

URBAN MOBILITY IN EMERGING MARKETS

Urban Mobility and ICT (Area 4)

The area/subtopic “Urban Mobility and ICT”. part of the research being undertaken under area 4 of the newly established research group “Urban Mobility in Emerging Markets” based in the Department of Transport and Supply Chain Management at the University of Johannesburg.

Ride-sourcing/ hailing apps like Uber have become very popular in many emerging markets in accordance with high-income countries. In South Africa, such apps are also being used by different demographic groups, but a very small body of research has been developed based on empirical research on this topic. The objective of this thesis/ dissertation is to explain the association between ride-sourcing app use and ridership of public transportation, as well as walking and cycling. The following research questions are to be answered by this thesis: (1) Is e-hailing app use significantly associated with public transportation ridership? If yes, how strong is the association? (2) Is e-hailing app use correlated with walking? and (3) Is e-hailing app use correlated with cycling? These questions are answered by controlling for several socioeconomic and land use variables. In order to answer these questions, an overall sample of 600 respondents is needed. The survey will be conducted in different districts of Johannesburg. The respondents are interviewed on the streets by the researcher. Interviews take about ten minutes. After data preparation and cleaning, Chi-square test, Proportional Reduction in Error (PRE), and Logistic Regression modelling will be applied to analyse the data. The results will be published in an international peer-reviewed journal.

