<p style="text-align:center">**Travel Behavior Theories and Applications Spring 2021**</p>

Instructor: Susie Pike; scpike@ucdavis.edu
Time/Day: T/TH 4:10-6:00PM
Course Number: TTP 289A-005 4 units
Course Registration Number: 60701

Behavior Theories: draw on economics, psychology and sociology to provide a foundation for research in behavior and decision-making. Behavior theories aim to identify and describe the factors and processes influencing the actions and decisions of individuals. This course examines theories of behavior and their application to understanding travel behavior and other choices. Theoretical approaches covered in this course include utility maximization, behavioral economics, heuristics, planned behavior, social networks, choice architecture, and others. Students will develop a working knowledge of these theories, their assumptions and limitations, evaluate the use of theories in past scholarship and apply these approaches to travel behavior, behavior change, and other environmental outcomes.

Goals: Develop a working knowledge of theories of individual behavior, identify the key assumptions, limitations and processes described by each theory, and explain differences among theories. Evaluate the use of theories in past scholarship and apply theories to travel behavior and other environmental outcomes. Formulate research questions and data collection needs for the analysis of behavioral outcomes, drawing on theories discussed in class.

Assignments and Grading:

1) Weekly readings: 2-3 chapters/articles

2) In class discussion participation

3) Journal entries (1-2 pages each week)
    a) Reactions, takeaways, and thoughts on how the theory may or may not relate to their own research, or how it might be best applied… fairly open

4) Lead In-Class Discussion
    each student is responsible for leading an in-class discussion
    a) identify one or more outstanding research challenges, areas of disagreement, or extensions of the theory, pose relevant and meaningful discussion topics to the group, and have ready follow-ups to keep the discussion moving

5) Written Assignment 10-15 pages
    a) Conceptual Abstract
    b) Peer-to-peer Feedback
    c) Peer-to peer Feedback
    d) Final Paper