

THE REPRESENTATIONS SOCIAL ON BOARD OF AUTOMOBILE IN MEDELLÍN COLOMBIA.

Felipe Vallejo Uribe - Zulima Azeneth López Torres

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RESEARCH

This research analyzes the social representations that were built in Medellín (Colombia) around the private vehicle and why this luxury asset continues to grow in its use despite the fact that the city presents public mobility alternatives.



TOOLS

Semi-structured interviews were carried out with a group of people between 30 and 40 who own vehicles for private use that at the time of purchase cost at least 50 million Colombian pesos.



OBJECTIVE



It allowed to know the social value that people give to the private vehicle. This assessment that the owners give that good beyond the concepts of freedom and independence that the related literature recognizes.



RESULTS



The owners not only understand the symbolic value of the car, but anticipate the reactions that this causes in others and use it to build a speech and show themselves as they wish to other members of their community.

OBJECTIVE OF THE OWNERS

SLIDE OF THE SYSTEM OF TRANSPORT PUBLIC