Preferred citation style

New survey items for a fuller description of traveler behaviour (Biographies and social networks)

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Trends: Road travel time scaled Switzerland (1950 & 2000)

Scherer, 2004
Trends: Real price of telecommunication

Adapted from FCC (2001)

US International and interstate average revenue per minute

Index [1995 = 100]

Year

Response: Swiss Suburbanisation since 1970

Adapted from Botte, 2003
How do we explain behaviour at the microscopic level?

Elements:

- Generalised costs of the route-mode-location alternative
- Budgets and longer term commitments
- Taste (Values, attitudes, life style) by socio demographics
- Personal world (i.e. Mental map)
- Social network membership
Generalised cost of a route-mode-destination alternative

Elements:

- (Comfort and risk adjusted) time spent traveling, inc. schedule delay (relative to intended arrival time)
- (Decision time-frame relevant) monetary expenditure
- (Comfort and risk adjusted) time spent at the location by type
- Activity expenditure
- Social content
The „network actor“ in a dynamic social context

Social capital: stock of joint abilities, shared histories and commitments

Personal world

Biography

Projects

Learning

Household locations
Social network geography
Mobility tools
What are the new research questions?

Travel:
• Can we measure the social content?

Person:
• [Can we measure the personal world?]
• Can we retrieve the (mobility) biographies?
• Can we measure the social network geography?
• Can we measure the activity spaces?

System:
• How fast has it changed?
• How large are the social costs?
• How can we steer it?
Biography of a male architect, early-30ies
Measurement: Personal world

Personal world as „mental map“ and „expectation space“:

• Sketching
• Think aloud protocols
• Spatial tasks

Personal worlds as „activity space“ of visited locations:

• Diaries
• GPS/GSM tracing
• Data traces (payments of all kinds, CCTV, phone and pc use)
Example of an activity space

Women, 24
Full-time
Single
216 trips / 6 weeks
Measurement: Social network geographies

Instruments:

• Name generators (and interpreters)

• Traces of contacts (email, SMS, IM, internet chat, letters, phone records, etc.)

• Diary – based prompting
Contacts and contact frequency – emails to kwa (Outlook)
Example of a social network geography

Female, 28, 4 moves,
Size of social network geometries: 95% CE
Measurement: Social content

New diary items:

- Who is participating? (travel and activity)
- Who is paying what share? (travel and activity)
- For whom is the activity undertaken?
- What commitment is being fulfilled?
- How long has it been planned? And by whom?
- Was there a substitute?
- How often have you been here before?
Social content of travel (2003 Thurgau): Who is travelling?

- Short vacation
- Excursion: nature
- Excursion: culture
- Meeting friends
- Further education (leisure)
- Garden/cottage
- Voluntary work
- Disco, pub, restaurant, cinema
- Meeting relatives/family
- Window shopping
- Pick up/drop off/attendance
- Group/club meeting
- Family duty
- Cemetery
- Active sports
- Education
- Long-term shopping
- Walk or stroll
- Daily shopping
- Private business
- Private business (doctor,...)
- Work

[Bar chart showing mean values for different activities with categories like household members travelling along, other persons travelling along, and dog travelling along.]
Often
Never and seldom visited before: all
Never and seldom visited before: leisure

Seldom visited = 1-3 times
First fieldwork experiences

Response rates:

- 10% long duration diaries (with incentive)
- 10% social network interviews (with incentive)
- 15% mobility biographies (without motivation call)
- 30% mobility biographies (with motivation call)

No differences in travel and moving behaviour detected!
Next steps

- (Semi-automatic) data extraction from written traces
- Experiments with the social content questions
- Integration of social network geographies
- Integration of mobility biographies
- Experiments with activity and travel “summary questionnaires”


