

HOW CAN DATA SCIENCE BE USED FOR THE GOOD OF SOCIETY?

Data to improve public transport



OVERVIEW

- Intro to different travel patterns for men and women
- Data used for good
- Illustrating the importance of collecting (unbiased) data, and ***then*** creating policies
 - A case study: *'Can Snow-Clearing be Sexist?'*
- Conclusions



Different travel patterns for men and women

Men

- Drive
- Commute in and out of town to work

Women

- Walk
- Use public transport
- Drop children off at school
- Take elderly relative to the doctor
- Do grocery shopping



How data can be used to improve transports in a more inclusive way

Vienna

- Signed crossing locations
- Retrofitted steps
- Ramps
- Widened pavement
- Increased pedestrian street lighting

London

- 'Hopper fare'



The importance of collecting (unbiased) data, and *then* creating policies

- A case study: '*Can Snow-Clearing be Sexist?*'

2011, Karlskoga (Sweden)



Conclusions

- Collect unbiased data
- Include the most representative sample
- ***Then*** create policies



Thank you!

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