

## **Dr Oana Stefana Mitrea**

**IFZ- Inter-University Research Centre for Technology, Work and Culture, Klagenfurt, Austria**

### **Speaker Qualifications**

Dr Mitrea has presented at 10 international conferences and is a lecturer at the University of Klagenfurt.

### **The involvement of mobile social software in cooperative traffic systems and dynamic ridesharing. A comparative view**

Various mobile social software applications (MoSoSo) are developed to foster social contacts, get information, confirmation, and support from peers while on-the-way. On the background of the current developments of intelligent traffic concepts, the current article analyses the potential of MoSoSo in the early detection of hazards (cooperative traffic systems) and dynamic ride-sharing.

A specific feature of the cooperative traffic systems is that they involve different actors which passively or actively acquire data, and share it with other parts and players of the traffic system (Cooperative Traffic ICT, Strategic Research Agenda 2009). While it is important and desirable that humans still preserve their strategic capacity to anticipate (far in advance) the consequences of their driving actions, in reality they manage mainly to adapt to the traffic context, quickly accepting or denying solutions with emergent character provided by the IT systems (see also Weyer's analysis of the aviation system, Weyer 2007). The exploration of the role of MoSoSo applications in strategic driving decisions deserves therefore a closer look, because they can both enhance and endanger humans' autonomy; interpersonal interaction; and the interactivity human – technology -environment.

The dynamic ridesharing can stress even more the role of the MoSoSo for the acceptance of the system. Thereby successful trip arrangements depend heavily on the perception of the mutual benefits driver - passenger; safety; partners' temporal and spatial flexibility. The article analyses the potential of trust-building social applications for successful trip contacts in both instant and previously planned trips.