# Chapter 2. Literature Review

## 2.1. Trip purpose classification

### 2.1.1 Overview

Although a wealth of literature exists regarding the classification of transport mode from GPS traces, investigation into the classification of transport purpose has received far less attention (Yazdizadeh *et al.*, 2019). One reason for this is that that users are required to manually provide information about *why* they have made a trip, as a GPS trace and timestamp is not sufficient alone (Gong *et al.*, 2014). Notably, mode-classification algorithms often only need few key-identifiers such as speed, acceleration and distance (which are recorded automatically without user-input) to have high accuracy (Dabiri & Heaslip, 2018). This differs from purpose-classification algorithms, where some degree of qualitative information about the individual users is needed. Correspondingly, Yazdizadeh *et al.* (2019) find that mode-classification models are often shown to be accurate on average than purpose-classification.

Of studies that set out to build purpose-classification models, Gong *et al.* (2014) characterise three distinct types:

1. Rule-based (using rules to match GPS signal and ﻿respondents' information),

2. Probabilistic (using the calculated probability of a given purpose);

3. Machine learning.

And a selection of key classification models from the literature from each one these types are detailed in **Table 2.1** along with their inputs and accuracy.

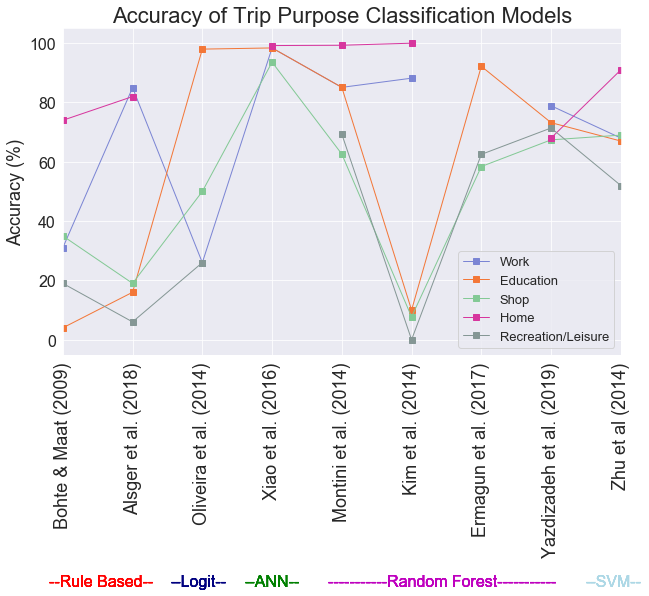
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Author(s)* | *Predictor variables* | *Location and date of data* | *Number of Trips included in Study* | *Overall classification accuracy* |
| *Rule-Based Methods* | | | | |
| Bohte & Maat (2009) | POI; Personal Locations Proximity | Netherlands, 2007 | ﻿ 33,686 | 43% |
| Alsger *et al.* (2018) | Activity Duration; Land Use; Temporal Features; Trip Frequency | ﻿Queensland, Australia,  2009-2012 | ﻿65,000 | 78% |
| Probabilistic Methods: Multinomial Logit Models | | | | |
| Oliveria *et al.* (2014) | Duration; Mode; Land use; Personal Location proximity | Georgia, USA 2011 | 10,512 | 70% |
| *Machine Learning Methods: Artificial Neural Networks* | | | | |
| Xiao *et al.* (2016) | Land use; POI | Shanghai, China,  ﻿2013-2015. | 7,039 | 96.5% |
| *Machine Learning Methods: Random Forest and Decision Tree Models* | | | | |
| Montini *et al.* (2014) | Land Use; Personal Location Proximity; Socio-demographics; Temporal Features | Zurich, Switzerland, 2012 | 6,938 | 80% |
| Kim *et al.* (2015) | POI; Socio-demographics | Singapore, 2013 | 7,856 | 75.5% |
| Ermagun *et al.* (2017) | POI;  Socio-demographics; Temporal Features;  Travel Mode | Minnesota & Iowa, USA, 2010-2012 | 58,503 | 64% |
| Yadizadeh *et al.* (2019) | Socio-demographics; Personal Location Proximity; Temporal Features; Land Use; Foursquare check-ins | Montreal, Canada, 2016 | ﻿131,777 | 71% |
| *Machine Learning Methods: Support Vector Machines* | | | | |
| Zhu *et al*. (2014) | Foursquare check-ins; Socio-demographics; Temporal Features | Washington State, USA Spring 2014 | ﻿﻿87,600 | 75% |

**Table 2.1** Overview of classification models used in the literature to predict trip purpose (*POI=Points of Interest*).

As highlighted in **Table 2.1**, methods employing the use of Random Forest classifiers (RF) are currently the most popular used (Gong *et al.*, 2018). The trend in the literature, has been to train RFs with a high number of inputs and then reduce these using the *feature importance* as indicator of which inputs are pertinent to the model’s performance. It is likely this trend owes to a lack of understanding around the specific dynamics which govern why people make trips – a major gap in the research of trip purpose classification (Meng *et al.*, 2019).

The specific, inputs used in trip purpose models detailed in **Table 2.1** typically include a combination of user-inputted information and underlying spatial (e.g. distance to respondent’s home/work places; POI; Land Usage), temporal (e.g. time of day; day of week) and socio-demographic (e.g. age; gender; occupation) features. The models are shown to vary in accuracy between 43–96.6% and have been built on a range of different data sizes (7,039–131,777 trips) on different years and area. As a result, significant uncertainties have been raised around the cross-comparability of trip purpose studies, with any findings being tied to specific locations and times (Jahromi *et al*., 2016).

There is also disparity in the accuracy of the classification models based on individual purpose classes. As shown in **Figure 2.1**, the models detailed in **Table 2.1** have broadly struggled in classifying shopping and leisure activities versus activities where of education, work and returning home. Arguably, shopping and leisure activities may tend to be less most temporally and spatially structured compared to work, education and returning home activities (Lin & Hsu, 2014). As such, this warrants further investigation, something this report aims to do.



**Figure 2.1** Comparison of trip purpose classification model accuracy within the literature (ANN=Artificial Neural Network; SVM=Support Vector Machine)

### 2.1.2 Spatial and temporal representation in trip purpose classification models

Generally, spatial and temporal features have been identified as the key indicators in trip purpose classification (e.g. Zhu *et al.*, 2014; Yadizadeh *et al.*, 2019), as opposed to socio-demographic features. Despite this, spatial and temporal features have not been applied with any uniform standard throughout the literature (Aslger *et al.*, 2018). In some cases, only the proximity of the start and end points of the trips to general POIs and Personal Locations (i.e. Home and Work) are used to infer about the purpose of a respondents trips (e.g. Kim *et al.*, 2015 & Ermugun *et al.*, 2017; **Table 3.1**). In other cases, closer attention has been paid to reducing the spatial and temporal complexity of the trips, such as generalising these features through clustering. An example of this generalisation is seen in Montini *et al.* (2014) who build a high performance trip purpose classification model that makes use of a k-means clustering algorithm to group origin and destination points of user trips.

A larger variety of spatial information has been integrated in models than temporal information. The wide range of metrics to account for spatial context such as land use, nearby POIs and Foursquare check-ins have outweighed metrics of temporal importance which are restricted to day of week and time of day. Moreover, there is less attention paid to studying the changes in different types of trip purposes based on daily and weekly trends (e.g. we expect more work trips to occur during the week versus the weekend) (Meng *et al.*, 2019).

### 2.1.3 Key issues raised by existing trip purpose research

As evident from a review of the literature, there is little investigation into the longer term effects and seasonality of changes to the trip purpose. Xie *et al.* (2016) find that weather can fundamentally change how people travel, so including this in any model that seeks to predict travel is vital. Further, it has even been found that seasonality can severely alter which activities (or purposes) people carry out (Gong *et al.*, 2018). Correspondingly, many of Montreal’s Festivals take place during the months of July–September, which has an effect on the activities people carry out within the city during these months (Grimsrud, M. & El‐Geneidy, 2013).

Also evident in the literature is the fact that the modelling procedure has been approached in a range of different ways. Some studies focusing on building individual models for each unique trip purpose and others build all-encompassing multi-class classification models (which account for all the trip purposes at once). Generally, multi-class has been more effective in the literature (Alsger *et al.*, 2018).

Finally, the majority of the studies ignoring underlying class imbalance of the answers selected by respondents relating to *why* they have made a particular trip. In most studies, the majority of trips are where the respondent has travelled to *work* or is *returning* home, as opposed to a minority trips where the respondent has visited *shops* or *hospitals* (Meng *et al.*, 2019). One case where class imbalance is considered, is in Xiao *et al.* (2016) who use random over-sampling technique to account for the disproportion of these trip purpose categories.

## 2.2 Volunteered Geographic Information (VGI)

VGI, first described by (Goodchild, 2007),

“﻿the widespread engagement of large numbers of private citizens, often with little in the way of formal qualifications, in the creation of geographic information” (Goodchild, 2007),

Whether that be geo-tags, georeferences, GPS, (Goodchild, 2007).

“humans as sensors” (Goodchild, 2007, pp. 218)

Spatial and temporal information provided from this VGI can be integrated into city-level decision-making to help inform planning a variety of essential and non-essential services (Attard *et al.*, 2016). For example, if we knew that people tended to cycle to cafés during lunch breaks, policy could be implemented to introduce bike racks near the cafés.

Smartphones being able to better record similar mobility behaviour as their carriers (Jahromi *et al.*, 2016).

VGI has gained an increasing amount of attention in the literature and allowed researchers to begin to study

* “Getting a deeper understanding of human mobility is a prerequisite for a broad range of possible studies on smart cities and related research areas”. (Xie *et al.*, 2016)
* Understanding the interactions within complex system such as a city is a prerequisite for predicting changes within it… big data offers us an opportunity to study this (Cheng *et al.*, 2017)
* :”In practice, people’s trip purposes are very important in understanding travel behaviors and estimating travel demands” (Meng *et al.*, 2019)

“﻿The term citizen science is often used to describe communities or networks of citizens who act as observers in some domain of science” (Goodchild, 2007)

New nexus, between data science and VGI (Burini *et al.*, 2017)

Potentially to cross-analyze multisource *big data*” (Burini *et al.*, 2017)

Partly due to Crowd-sourcing, mobile phones cost effective (Shi *et al.*, 2018).

OpenStreet Map contributions and crowdsourcing (Goodchild & Li, 2012)

Near-real time (Aubrecht *et al.*, 2011)

“﻿VGI is defined as the subset of user- generated content (UGC) with a geographic reference

(Goodchild 2007).”

Capturing space-time structures (Arribas-Bel & Tranos, 2017)

‘People as sensors’ (ref). “there is an opportunity for smartphones to replace dedicated GPS devices” (Wu *et al.*, 2016)

More User generated content online (Flanagin & Metzger, 2008)

“﻿several instances of VGI involve perceptual information that can only be reliably known and communicated by ‘‘locals’” (Flanagin & Metzger, 2008)

We can capture ﻿“ both mundane and unplanned events” Miller & Goodchild (2014)

“﻿GPS technology allows for comprehensive tracking and sharing of location and route information” (Bricka *et al.*, 2015)

Where users can “opt to share” Geographic information (Elwood *et al.*, 2012)

Populations not samples (Miller & Goodchild (2014))

Detecting “﻿accelerometer sensor, magnetometer sensor in Android-based smartphones.” (Gong *et al.*, 2014)

Li *et al.* (2016) distinguish between two types of VGI participatory (conscious inclusion of their data) and opportunistic (unconscious) forms of VGI. Inferring information (Tu *et al.*, 2017). Through this, VGI can give us insight into processes occurring in space time that more traditionally collected information cannot (Elwood *et al.*, 2012). Indeed, understanding the space and time structures in cities help us understand them better (Chen*g et al.* 2017).

“understanding the interactions within complex system such as a city is a prerequisite for predicting changes within it -> big data gives us an opportunity” Chen*g et al.* 2017

Governments pushing for greater capacity of transport networks rather than efficiency (Attard *et al.*, 2016).

Elwood *et al.* (2012) find that VGI gives us insight that other forms of data do not such as subjectivity which is tied to space (i.e. like purpose of trips).

Tu *et al.* (2017) look at activities relating to mobile phone GPS tracts using social media data, check-ins and a hidden Markov model.

### 2.2.1 The use of VGI for mobility studies

It is only in recent years, with the explosion of VGI collected from smartphones and mobile app surveys that has meant increasingly research using data these sources has become more wide spread within mobility studies (Kim *et al.*, 2015). “﻿The development and use of smartphone travel surveys is opening opportunities to better understanding of travel behavior because of the ability to collect detailed (and previously unavailable) information about people’s travel itineraries.” (Zahabi *et al.*, 2017).

high quality traveller information for public transport is undoubtedly crucial for Government’s transport policies (Lyons & Harman, 2002)

Understanding mobility through mobile phone has kicked off (Zhao *et al.*, 2019)

Less hassle for users, (than traditional travel surverys), thus can reach larger audiences and for longer times in the background (Gong *et al.*, 2018)

Further, improving our understanding of the context surrounding human mobility in a city can even be used in the estimation of travel demand in the longer term (Meng *et al.*, 2019). This is as, the modes of travel that people use around a city are often tied to socio-demographic characteristics of underlying populations such as employment status and affluence (Zhang & Cheng, 2019). Through shifts in these characteristics, such as through underlying process within a city such as gentrification, this has an effect on the travel patterns that people display and the types of activities that they partake in (Bricka *et al.*, 2015).

Big geographic data allows us to not only study the spatial and temporal interactions but also interactions of socio-economic factors [this is what this research aims to do] (Cheng *et al.*, 2017).

“Combining such information [detailed GPS speed, acceleration, etc] with socio-demographic characteristics of travellers has the potential of offering a richer modelling framework that could facilitate better transportation mode detection using variables such as age and disability” [mention it has success in mode transport classification but not purpose] (Bantis & Haworth, 2017)

Real time transport demand management (Bricka *et al.*, 2015)

Most “﻿human mobility behaviors follow a simple and reproducible pattern [in GPS].” Lin & Hsu (2014) -> go on about predictability and hence mode classification and hence opportunity

Despite the potential to produce more VGI that can be used to generate insight into mobility within a city, there are many cities globally that have no form of formal research initiated within them (Attard *et al.*, 2016).

Can see people can experience space-time events (i.e. Traffic Jam, Crowds, THINK OF MORE etc.). Both fast and slow dynamics/flows have an impact on changes in a variable across space, accounting for these is essential in modelling [i.e. differencing to remove long-term trend] (Batty, 2013).

Especially as the quality and breadth of travel surveys is not high (Kim *et al.*, 2015)

[VGI has huge potential for trip purpose classification as] Data for trip purpose has typically been collected using travel surveys which tend to emphasise behavioural patterns of people from certain socio-demographics and fail to be representative of the population as a whole (Kim *et al.*, 2015).

VGI, has also allowed study at larger geographic scales

(close to population level) with purpose and sentiment studies (twitter and geo-reffered social media) (Rashidi *et al*., 2017)

* Twitter for geographic understanding of purpose of movement -> “﻿extracting information from social media to track and analyse human movements” (Rashidi *et al*., 2017)

Broader classification eith larger data types of patterns at larger scales (Xie *et al.*, 2016)

MTL Trajet (Patterson & Fitzsimmons, 2017). This has fuelled a shift from tradition methods (i.e. travel surveys, phone surveys) to using more VGI sources (smartphone apps)

Attard *et al.* (2016) advocate the use of VGI in to study transport.

To understand the feasibility of classification of trip purpose we need to understand the current state of modelling of space and time

Ultimately, the value of SBD (Spatial big data analysis) relies on uncertainty handling (Shi *et al.*, 2018)

Data for trip purpose has typically been collected using travel surveys which tend to emphasise behavioural patterns of people from certain socio-demographics and fail to be representative of the population as a whole (Kim *et al.*, 2015).Yazdizadeh *et al* (2019) find that models classifying transport mode techniques tend to be more applicable to at a wider range of spatial and temporal scales and are generally more accurate [predictability, less to identify].

An *et al.* (2015). Problem is that one is often taken in expense of the other with spatial and temporal data An *et al.* (2015).

[On visualising big data maps] New computational and technical paradigms for cartography are accompanying the rise of geospatial big data (Robinson *et al.*, 2017).

Big geospatial data visualisations do not always scale well – because they can become messy (Li *et al.*, 2016)

### 2.2.2 Issues with using VGI

There are a number of drawback of studies using VGI,

problems of representativeness in VGI (Li *et al.*, 2016). Indeed, ﻿“users must opt in to share information on their activities” (Elwood *et al.*, 2012)

"The public release of such precise information, particularly location data such as place of residence, opens the risk of privacy violation" Badu-Marfo *et al.* (2019)

Car sharing in Montreal – some trips always car (Sioui*, et al*, 2012)

credibiliity (Flanagin & Metzger, 2008)

VGI can be biased towards cities (Hecht & Stephens, 2014)

Lack of quality control (Goodchild, 2013)

“Virtually Impossible to create a representive sample in geographic space (Goodchild, 2013)

common VGI, ﻿Twitter, Flickr, and Foursquare (Hecht & Stephens, 2014)

(Attard et al., 2016 referencing Lyons & Harman, 2002). → 1. There are issues with trust over the information provided, 2. Lifestyle changes are opportunities for travel behaviour change, 3a. People have very poor judgement of cost and time when travelling by car with control over their journeys being seen as important. 3b. Public transport in contrast, is seen as difficult as information is sought from unfamiliar and uncertain sources.

“People ﻿in rural areas tend to use technology differently than people who live in cities.” (Hetch & Stephens, 2014). “﻿Foursquare check-ins are not public by default, but can be shared widely if a user connects her/his account to Twitter” (Hetch & Stephens, 2014)

As such, many studies have become useful to specific regions at specific time-period that data were collected (ref).

Miller & Goodchild (2014) becomes very problematic when we make generalisations about populations from inferred data (such as twitter)

Despite this, Li *et al.* (2016) find that use of VGI often “on a fairly ad-hoc basis when compared with traditional data sources, and usually must be repurposed to fulfil research objectives” (Li *et al.*, 2016)

VGI requires rethinking of geographical concepts (Elwood *et al.*, 2012). [With big geospatial data] validity or trust is traded for the velocity of information production (Li *et al.*, 2016)

Difficult to falsify VGI (Elwood *et al*. 2012). Shi *et al.* (2018) greater authenticity issues with VGI than other data sources

Many studies have shown that voluntary contributions by individuals follow a frequency distribution with a long tail, with a few individuals making large numbers of contributions (Goodchild & Li, 2012)

Data collection [for survey data] driven by data availability or convenience of data collection rather than by domain knowledge, theory, or insight into the process(es) of interest. (An *et al.*, 2015).

methodologies originally developed to analyse small data and are not necessarily equipped to tackle some of the distinctive features of newer sources (Gorman, 2013; Arribas-Bel, 2017).

Many previous studies have proposed and validated in limited geographical areas, such as campuses (Jahromi *et al.*, 2016)

## 2.3 Study of mobility within Montreal

Montreal has a relatively high share of transit ridership (for a North American city) Also multimodal public transport network (Eluru *et al.* 2012)

Eluru *et al.* (2012) survey to look at public transport and how people move around Montreal. Trying to encourage it

The city of Montreal itself is the largest city within Quebec and the second largest within Canada ()

Grimsrud & El‐Geneidy (2013) looking at public transport usage in youth

See (Zahabi *et al.*, 2017) for datamobile analysis

*Montreal:*

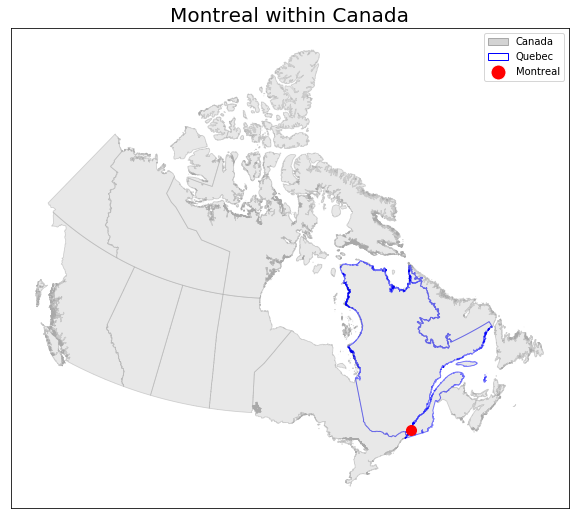
-Chevalier *et al.* (2018) the island of Montreal (Île de Montréal) largest of the Hochelaga Archipelago near the confluence of two rivers.

-WPR (2019) -> 1.75 million people as of 2016. The island in total has an estimated population of 1.95 million. “The city proper has a population density of 4,517 people per square kilometer (11,701 residents per square mile)”. “By 2030, the Greater Montreal Area is expected to grow to 5.275 million”

-The city of Montreal, located within the Greater Montreal region is the largest city in Quebec with a population size of … . It is of particular interest to city transport research due to its unique road and public transport networks. There are a total of

“Montreal with its unique multimodal public transportation system consisting of bus, metro and commuter train offers multiple transit route alternatives to individuals commuting to downtown" Eluru *et al.* (2012)

an region containing around 4 million people (WPR, 2018; **Figure 3.1**).



**Figure 3.1** Location of Montreal within Quebec, Canada

### 2.3.1 MTL Trajet Project

Introduction and purpose

The MTL Trajet project is a large scale mobile phone travel survey that has been run yearly around Oct-Nov since 2016 (Ville de Montreal, 2019). The project relies on participatory volunteered geographic information from its app. User friendly interface

Developed onto of the success of the DataMobile Smartphone Travel Survey example from 2014 carried out by Concordia University in Montreal (Patterson & Fitzsimmons, 2016) 10 November - 5 December 2014. Close to 900 people participated in the survey [Only around the univirsity]. Based in Montreal

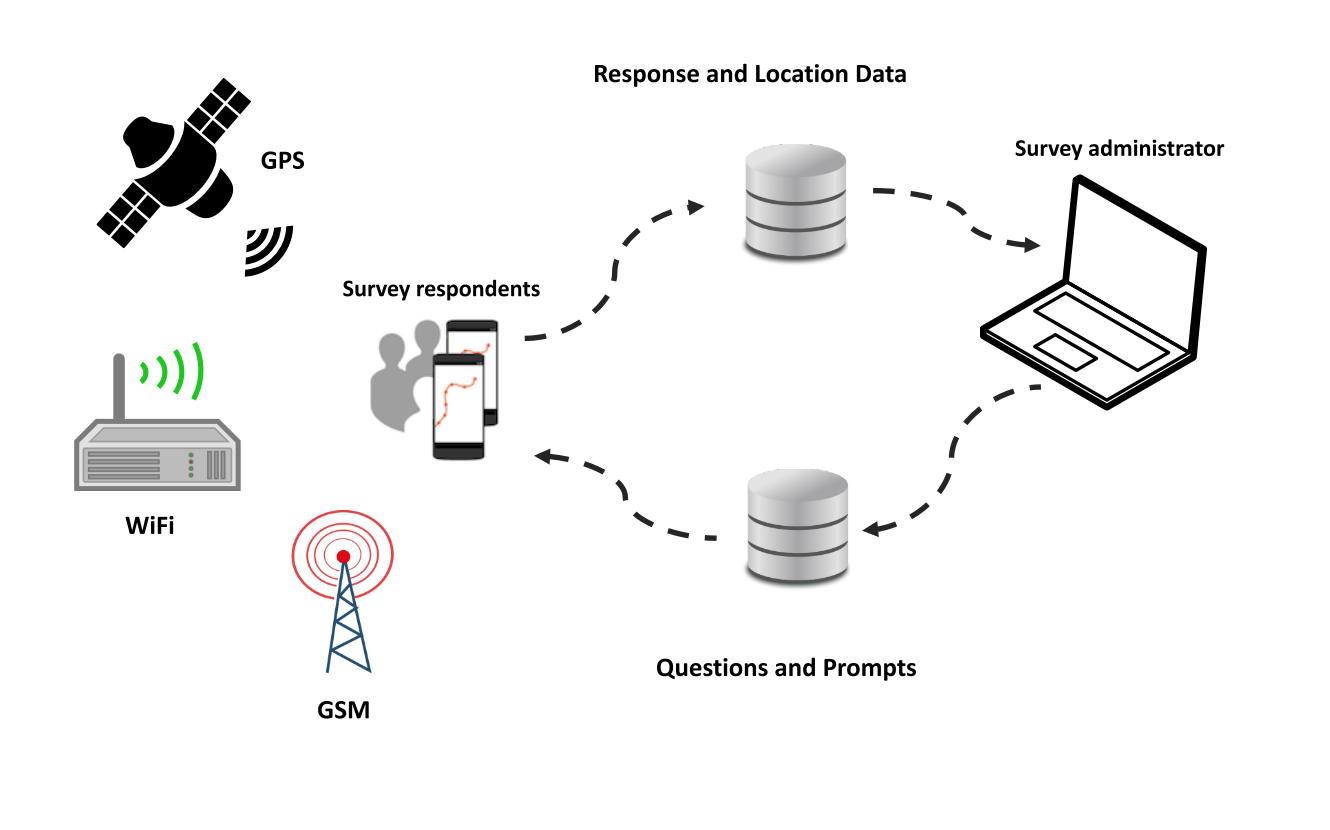
18 and over

Aim of the MTL Trajet is to better understand travel (MTL Trajet, 2017)

The MTL Trajet is a part of the Itinerum platform which is an app providing researchers a platform to develop their own spatial surveys (Yazdizadeh *et al.*, 2019) Now Itinerum Platform **Figure 2.2.**

See (Zahabi *et al.*, 2017) for datamobile analysis

MTL originally had personal locations (See Table 2.1), although have been removed for the data used in this report as this is available from Portail de Ouverte Donnes



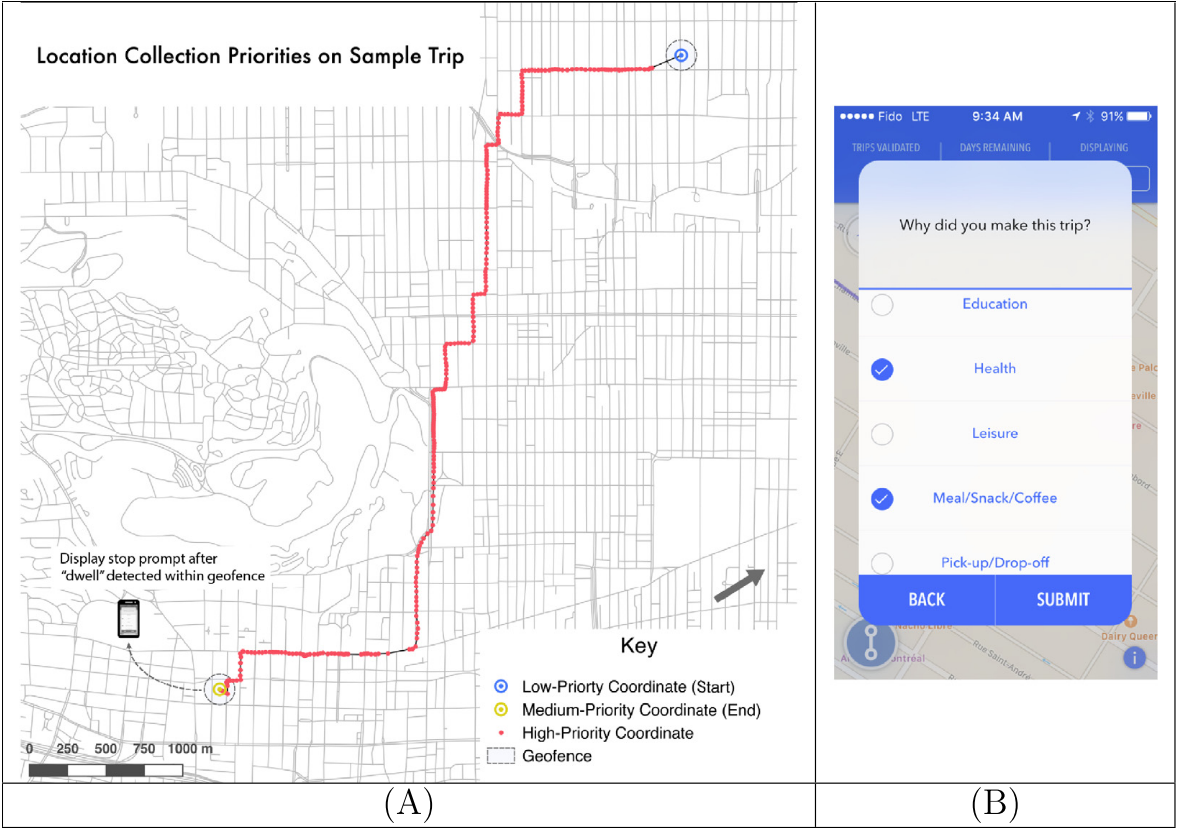
**Figure 2.2** Framework for survey apps developed using the Itinerum platform (Source: Patterson & Fitzsimmons, 2017a).

Bit about the app:

The app employs geofencing

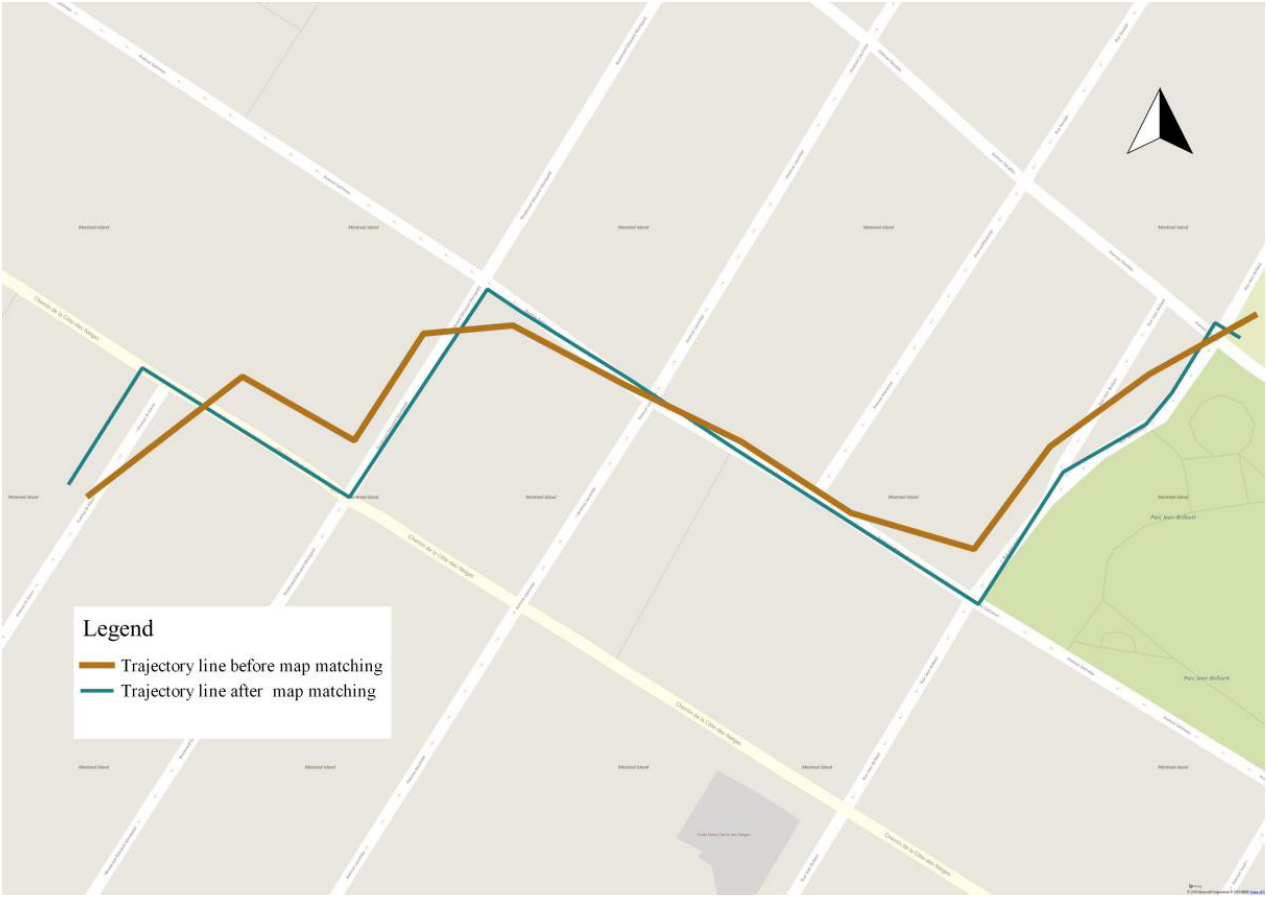
[About the app]:

“﻿Central to the application is a long-running location logging service that requests and monitors changes to location in a battery-efficient way” (Patterson *et al.*, 2019). ‘﻿If the device leaves the geofence at any time, it switches to high-priority mode to request a new point and establish the new ‘‘rolling’’ geofence (see Fig. 4).” (**Figure 2.3**; Patterson *et al.*, 2019). Map-matching (**Figure 2.4**)



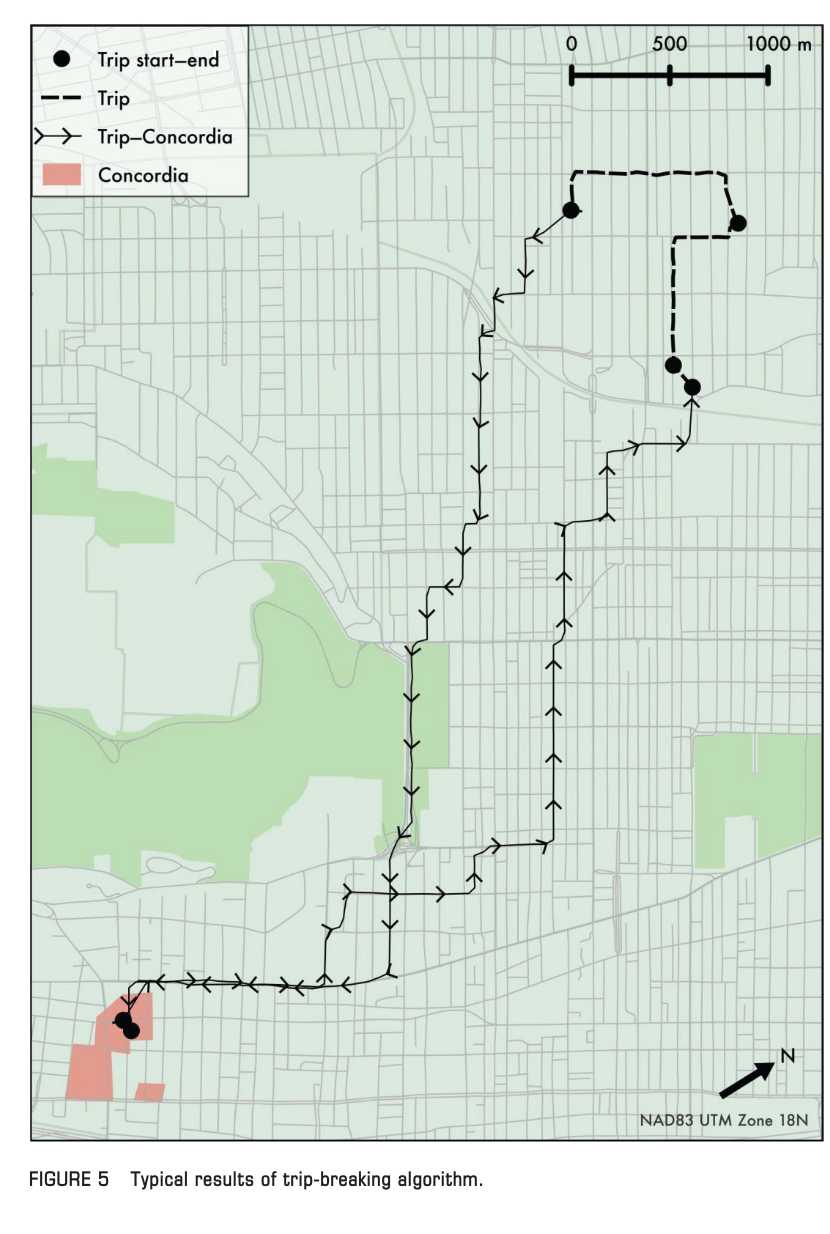
**Figure 2.3** Example of GPS trace with location collection priorities within an Itinerum platform app (A); Example of the on screen prompt after an Itinerum platform app stops recording movement (B) (Source: Patterson *et al.*, 2019).

Each Route fed into the OSRM, some overall and unaccountable inaccuracy (Patterson & Fitzsimmons, 2017b; Ville de Montréal, 2019), unknown unknowns (Shi et al.?) But this is present in all VGI (Elwood *et al*. 2012)



**Figure 2.4** Example of ‘Map Matching’done by the Open Source Routing Machine when processing the raw GPS trace from user devices (Source: Hamouni, 2018).

“﻿Also, the University of Toronto Transportation Research Institute will include a version of Itinerum on iOS as part of their evaluation on the future of travel surveys for their TTS2.0 projec”Patterson & Fitzsimmons (2017a)



**Figure 2.5** Example of trip-breaking algorithm (adapted from Patterson & Fitzsimmons, 2017a)

The MTL trajet has seen limited use in the literature and has instead mainly been restricted to . Yazdizadeh *et al.* (2019) use the 2016 edition of MTL Trajet survey and carry out mode and purpose classification 71%.

The majorit of use has been behind the scences

Still potential for study.

Fallah-Shorshani (2018) uses MTL to look at pollution exposure

Hamouni (2018) Pedestrian Route Choice Model from MTL Trajet 2016.

MTL Trajet is a supplement to the O-D survey in Montreal – also will get younger people involved (MTL Trajet, 2019)

MTL Trajet (2017) results were used to discover how many people went on trips and couldn’t find a parking space (moving round and round in circles downtown). Also, for the redevelopment and planning of the needs of the road network – the study is being used so that the redevelopment meets the needs of people (drivers, cyclists, etc.). Also, in alternative route analysis, where there are road works. Finally, the study helped with identifying common bike routes. Also, survey helped with identifying safety on roads .

The 2018 edition of the MTL Trajet study will take place from September 24 to October 28, 2018 (MTL Trajet, 2019).