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
MASULINE 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,
THANK YOU

FOR LISTENING

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