GPS and Travel Modeling

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• Argue for a wider usage of GPS data

• To be useful, a number of conceptual and methodological issues
Methodological Issues

• How to aggregate the voluminous data?
  – Individual path tracing?
  – Trip segments

• Trip segments w attributes
Methodological Issues

• **What is the appropriate unit of analysis?**
  – Individual
  – Household
  – “community”

• **Each will give a considerably different view**
Methodological Issues

- Community View:
  - How to discover the patterns in the voluminous data?
  - Data Mining issues
Methodological Issues

- **Microsimulation Models:**
  - What sample size?

- **Open the possibility of very large samples — worth the effort?**