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PROGRAMA: E-4

GRUPO: B

FECHA: 21/10/2024

### **Anexo I. Registro del Título del Trabajo Fin de Grado (TFG-ADE)**


**Director Asignado:** \_ Victoria Labajo

**Título provisional del TFG-ADE:**

‘Safety Concerns Regarding E-scooters: Views from Consumers As Seen on Social Media and Online Listening’

**ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)**

**Firma del estudiante:**



**Fecha:** 21/10/2024

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**Title:** 'Safety Concerns Regarding E-scooters: Views from Consumers As Seen on Social Media and Online Listening'

### Question for Research

What kinds of narrative do social media sites use when advertising e-scooters, and how much is safety brought up?

### Objectives

- To examine the narrative that social media has created around e-scooters.
- To determine whether posts concerning the use of e-scooters on social media involve any safety issues.
- To look into the safety strategies used by e-scooter sharing companies (Lime, Dott, Tier) in their Instagram marketing.

### Methodology

A qualitative methodology centered on social media listening and content analysis of Instagram campaigns will be employed in this study. The particular approach consists of:

- Case study analysis of three e-scooter sharing operators in Madrid: Lime, Dott, and Tier.
- Content analysis of Instagram campaigns of these operators to understand the narrative surrounding e-scooter usage and safety.

### Data Gathering

- Social Media Listening: Analysing hashtags and discussions on the use and safety of e-scooters on social media sites such as Instagram, Twitter, and Facebook.
- Content Analysis: Gathering information from Lime, Dott, and Tier's Instagram advertisements with an emphasis on how these companies convey safety and e-scooter use.

### Data Analysis

- Qualitative material analysis: Finding recurring themes, ideas, and narratives regarding the safety of e-scooters. I will do this by gathering, sorting and examining social media data.

- Sentiment analysis: I will carry out the process of using tools to assess tone, language and visual sentiment of the social media posts.

### Timetable for Deliverables

Month 1: data gathering using content from Instagram

Months 2-3: Sentiment analysis and qualitative coding used to analyse data.

Months 4-5: Writing and reviewing the results.

Month 6: Thesis completion and submission.

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Kelsey Sievert, Madeleine Roen , Curtis M. Craig and Nichole L. Morris (2023) *(PDF) a survey of Electric-Scooter Riders' route choice, safety perception, and helmet use.*

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[https://www.researchgate.net/publication/370019860\\_A\\_Survey\\_of\\_Electric-Scooter\\_Riders'\\_Route\\_Choice\\_Safety\\_Perception\\_and\\_Helmet\\_Use](https://www.researchgate.net/publication/370019860_A_Survey_of_Electric-Scooter_Riders'_Route_Choice_Safety_Perception_and_Helmet_Use) (Accessed: 21 October 2024).