

Bachelor Assignment

Comparing travel patterns between responds in Living Labs and from general traffic flows.

Background & Objective

To promote cycling, positive interventions are used to change travelers' behavior. The positive interventions are tested in Living Lab experiences. To evaluate the results and effectiveness of interventions, we need to compare the before and after situation. However, external factors, e.g. weather, holiday, etc. , can also impact behavior change. To control for external factors, we aim to compare respondents' behavior change with that from control groups. Can we use traffic count data and OD information from surveys to create such control groups and compare temporal changes to evaluate the intervention's effectiveness?

Available Data

Traffic counting data, travel behavior survey, providing OD trips.

Keywords: traffic network model, statistical analysis

Contact person: Amelia Huang

b.huang@utwente.nl

Centre for Transport Studies