



Session IV: Big Data in Travel Behaviour & Urban Transport Research

In the era of smart cities, harnessing the emerging urban big data to inform urban transport planning and development presents both new opportunities and challenges. The new types of data, on one hand, provide complementary data to household travel survey for us to understand people's travel behaviour and various aspects of our transport systems; on the other hand, these data can be used to portray the usage patterns of emerging transport modes in our cities. In this seminar, five types of big data in travel behaviour and urban transport research will be introduced in connection to empirical case studies:

- 1) GPS data of dockless bike sharing served as a first-/last-mile solution,
- 2) Social media data for understanding transit users' perception of service quality of public transport systems,
- 3) Mobile phone data for understanding the impact of COVID-19 on travel mobility,
- 4) E-commerce data of online food delivery trips, and
- 5) Energy consumption data to improve the spatial planning of charging network of electric vehicles.

Date:	10 June 2021, Thursday		
Time:	6:00pm – 7:00pm (Registration starts on 5:30pm)		
Venue:	Online with Zoom		
Fee:	<u>Free</u> admission		
CPD:	40	Quota:	100
Medium:	English	Deadline:	4 June 2021

Speaker Profile

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Sylvia Ying He is an associate professor in the Department of Geography and Resource Management at the Chinese University of Hong Kong. She is Associate Editor of *Travel Behaviour and Society* (Elsevier, SSCI) and *Asian Transport Studies* (Elsevier). She is Honorary Secretary and Board Member of the Hong Kong Society for Transportation Studies. Her research interests include travel behaviour, transport planning and policy, transport geography, urban and regional studies, and spatial analysis. Sylvia obtained her BS in Geography from Sun Yet-sen University, MA in Geography from McMaster University, MA in Economics from University of Southern California (USC). She holds a PhD in Policy, Planning and Development from the Price School of Public Policy at USC, where she was awarded the John Dyckman Award for Best Dissertation in Planning. Before joining CUHK, she worked as a Postdoc Fellow at the Technical University of Munich.

Everyone is welcome to attend!

Please click the below link [or](#) scan the QR code for registration.



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