

# Communications and Travel

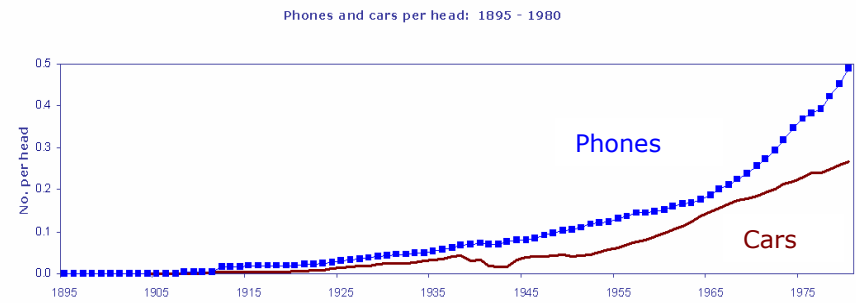
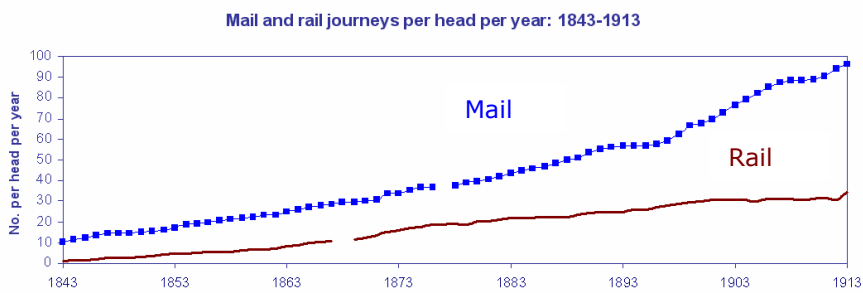
## Substitutes or complements?

**What?** Effect of new communication technologies on the demand for travel.

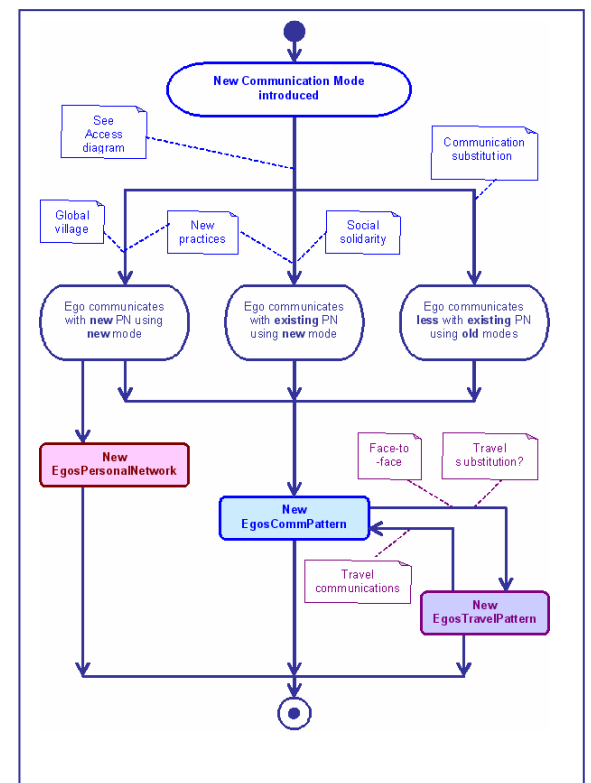
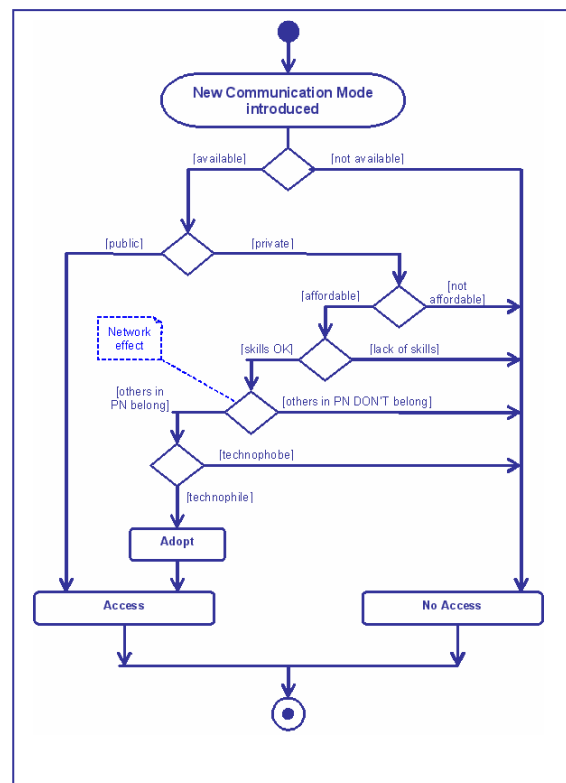
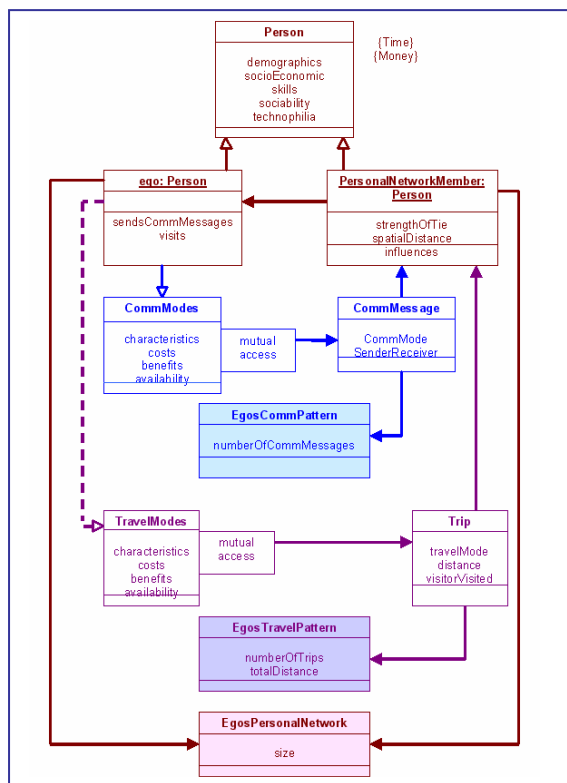
**How?** Looking at social communications using computer simulations.

**Why?** Environmental and social concerns: developing computer-based modelling in sociology.

## Observations



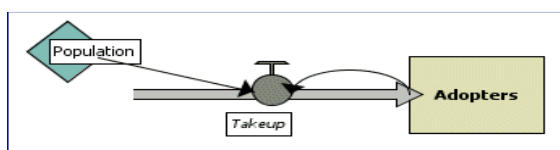
## UML Model



## Early Results

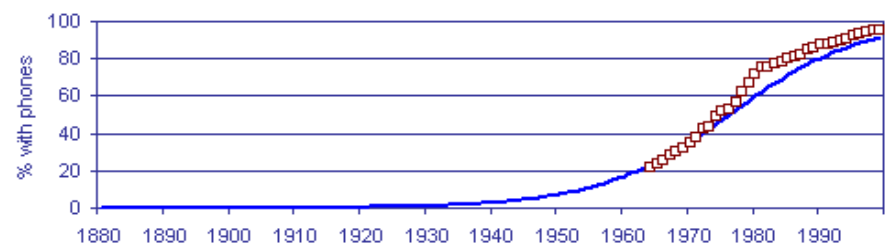
*Different Ways of Modelling Phone Adoption.* To be presented at the European Social Simulation Conference, Sept 07.

### Systems Dynamics

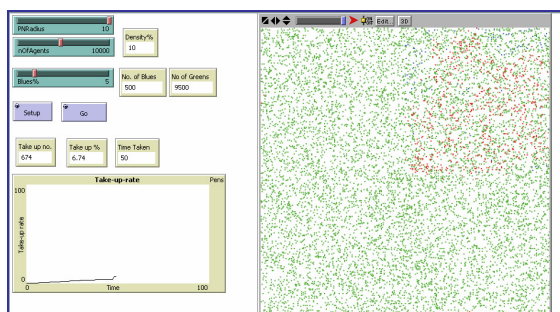


$$dp/dt = rp(1 - p)$$

$$r = 10\% \text{ pa}$$

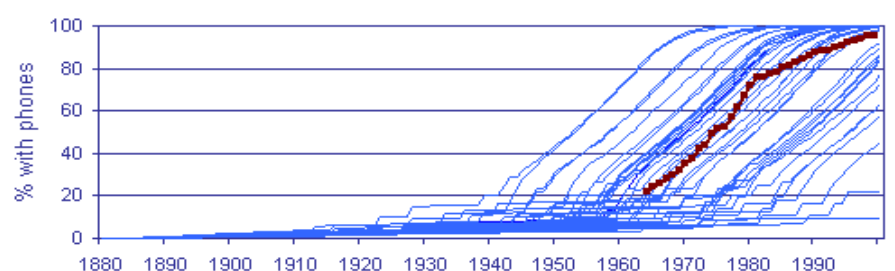


### Agent-based



Two types of agents:

blues adopt first then greens



### Supervisors

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