**Towards an empirical program of drivers’ ethnomethods of sharing the means for transport**

 The sociological literature often portrays social relations in traffic as severely constrained. The driver’s possibilities to interact with their fellow road users are bounded by the vehicle and the speed of the movement. This form of culture is then interpreted as support for various theoretical approaches, be they modernization, bourgeois ideology, or consumption theory. However, such statements can also be seen as offhand or superficial comments since they are quick characterizations available to most of us through a glance at traffic, or just by thinking about our shared experiences of traveling in various vehicles. They are superficial also because there is no detailed analysis of the ways in which people do interact given the constraints.

 At the same time the topic is worthy more attention. Although the interaction might be conceived of as meager it is still worthy of investigation and analysis. The way people orient themselves to each other in their brief and restricted encounters is important for both the flow of traffic and the experience of it. Therefore, understanding traffic as constrained social interaction should be a starting point for detailed empirical investigation and analysis, and not the end-point where a general theory fits with social life.

 Here the ethnomethodological approach, which suggests that we take an interest in drivers’ own ethnographic methodical investigation of traffic interaction as an ongoing everyday activity, is promising. This implies studying the details of the interaction by which people orient themselves in relation to each other, e.g. when people initiate mobile phone conversations while driving or when motorcyclists use an Internet message board to organize a joint trip. It is through analyzing such lay accounts of interaction and “society” that we get an understanding of situated mobilities.