

Workshop B1 - Use of social media, social networks and qualitative approaches as innovative ways to collect and enrich travel data

Workshop chair:

Liz AMPT, Concept of Change, Australia

Mark DAVIS, IPSOS, Australia

This workshop explores a wide range of examples of ways to enrich travel data. These include social media related approaches such as using content and locational analysis of Twitter, Facebook and Trip Advisor and methods to link social media data with people's stage in life cycle. There are also examples of qualitative data collected after GPS type data has been gathered, examples of using social networks to find a sample when there is no sampling frame available, and other mixed methods approaches to address issues ranging from examining the propensity to transfer between modes and to assess the transport infrastructure.

Papers for oral presentation

- Ainhoa Serna, Tomas Ruiz, Jon Kepa Gerrikagoitia, Unai Bernabe and Rosa Arroyo.
Using Social Media Big Data to study Transport Demand
- Juan Antonio Carrasco and Paola Jirón.
Integrating insights from qualitative and quantitative methods to understand personal mobility strategies
- Chiara Calastri, Romain Crastes Dit Sourd and Stephane Hess.
We want it all: experiences from a survey seeking to capture social network structures, lifetime events and short term travel and activity planning
- Marcela Munizaga and Jacqueline Arriagada.
What information can be obtained from a public transport app?

Papers for poster presentation related to workshop

- Emmanuel Ravalet and Antoine Lohou.
Internet advertising to recruit respondents for a web-based survey on the mobility of teenagers. Effectiveness in five European countries
- Zhenhua Zhang, Yu Cui, Qing He, Ming Ni and Jing Gao.
An Empirical Study of Trip Purpose Inference with Connected Vehicles Trajectories, Land Use Data, and Social Media Data
- Sergio Guidon, Michael Wicki, Kay Axhausen and Thomas Bernauer.
Social Networks, ICT use and Leisure Travel
- Omar Alotaibi and Dimitris Potoglou.
When a Sampling Frame is Absent, Adopting a Social Network-Based Survey Tool in Riyadh City, Saudi Arabia
- Mario Cools.
Generalizing the results from Q-studies: a comparison of Talbott's Q block method, Brown's standardized factor index and the self-categorization in the context of the adoption of electric vehicles
- Floridea Di Ciommo, Francesca Pagliara and Maurizio De Crescenzo.
Needs-based travel behavior analysis: new potential for mobility survey.

- Leda Pereyra.
Mobility surveys targeted to study strategies and implications of transport safety on women's opportunities in Buenos Aires Metropolitan Region (RMBA)
- Alejandro Tudela, Juan Antonio Carrasco, Arnoldo Tapia and Fernanda Pacheco.
Studying the role of psychosocial factors on the propensity to transfer between transport modes
- Karen Lucas.
A mixed-methods approach for the social assessment of transport infrastructure projects