RESEARCH SEMINAR

DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT
THE CHINESE UNIVERSITY OF HONG KONG

The Effects of New Mobility Services and Technology via the Latent-Class Framework

7 Apr 2022 (Thu)
4:30–6:00 pm (UTC+8)
ZOOM ID: 973 6037 5790
ZOOM Passcode: 598320

Shared mobility services (e.g., carsharing, ridehailing, bikesharing, and electric scooter sharing) allow users to access mobility tools and services on an as-needed basis, without requiring commitment to continued use and hassles for maintenance. As convenient, cost-efficient, and fun alternatives, these services have substantially disrupted the existing transportation market. While recent studies focus on the "average" effects of these services, their approach may fail to examine substantial heterogeneity in those effects, which varies by user traits, trip attributes, and built-environment characteristics.

In this context, this talk presents key findings and implications from a few recent studies with a focus on heterogeneity in effects, behaviours, and preferences. Four key outcomes are (1) overall changes in the use of various travel modes after ridehailing adoption, (2) substitutive or complementary effects by the last e-scooter trip, (3) willingness to accept a "pooled" ride for the last single-party ridehailing trip, and (4) envisioned in-vehicle activities on an autonomous vehicle in a near future. With the latent-class modelling framework, unobserved groups of individuals with distinctive characteristics are identified, and implications to smart sustainable transportation are discussed.

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Dr Yongsung Lee studies travel behaviour in relation to key trends in society such as the adoption of information/communication technology (ICT) in daily life, the ongoing COVID-19 pandemic, and changing values, preferences, and lifestyle of today's young professionals in cities. Currently he works on longitudinal data collection/analysis of ICT adoption under the pandemic and unequal access to/utilization of neighbourhood green/recreational places under the pandemic. He earned his Ph.D. in city and regional planning at the Georgia Institute of Technology, and worked as a postdoctoral fellow at the TOMNET University Transportation Center, funded by the U.S. Department of Transportation.

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