



A JOINT MODEL OF VIRTUAL AND IN-PERSON OUT-OF-HOME ACTIVITY ENGAGEMENTS

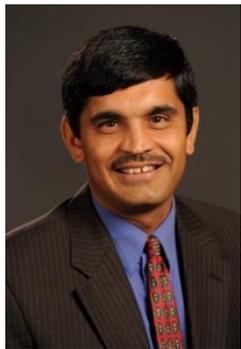
by

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Speaker's Biographies

Prof. Chandra R. Bhat is the Director of the Center for Transportation Research (CTR) and the Adnan Abou-Ayyash Centennial Professor in Transportation Engineering at The University of Texas at Austin, where he has a joint appointment between the Department of Civil, Architectural and Environmental Engineering (CAEE) and the Department of Economics. Prof. Bhat is a world-renowned expert in the area of transportation and urban policy design, with far reaching implications for public health, energy dependence, greenhouse gas emissions, and societal quality of life. Methodologically, he has been a pioneer in the formulation and use of statistical and econometric methods to analyze human choice behavior. His current research includes the social and environmental aspects of transportation, planning implications of connected and automated smart transportation systems (CASTS), and data science and predictive analytics. He is a recipient of many awards, including the 2015 ASCE Frank Masters Award and the 2013 German Humboldt Award. He was recently listed as the top ten transportation thought leaders in academia by the Eno Foundation. He is also a top-cited transportation engineering researcher.

Date: 22 February 2018 (Thursday)

Time: 17:00 – 18:00

Venue: Room Z414, 4/F, Block Z,
The Hong Kong Polytechnic University,
Hung Hom, Kowloon, Hong Kong

Abstract

In this study, we propose a conceptual and analytic framework anchored on the concepts of physical and virtual accessibility (the “ease” with which opportunities or activities can be reached in the physical and in the virtual space, respectively) to investigate the rich interplay between virtual and in-person out-of-home (or physical) activity engagements in multiple activity purposes, while controlling for information and communication technology (ICT) use measures, physical accessibility measures, and demographics. Our framework considers that activity-travel choices are consequences of individual, household, and work characteristics that are mediated by virtual accessibility and physical accessibility. As part of our analysis, we also analyze activity chaining characteristics during travel to study any fragmentation impacts caused by ICT use on activity engagement and scheduling. We use data from the 2011 and 2012 National Travel Survey in Great Britain to jointly model multiple activity and travel outcomes. Our results provide important insights for social welfare, work-life balance, and equity policies, and suggest that decisions regarding virtual activity participations and in-person out-of-home activity participations are determined as a package. Ignoring this package nature of choices can lead to misleading inferences about the effects of virtual activity participations on in-person out-of-home activity participations.

*Research undertaken jointly with Patrícia S. Lavieri and Qichun Dai

*** All Interested Are Welcome ***

For further information, please contact Prof. William H.K. Lam at Tel. 2766-6045.

Free Admission. Please reserve your seat with Ms. Connie F.Y. Lam by email: fy.c.lam@polyu.edu.hk
on or before 14 February 2018.

Certificates of attendance will be provided to participants who attend the whole seminar.