Master's Thesis of Tong Zhang

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Research Questions:

Why people disagree that "9-Euro-Ticket is a good idea"?

What factors influenced people's disapproval of the 9ET policy?

Who are the individuals more likely to disapprove, and what are the distinguishing characteristics of this group?
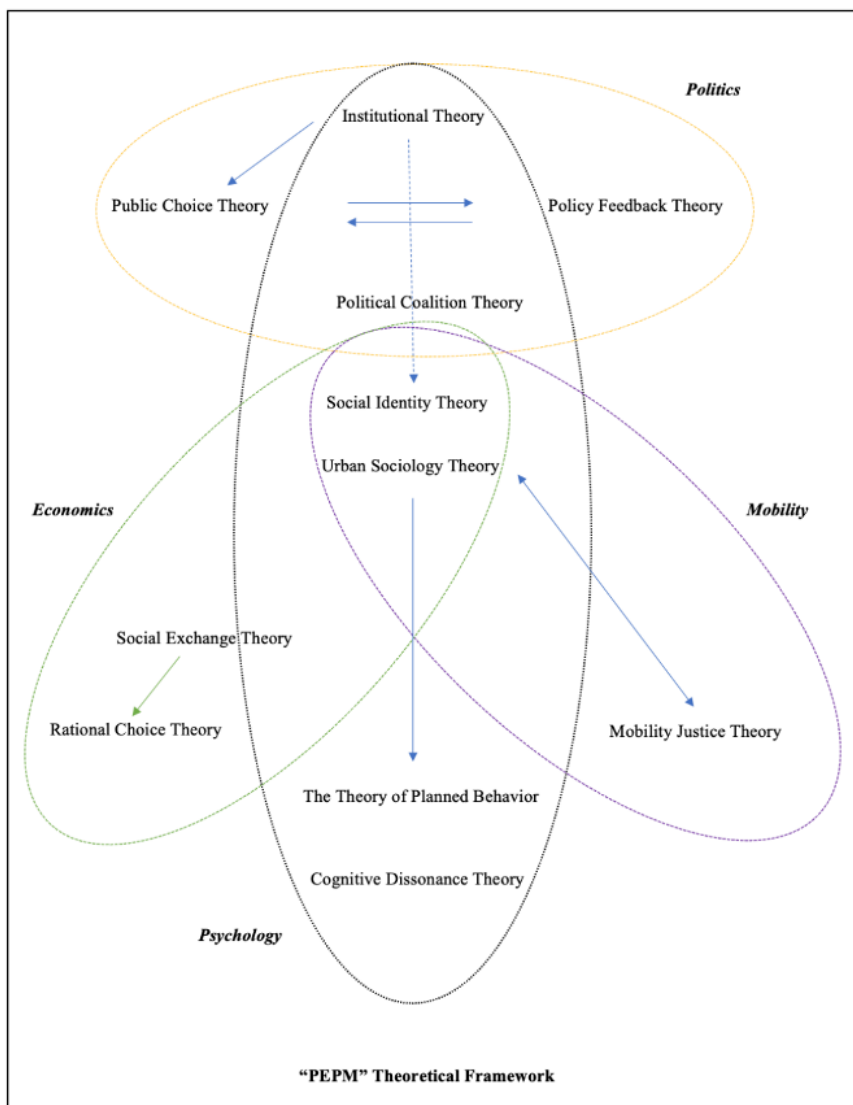
A Multiple-Theory Framework "PEPM":

Figure 3.1: "PEPM" Theoretical Framework

The research incorporated a literature review on Fare Free Public Transportation (FFPT) and public attitudes towards it, along with insights from public opinions expressed on social media platforms. Based on this information, 10 hypotheses were formulated to address the research questions.

To examine these hypotheses, a quantitative analysis methodology was employed. The study utilized a survey-based approach and applied Factor Analysis and Ordinal Regression Models for data analysis.

The dataset used in this study was obtained from the First-wave survey of the "Mobilität leben" project. To reduce the dimensionality of the dataset, Factor Analysis was applied to the 48 independent variables. The dependent variable in this analysis is "ticket_goodidea_w1". Through the Factor Analysis, 9 factors and 9 control variables were derived from the original dataset.

To examine the impact of predictors on the dependent variable, an Ordered Logit Model was performed. This statistical model allows for the analysis of ordinal dependent variables, such as the agreement levels in this study. The Ordered Logit Model was used to assess the relationships between the predictors and the dependent variable, providing insights into how different factors influence individuals' attitudes towards the 9ET policy.
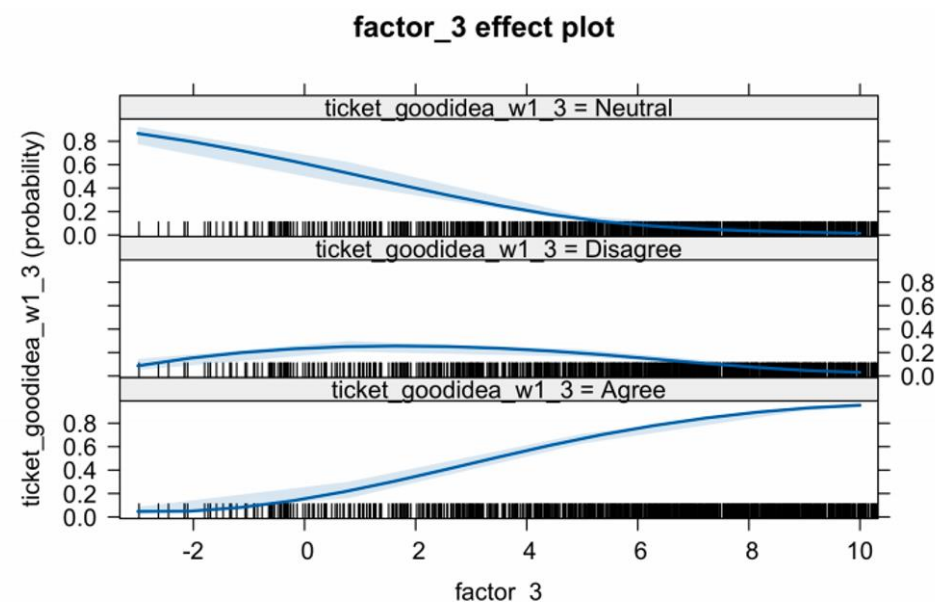

Figure 7.5: The Plot of Factor3 and Probability on ticket_goodidea_w1

Results Analysis:

Higher income was associated with a lower likelihood of disagreement with the 9-Euro-Ticket policy. Employed participants were less likely to disagree compared to individuals who were not employed or studying. Participants with German nationality were more likely to disagree with the policy. Additionally, individuals who had lower factor scores for the perception of the positive effects of the 9-Euro-Ticket were more likely to disagree.

Policy Recommendations:

It is crucial for governments to effectively communicate the positive impacts of the policy to the public. This can help increase acceptance and support for similar policy instruments in the future. By highlighting the benefits and addressing any concerns or misconceptions, governments can foster a better understanding and appreciation of such policies among the public.

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