

**Impacts of Pokémon GO on route and mode choice decisions: exploring the potential for integrating augmented reality, gamification, and social components in mobile apps to influence travel decisions**

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Transportation

2022; 49(2):395-444

**ARTICLE IDENTIFIERS**

DOI: 10.1007/s11116-021-10181-9

PMID: unavailable

PMCID: not available

**JOURNAL IDENTIFIERS**

LCCN: 72624409

pISSN: 0049-4488

eISSN: 1572-9435

OCLC ID: 1624097

CONS ID: not available

US National Library of Medicine ID: 101536081

This article was identified from a query of the SafetyLit database.