Department Networking Breakfast

June 14, 2013

Greg Batcheler
Melissa Chapman Gresh
Jenn Wilinsky
Katie Casey Maloney
Who is in the room?

- Name
- Department
- Years at MIT
MIT Alumni

- 127,000 living MIT alumni
- 85% live in the United States
- 48% School of Engineering
- 21% School of Science
- 51% Graduate Student Exclusive (GSE)
Email Marketing

• Broad audience
Email Marketing

- Broad audience
Email Marketing

- Broad audience
- Specific department
Email Marketing

• Broad audience
• Specific department
• Finer segment

Simplifying models of human mobility at the daily scale

PROBLEM
When modeling human mobility at the daily scale, researchers generate “trip chains” by including a stochastic component to allow for all possible choices about travel mode, route, sequence and trip purpose an individual can make in a given city. These models rely on detailed data about the daily routines of individuals as reported in travel surveys, information that is also hidden in data that is passively collected and stored as digital traces left by mobile phones. But recent studies have shown that despite some degree of change and spontaneity, people’s daily mobility is actually characterized by patterns of deep-rooted regularity. If these underlying patterns of mobility could be extracted from the massive digital data and if identical patterns are found in the travel surveys, these patterns could greatly simplify the process of generating trip chains in the activity-based models. It could also allow researchers to benefit by using the alternative and lower-cost digital data sources.

APPROACH
Professor Marta Gonzalez and postdoctoral associates Christian Schneider and Vitaly Balik used Paris cellphone data for 500,000 people over 154 days. With these data, they identified 40,000 people whose call frequency was great enough to allow the researchers to track the trajectories of those individuals’ daily trips via the location of the cellphone towers that handled each call or text message. The researchers assumed eight hours of inactive time at night and 16 hours of active travel time. For employed individuals (data obtained from a...
Email Marketing

- Broad audience
- Specific department
- Finer segment
- Event invitations
Events Support

- Email invitations
- Collecting event registrations
- Name badges
The Connections are Infinite
Alumni Who Have Traveled

- 2,700 past travelers
- 2,200 alumni travelers
- 670 GSE past travelers

- 2% Architecture
- 53% Engineering
- 6% Humanities
- 29% Science
- 10% Sloan
Alumni Who Have Traveled – Giving

- 93% of past travelers have ever given.
- 74% of past travelers have given in the last five years.
- 33% of past travelers are prospects rated one through five.
The Connections are Infinite
Department Acknowledgment System

- What is it?
- Why participate?
- Get your department involved!
Questions?