

# Contents

---

<i>List of contributors</i>	vii
<i>Introduction</i>	ix
1. Modeling single individuals: the journey from psych lab to the app store <i>Jordan J. Louviere</i>	1
2. Forecasting behaviour: with applications to transport <i>Andrew Daly</i>	48
3. Workshop report: recent advances on modeling multiple discrete-continuous choices <i>Abdul Pinjari, Chandra Bhat and David S. Bunch</i>	73
4. Workshop report: working with repeated choice data <i>Andrew Daly, Stephane Hess and Christine Eckert</i>	91
5. Workshop report: mental representations and discrete choice behaviour: state-of-the-art and avenues for future research <i>Benedict G.C. Dellaert, Theo Arentze, Caspar G. Chorus, Harmen Oppewal and Geert Wets</i>	107
6. Workshop report: good data is key to the development of good models so how is innovation in data collection keeping apace? <i>Rob Sheldon, Martin Dix, Terry Flynn and Paul Metcalfe</i>	125
7. Applied welfare economics with discrete choice models: implications of theory for empirical specification <i>Richard Batley and J. Nicolás Ibáñez</i>	144
8. A comprehensive model to capture the preference for mass rapid transit in Dhaka <i>Annesha Enam and Charisma F. Choudhury</i>	172
9. On the perception of safety in low income neighbourhoods: using digital images in a stated choice experiment <i>Paula Iglesias, Margarita Greene and Juan de Dios Ortúzar</i>	193
10. How urban environment affects travel behaviour: integrated choice and latent variable model for travel schedules <i>Lissy La Paix, Michel Bierlaire, Elisabetta Cherchi and Andrés Monzón</i>	211

11.	Selecting a date: a matter of regret and compromises <i>Caspar G. Chorus and John M. Rose</i>	229
12.	Trivariate probit models of pre-purchase/purchase shopping channel choice: clothing purchases in Northern California <i>Patricia L. Mokhtarian and Wei (Laura) Tang</i>	243
13.	Choice models of travel demand in practice: current trends, problems and welcome research directions <i>Peter Vovsha</i>	274
	<i>Index</i>	303