

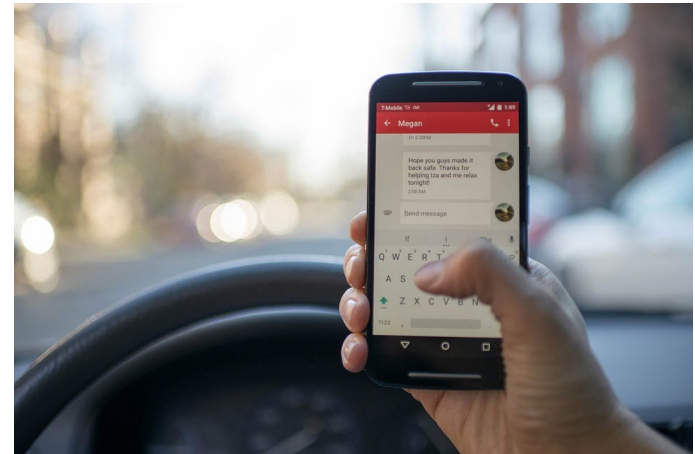
The Psychology of Distracted Driving and Working Towards Reducing Driver Distraction

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Ellen Peters

Why focus on technology distraction?

- Increasing claims, crashes, fatalities
- Increasingly distracting
- States with primary hands-free laws see reductions in traffic deaths





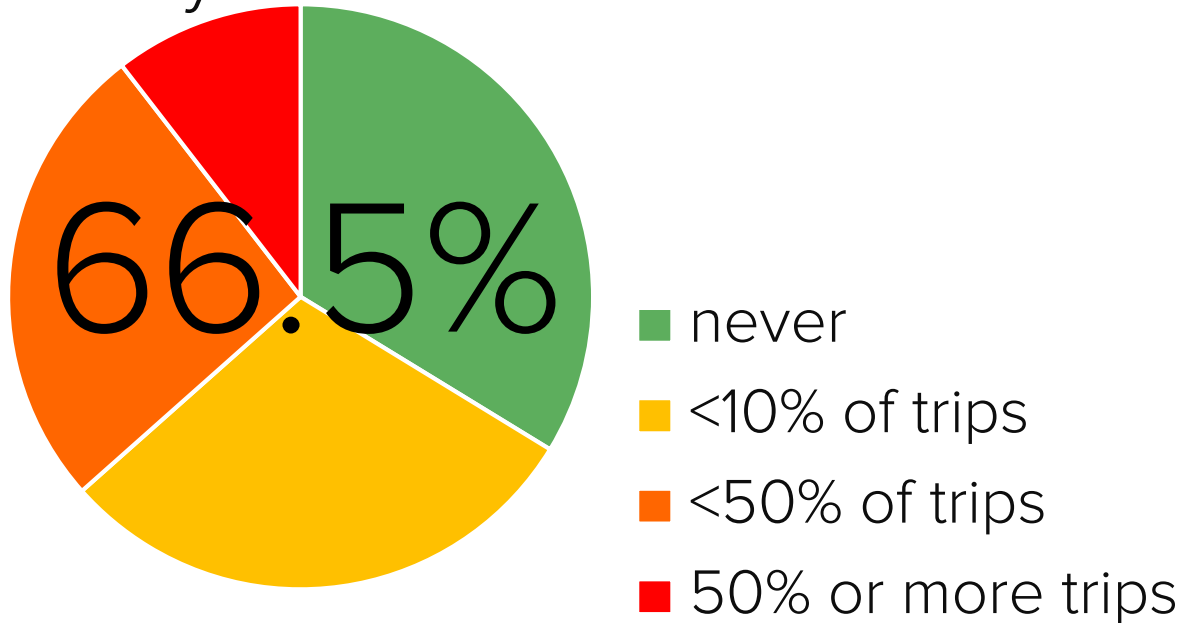
Method

- 2 online samples of American drivers (N[~]400; 650)
 - Drove at least 3 days per week
 - 50% male; 80% white
 - Median age 36, most participants in 20s and 30s
- Self-reported distracted driving
- Beliefs about distracted driving
- Attitudes towards methods of reducing distraction

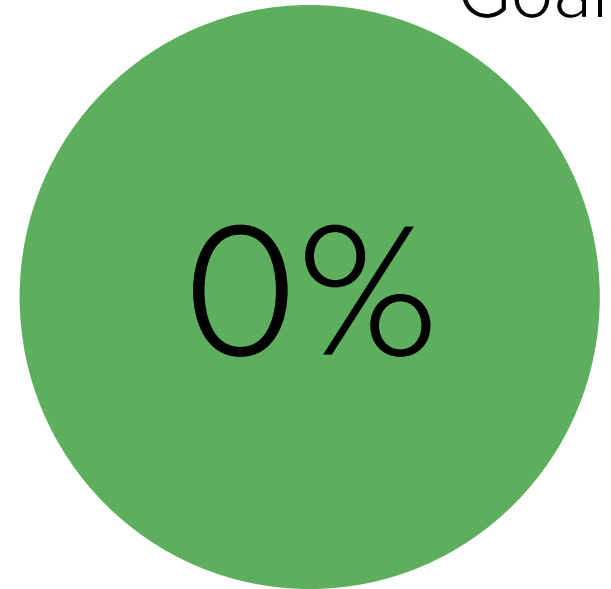
Prevalence of Driver Distraction

- How likely are you to use your phone for any reason while driving a car while the car is in motion?

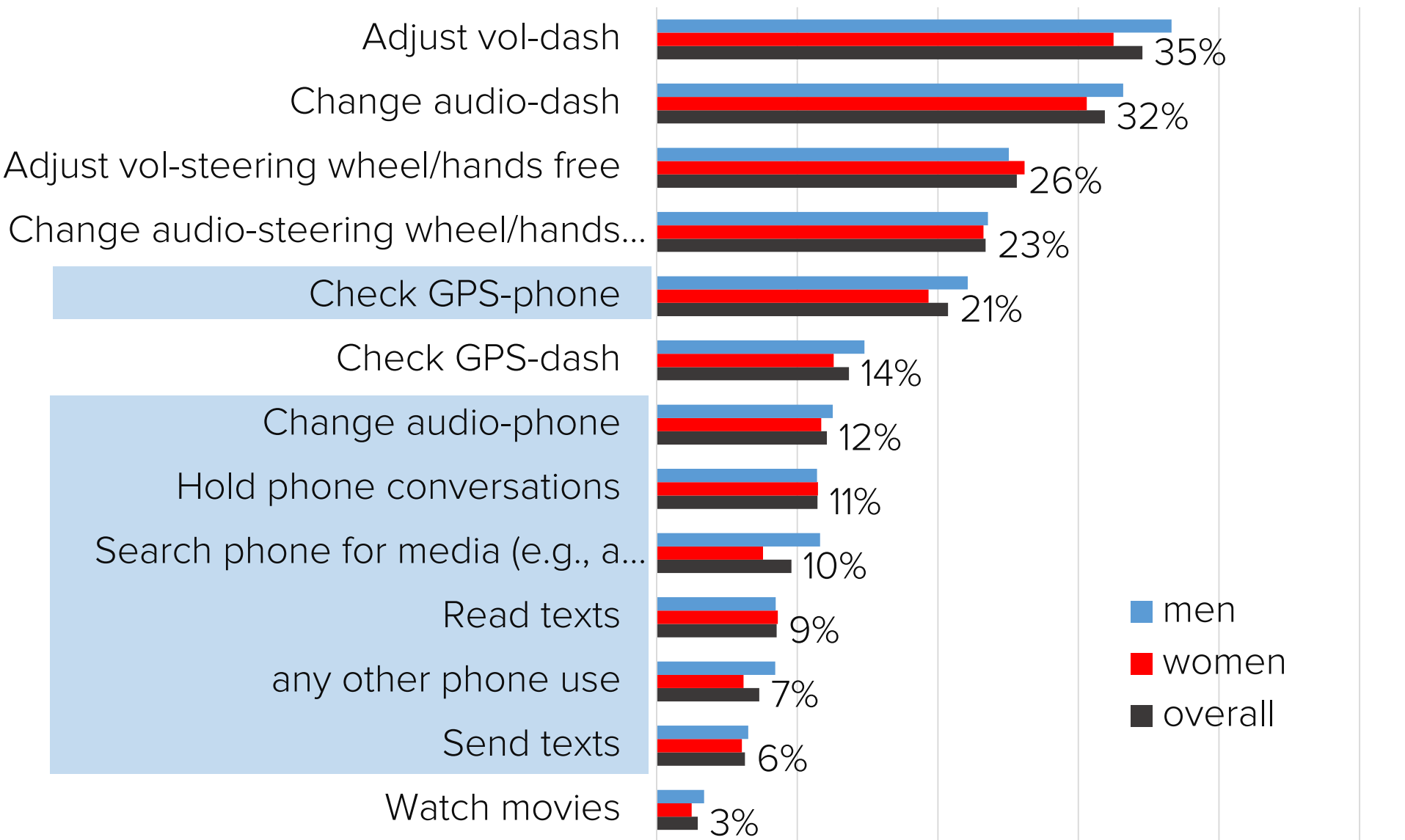
Reality*



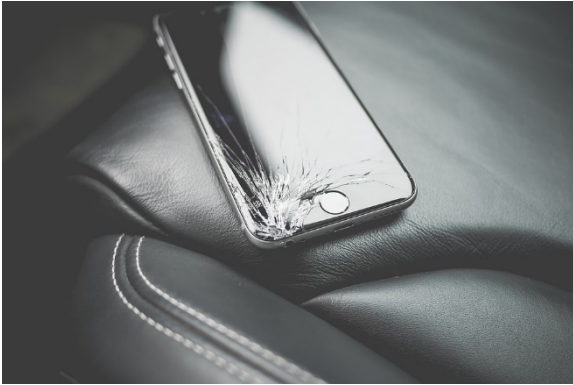
Goal



What types of
distraction do drivers
report?



Why do people drive distracted?

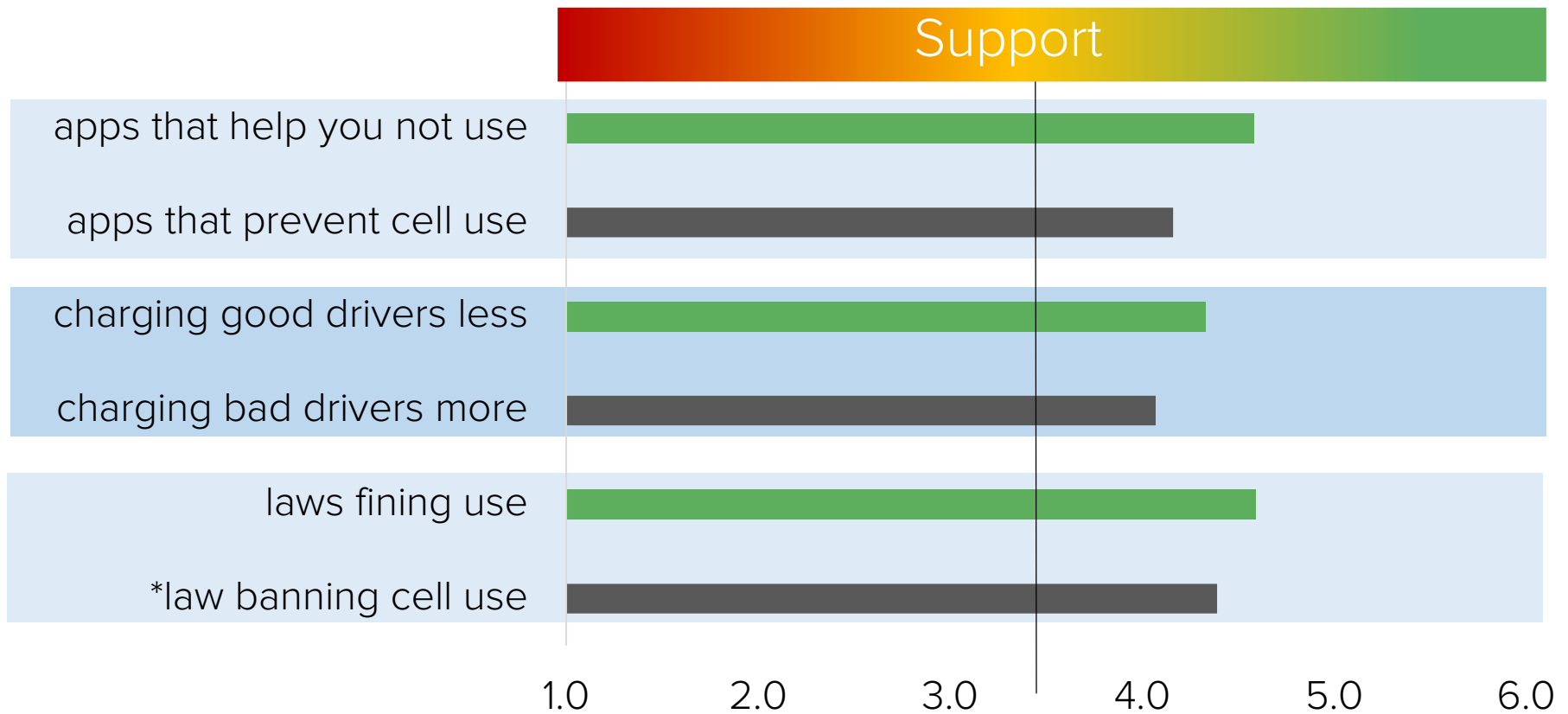


- Age and gender are secondary to psychological predictors
- **Everyone else is doing it even more than me**
- **It's not risky; the risks are overblown**
- **I'm better at using my phone and driving than other people**
- **I need my phone**

How should we
increase support for
DD reduction?

Increase support for reduction?

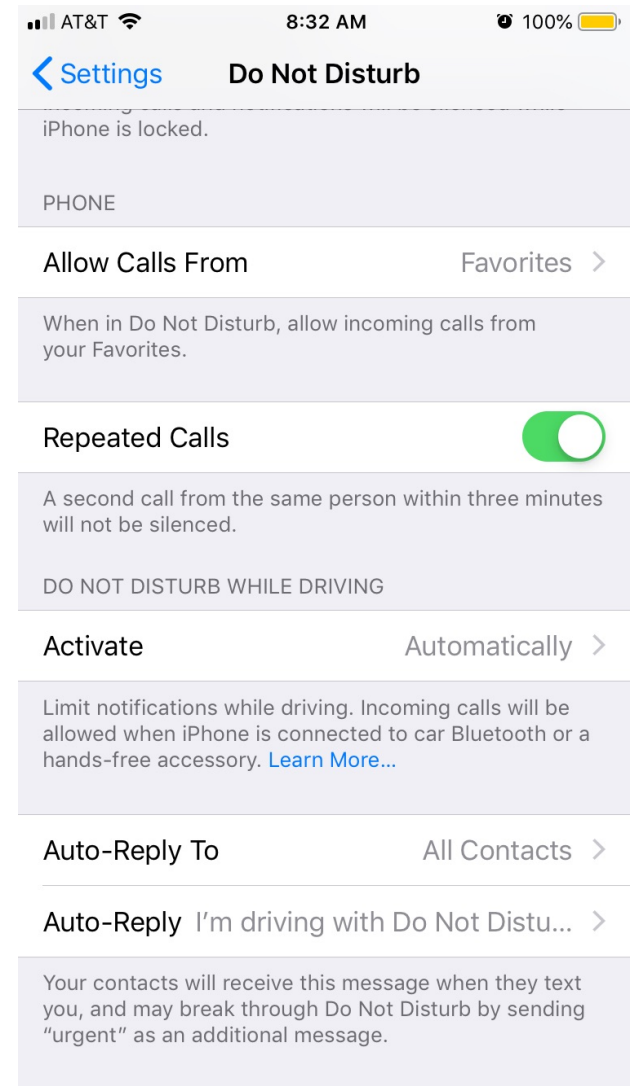
- One easy option: same policy, different language (i.e., framing)



Next steps



- Simple, affective, numeric, easy messaging
- Distracted driving task force

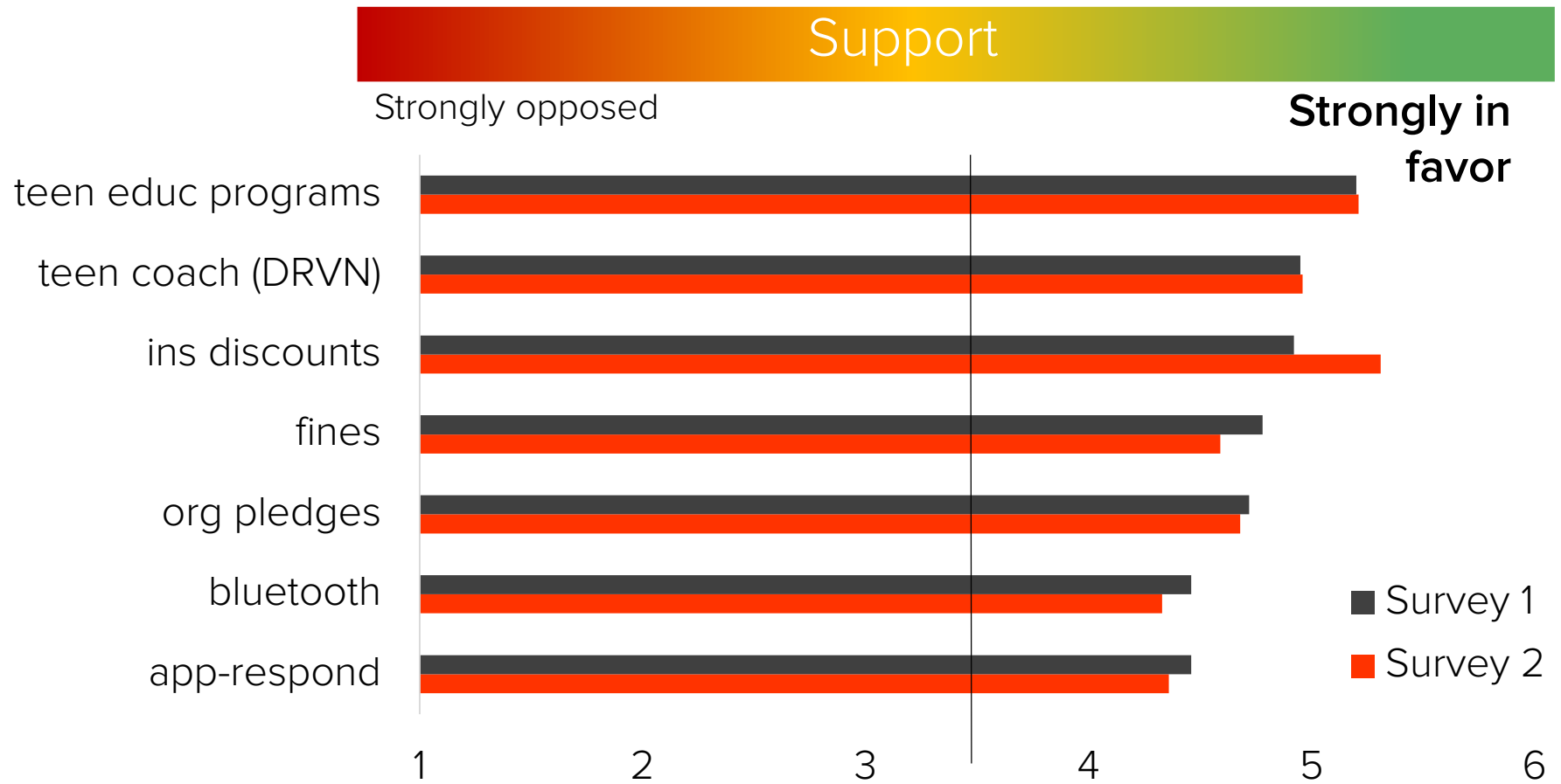


Thank you

Future research

- Develop and test more effective messaging
 - Less is more; keep it simple
 - Evoke emotion
 - Present numeric risk information and visual aids
 - Use social norms
 - Reduce message resistance

What methods to reduce DD do the public like?



Current research: What existing methods to reduce DD do the public **DISlike**?

