

## **Workshop A8 - Validation under "ground truth" in surveys**

Workshop chair:

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Travel behaviour surveys should be the basis for any fact-based transport policy. Such data are essential to describe the current travel behaviour and to estimate future developments with and without transport measures. Therefore the requirement to achieve high quality for survey results is essential. A lot of practical examples indicates that such a level of quality could not be reached easily. In this workshop the focus lies on the following issues: How can the term "ground truth" for travel surveys be defined? How can we describe the "real world" from the viewpoint of travel surveys? Which indicators are appropriate to identify and indicate the difference between the real and surveyed world of travel behaviour? What are the main reasons for the gap between the real and surveyed world of travel behaviour? How can we overcome the uncertainty in order to get valid data? It has to be emphasized that the main focus of the workshop A8 is the methodology of validation of surveyed data and the identification of possible as well as promising solutions to improve the quality of survey results. We should find arguments and methodologies that it is no illusion to represent the real transport behaviour world by travel surveys by validation. We will discuss tools of new technology, procedures of independent data merging, use of "big data" as well as advanced demand modelling procedures etc.

Papers for oral presentation

- Teresa Harms, Doina Olaru, Brett Smith and Jonathan Gershuny.

Using passive data collection devices to record travel behavior: Findings from a UK multi-method time-use study

- Gerd Sammer, Christian Gruber, Gerald Roeschel, Rupert Tomschy and Max Herry.

The dilemma of systematic underreporting of travel behaviour when conducting travel behaviour surveys - A meta analysis and methodological considerations to solve the problem

- Nicole Geitebruegge, Graeme Brown and Fox Jacob.

Enriching big data with traditional survey methods or vice versa? Using a real world experiment to evaluate a large-scale transportation investment

Papers for poster presentation related to workshop

- Vincent Dionne and Florian Cys.

Smartcard derived survey vs traditional survey - An operator findings and usages.

- Gabriel Sicotte, Mohsen Nazem, Alfred Chu, Timothy Spurr and André Lomone. Comparing smart card and OD survey transit data: from a route level to a route-sequence approach
- Thi-Huong-Thao Pham, Jimmy Armoogum and Jean-Loup Madre.

GPS and travel diary: two recordings of the same mobility

- Kees Maat and Paul van de Coevering.

Repeated GPS-based data collection and validation