1. **Introduce**

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**2.Literature review**

2.1 Factors Influencing Deliberate Unethical Behavior

2.1.1 Pre-behavioral Psychological Processes

2.1.2 Factors During Unethical Behavior

2.1.3 Post-behavioral Psychological Processes

2.2 Factors Influencing Civilized Use Behavior of Shared Bicycles

2.2.1 User Experience Perspective

2.2.2 Sustainable Operation

**3．Methodology**

3.1 Rersearch design

3.1.1 Rersearch methods

3.1.2 Research participants

3.1.3 Questionnaire design

3.2 Data collection methods and data processing

3.3 Data analysis

3.3.1 The extent and types of uncivilized behaviours with shared bicycles on campus

3.3.2 Root cause analysis behind the research

3.3.3 Impact assessment with shared bicycles on campus

3.3.4 Stakeholder perspectives

**4. Research Findings and Analysis**

4.1 Data discussion and Analysis

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

4.1.2 Attitudes of College Students Toward Uncivilized Behaviors in the Use of Shared Bicycles

4.2 Causes of Uncivilized Behaviors Occurring

4.2.1 satisfy certain self-interests.

4.2.2 Driven by the Psychology of Conformity

4.2.3 Lack of Regulatory Constraints

4.3 summary

**5.Expected Output and solutions**  
5.1.Understanding Uncivilized Behaviors in Shared Bicycles

5.1.1 Overview of Uncivilized Behaviors: Questionnaire Data and Research

5.1.2 Primary Classifications of Behaviors: Levels, Frequency, and Relevant Factors

5.2.Exploring Causes of Uncivilized Behaviors in Shared Products

5.2.1 Analysis of Questionnaire Data and Interview Findings

5.2.2 Literature Review on Shared Bicycles and Other Products

5.2.3 Extending the Scope: Exploring Causes in Shared Products Beyond Bicycles

5.2.4 Conclusions from Social Psychology and Legal Perspectives

5.3.Developing Proactive Measures for Managing Uncivilized Behaviors

5.3.1 Management Strategies for Shared Bicycle Enterprises

5.3.2 Operational Measures for Minimizing Uncivilized Behavior

5.3.3 Reward/Punishment Systems: Incentives and Deterrents

5.3.4 Applicability to Emerging Enterprises in Other Shared Product Categories

5.4.Proposing Legal and Societal Solutions

5.4.1 Legal Implications and Regulatory Frameworks

5.4.2 Speculative Ideas for Legal Measures

5.4.3 Societal Approaches to Reduce Uncivilized Behaviors