Bruce Podwal Seminar Series

The Impact on Mode Choice of Activities Conducted while Commuting: Testing Transit-Advantage and Autonomous-Vehicle Scenarios

Thursday, February 5, 2015
12pm in the Steinman Exhibit Room

Professor Patricia L. Mokhtarian
Georgia Institute of Technology
(with Aliaksandr Malokin and Giovanni Circella)

Abstract
From early studies of time allocation onward, it has been acknowledged that the “productive” nature of an activity such as travel could affect its utility. At the margin, an individual may choose transit over the automobile for a given trip, even though the transit alternative takes longer, if thereby s/he is able to use the travel time more productively. Alternatively, the recent advancements toward partly/fully automated vehicles are poised to revolutionize the perception and utilization of travel time in cars, and are further blurring the role of travel as a crisp transition between location-based activities.

This talk presents a revealed preference mode choice model that accounts for the impact of multitasking attitudes and behavior on the utility of various alternatives. The model shows that engaging in productive activities (i.e. electronic reading/writing and using a laptop/tablet) significantly influences utility, and could account for a small but non-trivial portion of the current mode shares.

Biography
Patricia Mokhtarian joined the Georgia Institute of Technology as a Professor of Civil and Environmental Engineering in 2013, after 23 years at the University of California, Davis. She has specialized in the study of travel behavior for more than 35 years. Key research interests include the impacts of land use on travel behavior, the impact of telecommunications technology on travel behavior, commuters’ responses to congestion or to system disruptions, attitudes toward mobility, and travel multitasking. She is a North American editor of Transportation, and serves on the boards of six other transportation journals. She is the vice-chair/chair-elect of the International Association for Travel Behaviour Research.

Light refreshments will be served.