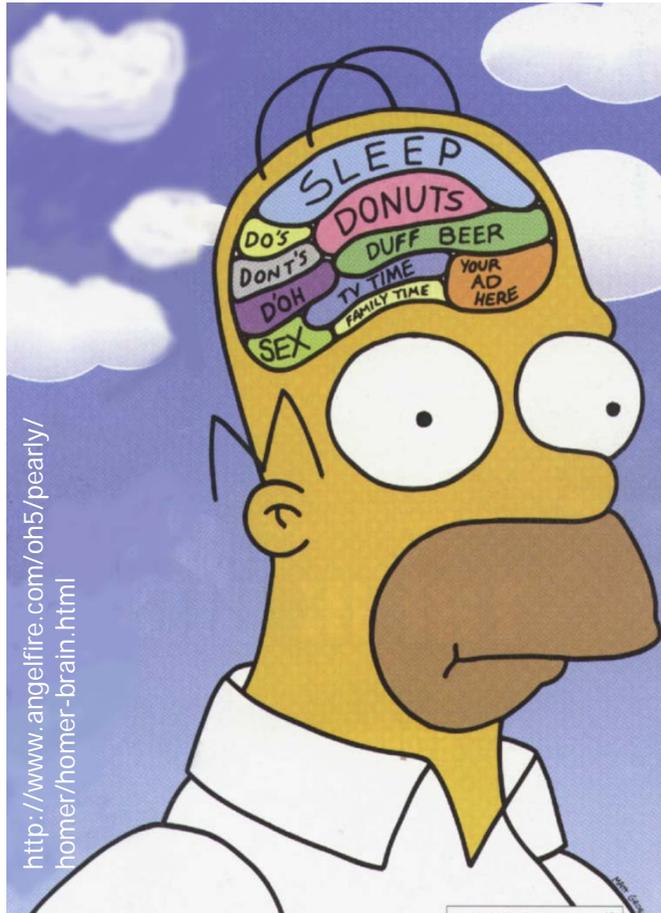


Symposium on travel information for environmentally sustainable urban transport
21 November 2013, Stockholm



Human traits and technological possibilities in the advancement of travel information

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Centre for Transport & Society
UWE Bristol



University of the
West of England



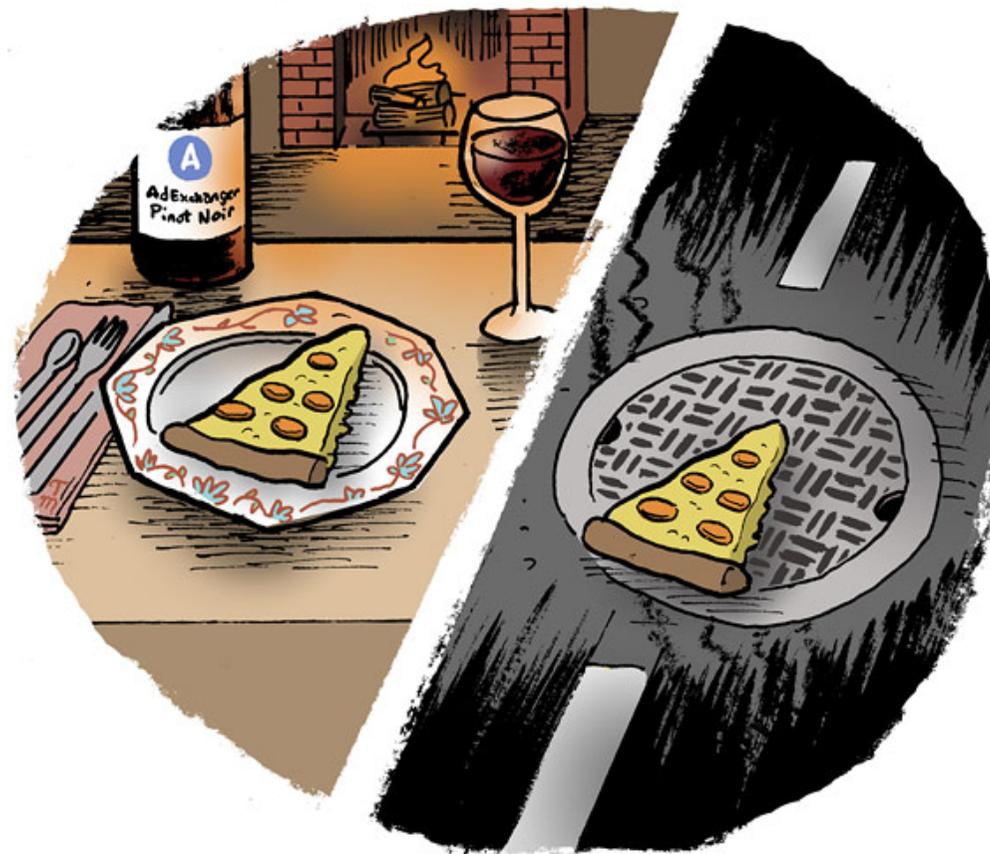
Centre for
Transport &
Society

A photograph of a cornfield with a large white house in the background under a clear blue sky. The corn plants are in the foreground, and the house is in the middle ground. The text is overlaid on the right side of the image.

Demand for information
derives from wishing to
consider travel options

<http://www.kcci.com/image/view/-/154280/highRes/1/-/maxh/480/maxw/640/-/g5hqm4z/-/Field-of-Dreams-movie-site-jpg.jpg>

In assessing the role of and demand for information, **context matters**





<http://www.theaa.com/resources/images/newsroom/traffic-queue.jpg>

Death, taxes and congestion – **is there a problem** needing to be solved?

http://newsimg.bbc.co.uk/media/images/41148000/jpg/_41148618_weather_bbc_416.jpg



Change is gradual – but technological possibilities have already brought us a long way



<http://www.sciencedirect.com/science/article/pii/S0001691806000370>



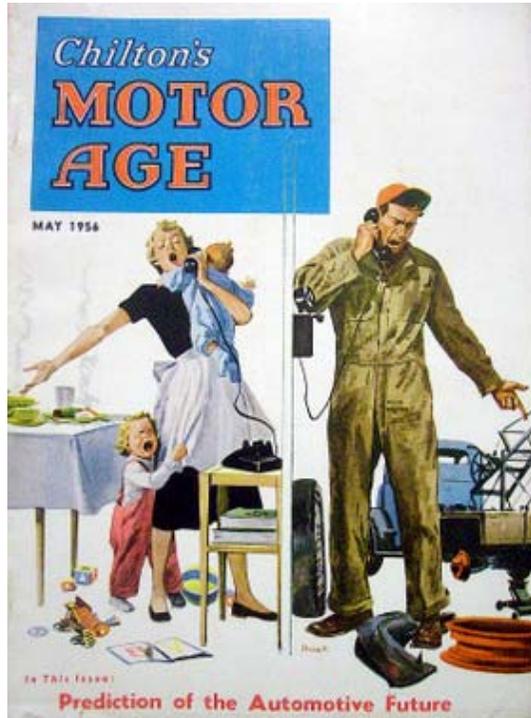
<http://theforeigner.no/images/pages/2009/05/19/Phoneandphonebook-large.jpg>



<http://www.swissinfo.ch/media/cms/images/keystone/2013/08/101041049-36661690.jpg>

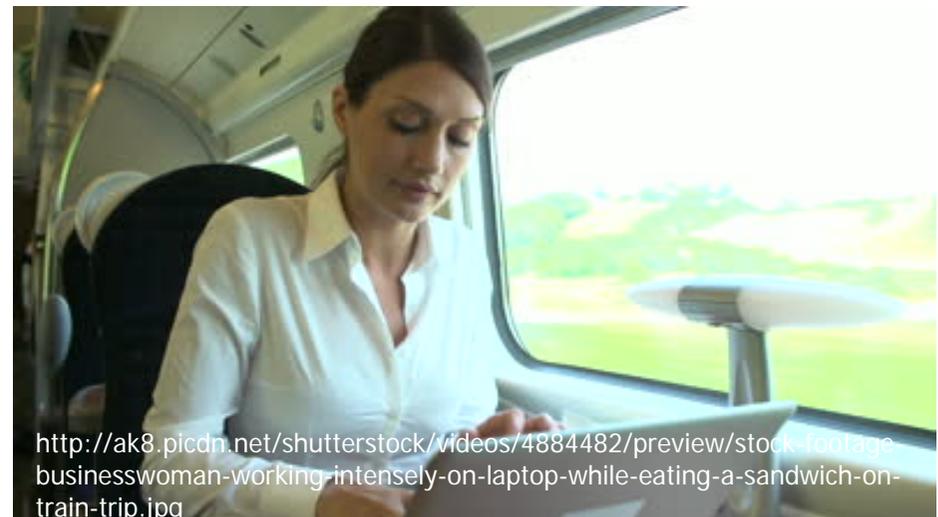
Spatio-temporal flexibility

The digital age is **relaxing constraints** and shaping whether, where, when and how we travel



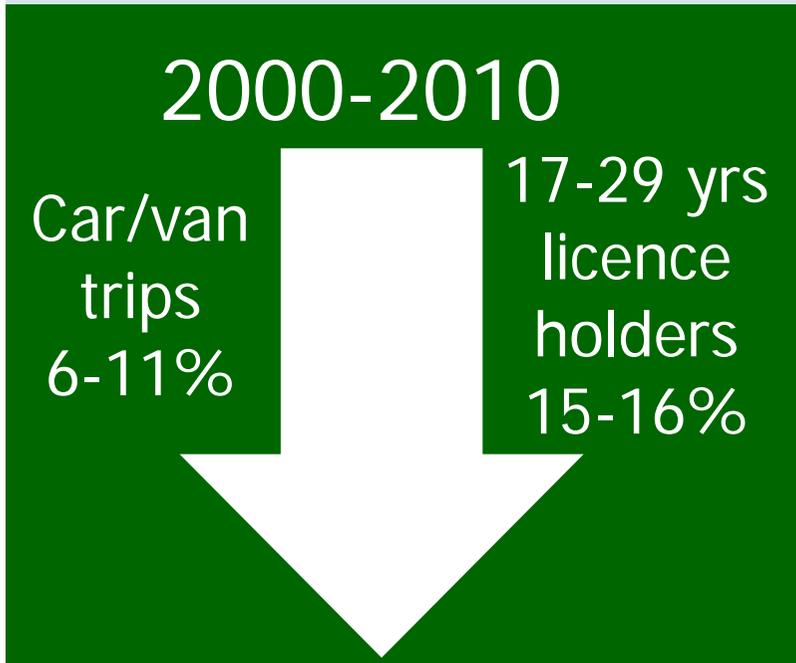
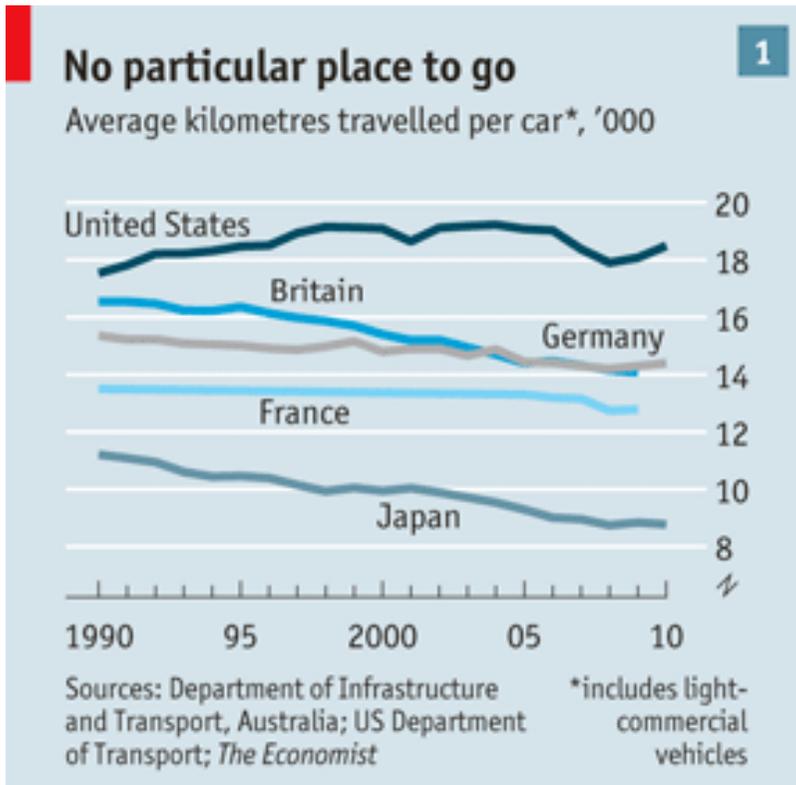
<http://gadgets.boingboing.net/2009/07/06/prediction-of-the-au-1.html>

Travel time use



<http://ak8.picdn.net/shutterstock/videos/4884482/preview/stock-footage-businesswoman-working-intensely-on-laptop-while-eating-a-sandwich-on-train-trip.jpg>

<http://cdn.theatlantic.com/static/mt/assets/business/peakcar.png>



In **transition** from
automobility to
environmentally
sustainable urban
transport?



<http://www.car2cover.co.uk/wp-content/uploads/2012/05/tyre-transparent1.png>

Out of the ordinary

A photograph of a train departure board. The board is black with yellow text. The title 'Departures' is at the top left. The page number 'Page 1 of 2' is at the top right. The board lists several services, all of which are marked as 'Cancelled'.

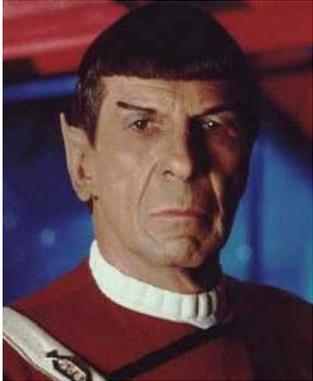
Due	Destination	Plat	Expected
10:48	Crayford		Cancelled
10:54	Hayes (Kent) via		Cancelled
11:00	Slade Green		Cancelled
11:04	Plumstead		Cancelled
11:10	Dartford via Greenwich		Cancelled
11:14	Ashford Internl via		Cancelled
11:18	Crayford		Cancelled

<http://blog.fixmytransport.com/files/2013/03/cancelled.jpg>

Options, choices and heuristics



Inside the mind of the traveller

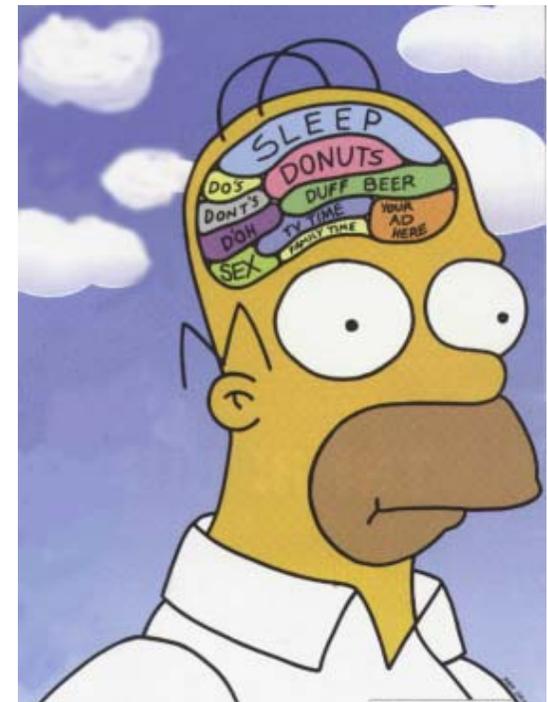


Homo economicus

For every trip the individual wishes to have as full a knowledge as possible about all the options and to make a set of decisions which maximises the utility (attractiveness) of the trip

Homo psychologicus

Many trips are 'no big deal' and so long as they work out there are plenty of other things to occupy the mind

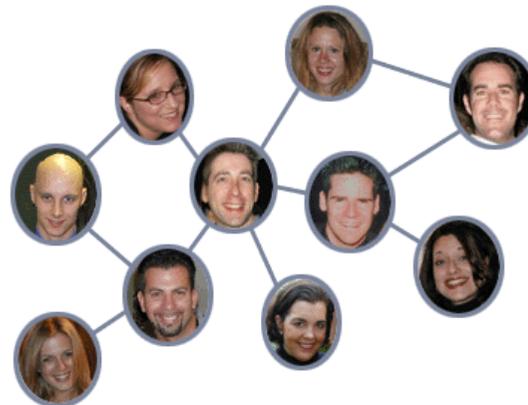


The decision making process

- Effort-accuracy trade-off
 - current perceived accuracy versus effort of acquiring a more accurate picture
- Satisficing behaviour
 - meeting minimum requirements ('good enough')
- Bounded rationality
 - Short-cut decision making requiring less information

The decision making process

- Anticipated regret
 - If level of anticipated regret exceeds threshold then more information sought before decision is made
- Habit
 - The preclusion of any conscious consideration of choice
- Social interactions
 - Social learning/imitation



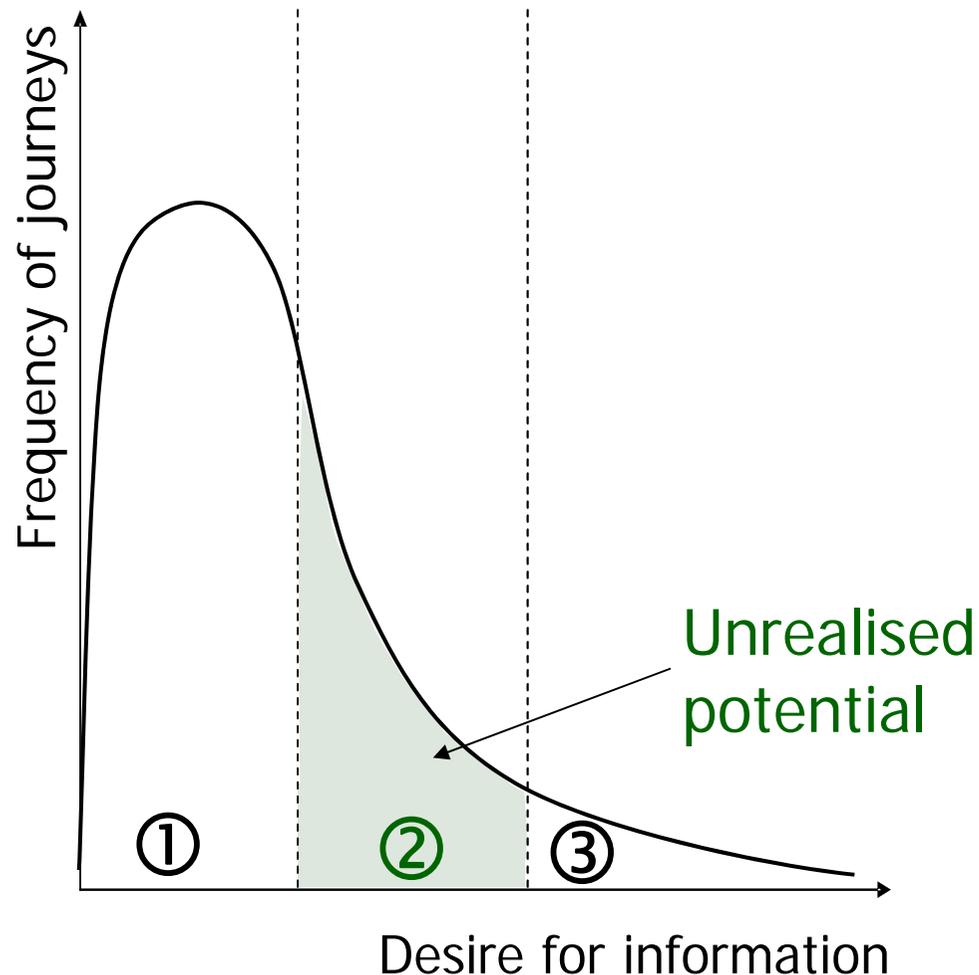
The decision making process

journey	familiar & predictable	familiar & unpredictable	unfamiliar
decision mechanism	irrationality	bounded rationality	unbounded rationality
decision making	unconscious	confirmatory	options & planning
information source	past experience/instinct	significant others	information services

increasing information demand



Information's future role hinges upon extent of **familiarity, stability** and **cost**



- ① Journeys for which little or no desire exists to use an information service
- ② Journeys for which an information service may be helpful
- ③ Journeys for which an information service is considered very important or essential

Technological possibilities of mobile internet, open data,

user generated data and social media

The Telegraph

Search - enhanced by Google

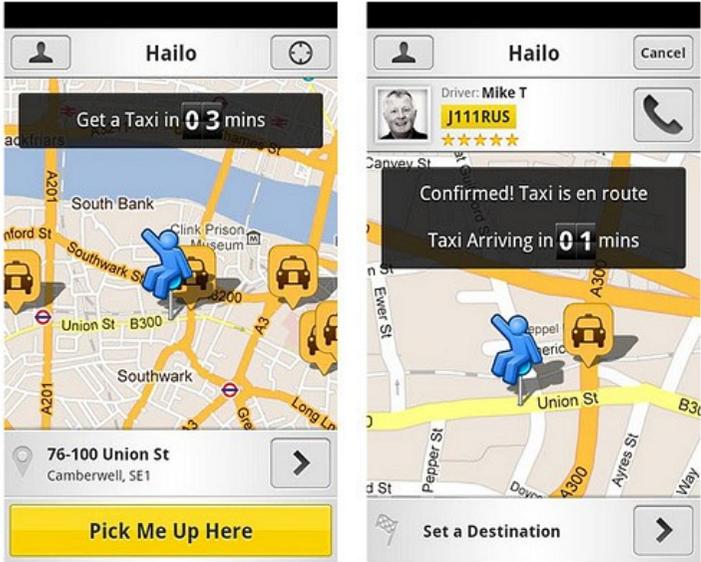
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The 25 best travel apps

There are lots of apps that can enhance your travelling experience. Here are a few of our favourites.



The Hailo app lets you summon a cab from your mobile

By Helena Lee
7:00AM BST 21 Oct 2012

16 Comments

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Overcoming barriers to changing behaviour

– enabled through technological possibilities

- Prompt to (re)consider travel options
- Low 'cost' information that is useful and useable
- Viable travel alternatives that travel information can help render useful and useable

<http://www.tnooz.com/wp-content/uploads/2012/09/hurdles.jpg>



Concluding messages

- Inventive new developments in information provision are not a guarantee of greater use or effectiveness
- Informing travellers is moving *further* away from 'official' providers of information services into 'the crowd'
- The ultimate achievement of information provision would be to reduce the cognitive and affective effort of unfamiliar travel to zero
- Context is central to the demand for and use of information