

# Workshop 1.4

## Advances in Data Acquisition

### Participants

Yasuo Asakura (resource paper)

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Philippe Marchal (paper)

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- Lucky to have very good resource paper and supporting paper, and knowledgeable participants
- Spectrum of technologies and “tracking” survey possibilities:
  - Large scale anonymous tracking (mobile phones)
  - Smaller scale/long period supplemented by questionnaire
- Probe person approach – equipment technology not an issue, but:
  - Sampling bias
  - Cost (equipment, recruiting and communication)
  - Privacy
  - Acceptability (but not a problem in Japan)
- Data analysis – issues here are:
  - Data cleaning and data management (standardization)
  - Data fusion
- Advantages
  - long term elasticities
  - less respondent burden
  - route choice information
  - high level of service accuracy

- **Research Issues:**
  - Segmentation of tracking (dot) data into trips, particularly if not aided by questionnaire
  - Direct use of dot data with data mining techniques
  - Topology of travel (time-space characteristics)
  - Sample size and survey duration
- **Possible Future Directions**
  - Further system developments (e.g. balance between tracking and interviews)
  - Wider use of mobile phone data