**Title:**

"Addressing Uncivilized Behaviors in the Use of Shared Bicycles on Campus“

**Abstract:**

This research aims to investigate and analyze the prevalence of uncivilized behaviors associated with the use of shared bicycles on campus. The study focuses on understanding the root causes of these behaviors, their impact on the campus environment, and potential solutions to mitigate them. The ultimate goal is to promote a more responsible and sustainable use of shared bicycles within the campus community.

**Literature Review:**

Previous research investigates intentional unethical behavior, defined as actions knowingly violating moral norms. It explores influencing factors and psychological processes before and after such behavior occurs. Key factors include moral self-concept, cognitive style, personality traits, physiological influences, and unconscious biases. The psychological processes before unethical behavior involve experiencing conflicts, token preferences, self-interest and altruism, and moral permits. After unethical behavior, individuals may undergo moral imbalance, leading to defensive strategies like moral cleanliness, moral evasion, and moral hypocrisy. The paper proposes future research directions, emphasizing the need to explore mechanisms strengthening unethical behavior, understand it from a psychological motivation perspective, consider the concept of comfort zones, address unconscious biases, and expand research methods and contexts.

Besides, other research delves into the factors influencing the civilized use behavior of shared bicycles from the perspective of user experience. It covers positive relationships between user experience, perceived value, and civilized behavior, emphasizing the need for insights to improve user behavior and contribute to the sustainable operation of shared bicycle systems.

**Research Methods:**

1. Questionnaires: Conducting surveys among campus users to gather data on their experiences, perceptions, and attitudes towards shared bicycles, as well as their involvement in uncivilized behaviors.
2. Interviews: Engaging in one-on-one or group interviews with key stakeholders, including students, campus administrators, and bicycle-sharing service providers, to gain deeper insights into the issue.
3. Observations: Systematically recording observations of shared bicycle usage patterns and the occurrence of uncivilized behaviors on campus during different times of the day and week.

**Research Pathway:**

1. Problem Identification: Assessing the extent and types of uncivilized behaviors associated with shared bicycles on campus, including littering, improper parking, and vandalism.
2. Root Cause Analysis: Investigating the underlying factors contributing to these behaviors, such as user attitudes, lack of awareness, and convenience.
3. Impact Assessment: Evaluating the consequences of these behaviors on the campus environment, including cluttered bike parking areas, damaged bicycles, and the overall aesthetics of the campus.
4. Stakeholder Perspectives: Gathering insights from interviews with key stakeholders to understand their perspectives on the issue and potential solutions.
5. Solutions and Recommendations: Based on the collected data and analysis, proposing actionable recommendations to address the issue, including education and awareness campaigns, infrastructure improvements, and policy changes.
6. Implementation and Evaluation: Suggesting a plan for implementing the recommended solutions and evaluating their effectiveness over time, with the goal of fostering a culture of responsible shared bicycle use on campus.

**Timeline and Division of the Task:**

***Week 7-8:*** *Project Initiation and Literature Collection*

Determine the direction and goals of research.

Develop a feasible research pathway.

Collect references and prepare for the next step.

Develop a research plan and finalize the initial proposal.

***Week 9-10:*** *Data collection and Project Improvement*

Conduct an initial literature review to identify key references.

Design and publish questionnaires and collect and organize data.

Identify previous research and expected outputs.

Improve and refine the research outline.

***Week 11-12:*** *Outline Drawing up and Meaning Determination*

Combine with the research data analysis phenomenon and draw the conclusion.

Continue to enrich the literature search.

Draw up an outline and the conclusion of the project.

Clarify the value and practical significance of the research.

***Week 13-14:*** *Paper Writing and Project Preliminary Completion*

Discuss the division of work and define the direction of writing.

Make charts to enrich the structure of the paper.

Determine the writing context and write paper.

***Week 15-16:*** *Presentation Preparation and Project completion*

Preparation of presentation and conduct of group presentations.

Polish and revise the paper of the project.

Form a paper and report summary reflection.

**Expected Outcomes and Implications:**

1. Summarize the overall situation of uncivilized behaviors in shared bicycles, based on questionnaire data and previous research on the primary classifications of such behaviors (according to different levels), including the frequency and other relevant factors.
2. Explore the underlying causes of uncivilized behaviors in shared bicycles, considering questionnaire data, interview findings, and relevant literature. Extend the scope of consideration from shared bicycles to other shared products. Finally, draw conclusions on the causes and incentives of such phenomena from the perspectives of social psychology and the legal domain.
3. Based on the conclusions from the above points, compile a series of management, operational, and reward/punishment measures suitable for dissemination to various shared bicycle enterprises and potentially emerging enterprises in other shared product categories. This aims to enable them to proactively prevent and minimize instances of uncivilized behavior by users, thereby avoiding economic losses and operational challenges. Additionally, propose speculative ideas at the legal and societal level to reduce such behaviors.

**References:**

*Knowingly Offending? Factors and Psychological Processes Influencing Deliberate Unethical Behavior by Wang et al. (2018)*

*An Overview of Literature on the Factors Influencing Civilized Use Behavior of Shared Bicycles from the Perspective of User Experience by Guo et al. (2022)*