

When virtual networks meet physical networks

Web Science and Transport Systems

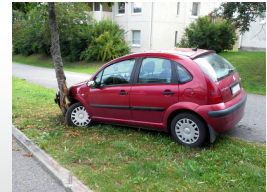
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The importance of location.....

In virtual networks (of people or systems) physical location is not important
In transport networks however precise physical location is often critical

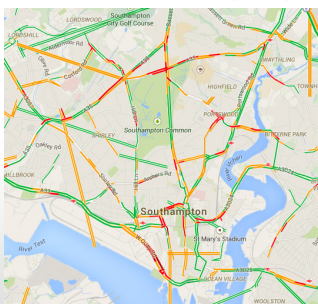


© Sam Kelly



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Question 1 – What is going on ?



© Google Maps

The best source of real time traffic conditions is the vehicles that are actually experiencing it

The problem is that **one** vehicle does not represent typical conditions

But it is **NOT** just a big-data number crunching question

Question 2 – What do people THINK is going on ?



© Basil Arcomouev

#Congestion

The GOOD

@RHAltd

Overnight closures on A1 at Black Cat starting 17 October 2014 #Roads #Congestion

The BAD

@afrojunkman

Busy watching tail-lights #congestion #trafficejam

The Just Strange

@SinusBuster

To help clear your #congestion, try this Grilled Stuffed Jalapeno Chiles with Grilled Red Pepper-Tomato Sauce recipe http://buzz.mw/bcz1o_f**#delays / #delayed**

The GOOD

@TheProspect1

Everyday this week @crosscountryuk the 18.16 Taunton to Exeter has been #delayed

The BAD

@jenwilsonTO

Hey commuting friends, the subway is super, super broken this morning #delays

The Just Strange

@keepingupwithky

OMG! I want to freak out and be all, "I KNOW #WHOKILLED SAM!" but...I'm on dvr. So you guys all freaked out a half hour ago. #delayed

@JonnyMcGarrigle

Based on a car ride with mum earlier she approves of the new @ThoseGhosts EP #delays and the @WonderVillains debut #rocky

Question 3 – What can we do about it ?

If we can get the right information to the right people at the right time, we can minimise disruption both to individual journeys and to the transport system as a whole.

For travel information to be helpful to network managers or individual travellers it needs to be....

Accurate, Reliable, Timely and Relevant

Context remains key

Warning : * * ICE * * 200m ahead

Warning : M27 CLOSED Eastbound between junctions 7-8

And finally.....

Thomas Springer



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