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Speaker Qualifications

Margarita Köhl is a research assistant and lecturer at the Department of Communication/ University of Vienna. She holds a master degree in Communication & Japanese Studies and a postgraduate degree in arts and cultural management. Her research focuses on science and technology studies, chances and risks of social media and social network analysis. She was visiting researcher at Dokkyo University, Tokyo and at Silpakorn University, Bangkok. Currently she is completing her PhD thesis on the topic of “Emotional Technologies”. Within the scope of the research project “ITSworks” which explored the potentials of ATIS to foster sustainable mobility she conducted a Delphi study involving 31 international experts working in the fields of transport research, information design and communication technologies

Exploring the potential of social media for designing future traveller information systems

Due to the rise of ‚personalized networking‘ mobility decisions have become more flexible especially based on new forms of fluid connectivity resulting from the use of mobile devices. Travel can be regarded as a question of spacing, timing and connectivity requiring systems of coordination like Advanced Traveller Information Systems (ATIS). This presentation focuses on how ATIS – multi-modal, real-time traveller information systems designed to assist the individual user – can turn into Future Traveller Information Systems (FTIS) by encompassing user-generated content. Incorporating social media functions can facilitate the adaptation of ATIS to meet the users’ individual needs, taking into account the specific travel circumstances or places of usage. Social media like social network sites and micro blogs offer new possibilities to put principles of user-centered design into practice enhancing the playfulness of ATIS.

Based on selected results of a Delphi study (This Delphi-study was carried out within the scope of the transdisciplinary research project entitled “ITSworks“ which was funded by the Austrian Ministry of for Transport, Innovation and Technology, (<http://www2.ffg.at/verkehr/projekte>) about future developments in the field of ATIS the presentation examines the emergent role of user generated content for ATIS by addressing the following key issues:

- profiting from the “wisdom of the crowd” to enhance the quality of travel information by giving users the chance to contribute real-time information (e.g. via micro blogs).
- constantly improving and redesigning ATIS based on users’ feedback (e.g. via websites with feedback functions)
- taking advantage of the dynamics of online social networks to popularize ATIS as well as to improve users’ trust towards the system (“viral marketing”).
- distributing information through a wide spectrum of media (social network sites, micro blogs or online route planners)