

Urban Mobility Sharpening the Future Together
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Abstract

**Transport demand models in a changing world -
Between econometric rationalities and social network obligations**

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The enormous technical and social dynamics currently taking place within the mobility system are the starting point for the presentation "*Transport demand models in a changing world – Individuals between rational choice and social network obligations*". Increasingly, transport demand models are used to provide quantitative statements on how innovations such as automated driving and corresponding large-scale car-sharing schemes could affect traveler choices. However, if and how an innovation gains impact does not only depend on its technical performance, but substantially on the dynamics and future developments within society.

So far, traditional transport demand models do not provide any starting point for adequately depicting such social or organizational dynamics. Some modelling approaches acknowledge that transport choices are not made in isolation, but that the social network of travelers influences decision-making. However, these approaches do not provide explanations for the interplay between structural developments in technology, economy and society on the one hand and desires and necessities that unfold in relation to these developments. Maike Puhe provided various hypotheses on determinants of transport choices, based on the idea that travelers are social beings, rather than rational utility maximizers, who move to build and maintain social relationships with people and objects. In her perspective, decisions about where to go and how to get there are triggered by (changing) social and economic obligations. She presented various examples on how these obligations restrict the travelers' freedom of choice.

Maike Puhe concluded that there is a need to better understand how individual behaviors and social and economic developments interact in order to adequately model the transitions currently at stake and to avoid unintended outcomes.