity of the shared bicycle system, coupled with challenges in monitoring and enforcing regulations, makes it difficult to curb the occurrence of uncivilized actions.

As expressed by one student during the interviews, "The uncivilized behaviors in the use of shared bicycles among students are largely because there are no comprehensive rules. It's challenging to establish such rules. For instance, when you pick up a bicycle, and there's garbage in the basket, you have no idea if it was left by the previous user or the one before that. Shared bicycles are only meant for a short ride, and once you're done, you don't have to worry about it. Hence, it's challenging to eliminate uncivilized behaviors."

In summary, the absence of robust regulatory constraints contributes significantly to the occurrence of uncivilized actions in shared bicycle usage. Addressing this issue requires the development and implementation of effective rules that can guide users and create a sense of responsibility within the shared bicycle community.

**4.2.4. The Mediating Role of Psychological Ownership**

The mediating role of psychological ownership stands out as another crucial factor contributing to the occurrence of uncivilized behaviors. Psychological ownership refers to an individual's psychological state of perceiving a target object or its part as "mine" or "ours," encompassing dimensions such as a sense of belonging, identification, and efficacy. While users of shared bicycles only possess the right to use, not ownership, within the context of the sharing economy, consumers gradually develop a psychological ownership of the bicycles, feeling a heightened sense of control over them.

Although users may only have the right to utilize the bicycles, not ownership, within the sharing economy, consumers gradually develop a psychological ownership of the bicycles, feeling a heightened sense of control over them. They believe they have full control over the bicycles and can act without constraints during their usage. To a significant extent, psychological ownership serves as a mediator between users and uncivilized behaviors, compelling bicycle users to engage in such behaviors.

In a series of interviews, students admitted that they sometimes engage in uncivilized behaviors for momentary convenience, such as haphazardly parking bicycles and disposing of trash in bicycle baskets. These behaviors are often associated with individual gains. Psychological ownership, however, provides these individuals with a rationalized psychological mechanism, leading them to believe that pursuing personal benefits within the comfort of users is justified.

Through the gradual construction of psychological ownership, individuals develop a strong personalized identification with the bicycles, resulting in behaviors that are more self-serving. This psychological mechanism fosters the occurrence of uncivilized behaviors, as individuals tend to prioritize their self-interests over societal norms and the maintenance of the shared bicycle image. Therefore, the mediating role of psychological ownership emerges as a critical catalyzing factor in uncivilized behaviors.

In summary, the mediating role of psychological ownership plays a pivotal part in the occurrence of uncivilized behaviors. Understanding how psychological ownership shapes user behavior provides insights into why individuals tend to engage in uncivilized operations with shared bicycles. Addressing this issue requires a deeper understanding of how psychological ownership molds user behavior, enabling the development of targeted intervention measures to guide users toward a more responsible and considerate usage attitude.

**4.3.Summary**

In conclusion, the study indicates that uncivilized behaviors in shared bicycle usage on campus are prevalent and multifaceted. The analysis reveals a complex interplay of individual motivations, social influences, regulatory deficiencies, and psychological ownership in contributing to these behaviors. Understanding these causes is crucial for developing effective measures to reduce the frequency of uncivilized actions within the context of the sharing economy.