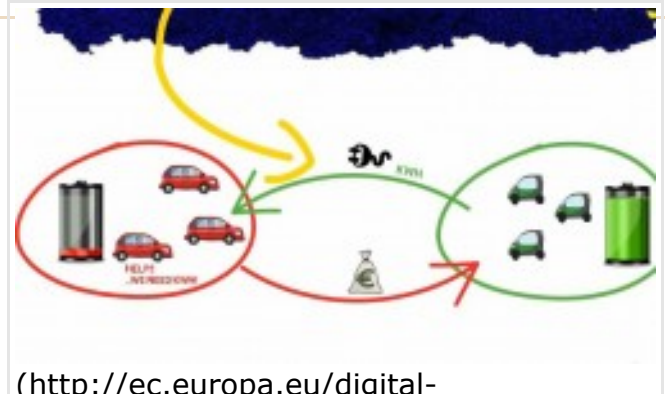


Using big data for the future of personal transportation: DATASIM

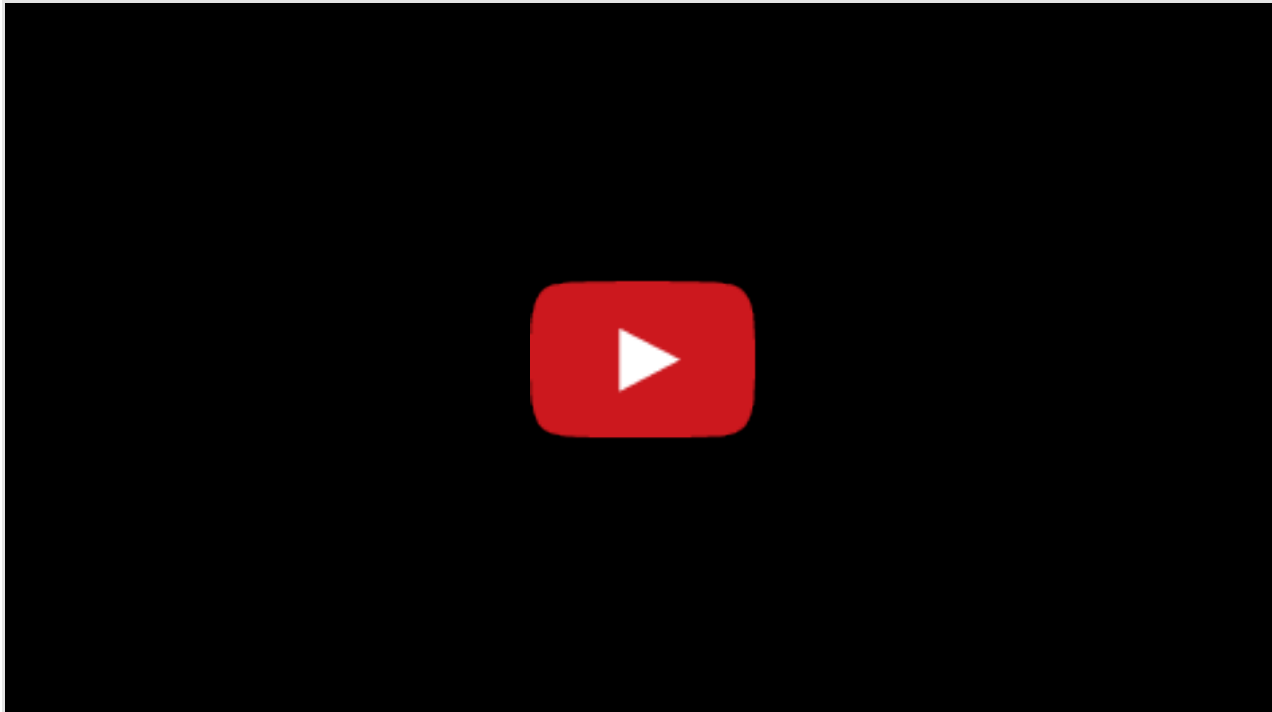
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Many scientists point out that the goal of social sciences is not simply to understand how people behave in large groups, but to understand what motivates individuals to behave the way they do. Could this fundamental insight be transformed in a step forward towards the solution of important societal challenges like traffic congestion or the sustainability a fully electrified transportation system? Among others, those are the questions that DATASIM project tried to address.



(http://ec.europa.eu/digital-agenda/sites/digital-agenda/files/newsroom/data_sim_8138_183.jpg)

DATA SIM (<http://www.uhasselt.be/datasim>) aimed at providing an entirely new and highly detailed spatial-temporal microsimulation methodology for human mobility, grounded on massive amounts of Big data of various types and from various sources, like GPS, mobile phones and social networking sites. With the goal to forecast the nation-wide consequences of a massive switch to electric vehicles, given the intertwined nature of mobility and power distribution networks, significant breakthroughs were achieved, contributing to the milestones that were set forward in the European Industry Roadmap for the Electrification of Road Transport from today till 2020.



More information (<http://www.datasim-fp7.eu/>).