Seminar Series

Maximizing Transportation Happiness using Smartphone-Based Travel Behavior and Experience Data

Professor Yingling FAN
Professor
Humphrey School of Public Affairs
University of Minnesota

Date: 2 July 2019 (Tuesday)
Time: 2:00pm-3:00pm
Venue: P7510, Yeung Kin Man Academic Building (YEUNG), City University of Hong Kong

Abstract
Transportation is an emotional landscape that we cannot avoid in everyday lives. Many cities devote 30-60% of land area to various transportation infrastructure including highways, streets, parking, and transit, bicycle, and pedestrian facilities. Maximizing transportation happiness—people’s emotional well-being during trips—is an essential aspect of promoting “humanistic” (i.e., people-friendly) transportation planning practices. To measure transportation happiness, we invented the Dynamica app (US Patent # US9763055B2) to collect both continuous and momentary information about people’s travel behavior and experience. The app has been deployed in research studies involving more than 1,000 subjects, resulting in over 120,000 person-hours of data. Using data from recent Dynamica-based surveys in U.S. and China, this presentation introduces how trip and personal characteristics may affect transportation happiness in complicated and sensitive ways.

About the Speaker
Dr. Yingling Fan is Professor of Urban and Regional Planning at the University of Minnesota. She has pioneered the transportation happiness concept and developed systems to measure, analyze, and visualize individual and population-level travel behavior and related emotional experiences. Her work has attracted more than 15 million U.S. dollars in research funding. She is the Editor-in-Chief at the Journal of Transport and Land Use, the North American Editor at Urban Studies, and the Chief Executive Officer at Dynamica, Inc—a company she co-founded with the University of Minnesota Venture Center. Her commercialized products include mobile app products as well as data analysis and visualization systems.

All are Welcome!