

UTRC-REGION II NEWSWIRE

UTRC Press Release

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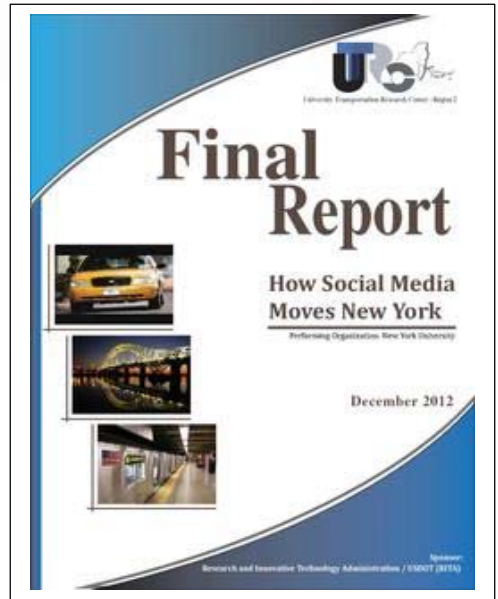
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The University Transportation Research Center (UTRC) Publishes the Final Report: "How Social Media Moves New York"

UTRC has released a final report on the research titled: "How Social Media Moves New York" funded by the Research and Innovative Technology Administration (RITA/USDOT). The principal investigators were Dr. Mitchell Moss, Ph.D., and Sarah Kaufman from the Rudin Center for Transportation Policy & Management at New York University.

This report analyzes the use of social media tools by the New York region's major transportation providers. It is focused on the effectiveness of their Twitter feeds, which were chosen for their immediacy and simplicity in messaging, and provided a common denominator for comparison between the various transportation providers considered, both public and private. Based on this analysis, recommendations are outlined for improving social media outreach. A subsequent report will propose policies and recommendations for enhanced information and engagement with users.

The full report is available for a free download at the UTRC website: <http://www.utrc2.org/publications/how-social-media-moves-new-york-0>



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About University Transportation Research Center

The University Transportation Research Center (UTRC) is a USDOT Regional Transportation Center addressing surface transportation operations, management, design economics and planning. The Region 2 University Transportation Research Center is one of ten original National Centers, established in 1987, in recognition that transportation plays a key role in the nation's economy and in the quality of people's lives. Located at the City University of New York, the Center is a Consortium of 17 major Academic Institutions in New York, New Jersey, and Puerto Rico. Through the Grant supporting the Center, the mission incorporates research, education and the transfer of technology in the field of transportation. Academically based, the work of Faculty and Students – graduate and undergraduate provide a critical link in resolving our national and regional transportation problems while training the future and current professionals who address our transportation system and their customers on a daily basis. For more information, visit www.utrc2.org.