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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