The persistence of unresolved transportation problems, such as traffic congestion and air pollution, motivates an ongoing search for innovative ways to tackle them. A number of intriguing transport policy measures became viable due to the recent development of information technologies. These measures could act as both travel complementary, for example, provision of traffic information to drivers, and as a substitute for travel, for instance, out-of-office work arrangements (teleworking). Whether and under what conditions these technology-driven measures lead to socially desirable changes in travel behavior of individuals is the key question that this thesis aims to address. The results broadly support use of the technologies to solve transportation problems, but a nuanced approach is warranted to avoid potential adverse effects.

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