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The 151st
TAOYAKA Program Seminar

Using mobile phone data in Bangladesh and Senegal to develop transport models

Lecturer：Dr. Stephane HESS

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With the widespread use of mobile phones around the world, including in developing countries, vast new data sources are generated that show the location of individuals when they make use of their phone for calling, messaging or accessing the internet. While access to this data needs careful negotiation and addressing privacy concerns, the size of the data is unrivalled and the cost much lower than conducting GPS surveys. This presentation shows how such data has been used to develop route choice models for Senegal and trip generation models in Bangladesh. The data holds great promise for developing high quality transport models in areas where traditional data sources are difficult to obtain. Even elsewhere, the much higher update frequency of mobile phone data com   pared to travel survey data holds great appeal.

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Language	English
Venue	**IDEC Large Conference Room**
Contact	**Junyi Zhang, Prof. Dr. Eng.**

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