車內導引資訊影響駕駛者路徑選擇行為之調查研究

This paper presents a preliminary survey for the study of route choice behavior under the influence of traffic information from in-vehicle route guidance system. Generally the route guidance provides road condition report, navigation and route guidance(recommendation) functions. It is the author's belief that the interaction between the user and the provided information is the key to the success of such system implementation. Previous related studies by the main author and his various research assistants have shown the importance of this issue related to user behavior. In this paper a survey of more than 250 subjects was conducted and followed by a series of statistical analysis to extract and identify the key factors affecting the perception of the presence of the in-vehicle route guidance system. These factors were categorized into five main attribute sets including user individual characteristics, subjective perception factors, trip characteristics, network characteristics and finally traffic information composition and related characteristics.