

## **Erel Avineri**

**Reader in Travel Behaviour, Centre for Transport & Society, School of the Built and Natural Environment and Technology, University of the West of England, Bristol, Great Britain**



### **Speaker Qualifications**

Dr Avineri delivered over 100 presentations at conferences, including several invited presentations in UK and abroad. Of relevance to the above proposal is the Keynote Address ("Information provision - How can we nudge travel behaviour change?") delivered at the ITS'09 Conference ([http://www.publicserviceevents.co.uk/main/programme.asp?event\\_ID=73](http://www.publicserviceevents.co.uk/main/programme.asp?event_ID=73)).

## **Applying 'Choice Architecture' in the design of Travel Information Systems**

### **Abstract**

The large cost of congestion, coupled with environmental concerns about greenhouse emissions, have stimulated debate about how to better predict, manage and influence travellers' choices. Applying behavioural economics and cognitive psychology, Dr Avineri is exploring what influences our travel behaviour, how to predict it, and how to design demand management measures to change travel behaviour. Through the use of different observation, modelling and analysis approaches he explores issues such as travellers' bounded rationality, the effect of feedback mechanism on travellers' decision-making, and the social interactions between travellers.

In his research, Dr Erel Avineri revisits some of the behavioural assumptions of travel behaviour. Using models from behavioural economics and cognitive psychology, Dr Avineri is exploring what influences our boundedly rational travel behaviour, and how insights from behavioural sciences can be incorporated into the design of travel information systems – from simple timetables to web-based journey planners.

In his presentation Dr Avineri will advocate the use of 'Choice Architecture', introduced by Thaler & Sunstein, in the design of travel information systems. He will bring examples to illustrate how 'nudges' can help individuals to overcome cognitive biases, and highlight the better choices for them - without restricting travellers' freedom of choice. The talk is based on the findings from a variety of research studies conducted by Dr Avineri and his colleagues, funded by government, research councils and European Commission.