



Guest Lecture

Prof. Dr. Sigal KAPLAN
From the Hebrew University of Jerusalem

The Motivation for Using Advanced Travel Information Systems: a Socio-Technical Perspective

Thursday, February 28, 2019, 15:30
HSB 8, Technikerstraße 13

In the effort to reduce car use, cities are increasingly offering alternative transport modes including major improvements in public transport, electric car-sharing and bike sharing. The next step is complete integration of these systems via multi-modal travel apps. Thus, urban transport is taking another step from product to *Mobility-as-a-Service (MaaS)* solutions. The presentation will elaborate on passengers' motivation to adopt the new multi-modal travel app for Copenhagen and present the current on-going research regarding the willingness to adopt *MaaS* in Innsbruck.



Prof. Dr. Sigal Kaplan is an Associate Professor at the Department of Geography, at the Hebrew University of Jerusalem. Her main research interest is behavioral geography as key for promoting a sustainable mobility by focusing on the link between transport behavior and new technologies, taking a socio-technical perspective. Her research focuses on how transport choices are shaped by people's needs and values with the aim to be better, do better and feel better. Her recent research focuses on the adoption of new technologies including electric cars, bike-sharing and multi-modal apps. Dr. Kaplan has published 63 papers in scientific journals and her research spans across North, East and South Europe.