

1. Record Nr.	UNINA9910787432303321
Titolo	Bounded rational choice behaviour : applications in transport // edited by Soora Rasouli, Harry Timmermans
Pubbl/distr/stampa	Bingley, England : , : Emerald, , 2015 ©2015
ISBN	1-78441-071-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (289 p.)
Disciplina	388
Soggetti	Transportation - Research Consumer behavior Transportation - Public Transportation Transport technology & trades
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	""Front Cover""; ""Bounded Rational Choice Behaviour: Applications in Transport""; ""Copyright page""; ""Contents""; ""List of Contributors""; ""Preface""; ""Frontiers in Modelling Bounded Rationality in Travel Behaviour Research: Introduction to the Collection of Chapters""; ""References""; ""Chapter 1 Models of Bounded Rationality under Certainty""; ""1.1 Framework""; ""1.2 Non-Optimal Decision Mechanisms""; ""1.3 Considering a Subset of Influential Attributes""; ""1.4 Indifference between Small Differences in Utility or Attribute Values"" ""1.5 Considering a Subset of Choice Alternatives""""1.6 Applications""; ""1.7 Conclusions and Discussion""; ""References""; ""Chapter 2 Utility Maximisation and Regret Minimisation: A Mixture of a Generalisation""; ""2.1 Introduction""; ""2.2 Model Structures""; ""2.2.1 The Generalised RRM Model""; ""2.2.2 Mixture Model""; ""2.3 Empirical Analysis""; ""2.3.1 Data""; ""2.3.2 Results""; ""2.4 Summary and Conclusions""; ""References""; ""Chapter 3 Relative Utility Modelling""; ""3.1 Introduction""; ""3.2 Relative Utility Modelling""; ""3.2.1 General Formulation"" ""3.2.2 Alternative-Oriented Relative Utility""""3.2.3 Representing

Quasi-Nested Choice Structure"; "3.2.4 Endogenous Modelling of Choice Set Generation"; "3.2.5 Reflecting the Non-linearity of Context Dependency"; "3.3 Major Findings of Existing Studies"; "3.3.1 Choices of Destinations and Stop Patterns"; "3.3.2 Dynamic Travel Mode Choice"; "3.3.3 Travel Information and Travel Behaviour"; "3.3.4 Choices of Packaged Tours"; "3.3.5 Choice Set Generation"; "3.4 Further Improvements"; "3.4.1 Modelling Improvements"; "3.4.2 Model Estimation"; "3.5 Conclusion"
"References"
Chapter 4 The Influence of Varying Information Load on Inferred Attribute Non-Attendance"; "4.1 Introduction"; "4.2 Methodology"; "4.3 Data and Model Specifications"; "4.4 Results"; "4.5 Discussion"; "References"; Chapter 5 The Heterogeneous Heuristic Modeling Framework for Inferring Decision Processes"; "5.1 Motivation"; "5.2 Modeling Framework"; "5.2.1 Satisficing Decision"; "5.2.1.1 Preference structure"; "5.2.1.2 Deriving decision heuristics"; "5.2.1.3 Choice of heuristics"; "5.2.1.4 Mental effort"; "5.2.1.5 Risk perception"; "5.2.1.6 Expected outcome"; "5.2.2 Extension to Comparative Decision"; "5.3 Applications"; "5.3.1 The Go-Home Decision"; "5.3.1.1 Model specification"; "5.3.1.2 Results"; "5.3.2 The Direction Choice Decision"; "5.3.2.1 Model specification"; "5.3.2.2 Results"; "5.4 Conclusion and Future Work"; "References"; Chapter 6 Investigating Situational Differences in Individuals' Mental Representations of Activity-Travel Decisions: Progress and Empirical Illustration for the Impact of Online Alternatives"; "6.1 Introduction"; "6.2 Mental Representations of Complex Decision Problems"

Sommario/riassunto

The book is an attempt to stimulate development in travel behaviour analysis and provide a basic source of reference to the transportation research community. The aim of the book is to give centre stage to some recent innovative approaches to models of bounded rationality, both under conditions of certainty and uncertainty.
