



Postgraduate Seminar Series

MIB Topic Defence Seminar–Driverless Driving Us Apart: How Autonomous Vehicles Undermine Passenger Carpooling Acceptance

- **Date:** 22 April 2026
- **Time:** 14:00 PM - 15:15 PM
- **Venue:** SEK108
- **Presenter:** Mr XIA Tian, Hayden, MPhil Student of Marketing and International Business

Abstract:

As autonomous vehicles (AVs) redefine urban mobility, the transition from human-led to driverless systems introduces complex shifts in consumer social dynamics. This research examines how driver type (human driver vs. autonomous vehicle) influences consumers' willingness to carpool. We propose that the absence of a human driver significantly reduces carpooling acceptance, which is driven by a heightened sense of perceived infringement. Specifically, we argue that while a human driver serves as an 'external authority' who defines the vehicle as a public domain, the 'de-peopled' environment of an AV lacks such markers. This absence leads the initial passenger to psychologically privatize the space as a temporary personal territory. Consequently, the subsequent entry of another rider is perceived as a territorial infringement, reducing carpooling acceptance. To mitigate this negative effect, we propose some potential moderators. This research contributes to the literature on autonomous technology and territoriality, providing actionable strategies for platforms to promote shared mobility in the driverless era.

All are welcome

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