

<b>UTC Project Information</b>	
Project Title	Effects of Heterogeneous Information Characteristics and Sources on Evacuation Behavior
University	Purdue University
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Funding Source(s) and Amounts Provided (by each agency or organization)	\$100,000: NEXTRANS Center/USDOT \$100,000: Korea Railroad Research Institute
Total Project Cost	\$200,000
Agency ID or Contract Number	DTRT12-G-UTC05
Start and End Dates	01/01/2015 - 5/31/2017
Brief Description of Research Project	<p>Under disasters and emergency situations, a successful implementation of the evacuation plans depends on the provision of reliable information in a timely manner, especially so in the context of short- and no-notice evacuation. With the increasing usage of portable personal devices (e.g., smart phones) as sources of information dissemination and acquisition, there is a need to understand the role of heterogeneity of information characteristics across different dissemination sources on the travel evacuation behavior of individuals.</p> <p>This study proposes a systematic framework to address the potential effects of heterogeneity in information in a travel evacuation context. We will seek to understand the characteristics of information propagation from different dissemination sources and the impact of heterogeneous information on the evacuee behavior in terms of travel-related decision-making. The study will also analyze how heterogeneous decisions affect the system performance under evacuation. It will aid multiple nodal agencies associated with disaster response in developing evacuation plans, and coordinate information dissemination through multiple sources by factoring the potential for asymmetric (non-uniform) distribution of information across individuals. Thereby, the proposed study seeks to understand the role and significance of emerging social media in evacuation situations.</p>
Describe Implementation of Research Outcomes (or why not implemented)	

Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none"><li>• Reports</li><li>• Project website</li></ul>	