

GREEN AND GENDERED:

Cultural perspectives on the road towards electric
vehicles in Norway

Why gender?

- Established links between automobility and men.
- Established links between women and environmentally friendly mobility.
- A sociotechnical perspective on the proliferation of EVs in Norway, and the cultural interplay between the technology and its users,

What we have done

- 30 qualitative, in-depth interviews
- 16 «pure» electrical, 4 hybrids, 3 EV & hybrid, 7 EVs & fossil fuelled
- 16 household couples
- 25 women and 23 men



Electric Ladyland

- *Highlighted perceived links between women and environmentalism, thus placing women in the driving seat on the road towards sustainable mobility*
- *The EV were more likely to be seen as a 'konebil'*
- *Ease and practicality*



MASCULINE TECHNO-UTOPIA

- *EVs as a specific form of gadgetry, associated with techno-futurism, future optimism, and sci-fi.*
- *Men appearing as more interested in cars*
- *Women being less interested, and thus less inclined to adopt EV technology.*



EV as a hybrid construction

- Highlighting how the EV was a desirable and good choice for *all* members of the household
- The alignment of gendered frames
- The narrow frame of automobility opens up to new negotiations and change
- Broader appeal, new practices and identities
- A more inclusive technology?
- A more engaging technology,





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