

Date: June 29th. (Fri.) 2012

Time: 17 : 30-19 : 00

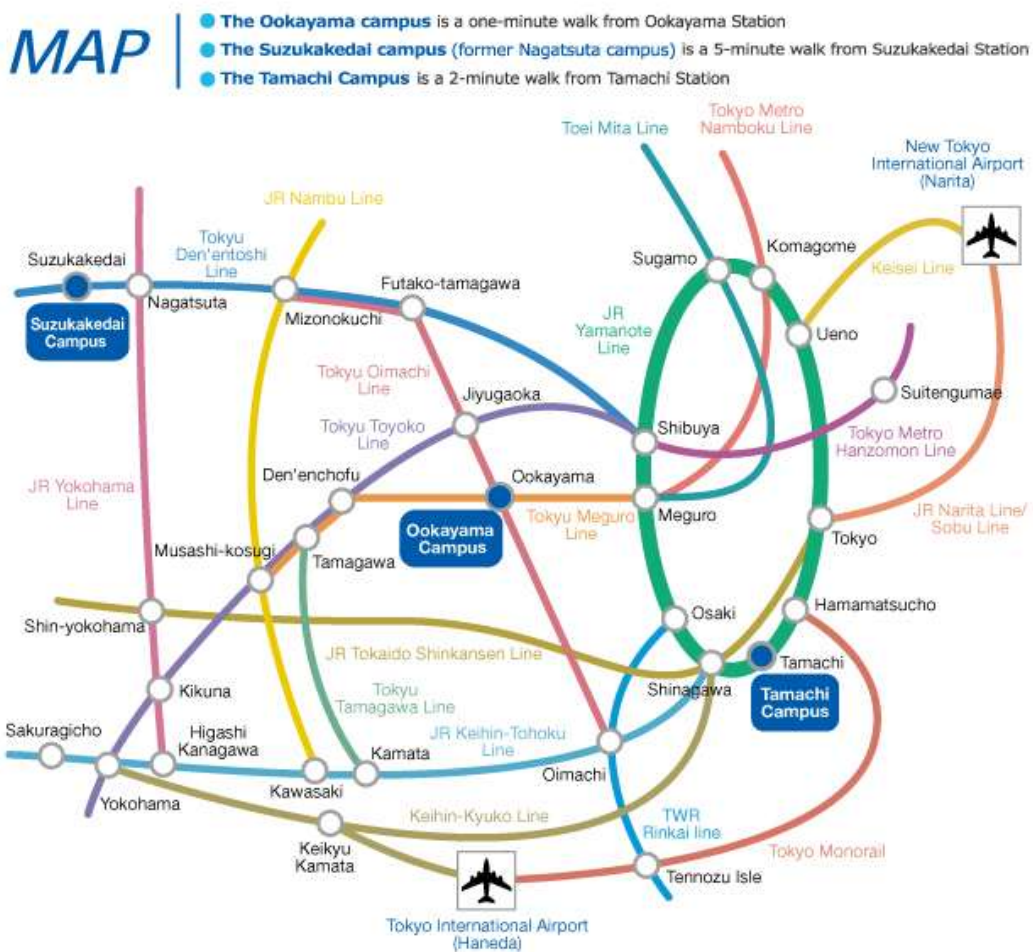
Venue: Tokyo Tech. Ookayama Campus, Midorigaoka-5 bldg., 1F, Meeting Room
 (東工大・大岡山キャンパス 緑が丘5号館 1F 会議室)

*Prior expression of interest to Assoc. Prof. Fukuda by email would be appreciated.

Programme :

17 : 30-19 : 00 Dr. Maya Abou-Zeid (American University of Beirut)

Attitudes and Value of Time Heterogeneity



Attitudes and Value of Time Heterogeneity

Dr. Maya Abou-Zeid (American University of Beirut)

Abstract

There is ample evidence showing a high level of heterogeneity of values of time among travelers. This heterogeneity has typically been represented by a distribution such as log-normal whose parameters depend on covariates like income, trip purpose, and mode of travel. This talk will present and demonstrate a model where the distribution of the value of time also depends on attitudes towards travel (e.g. ‘car-loving’, ‘public transport-loving’, etc.). Attitudes are latent, or unobservable, and their distribution determines the conditional distribution of the value of time given the observable covariates such as income. The modeling framework used integrates a choice model with a latent attitude model. The talk will illustrate this model using data from a stated preferences survey conducted in Stockholm, Sweden, and discuss the greater behavioral richness achieved by including attitudes towards travel.

Speaker’s bio

Maya Abou-Zeid is an Assistant Professor of Civil and Environmental Engineering at the American University of Beirut and a research affiliate of the Intelligent Transportation Systems Program at the Massachusetts Institute of Technology. Her research interests include travel behavior modeling, urban transportation planning, market research, and road safety.



5th TSU (Transport Studies Unit) Seminar Attitudes and Value of Time Heterogeneity

(The 10th International Seminar of Committee of Infrastructure Planning and Management, JSCE in FY2012)

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