

RESEARCH SEMINAR

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

Understanding Transit Users' Perception and Travel Satisfaction by Social Media Mining

10 October 2024 (Thu)
4:30 – 6:00 pm (UTC+8)
Rm 221, Chen Kou Ben
Building, CUHK

Improving perceived service quality and customer satisfaction is a promising planning strategy to increase the attractiveness and retain ridership of public transport system. Nowadays, the widespread use of social media could be a big step forward for investigating transit service performance from the customer's point of view. In this talk, I will aim to explain the potential of social media for understanding public opinions and interactions between transit providers and citizens. The findings could help service providers and public officials use social media data more effectively for equitable resource allocation and action prioritisation.



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Prof. Luo is an Assistant Professor in the School of Humanities and Social Science at the Chinese University of Hong Kong (Shenzhen). She received her PhD degree from the department Geography and Resource Management at The Chinese University of Hong Kong. Prior to joining CUHKSZ, Prof. Luo was a Lecturer in the department of Civil Engineering at Monash University Suzhou campus. Prof. Luo's research interests lie in the inter-disciplinary research covering transport policy, geography, and data science. In particular, Prof. Luo is passionate about how burgeoning development of various urban big data along with advanced techniques could reshape our understanding of urban environment.



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