



 Hochschule für Angewandte

 Wissenschaften Hamburg

 Hamburg University of Applied Sciences











SAFEST





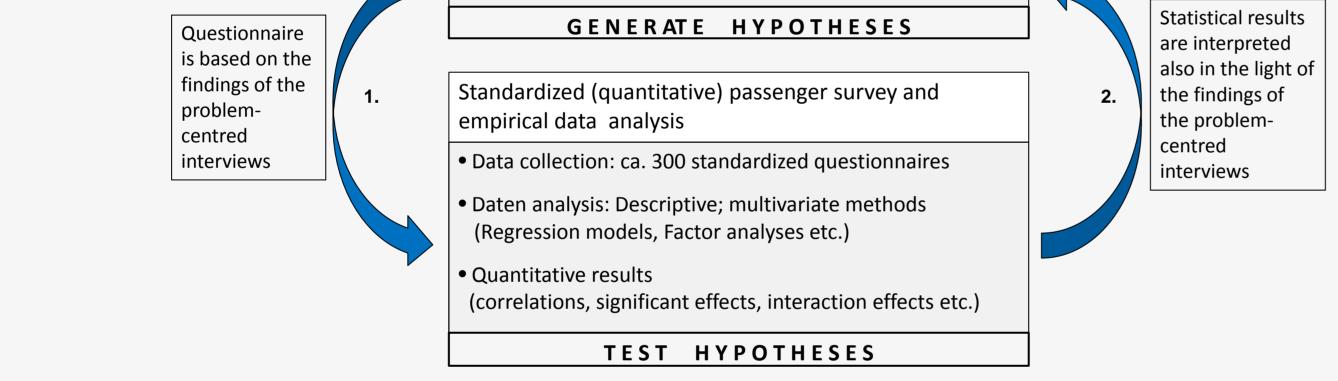
SPONSORED BY THE

Socio-scientific Research Study on Acceptance

Procedure of the socio-scientific study			
Expert interviews		Passenger interviews]
Qualitative expert interviews		Qualitative passenger interviews	
 Goal: Catalogue of requirements Content: technical & social requirements of security measures at airports 	Expert-layperson- difference	• 12-15 Problem-centred interviewswith flight passengers to evaluate subjective dimensions of perception and acceptance	
		 Logic of recruitment: 2 x 3 cell matrix (age, gender, frequency of flights) 	
		Transcription and theory-based analysis of the contents	

Methods and aims of the study of acceptance

- Initial point: Subjective patterns of perception are relatively abstract constructs (vgl. Tversky & Kahneman 1974; Douglas 1985; Slovic 2000; Schütz & Peters 2002)
- Triangulation (Denzin 1970; Flick 2004; Kelle 2008): Making use of both, qualitative and quantitative methods, for the exploration of the passengers' perception and acceptance of security measures at airports
- Quantitative measures cannot explain causalities of meanings. The attributed meaningfulness of social action – und dem Handeln vorgelagerten Einstellungen und Wahrnehmungen (vgl. Van Deth & Scarbrough 1995) – can therefore only be explored by making use of problem-centred passenger interviews



Goals of the expert interviews

- Identification of requirements, that a technology in the context of an aiport needs to fulfill: Orientation for the technical developers of the SAFEST sensor system
- Identification of social aspects (subjective perception, security culture) that are affected by safety and security measures
- Expert perspective on safety and security measures at the airport

Results of the expert interviews

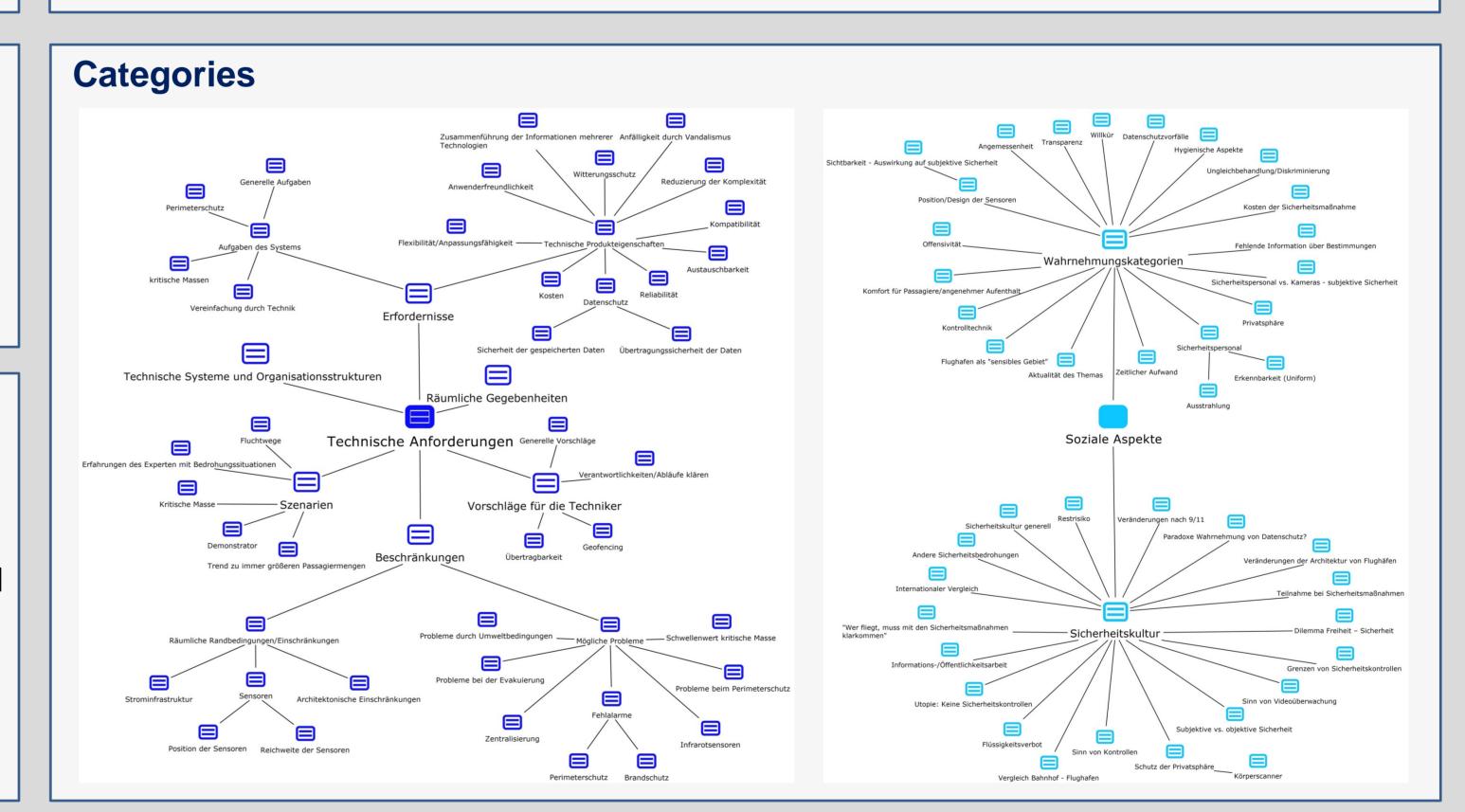
Technical requirements

- Technical product attributes: compability, reduction of complexity, adaptability etc.
- Possible constraints/problems: space, false alarms etc.
- Integrate organisationals aspects of technical systems into the design process of the system

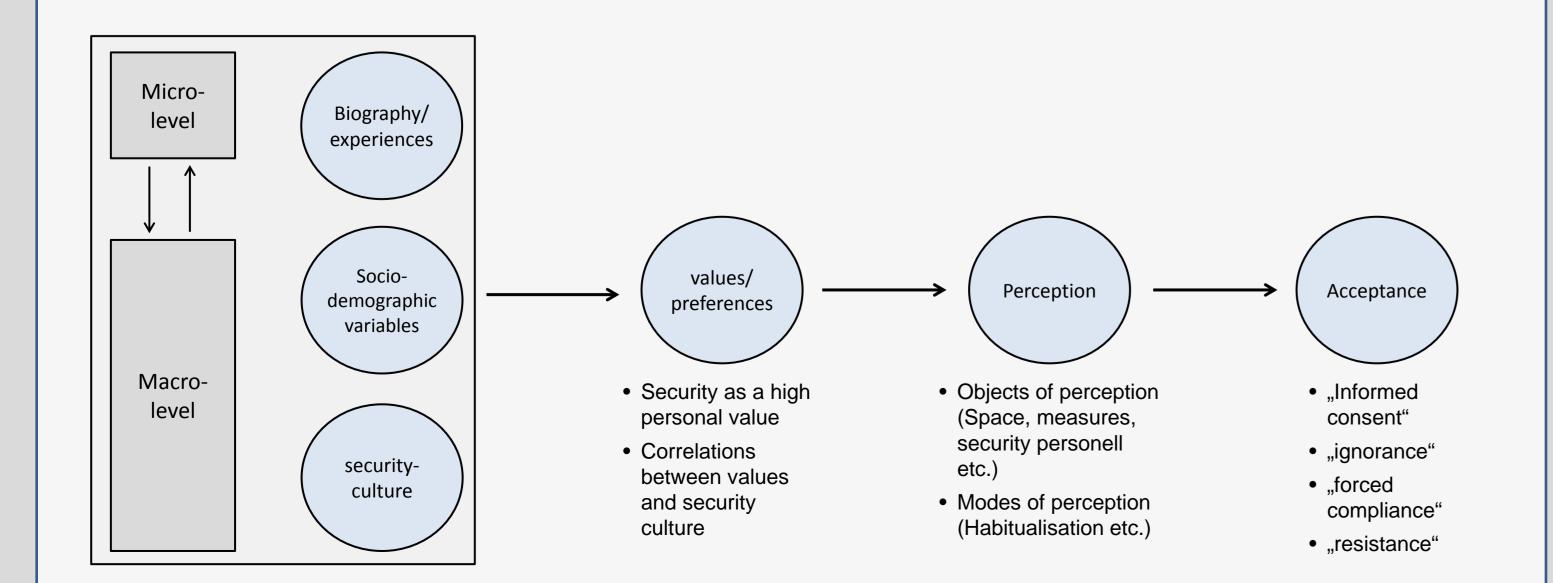
Social aspects

- Socio-cultural/-demographic factors
- Security culture at the airport (e.g. compared to train stations)
- A whole range of different categories will have an impact on the acceptance

- Goals and proceedings:
 - > Qualitative exploration of the patterns of perception and acceptance
 - Statistical analyses of cause-effect relationships between perception, acceptance, values, preferences and socio-demographic variables (age, education, gender etc.)



Theoretical model for the structuring of the passenger interviews



Goals of the passenger interviews

- Subjective dimensions of perception and criteria of acceptance are explored by problemcentred interviews (Witzel/Reiter 2012); Acceptance as a multi-factorial construct
- These dimensions serve as foundation for the formulation of items within the questionnaire

Results of the passenger interviews

- •General acceptance of security measures by the flight passengers
- •But: Great variance of single categories of acceptance

•Dimensions of acceptance:

- * Privacy /Data protection
 * Reasonability of the measure
 * Appearance of security personnel
 * Emotional factors
- * Efficiency* Trust* Intimacy

* Time and effort

* Discrimination
* Transparency
* Health
* Commensurability