

Virtual Reality in cycling research

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Understanding the complexities of cycling often relies on methodologies phrasing experiences in words and static images. Innovative technologies like Virtual Reality (VR) offer researchers other possibilities to collect data in a controlled setting. Innovation and gamification in research methodologies is a careful acquisition, but learning while doing lead to many worthwhile insights and dots on the horizon. We invite you to rethink research on cycling using VR-technology from multiple angles. You will experience a VR simulation on cycling and explore how you would apply and improve the technology to answer your research questions on cycling.

Geert and Lisette are both researcher and project coordinator in sustainable mobility and lecturer Built Environment at Breda University of Applied Sciences. Our research team Urban Intelligence aims to enhance policy making from a customer oriented perspective within Built Environment related professions. By designing and developing research innovations based on emerging technologies we provide cities with practical tools to get a grip on their cycling ambitions.