

Understanding Gender Difference in Perceptions toward Transit Services across Space and Time: A Social Media Mining Approach

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Speakers:



Prof Sylvia He

(Associate Professor, Department of
Geography and Resource
Management, CUHK)



Shuli Luo

(PhD Candidate, Department of
Geography and Resource
Management, CUHK)

Moderator:

Prof Ivy Wong

(Associate Professor, Gender
Studies Programme, CUHK)



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Location-based social media data can offer useful insights on the spatial and temporal dynamics of public attitudes. In this study, we aim to investigate the gendered attitudes toward transit services in China, utilizing the case of Shenzhen. We collected 44,257 Weibo microblogs, a major source of social media data in China, and applied a series of text mining and visualization techniques to examine the gender differences among our focused themes. The microblogs reveal a distinct gender gap in terms of quantity, as nearly 74% are posted by women. While women tend to be more concerned about the comfort of transit environment (e.g., temperature, crowdedness, and safety, especially at night), men tend to be more interested in transit systems' e-payment services and reporting traffic incidents. Overall, this study presents an innovative methodology framework for researchers and practitioners to gather customer service feedback and build more inclusive service systems.

Sylvia He is associate professor in the Department of Geography and Resource Management at CUHK. Her research interests include transport planning and policy, urban and regional studies, spatial analysis/GIS, and urban analytics. 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, Board Member of the International Association for China Planning, and Fellow of the Regional Studies Association. She obtained her PhD in Policy, Planning and Development from the School of Public Policy at the University of Southern California.

Shuli Luo is a PhD candidate in the Department of Geography and Resource Management, The Chinese University of Hong Kong. Her research interests include GIS, transport geography, urban analytics, spatial big data, and social media data. Her works have been published in several leading journals in geography, planning and transport such as *Environment and Planning B: Urban Analytics and City Science*, *Transport Policy*, *Journal of Transport Geography*, and *Population, Space and Place*.