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Leisure, variety seeking and social networks

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Background and themes

- Impoverished understanding of activities, especially of leisure
- Impoverished understanding of the rhythms of activity participation
- Generally a-social treatment of travel and activity participation

Data sets employed

- 1971 Uppsala survey (5 week travel diary)
- 1999 Mobidrive survey (6 week travel diary)
- 2002 SVI/Raumpartnerschaften survey (12 week leisure activity diary)
- 2000/02 Rattfart - GPS observation (up to 2 year long - GPS traces)

1971 Uppsala survey

Brief description:

- Journey-based travel diary of all travel
- Five week diary in Uppsala
- about 600 respondents; records for about 200 are still available

For details see (in English):

<http://www.ivt.baug.ethz.ch/vrp/ab107.pdf>

1999 Mobidrive survey

Brief description:

- Trip-based travel diary of all travel (open trip purpose categories)
- Six one-week diaries in Halle and Karlsruhe
- 360 respondents with a 100-200 DM incentive payment (about 20% recruiting rate from a random telephone sample) (hardly any drop-out after the start of the diary)

For details see (in English):

<http://www.ivt.baug.ethz.ch/vrp/ab25.pdf>

<http://www.ivt.baug.ethz.ch/vrp/ab52.pdf>

2002 SVI/Kontrasträume survey

Brief description:

- Combined time use (all purposes) and activity-survey (out-of-home leisure only)
- Twelve (six) one-week diaries in Zürich (Berlin)
- 70 respondents with a 150 sFr incentive payment (about 10% recruiting rate from a random telephone sample) (hardly any drop-out after the start of the diary)

For details see (in German):

<http://www.ivt.baug.ethz.ch/vrp/ab123.pdf>

<http://www.ivt.baug.ethz.ch/vrp/ab121.pdf>

2000/02 Rattfart - GPS observation

Brief description:

- GPS observation of all car travel in the context of a road safety experiment
- Up to 100 weeks duration
- about 300 private vehicles (~ 300 participants) in Borlänge

For details see (in English):

<http://www.rattfart.com> (Out-of-service)

Aspects of a richer understanding

Description:

- What is being done ? and with whom ? (observable act)
- For what purpose ? (instrumental aspect)
- With what personal meaning ? (expressive aspect)

Project context

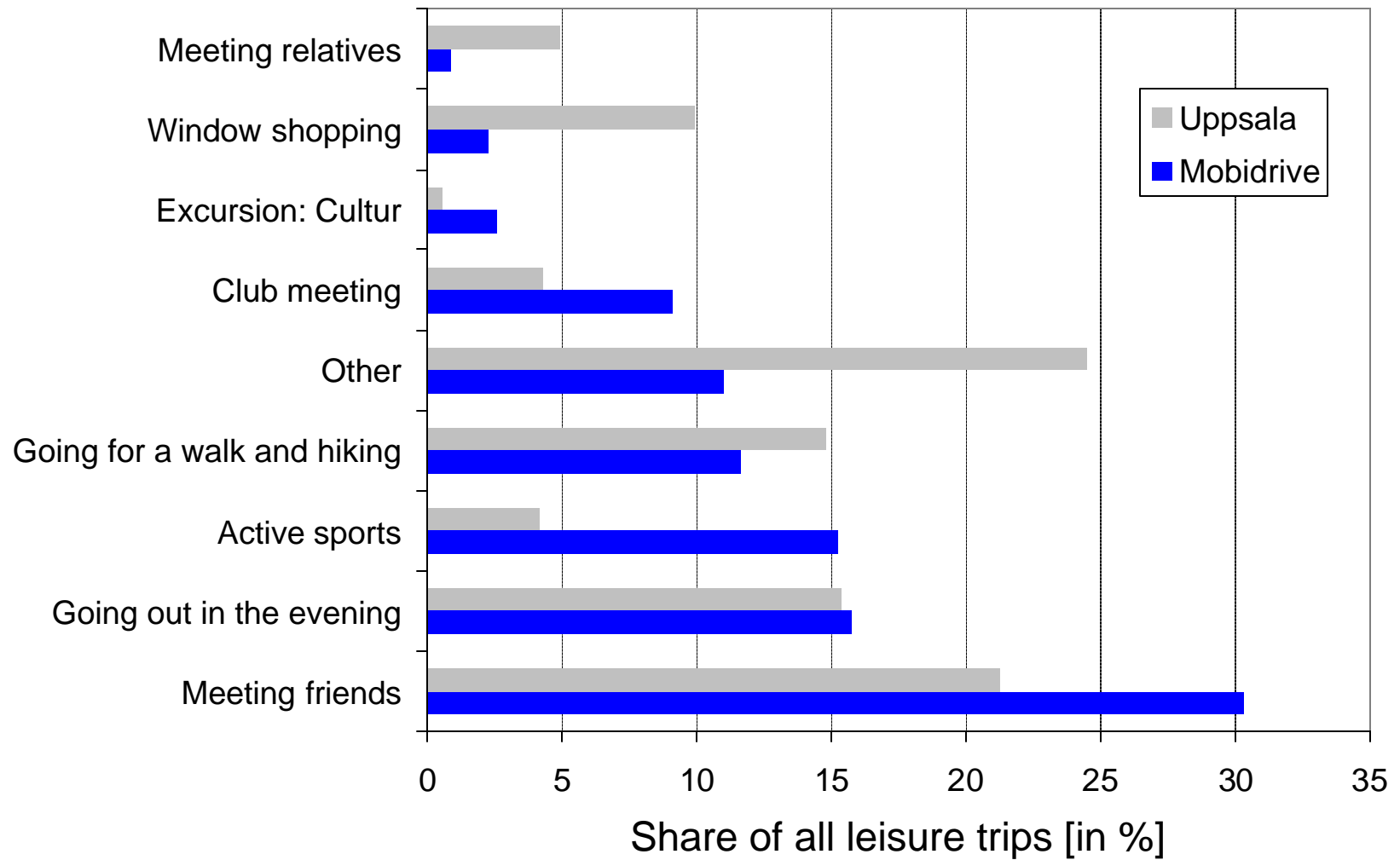
Scheduling:

- Length and strength of commitment to the activity
- Time window for the performance
- Time horizon for a performance
- Feasibility of a replacement

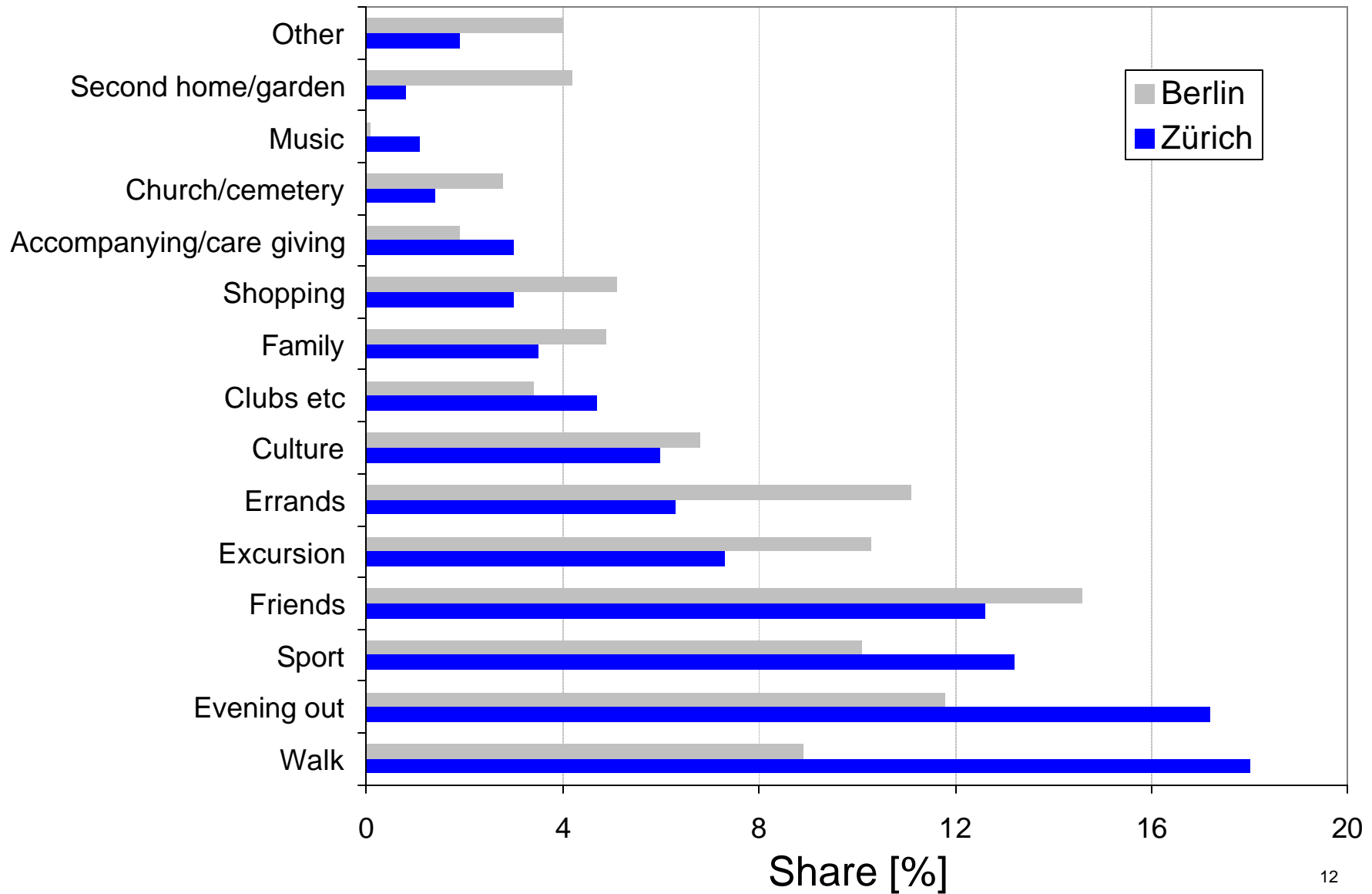
Problems with leisure

- Difference in perception between participant and observer:
The personal definition makes an activity into leisure
- Detailed categorisation needed (here the one based on the work of City:mobil)
- Unusual items required (composition of the party, expenditure for travel and the activity)

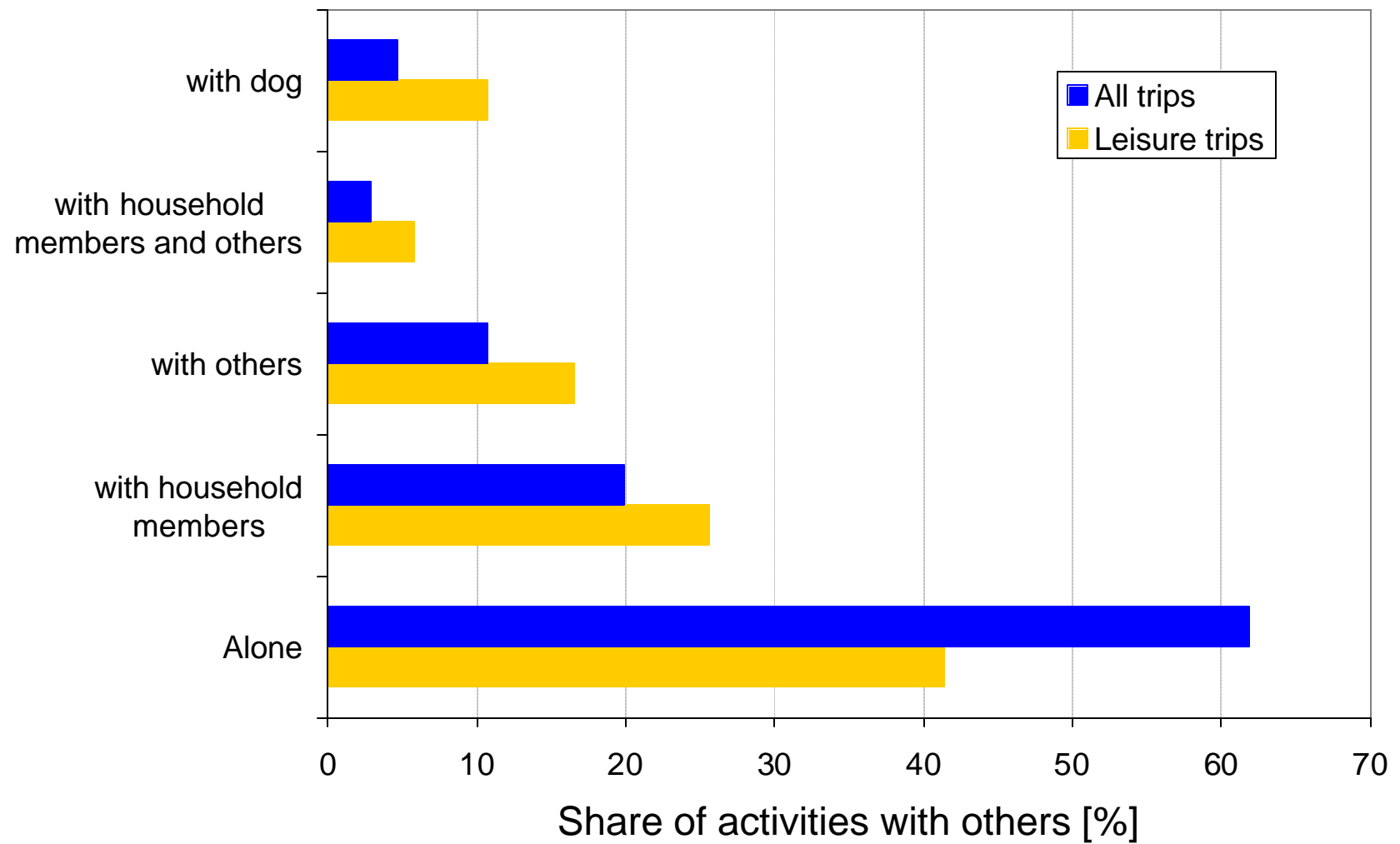
Uppsala and Mobidrive: Why ?



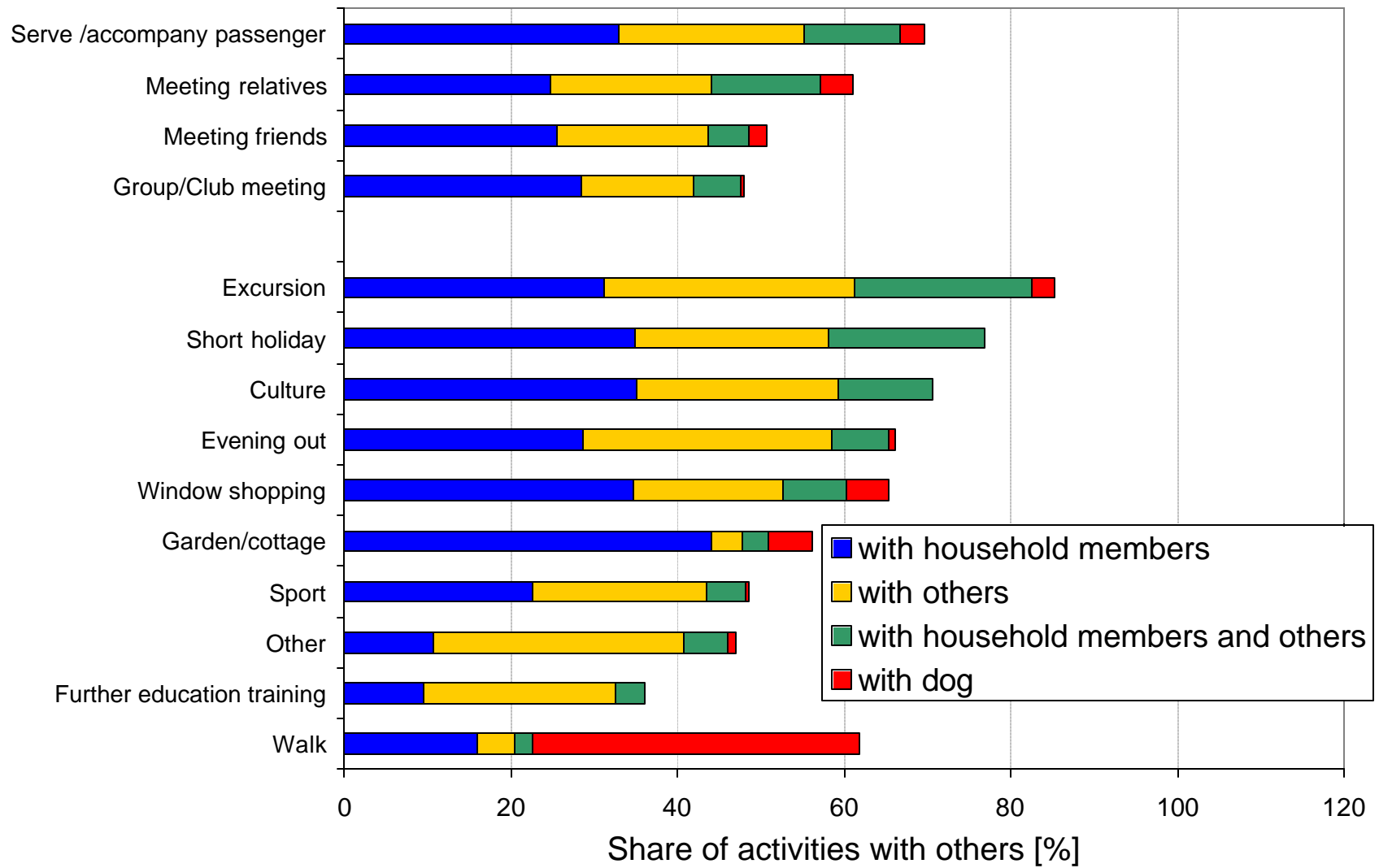
SVI/Kontrasträume survey: Why ?



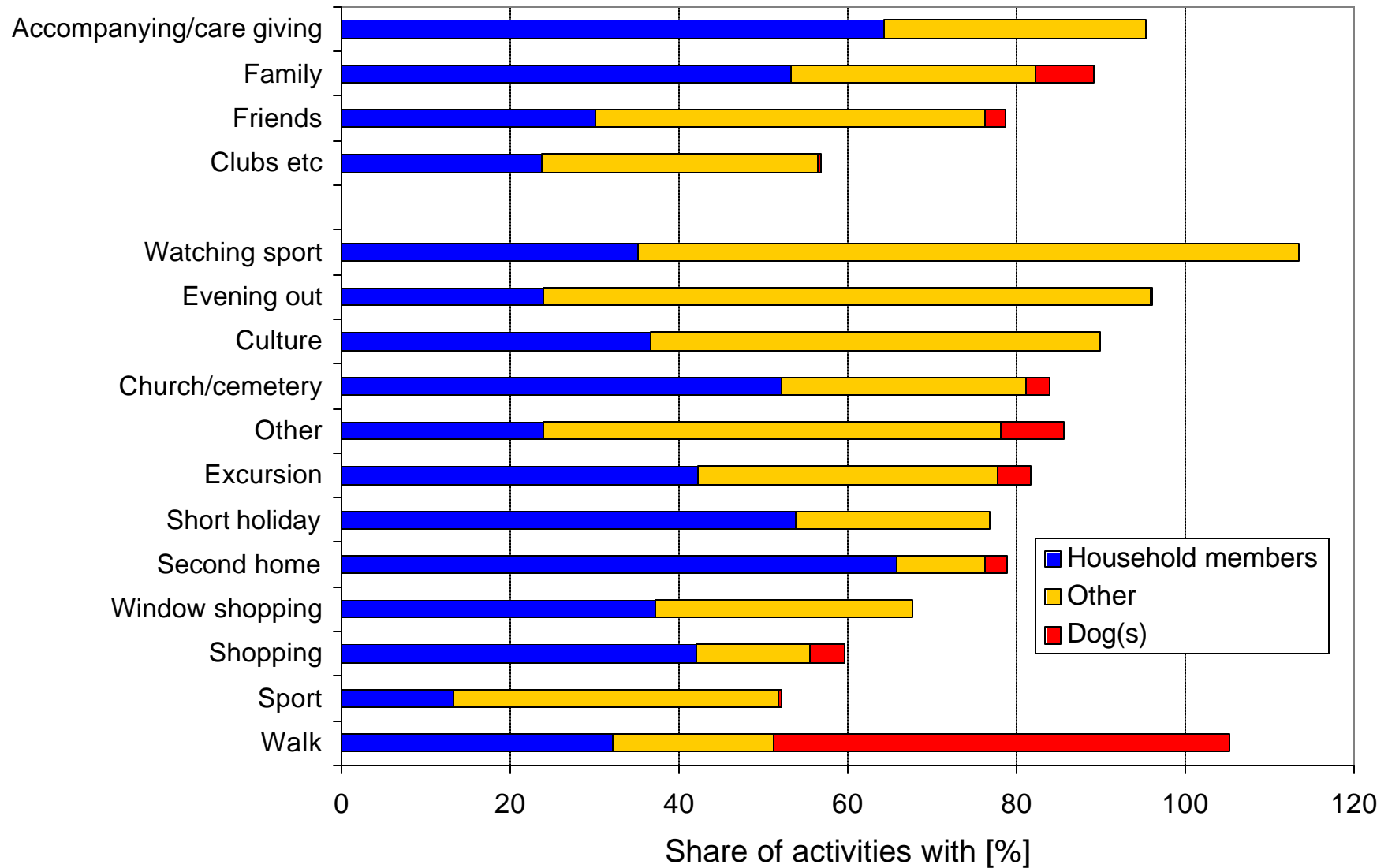
6 Week Mobidrive: With whom ?



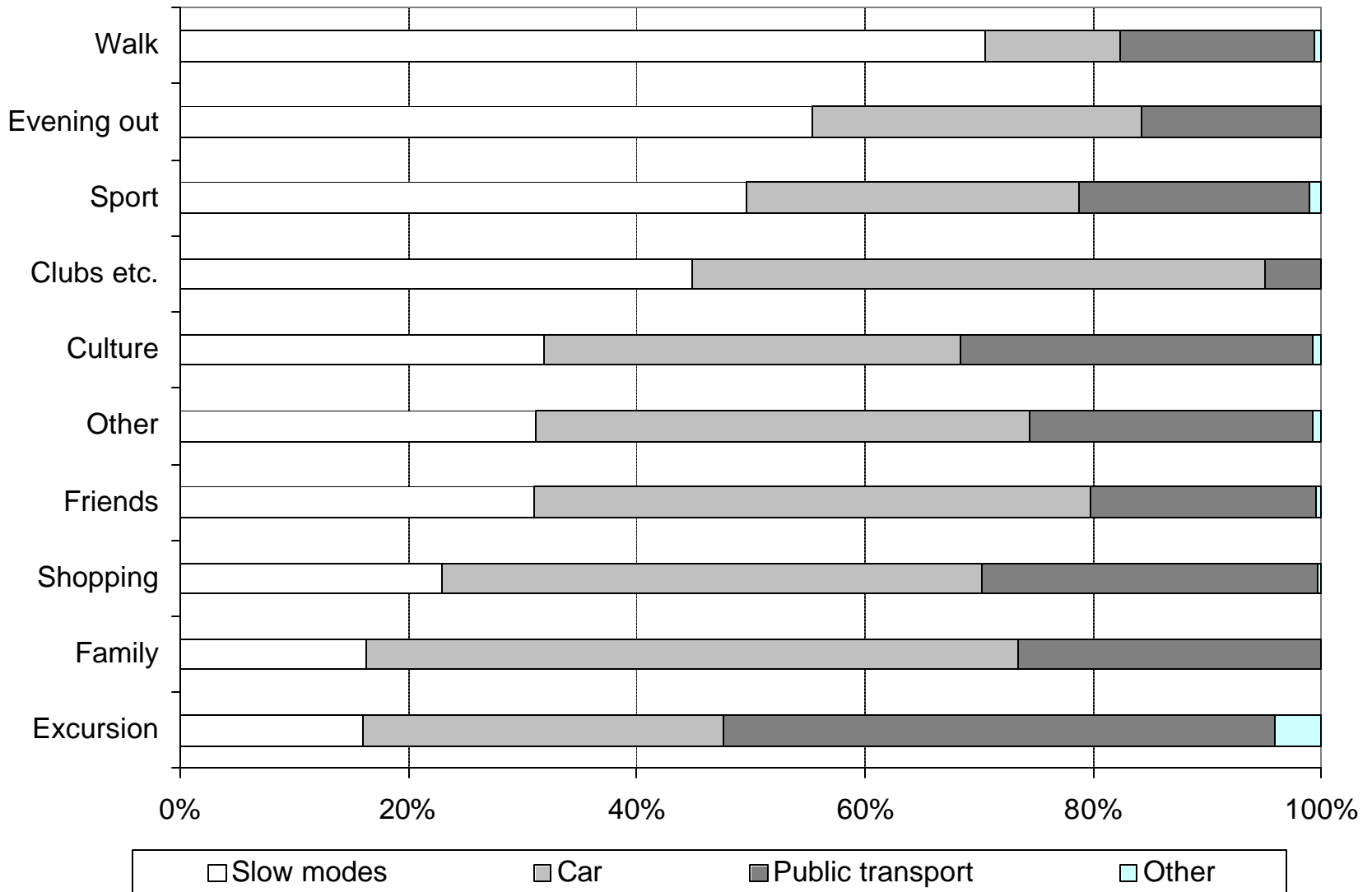
6 Week Mobidrive: With whom ?



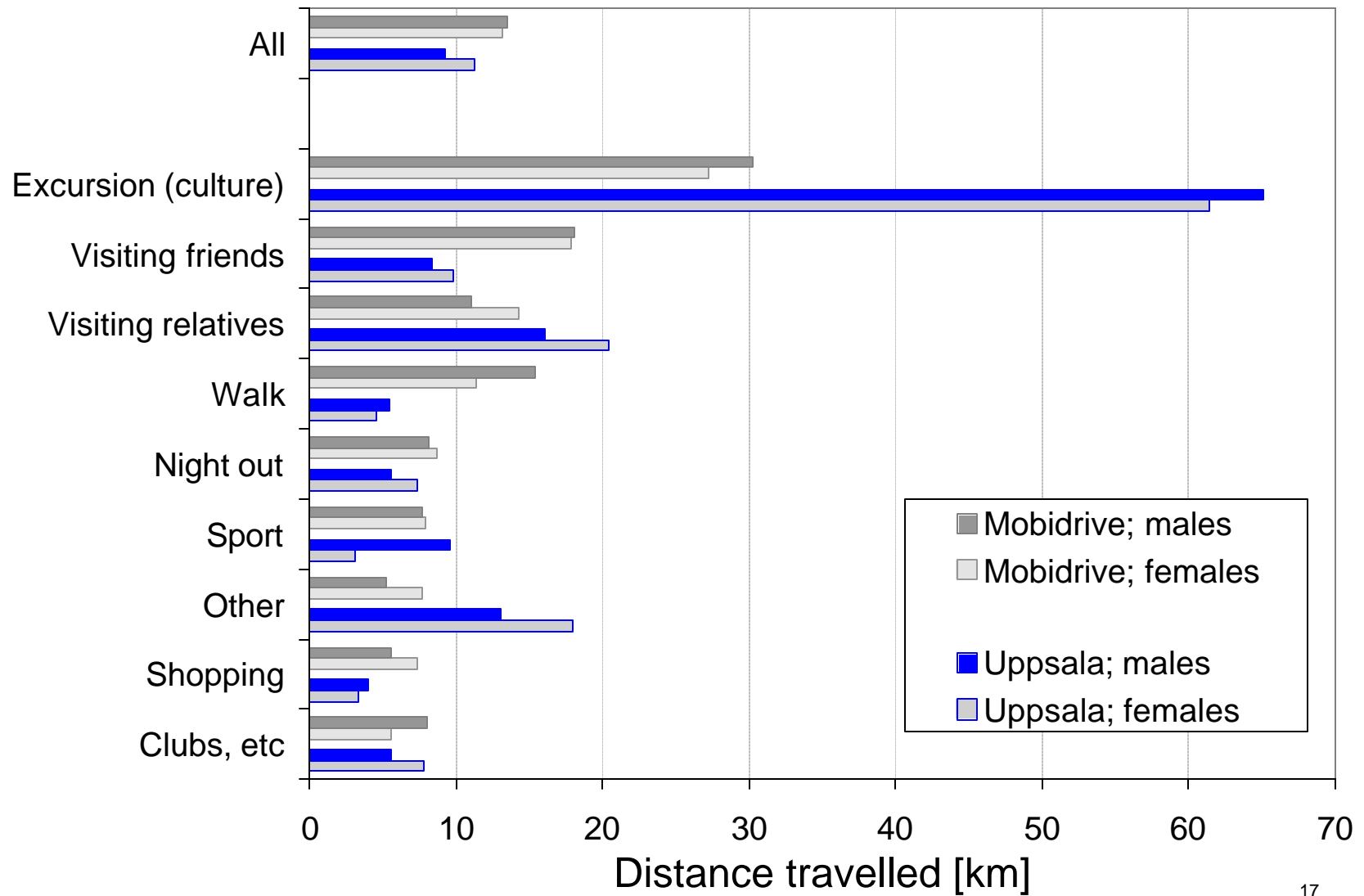
SVI/Kontrasträume survey: With whom ?



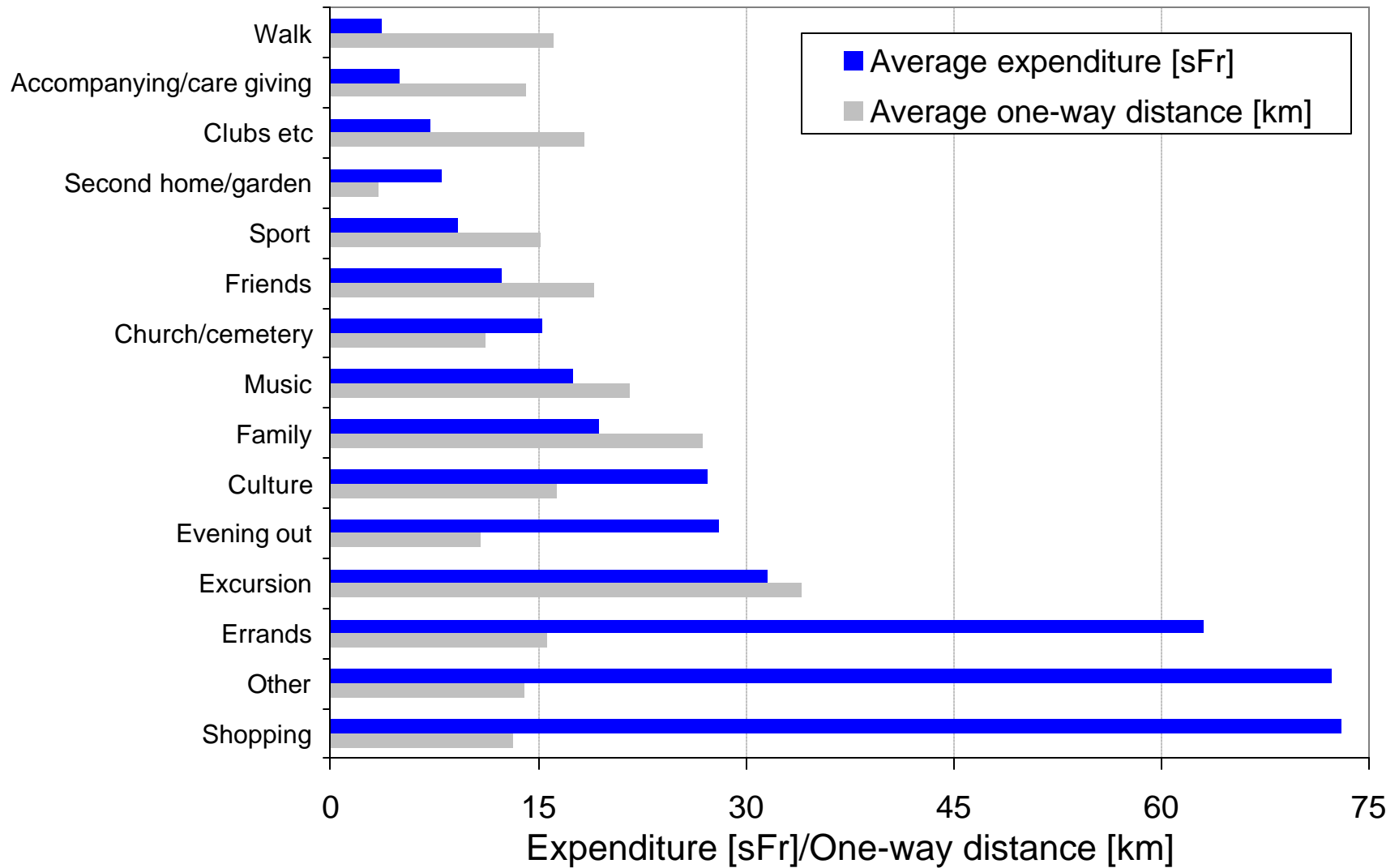
SVI/Kontrasträume: What mode ?



Uppsala and Mobidrive: How much ?



SVI/Kontrasträume: How much ?



Conclusions so far (1)

Leisure activities should be differentiated by type, as each differs

- by social context
- by mode (and distance travelled)
- by expenditure

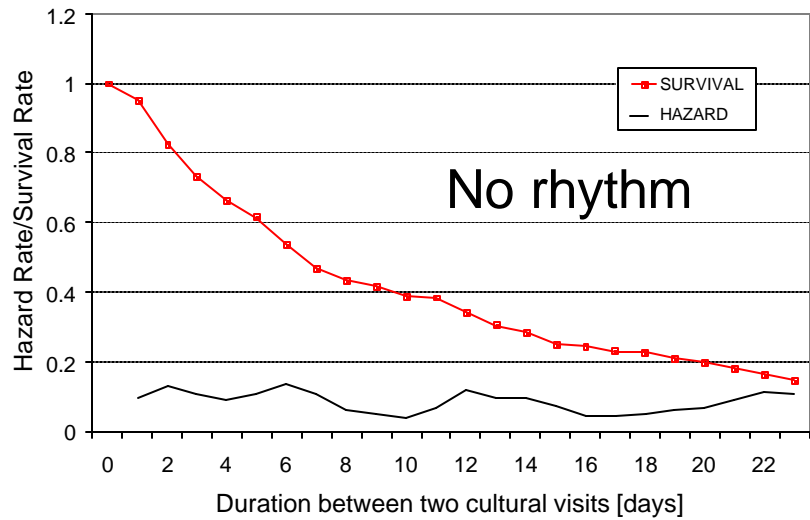
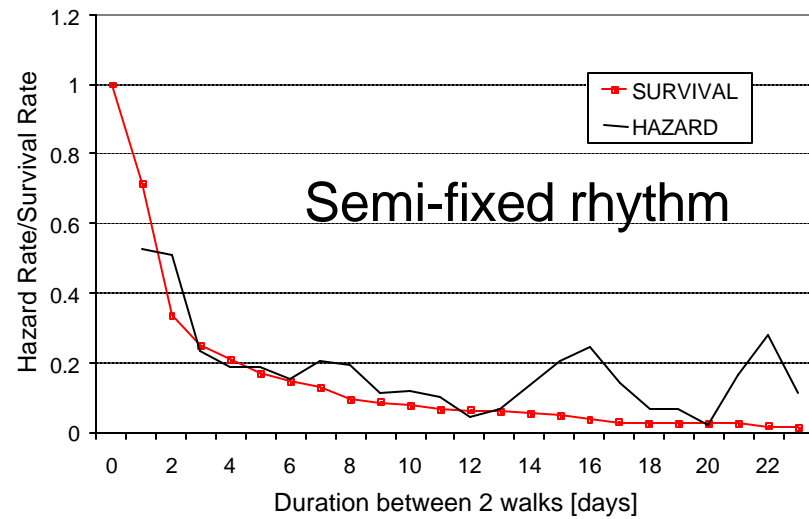
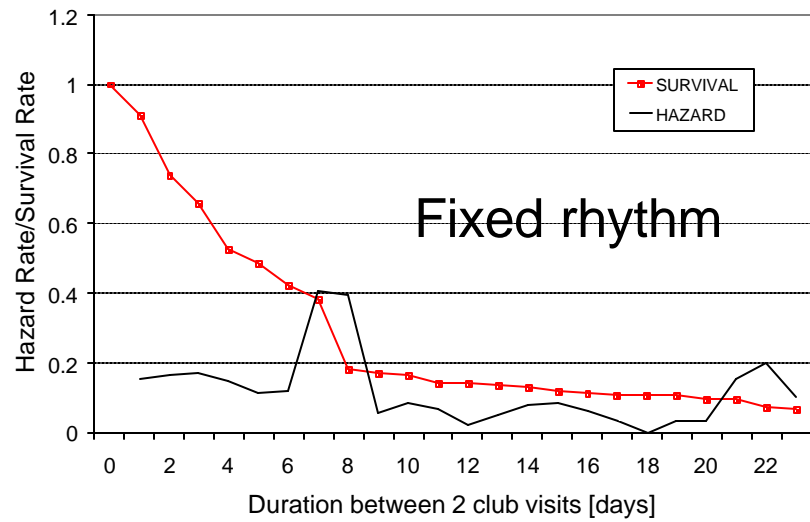
Social context is crucial

Rhythms and variety

Participation is regular, but

- Do different types compete for time ?
- What needs to be the same and what different ?
 - Type
 - Location
 - Social context

SVI/Kontrasträume: Types of regularity

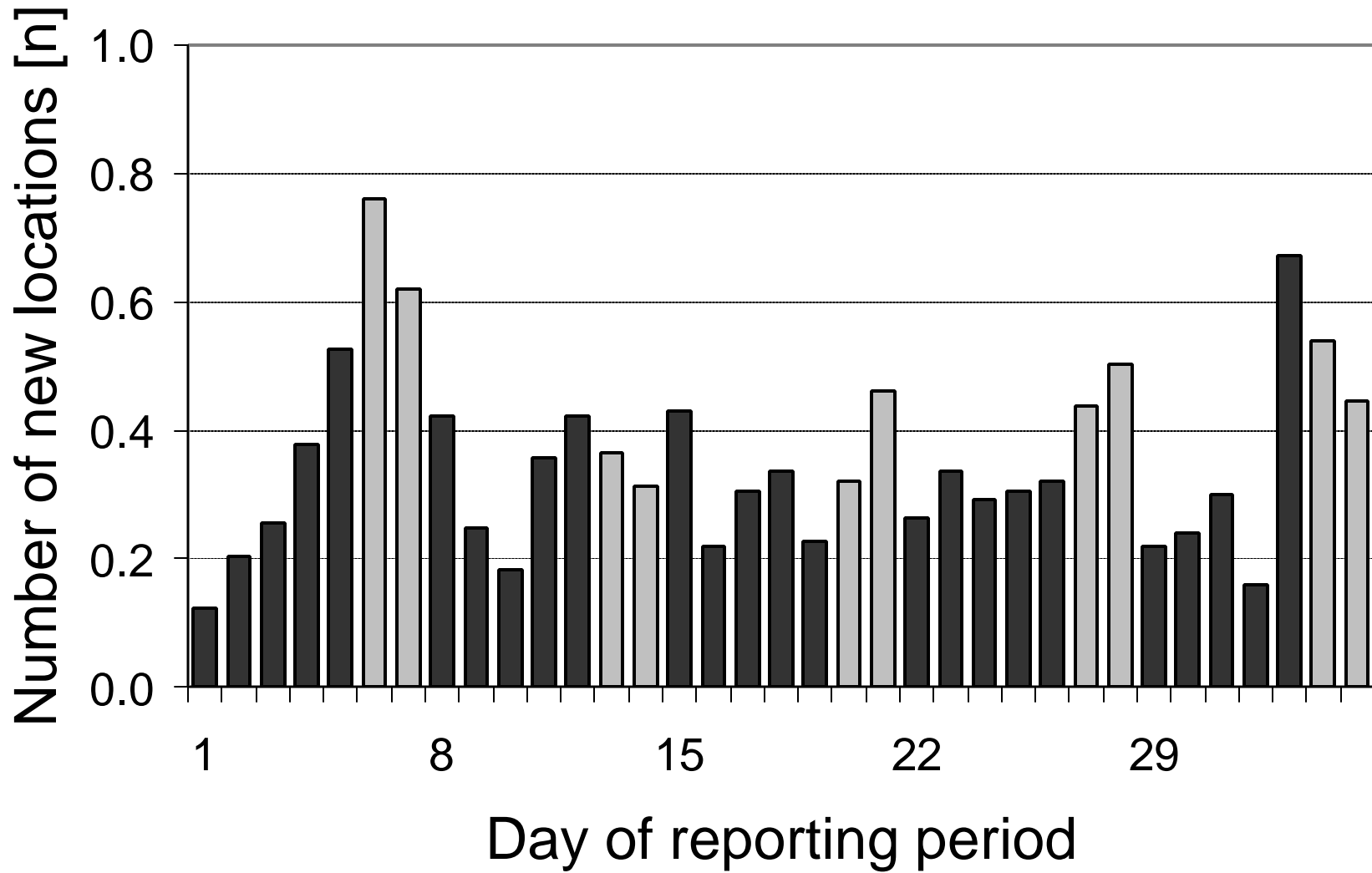


Locations as a measure of variety seeking

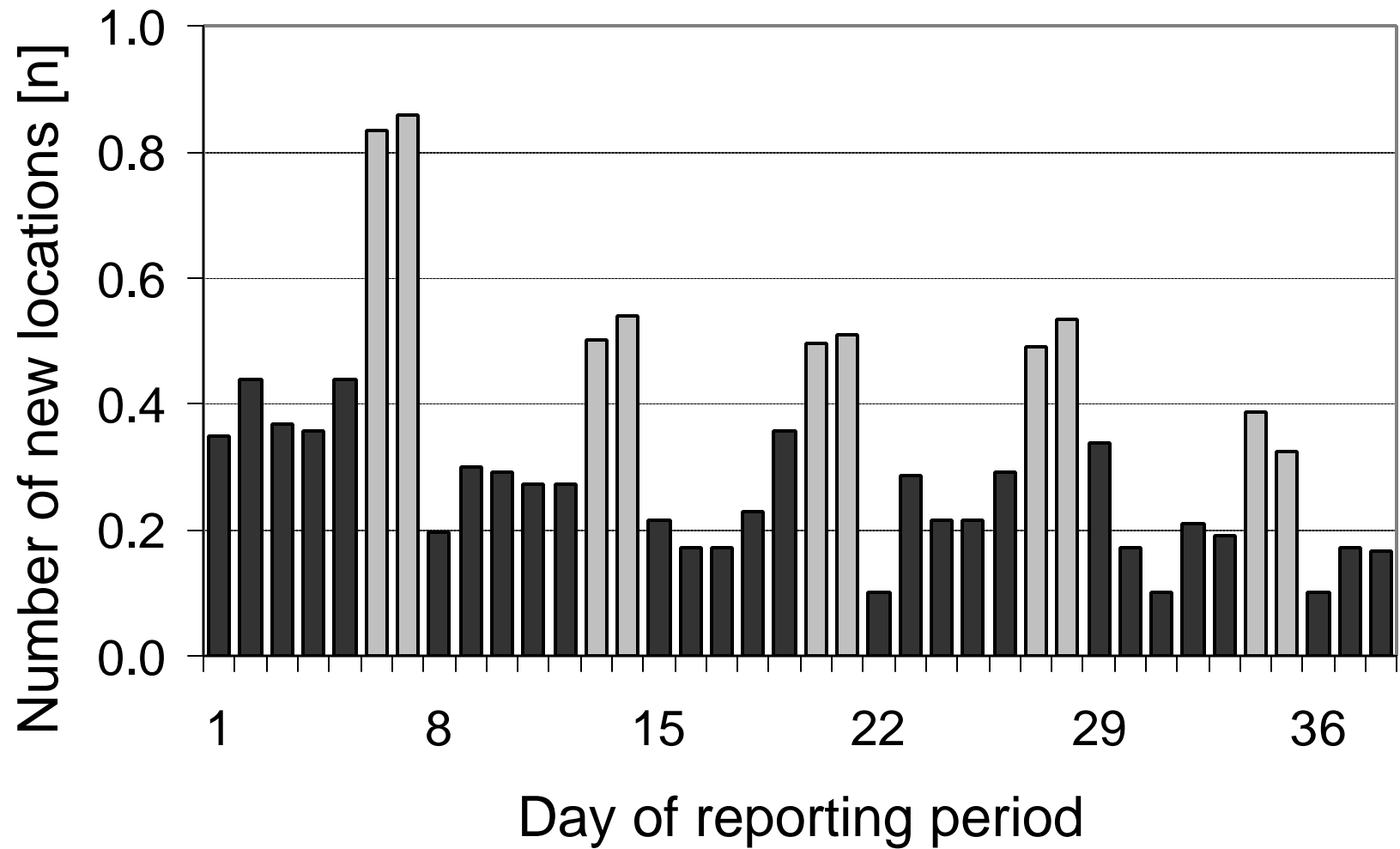
We observe „new“ locations, i.e. locations, which have not been previously reported:

- Uppsala, Mobidrive-Karlsruhe: Detailed activity code * detailed x,y co-ordinate
- 12 week leisure survey: Detailed leisure type * zip code
- Borlänge: x,y co-ordinate * imputed purpose

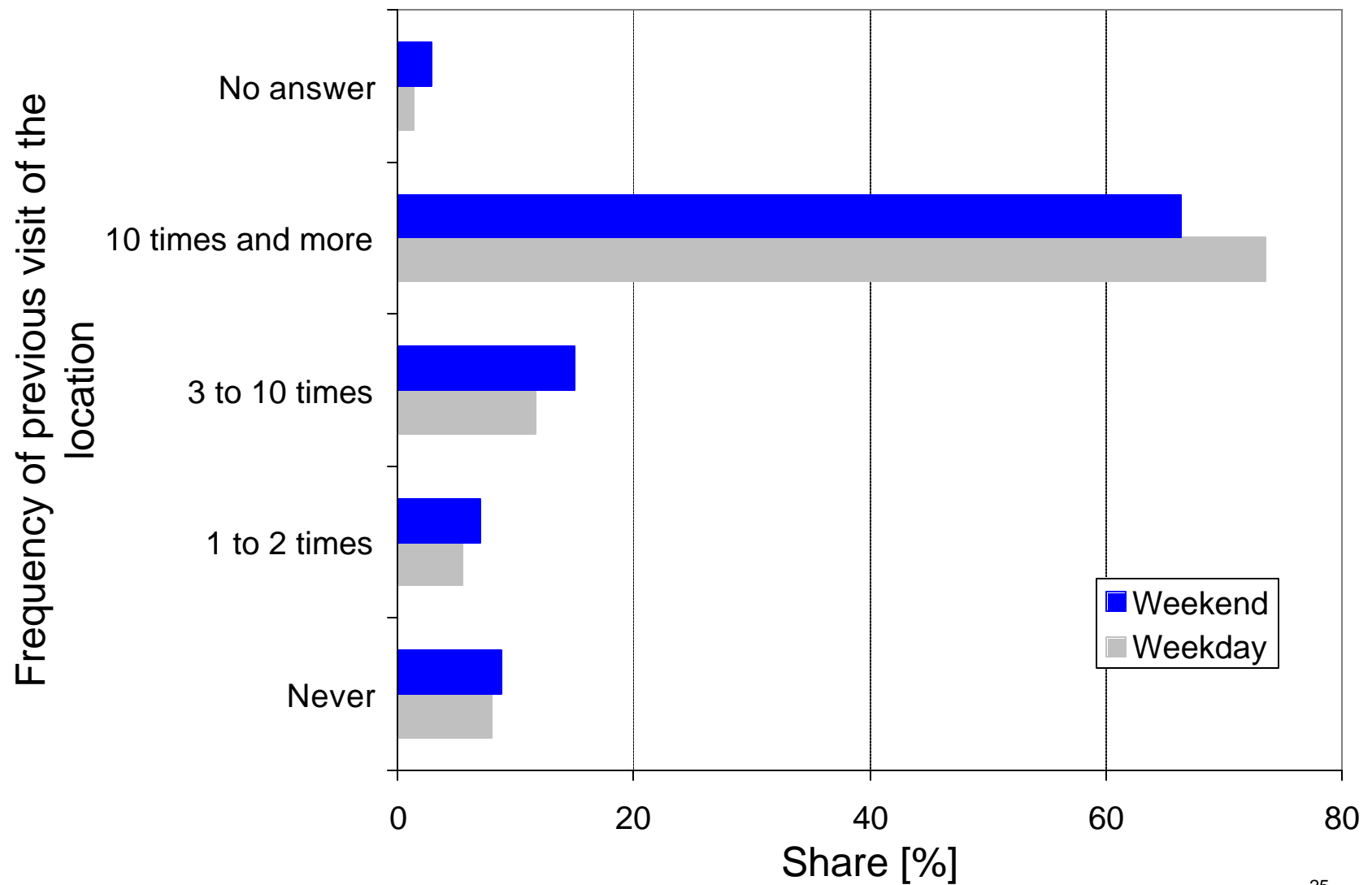
5 week Uppsala: New leisure locations/day



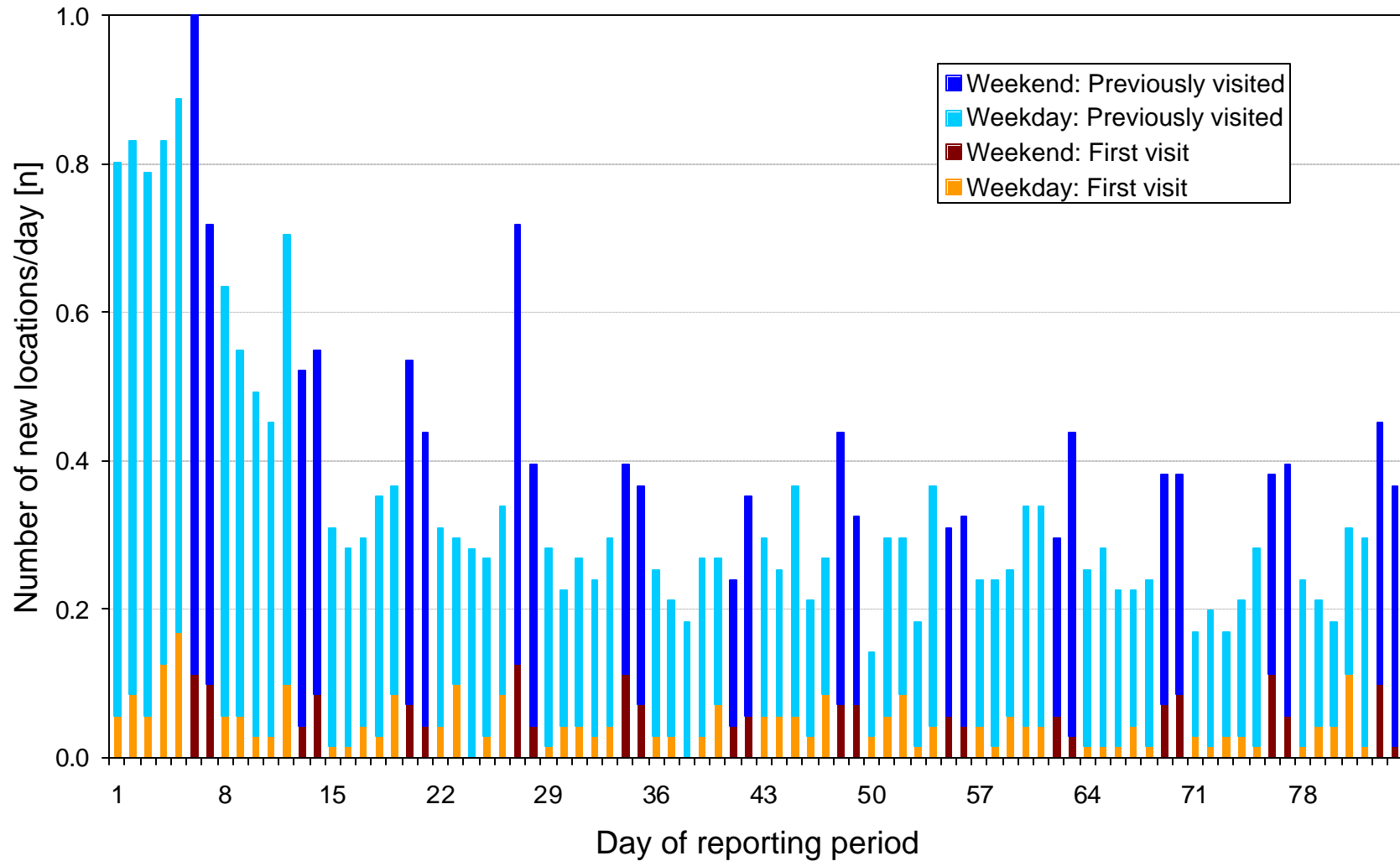
6 week Mobidrive-Karlsruhe: New leisure locations/day



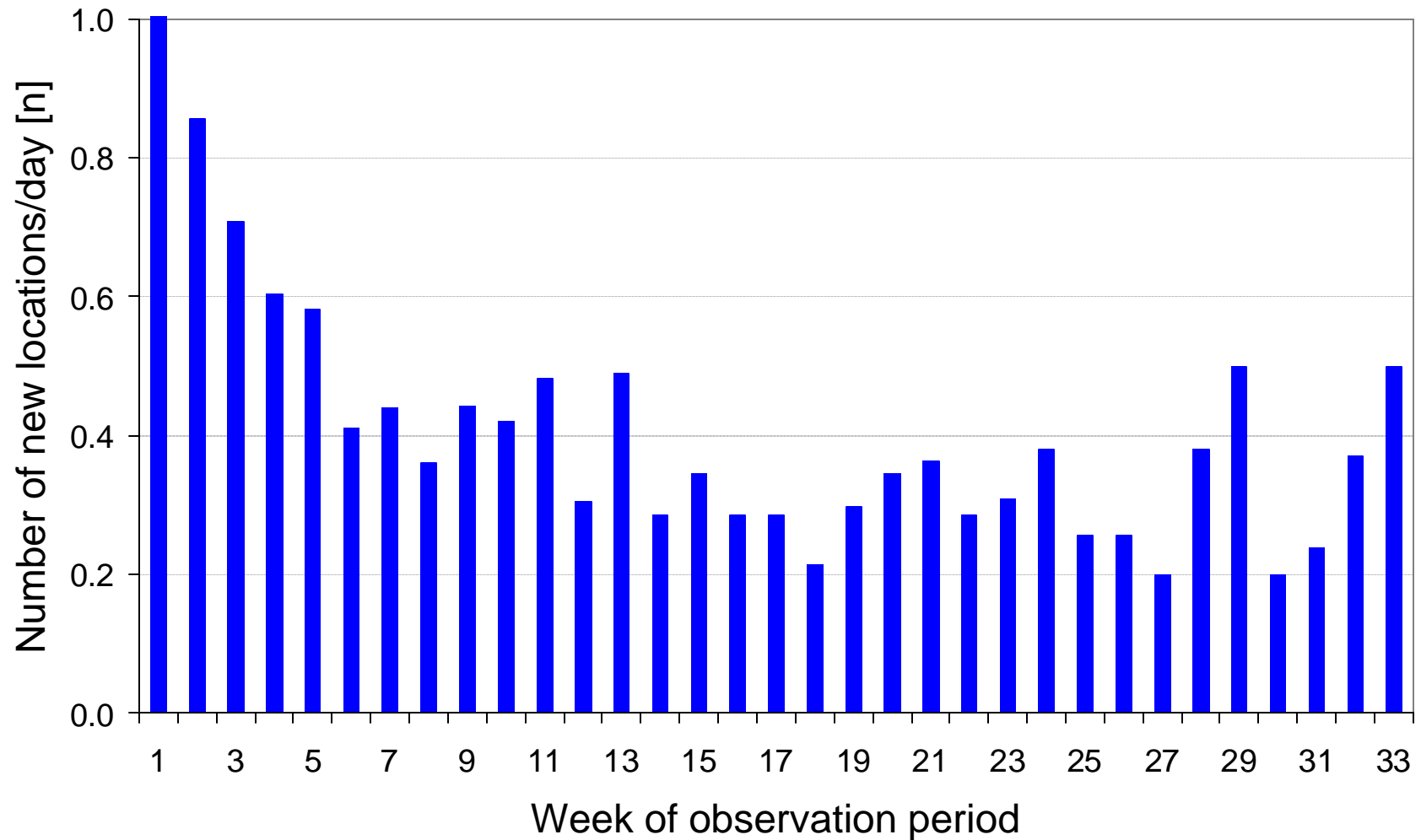
SVI/Kontrasträume survey: Frequency of previous visit



SVI/Kontrasträume survey: New leisure locations

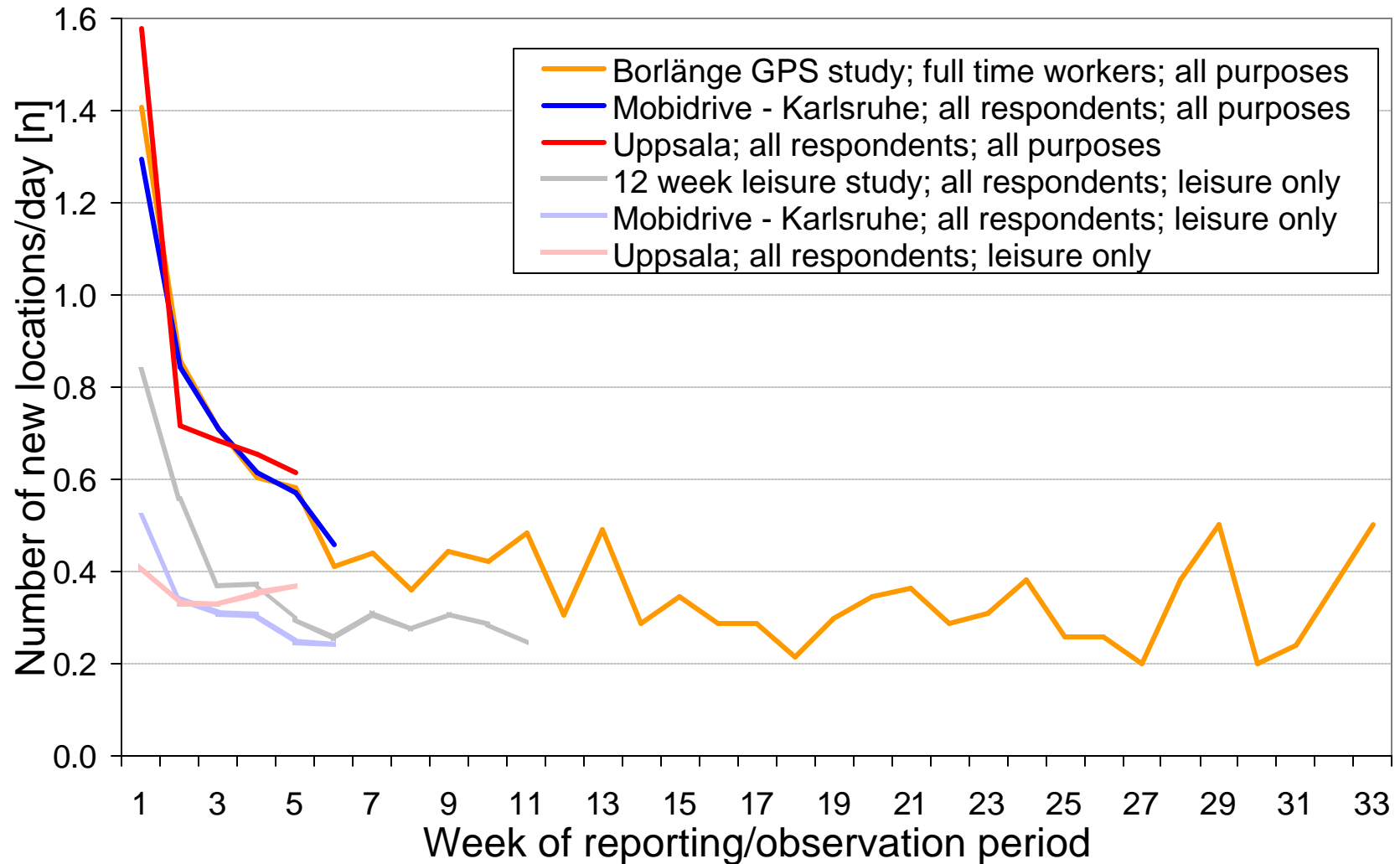


Borlänge GPS study: New locations (fulltime workers)

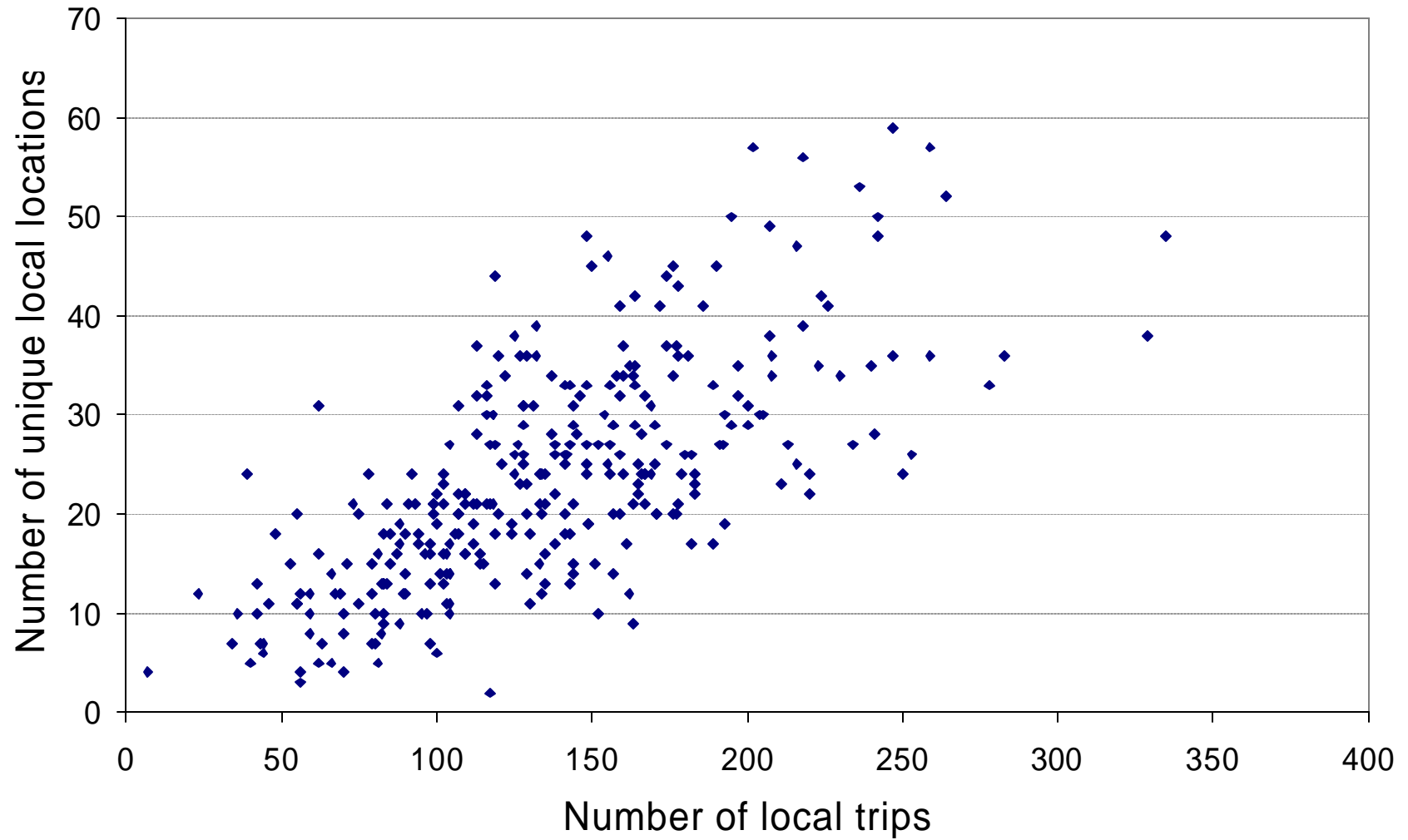


Week 1 = 1.41; 39 person subsample

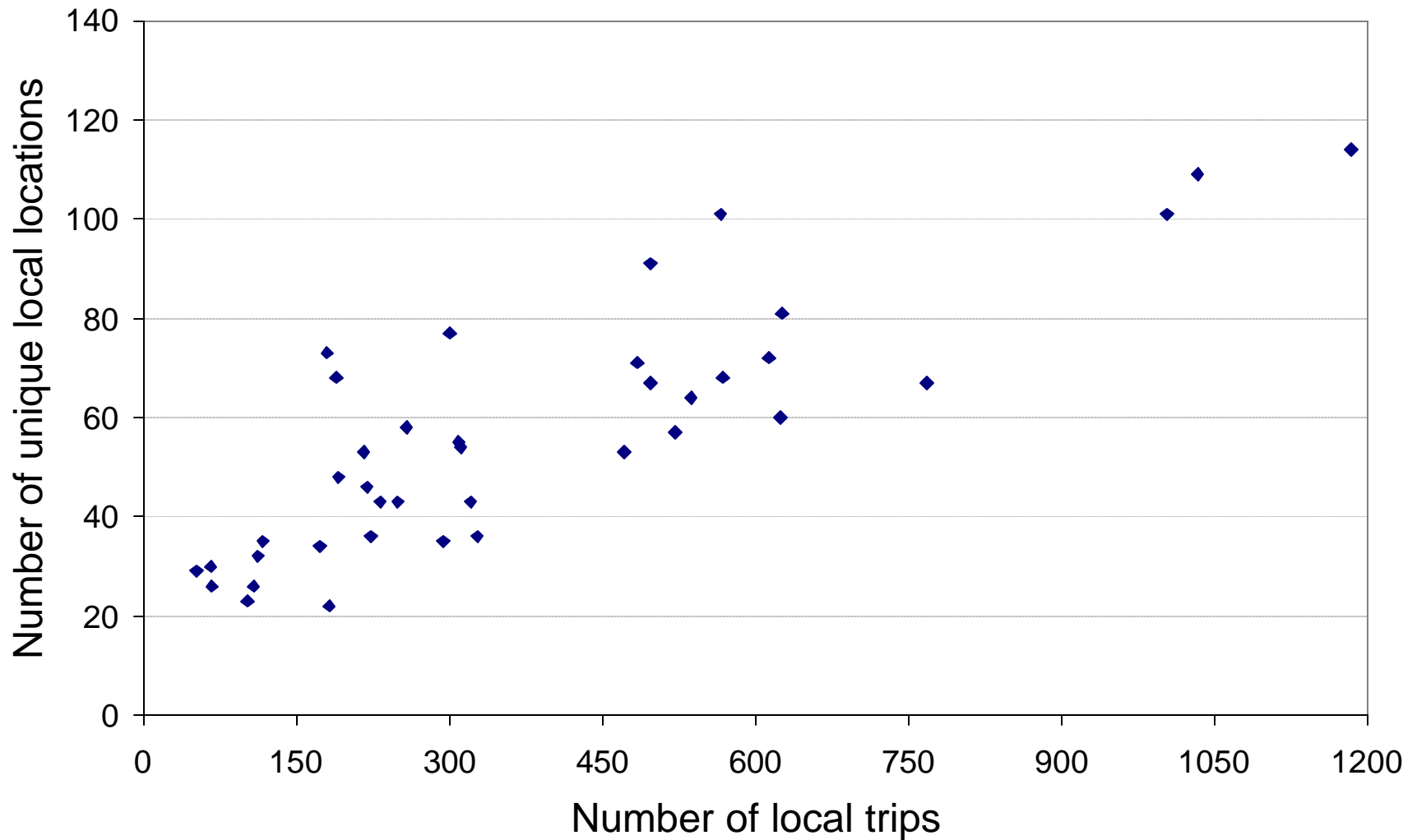
Comparison of study: New locations/day



Mobidrive - Karlsruhe: Unique locations and travel



Borlänge GPS study: Unique locations and travel



39 person subsample

Conclusions so far (2)

- The commitment to the different types of activities is different and therefore the regularity
- Respondents continually vary their location/purpose combinations
- Respondents continually add new location/purpose combinations
- Relative levels of variety seeking are independent of activity level (1:4 to 1:6)

Social networks

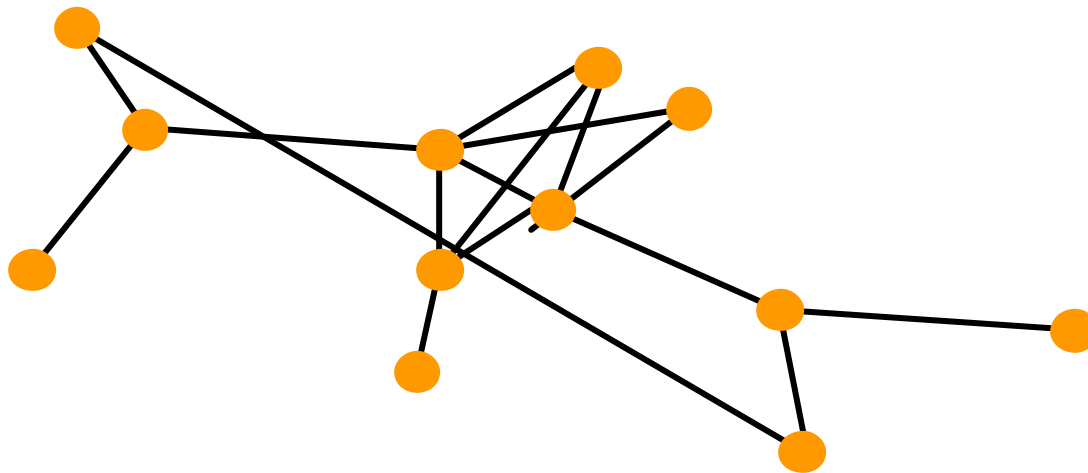
Questions one would like to ask:

- Where do the friends/relatives/contacts live ?
- Frequency of face-to-face contact ?
- Locations of the face-to-face contacts ?

Definition of social network

The social network is the (topological) graph specifying

- which person (nodes) belongs to which group
- what direct contacts (links) a person has of a particular (level of) quality (link „cost“)

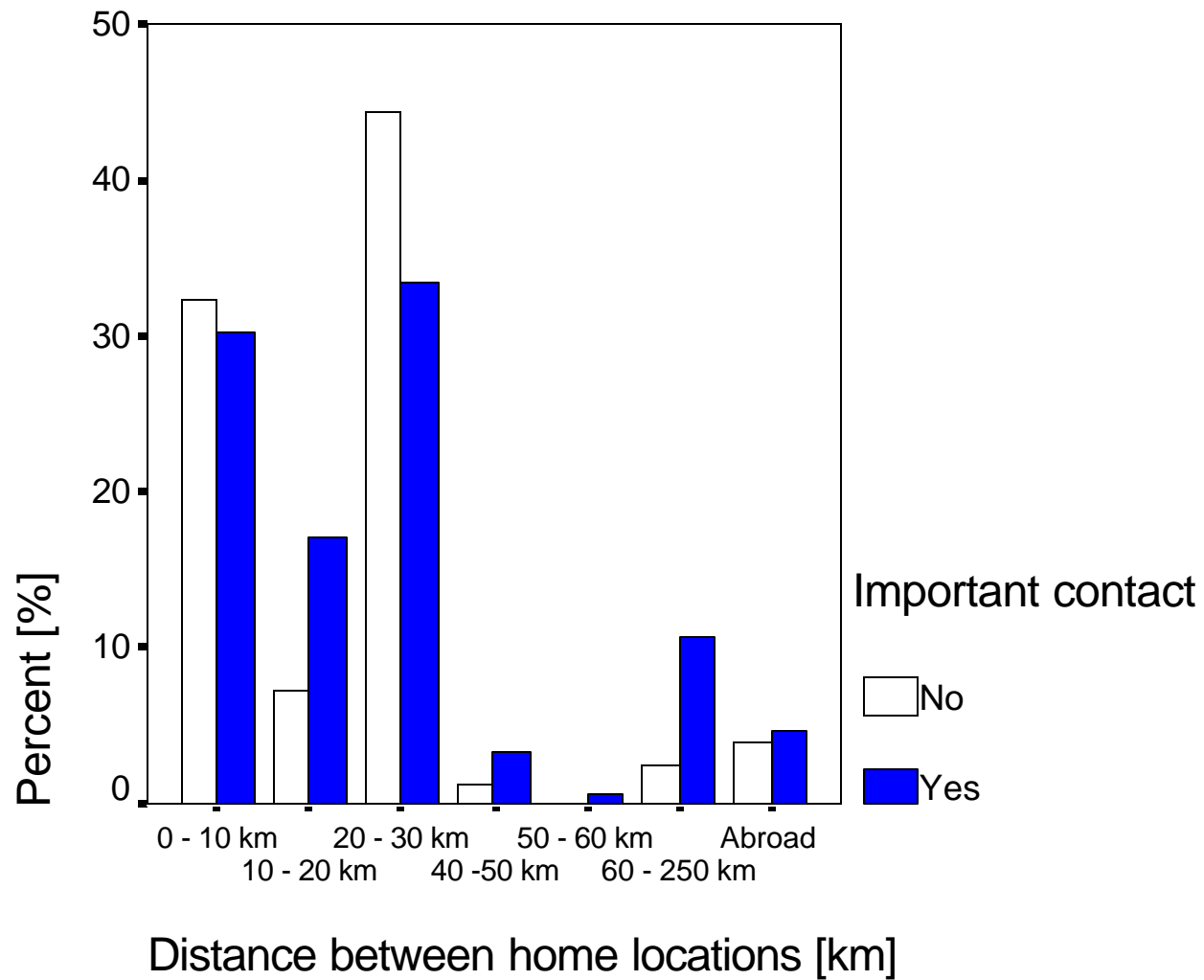


Data

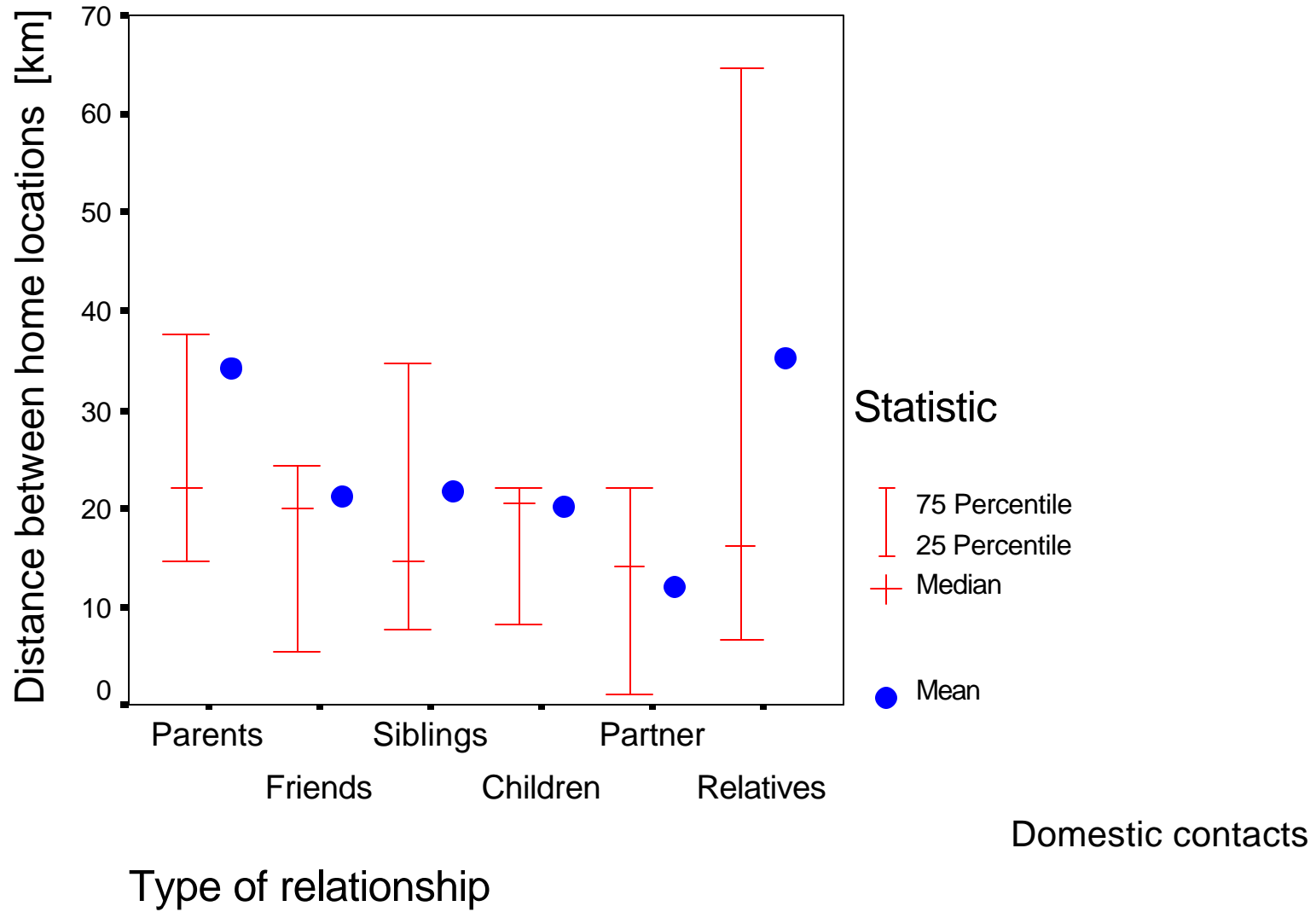
Sources:

- Socio-demographic questions about contacts and their locations
- Add-on module to SVI/Kontrasträume survey:
 - List of all leisure activities undertaken with non-household members sent to respondents
 - Request to indicate home location of those participants
 - Coded to zip code level
 - Crow-fly distances between the post offices of zip code

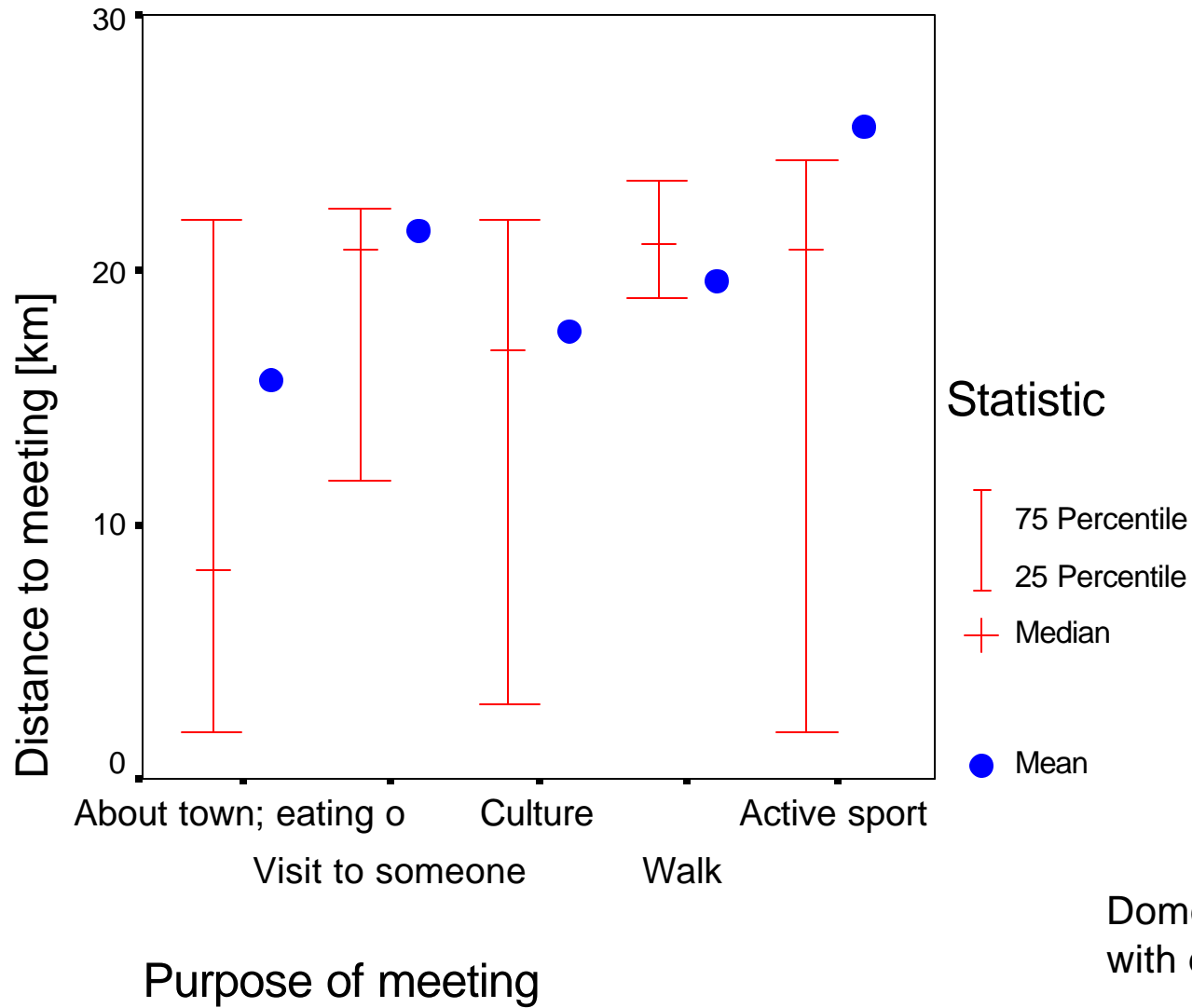
Average distance to contacts



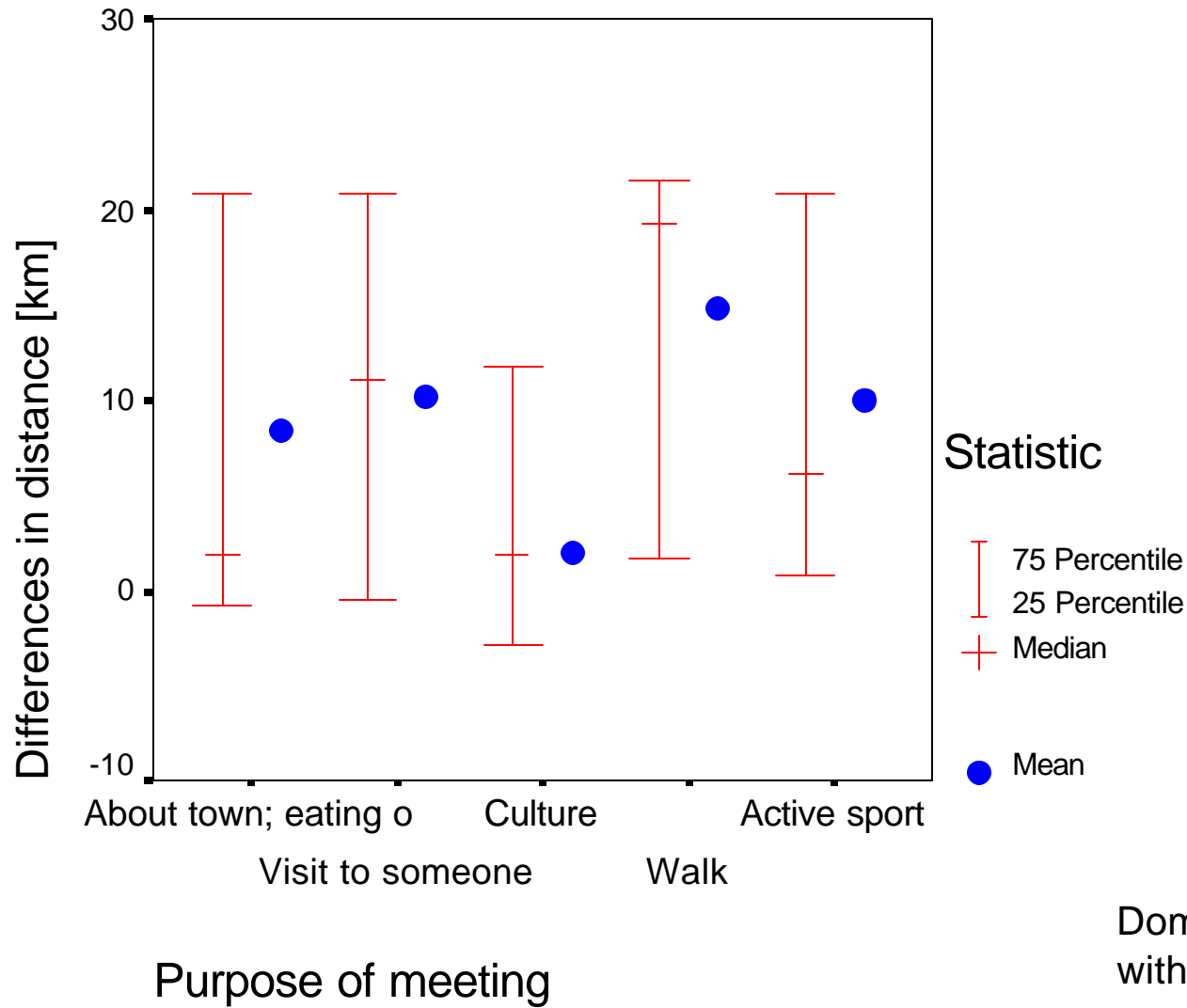
Average distance by kind of relationship



Average distance to meeting point (Respondents)



Difference in travel distances for respondent and contacts



Here just more questions

- Can we apply the measurement concepts of the human activity space to the distribution of social networks ?
- What is the best way of measuring the contact space ?
- Does the size of contact space have an impact on the amount of travel ?

Conclusions

„Leisure“ is as good as useless category for analysis

(New) items of travel surveys:

- „Leisure, please specify“
- Composition of travelling group
- Frequency of previous visits
- Activity expenditures

Variety seeking is independent of activity level

Variety seeking is central to leisure choice (type and locations)

The contact space should influence the activity space