

CHANGING DRIVING BEHAVIOR

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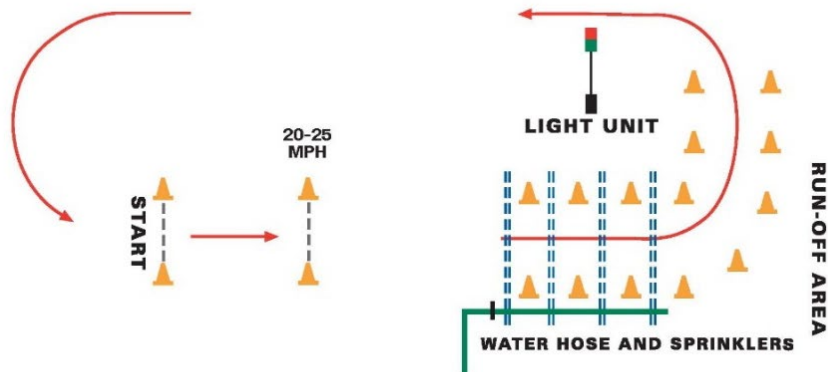
WHAT CAUSES CRASHES?

- Human behavior
 - Inexperience among younger drivers
 - Risky behaviors among all ages (but particularly young, male drivers)
- Changing behavior
 - Change environment
 - Built environment
 - Laws
 - Change beliefs
 - Messaging
 - Education
 - Laws

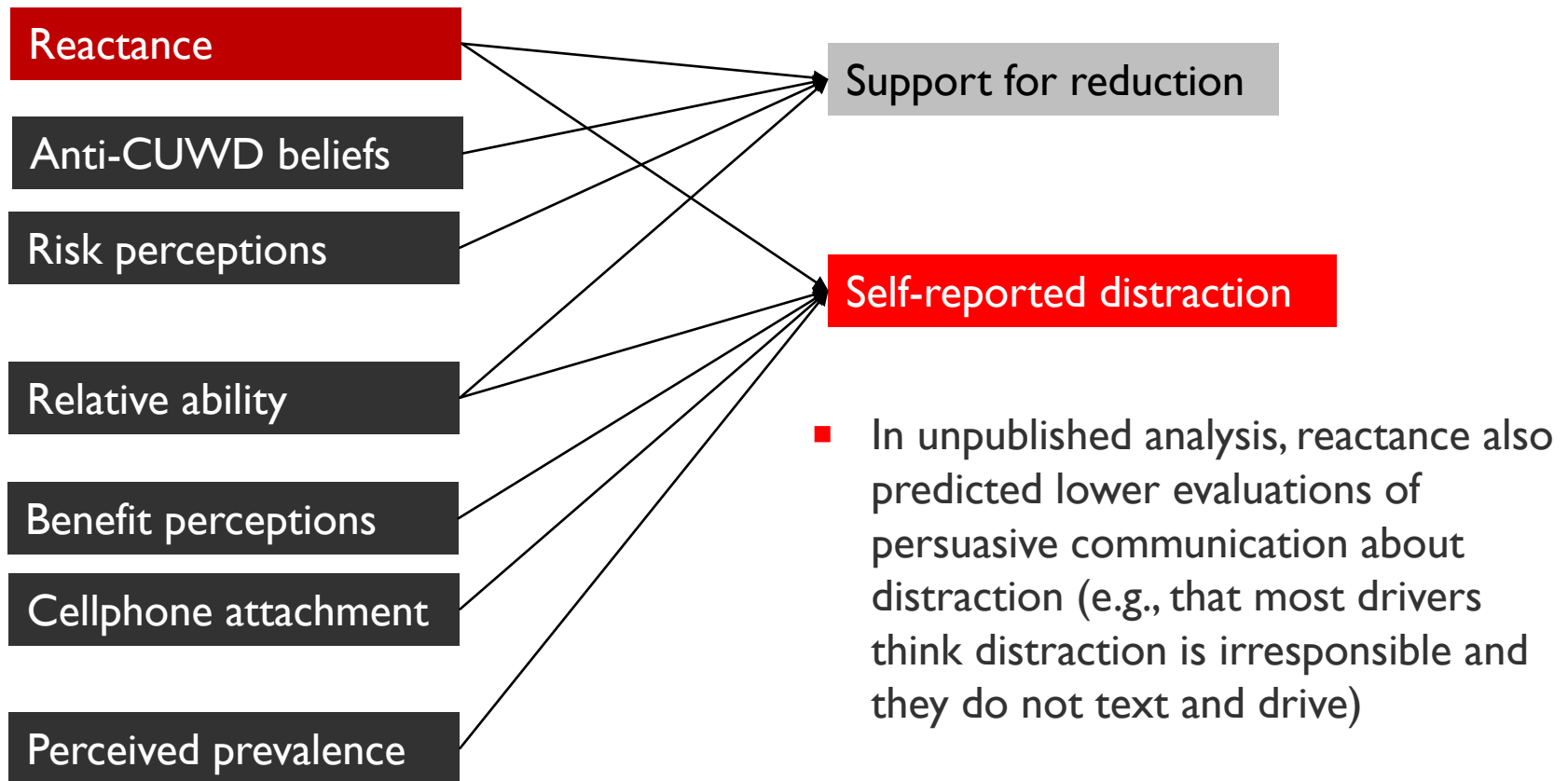


DRIVER TRAINING

- More practice reduces errors (e.g., Durbin et al., 2014)
- Advanced driver training can improve hazard perception and reduce confidence (Isler et al., 2011)
- Training associated with better skills months later. lower crash likelihood



REACTANCE IS A KEY PREDICTOR OF BEHAVIOR AND SUPPORT (N=648)

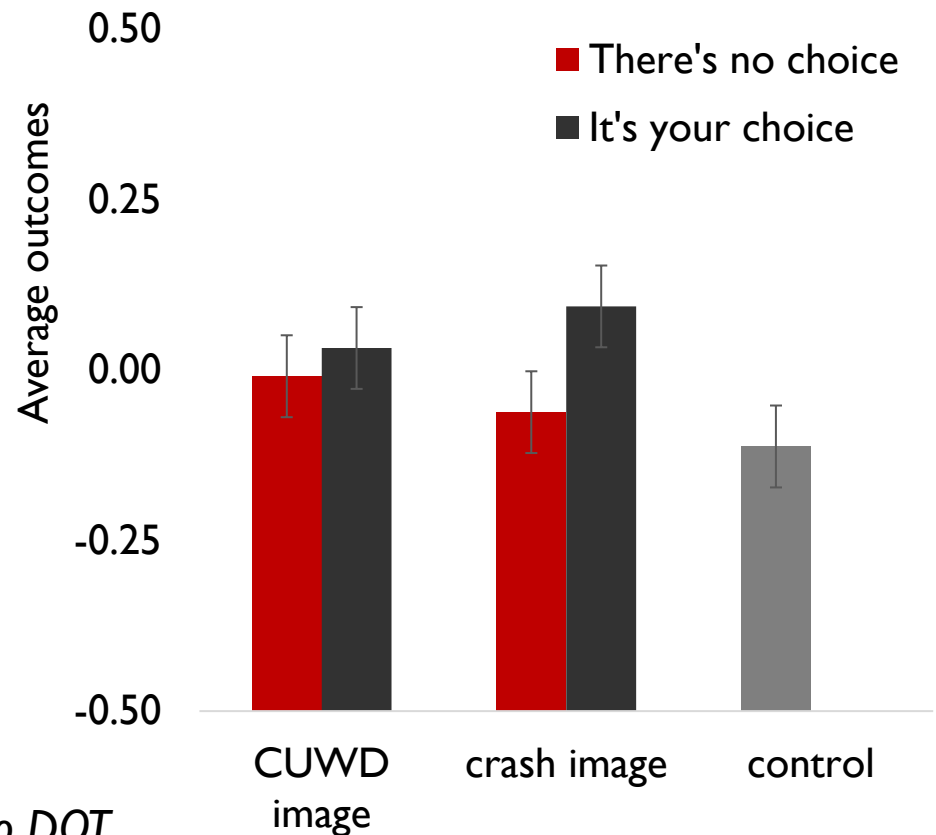


PILOT 1: (N=468 OHIO DRIVERS) EMPHASIZE RESPONSIBILITY FOR NEGATIVE OUTCOMES

4 out of 10 drivers who use their cellphones will crash within the next five years compared to only 1 out of 10 focused drivers who will crash



Negative CUWD beliefs, intentions



PILOT 2: “IMPAIRED” AND FRAMING

	Gain frame	Loss frame
Impair	Distracted driving described as “impaired” Consequences framed as crash-free, fewer crashes, etc.	Distracted driving described as “impaired” Consequences framed as more crashes, etc.
Standard	Distracted driving described using standard language (e.g., “dangerous,” “risky”) Consequences framed as crash-free, fewer crashes, etc.	Distracted driving described using standard language (e.g., “dangerous,” “risky”) Consequences framed as more crashes, etc.

PILOT 2: "IMPAIRED" AND FRAMING

Gain frame

Loss frame

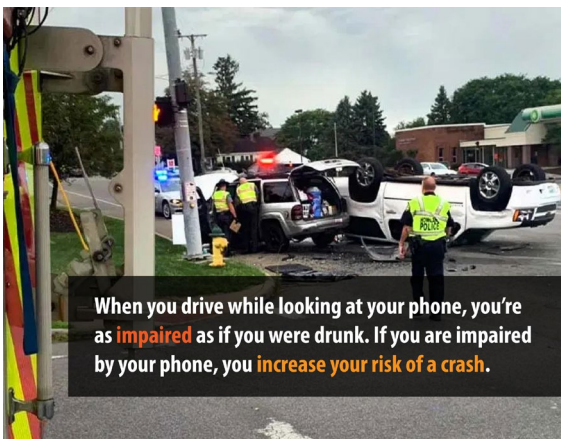
Impair



Standard



PILOT 2: (N=561 OHIO DRIVERS) REDUCED POSITIVITY TOWARDS MANUAL USE



7 Lower positivity at Time 2; frame of
6 “more crashes” reduced positivity

5

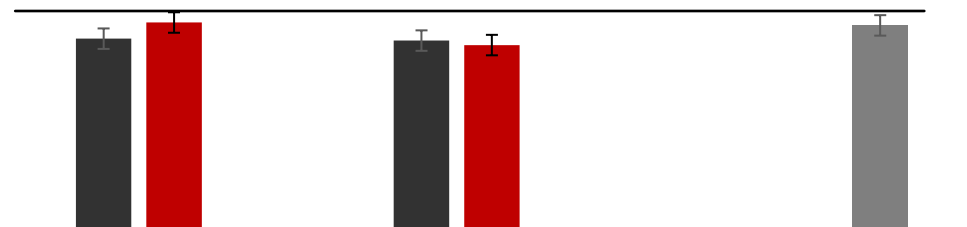
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3

2

1

Pretest beliefs



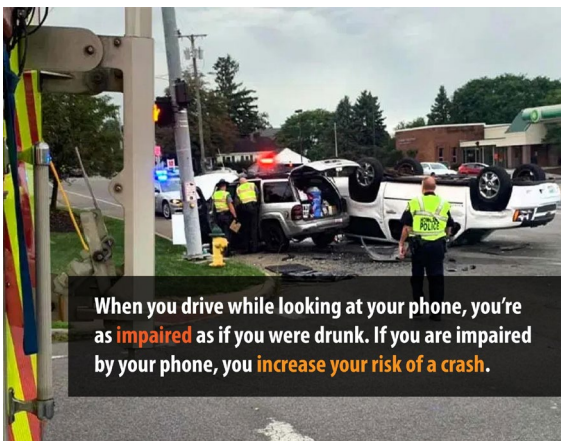
gain

loss

control

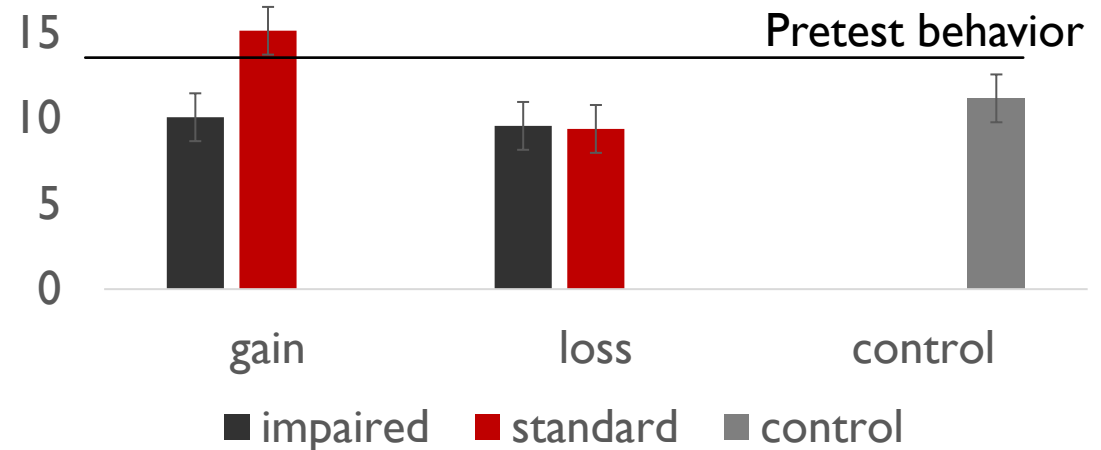
■ impaired ■ standard ■ control

PILOT 2: (N=561 OHIO DRIVERS) REDUCED INTENTIONS TO MANUALLY USE WHILE DRIVING (% OF TRIPS)



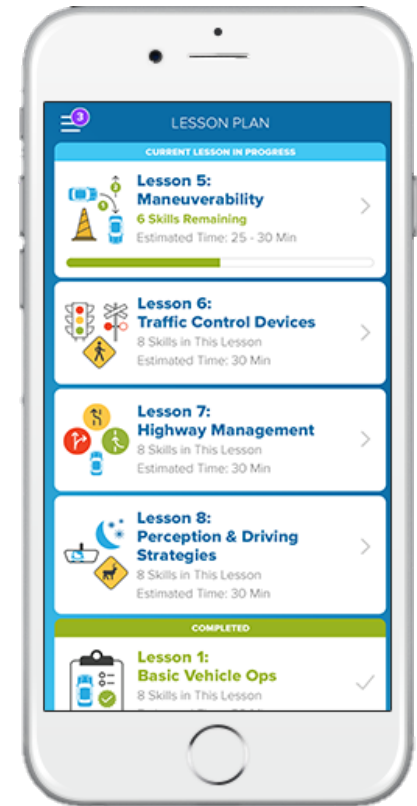
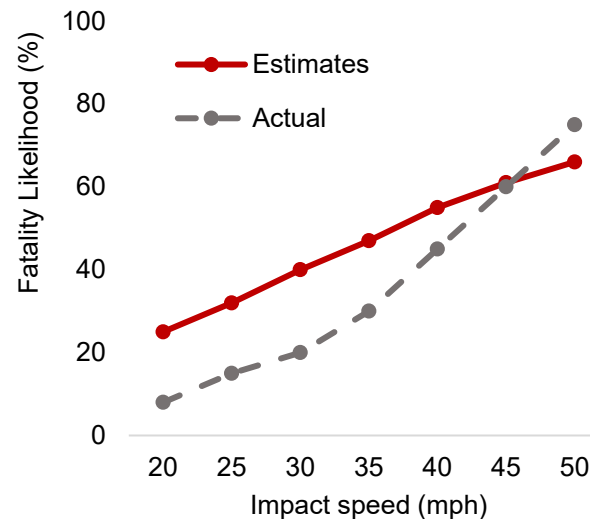
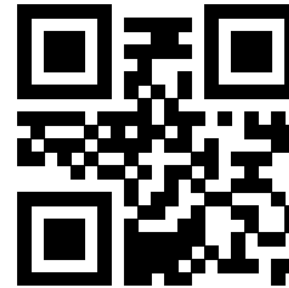
40
35
30
25
20
15
10
5
0

“Impaired” and “more crashes” frame decreases intentions to use phones



ONGOING PROJECTS

- Driver training (DRVN app)
- Responses to Ohio distraction law
- Local driver surveys
 - Franklin County pilot
 - Beliefs, knowledge
 - Focus on speed, VRU, distraction



CONSULTING PROJECTS

- Public surveys to identify potential messaging targets
 - Lack of knowledge of law
 - Lack of awareness of risks
- Advice on messaging; best practices
- Surveys of law enforcement to identify barriers, improvements



THANK YOU

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