

# Building a Partnership with Grab for Cross-ASEAN Regional Urban Insights

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This project seeks to kickstart a new collaborative research agenda to explore key development, data science, smart cities, and human wellness agendas in ASEAN through the lens of Grab data. We have completed a comprehensive data sharing agreement and begun mixed methods work to explore how drivers are affected by air pollution and how we can best improve the health as drivers.

## Grab Holdings

The preeminent ride-sharing and food-delivery application for SEA. We are partnering with them to explore how to use their data to affect positive social change for their customers, drivers, and communities.

## Research Questions:

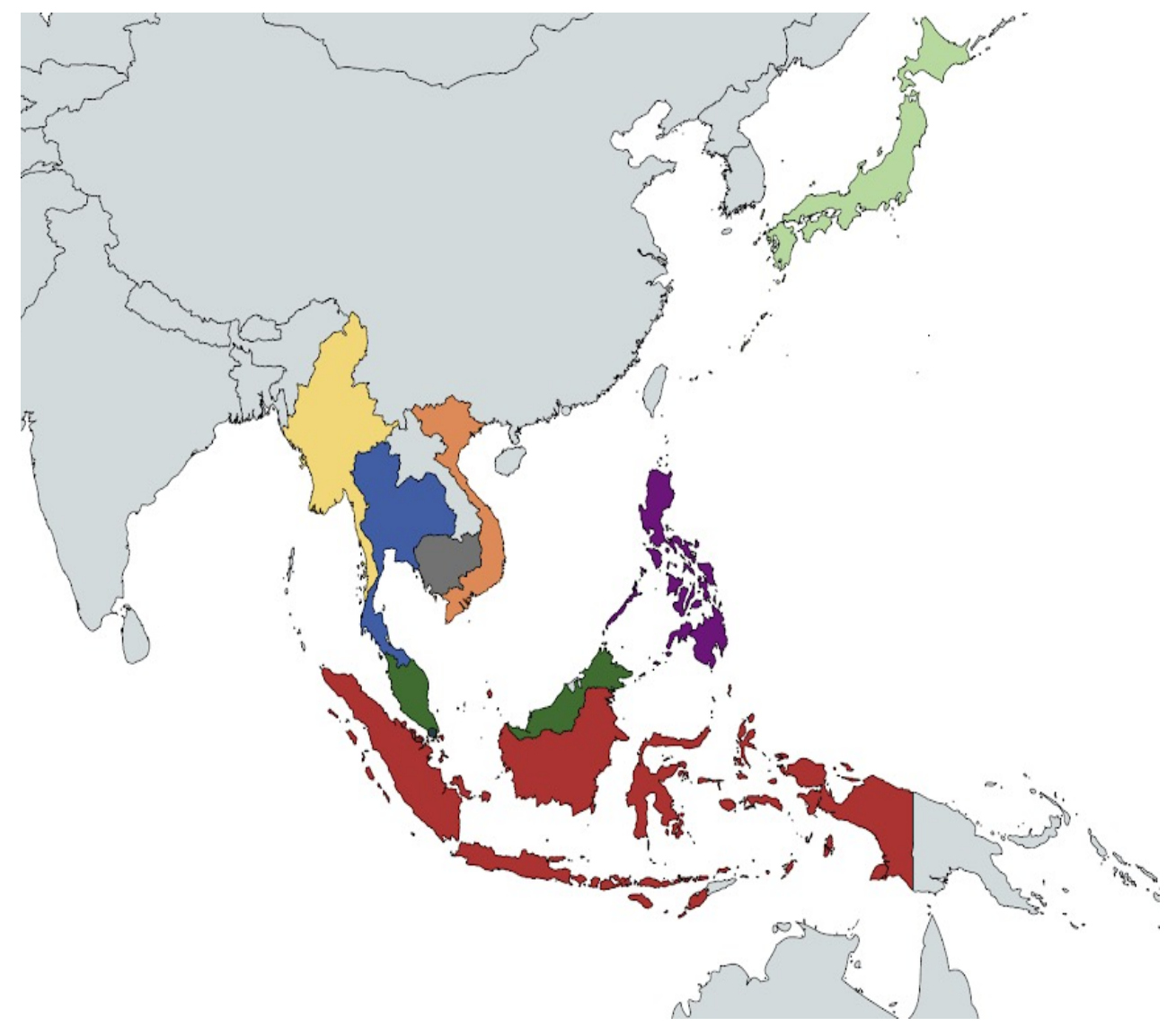
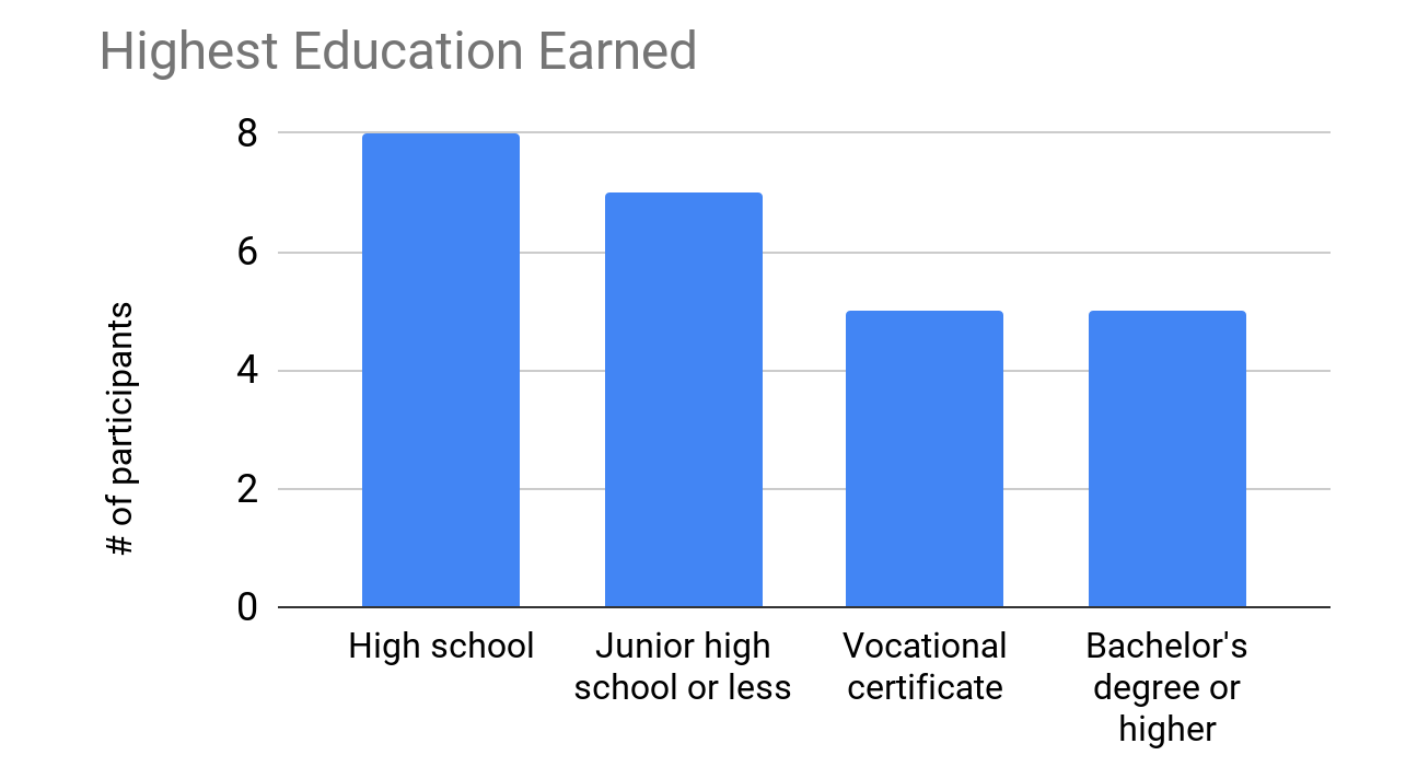
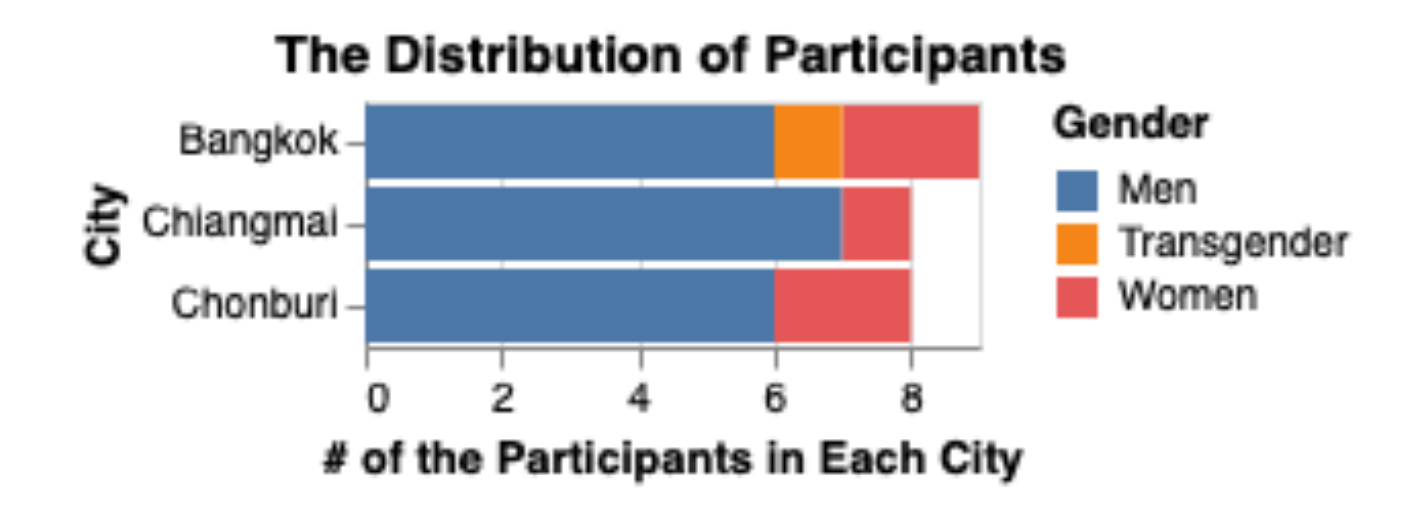
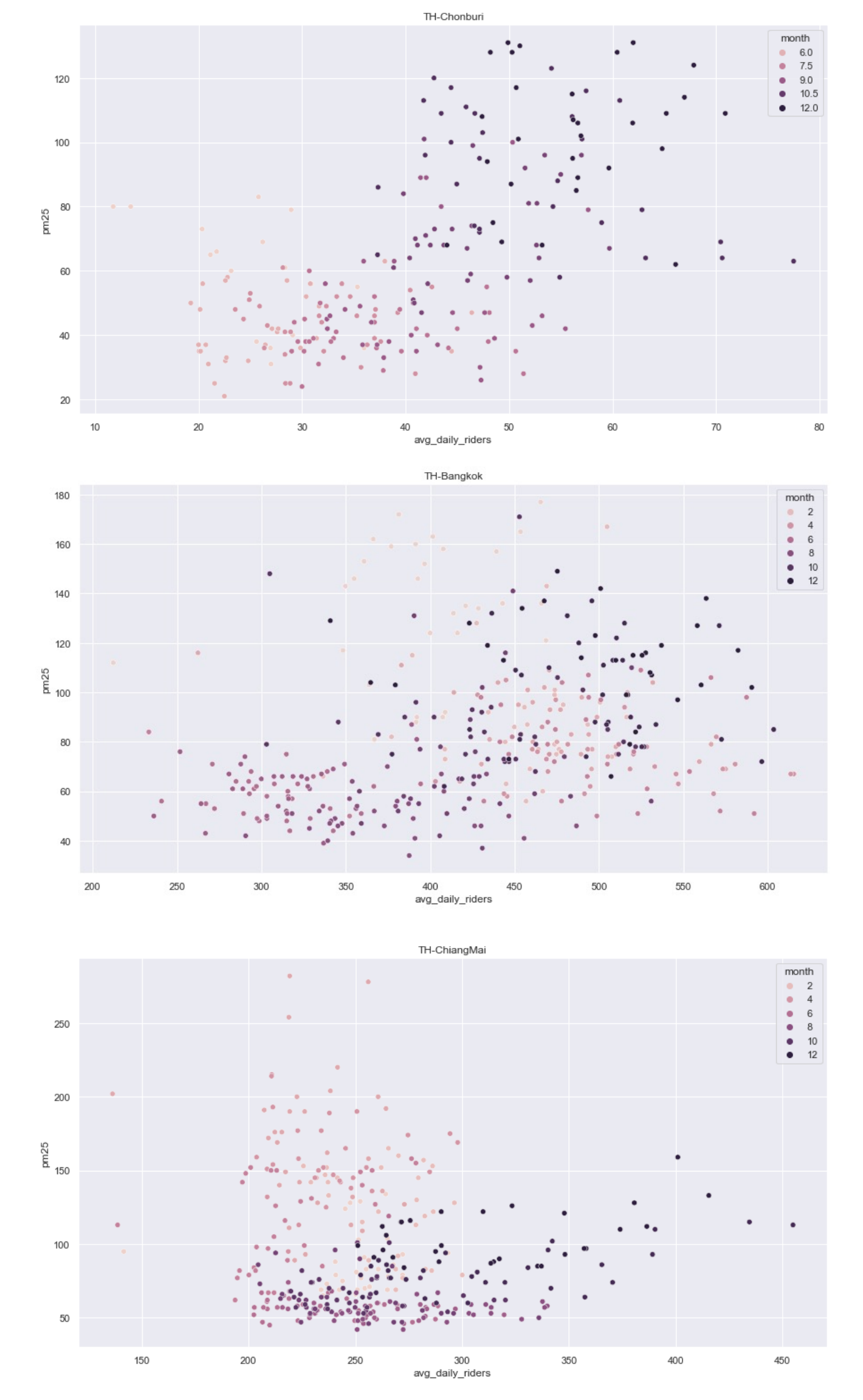
1. How does air quality affect platform drivers?
2. How can we improve Driver's resilience to air pollution?
3. What factors most influence driver behavior (and how can we leverage those?)

## Research Results – Quantitative

Gathered 18 months of Grab driver data for TH, ID, and SG. Includes pooled geohashes and anonymized drivers and passengers.  
Result: Low correlation between rides and AQI (i.e., drivers do not change their behavior much) See Figures ->

## Research Results – Qualitative

Visited Thailand in Su22, interviewing 25 drivers  
Results: Support for quantitative findings; drivers are highly focused on earnings and do not understand negative implications of pollution.  
Some regional variation on pollution avoidance.  
Lots of other stuff; coding ongoing. See Figures ->



## Broader Impacts

This project provides immediate benefits to ride-sharing drivers in areas with significant air pollution problems; both in identifying their needs and eventually designing solutions.

## Broader Impacts

This project addresses the impacts of the growing air quality crisis worldwide. SEA, in particular, has endemic pollution from jungle burns in Sumatra and inland Thailand, affecting the entire region.

## Future Work

1. Indonesia
2. Explore how to get drivers to drive in pollution less (paying them more makes them drive more!)
3. What factors do change driver patterns?