

University of Washington presents

Professor Prateek Bansal, Ph.D.

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Dr Prateek Bansal is a Presidential Young (Assistant) Professor at the National University of Singapore (NUS). Before joining NUS in 2022, he was a Leverhulme Trust Early Career Fellow at Imperial College London and did a Ph.D. from Cornell, an MSc from UT Austin, and a BTech from IIT Delhi. Prateek leads the Behavioural & Cognitive Science Lab at NUS and is a co-principal investigator of the Adaptive Mobility module at Future Cities Laboratory, Singapore. His research group is interested in creating new methods to address challenging questions related to mobility behavior and the adoption of emerging technologies at an individual level and an urban scale. His research has led to over 55 journal articles. Apart from top Transportation journals, he regularly publishes in interdisciplinary journals like Energy Economics and Statistics and Computing. He is an Associate Editor of the Journal of Transport Economics & Policy and the Journal of Public Transportation. He also serves as the editorial board member of Transportation Research Part A: Policy and Practice, Transportation Research Part B: Methodological, and Journal of Choice Modelling, among others.

UW TRANSPORTATION SEMINAR

Marrying Cognitive Psychology and Behaviour Modelling: New Advancements and Results

Wednesday, January 3

1:30pm - 2:30pm PST

MORE HALL Rm 110

This talk will focus on new models from mathematic psychology, known as sequential sampling models (SSMs), that are inherently dynamic to facilitate joint modeling of choice, the response time (RT), and other data related to the decision-making process (eye movement of decision-makers). SSMs can also better explain the effect of nudges. The talk will focus on three main advancements in SSMs: (i) First empirical application of SSMs in transportation to explain the role of decoy effects in nudging ride-hailing drivers to adopt electric vehicles, (ii) mathematical proof for the value of involving RT into discrete choice models in terms of econometric estimation, (iii) Joint modeling of lab-based and web-based stated-preference data. By addressing challenges in existing SSMs, the talk will make a strong case for their applications in behavior modeling.

PIZZA AND REFRESHMENTS TO FOLLOW

Livestream Link: <https://youtube.com/live/AxcQAABByAmk?feature=share>



TOMNET Transportation Center
Teaching Old Models New Tricks

