

## Plain Language Statement

**Study title:** If you build it, who will come? An examination of socio-demographic factors in urban cycling infrastructure analysis using crowdsourced data

**Principal researcher:** Samuel Hönle ([2709806H@student.gla.ac.uk](mailto:2709806H@student.gla.ac.uk))

**Supervisor:** Dr Qunshan Zhao ([Qunshan.Zhao@glasgow.ac.uk](mailto:Qunshan.Zhao@glasgow.ac.uk))

A dissertation to attain the **Degree:** MSc in Urban Analytics

You are being invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

**What is the purpose of the study?** Cycling is a healthy and green mode of urban transport. However, current transport infrastructure is centred around cars. One of the problems urban planners face when improving the urban cycling experience is a shortage of good urban cycling behaviour data. This makes it hard to appropriately plan new projects, such as cycling infrastructure, or evaluate existing ones. Urban planners also often do not know how new projects will impact population groups differently. This study investigates what urban planners could learn from linking crowdsourced cycling behaviour data from apps like Bike Citizens with socio-demographic information about the people behind the data.

**Why have I been chosen?** Participation is open to all Bike Citizen users in the study area (Vienna).

**Do I have to take part?** No, participation is entirely voluntary. If you decide to participate, you can still withdraw at any time and without giving any reason.

**What will happen to me if I take part?** If you participate, your survey response will be linked to the cycling journeys you tracked using Bike Citizens in the past 5 years and be made available to the principal researcher and supervisor. The survey should take approximately 10 minutes to complete. You will be compensated with a 3 month Premium Subscription.

**Will my taking part in this study be kept confidential?** All information which is collected about you during the course of the research will be kept strictly confidential. You will be identified by a unique token, but no connection to your user account other than to retrieve your tracked journeys will be made during the course of research. It will not be possible to identify individual users in the results.

Please note that assurances on confidentiality will be strictly adhered to unless evidence of wrongdoing or potential harm is uncovered. In such cases the University may be obliged to contact relevant statutory bodies/agencies.

On completion of the project, all user-related data will be removed from the researchers' devices, and all survey responses will be permanently deleted. We will keep your personal data only as long as necessary and no longer than the period of ethical approval: 31 December 2023.

**What will happen to the results of the research study?** The resulting Master's dissertation will be handed to the university. The dissertation might also be subsequently extended and submitted for publishing. Make sure to follow Bike Citizens' publications and newsletters to not miss any interesting results from the study that might get published!

**Who has reviewed the study?** The study has been reviewed by the University of Glasgow School of Social & Political Sciences Ethics Forum.

### **Contact for Further Information**

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If you have any concerns regarding the conduct of this research project, you can contact the School of Social & Political Sciences Ethics Officer Professor Gerda Reith email: [Gerda.Reith@glasgow.ac.uk](mailto:Gerda.Reith@glasgow.ac.uk)

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