

Workshop A1 - Attitudes and perceptions: How to measure them in quantitative surveys

Workshop chair:

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Continuing with the discussions of previous conferences, this workshop explores the key question of measuring attitudes and perceptions. These dimensions have been used in the past to a variety of aspects such as understanding people's travel choices, predicting their response upon interventions, and measuring driving behavior. Drawing from the increasing experience using these dimensions, the workshop presents assessments about opportunities and biases of new instruments, protocols, and media when measuring attitudes and perceptions.

Papers for oral presentation

- Farzad Alemi, Giovanni Circella, Patricia Mokhtarian and Susan Handy.
Measuring Environmental and Transportation-Related Individual Attitudes in the California Millennials' Study

Papers for poster presentation related to workshop

- Juliane Stark and Reinhard Hössinger.
Attitudes and mode choice: Evaluation of interrelation and effects of a travel awareness campaign
- Greg Spitz, Florian Fessel, Aaron Lee, Mark Bradley and Kordel Braley.
Attitudinal market segmentation applied to transit service area: an updated approach
- Meadhbh Maguire and Prof. Ahmed El-Geneidy.
The everyday vs the yesterday: A comparative study of commuter satisfaction with two travel survey approaches
- Neil Quarles and Kara Kockelman.
Surveying americans' preferences for various vehicle types and emerging technologies
- Antonio Borriello and John Rose.
The nature of attitudes in transport: stable or context-based?
- Patrick Singleton and Kelly Clifton.
Towards measures of the positive utility of travel and related concepts
- Philippe Gerber, Marius Theriault, Christophe Enaux and Samuel Carpentier-Postel.
Modelling impacts of beliefs and attitudes on mode choices: Lessons from a survey of Luxembourg's cross-border commuters
- Martin Berger and Linda Dörzapf.
Sensing comfort in bicycling as an enrichment of travel data
- Joanna Moody, Jintai Li and Jinhua Zhao.
Measuring 'Car Pride' in the U.S. and Singapore: A Cross-Cultural Comparison of the Implicit Association Test and Traditional Survey Techniques
- Giovanni Circella, Farzad Alemi, Susan Handy and Patricia Mokhtarian.
Use of an Online Opinion Panel to Study Individual Attitudes, Travel Behavior and Vehicles Ownership of Millennials and Older Generations

- Hélène Bouscasse, Patrick Bonnel and Iragaël Joly.
Measuring psychological factors in ICLV models: an application on interurban mode choice