

## Concept sheet

<b>Title</b>	<b>Metropolitan Monitoring System of Public Behavior</b>
<b>Acronym</b>	<b><i>MMSPB</i></b>
<b>Institution</b>	<b>Eötvös Loránd University</b>
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<b>Topic</b>	<b>Social Informatics</b>

### **The concept**

The overall object of the project is to develop a metropolitan monitoring system of public behavior aiming at to support decision makers dealing with managing public transport and placing advertisement in public spaces.

### **The need**

No such a system exists in management positions that face challenges of stemming from the lack of accurate knowledge of patterns of public behavior in terms of sociological variables. The main beneficiaries of the project would be managers of public transport systems, CEO-s of companies specialized to sell surfaces for ads in metropolitan places where many people go around.

### **The solution**

The authors have already developed a device which gives technological solution of the recording of behavior in public palces such as trams, buses and metro. The solution implies transmitting and elaborating the data on a daily basis. The result, however, would depend on the readiness of the people recruited to carry with themselves daily the device. We would like to test the device among members of 30 metropolitan households for three monts. Proneness to be recruited, complience and readiness to take part in the process of data gathering would be tested.

### **State-of-the-Art**

Technological solutions of collecting real behavior data are rampant in the monitoring systems dealing with media exposure. Public behavior monitoring, however, does not exist.

### **Beyond the State-of-the-Art**

The innovative character of the project stems from the aim of monitoring the behavior in public places such as vehicles of public transport, streets and squares and shopping centres.

**Why now?**

The technological solution has already been developed. The sociological and social psychological solutions are expected to be developed.

**R&D expertise**

*Describe the required scientific and technological expertise for the implementation of the development!*

The recruitment and the controlling of the compliance need social psychological expertise, the design of the elaboration of the data and in a later phase the establishment of a representative sample of the population living in the metropolitan area requires sociological expertise.

**Beneficiaries**

*Describe the possible consortium partners, who are needed to ensure the smooth implementation of the development and market introduction of the developed product/service!*

Public transport companies, companies dealing with placing advertisement in public places, management of shopping centres.

**Impact**

*Describe how the partners will benefit from the output of the development! (e.g. producing it, selling it, saving costs with it, etc.)*

Public transport companies can improve their business plans having information of the sociological composition of the passengers. Moreover, the system would yield information about the possible passengers as well. Companies dealing with selling public places in order to advertise products and services would be able to have sociological information about those who pass by. The access to the information of the sociological composition of the people passing by the individual public spaces would enhance the bargaining power of the company.

**EU priority**

*Justify why this problem can only be addressed at European Level.*

Europe has many metropolitan areas with highly sophisticated public transport infrastructure. No metropolitan area can afford the ignorance of the size, the composition and the trends of the populations using and non using the routes of trams, buses and metro.

The practice of advertisement in public spaces is widespread everywhere in the European cities. Sociological knowledge of the people going around public places would increase the profit rate of the companies selling public places for advertisement of products and services which typically have selective appeal in the public.