

Workshop B6 - Increasing survey participation levels without changing travel behavior

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The evolution of travel survey methods has been closely linked to technological advances. To some extent, new technologies help make the data collection process more efficient and effective in terms of obtaining better quality data. At the same time, the newer technologies challenge us to not just improve processes but to explore and develop even better ways of collecting travel data, a prime example being the gamification of travel surveys. The introduction of gamification concepts to travel surveys is showing the potential of improving the actual survey experience and anticipated to lead to improved response rates and data quality. Another concept that newer technology affords us are new options for improving participation through incentives. From the use of physical and virtual (on-line) gift cards to offering drawings for higher ticket items, new approaches for incentivizing participants can also improve survey results. The purpose of this workshop is to explore advances in gamification and incentives to identify how to balance improving participation levels and data quality without changing travel behavior.

Papers for oral presentation

- Nancy McGuckin, Diego Alvarez, Greg Wellman and Ivan Kuo.
Lessons Learned in a Web-Based Gamified Stated Response Survey
- Eline Scheepers, Raymond Hoogendoorn and Sascha Hoogendoorn-Lanser.
State-of-the-art of incentive strategies – Implications for longitudinal travel surveys
- Nina Verzosa, Stephen Greaves, Richard Ellison, Adrian Ellison and Mark Davis.
Eliciting preferences for ‘gamified’ travel surveys: a best-worst approach

Papers for poster presentation related to workshop

- Adam Rosenfield, John Attanucci and Jinhua Zhao.
Small Nudges, Big Data: Evaluating the Impact of MIT Commuting Benefits Program
- Zachary Patterson.
Datamobile to MTL trajet and beyond – a large-scale pilot study of a smartphone travel survey in Montréal, Canada