DAN CAMPSALL
ROAD SAFETY ANALYSIS

YOUNG & MOBILE

ALTERING PRE-DRIVERS' SOCIAL NORMS, PERCEIVED RISK AND WILLINGNESS FOR MOBILE PHONE USAGE WHILST DRIVING [PILOT EVALUATION]

...four times more likely to be killed or seriously injured compared with car drivers aged 25 or over

...18% of all car drivers involved in reported road collisions, 5% of miles driven.

Here's what we think of young driver behaviour – images from a Google image search (top 150 results)

Here's a couple of quotes from work by Gloucestershire Road Safety Partnership – really good piece of work, presented at the inaugural young driver focus conference.

"Judging by the number of road safety campaigns that make use of fear appeals, there is a firm belief in the ability to 'scare people straight'"

Hoekstra & Wegman (2011)

- 80% regard people who speed as dangerous
- Less than 6% say that they are willing to use mobile to make calls while driving
- Only 1.8% report clear willingness to drink alcohol before driving
- Only 3% report ongoing willingness to get into a car where they feel unsafe
- 90% thought people who don't speed were responsible
- Only 5.4% willingness to not wear their seatbelt
- Only 5% report repeatedly messing around as a passenger

We therefore have to ask ourselves… Why the disconnect? Why do we regard them as such different audience to some of what we see

DUAL PROCESS MODEL

Prototype Willingness Model
Gerrard et al., 2008

'The Walker'

'The Intender'
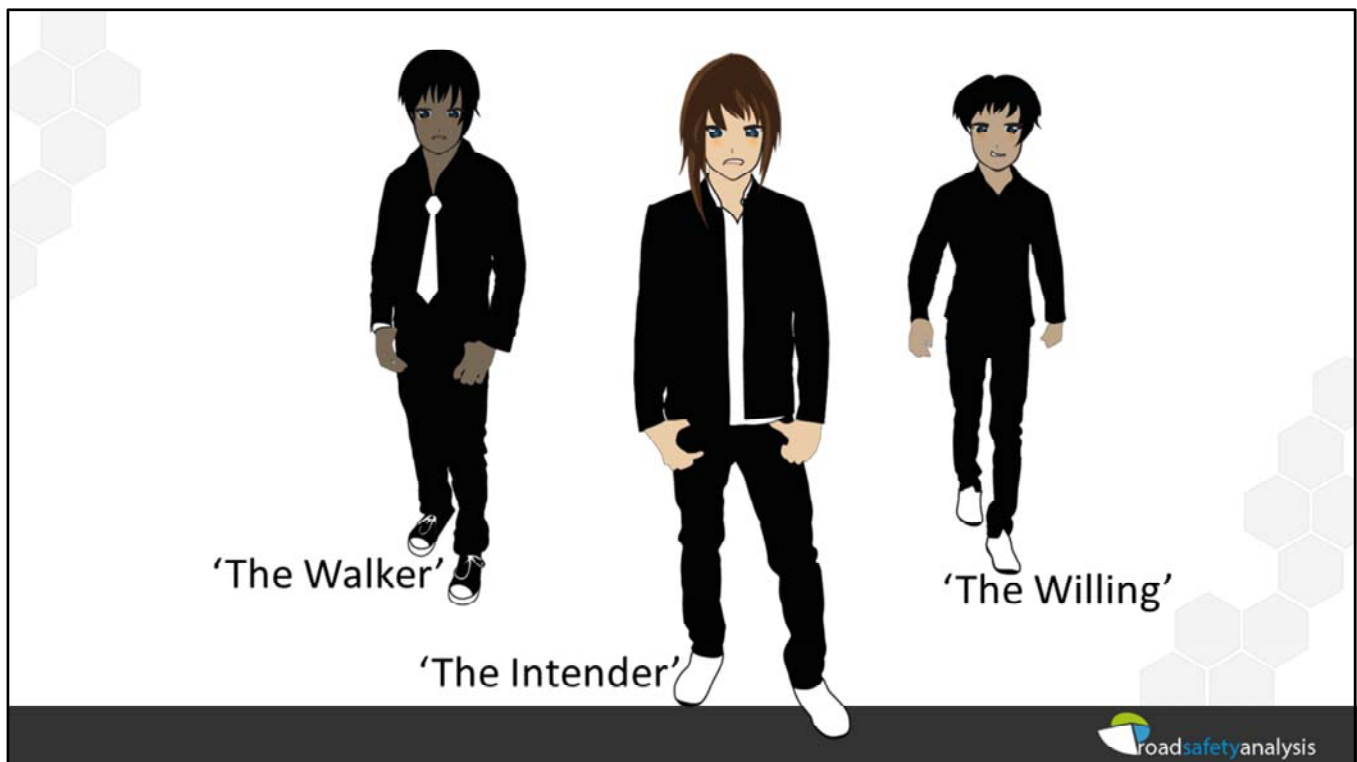
'The Willing'

WILLINGNESS

Recommended the use of the Prototype Willingness Model. How to use of for education/communications. PWM allows us to characterise a number of different risk profiles associated with a behaviour such as fighting:

> A has a behavioural intention to fight on a night out. He goes out looking for a fight
>
> B has a behavioural intention not to fight on a night out, but a high behavioural willingness. He isn't looking for a fight but if the circumstances *arise and he is drunk*, he is likely to pile in
>
> C has neither intention nor willingness to fight. If he finds himself in a situation that could turn into a fight, he is likely to withdraw – even if drunk

Traditional TPB approaches would focus on knowledge, attitudes and intentions of type A. In the context of a drunken night out, however, it seems that a **more important task may be to look to convert people of type B into people of type C.** This means influencing not behavioural *intentions* (B already intends not to fight) but behavioural *willingness*.

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BEHAVIOUR CHANGE TECHNIQUES
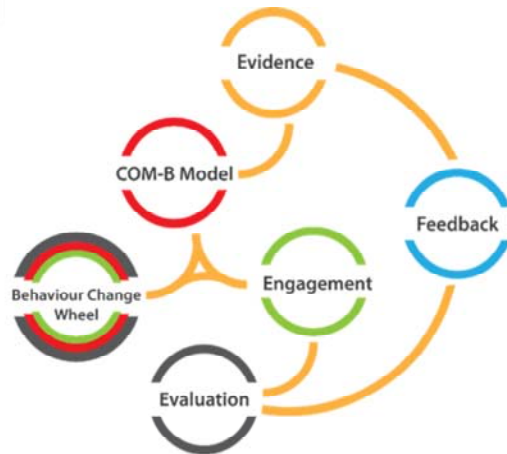
BCT Taxonomy

- 1.2. Problem solving
- 1.4. Action planning
- 1.8. Behavioural contract
- 3.1. Social support (unspecified)
- 5.2. Salience of consequences
- 5.3. Information about social & environmental consequences
- 6.1. Demonstration of the behaviour
- 6.3. Information about others' approval
- 7.1. Prompts/cues
- 10.5. Social incentive
- 13.1. Identification of self as role model
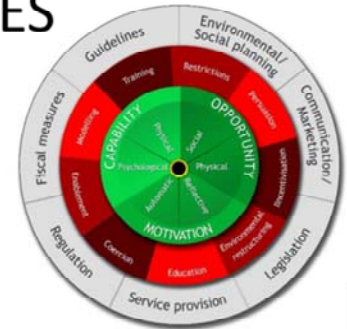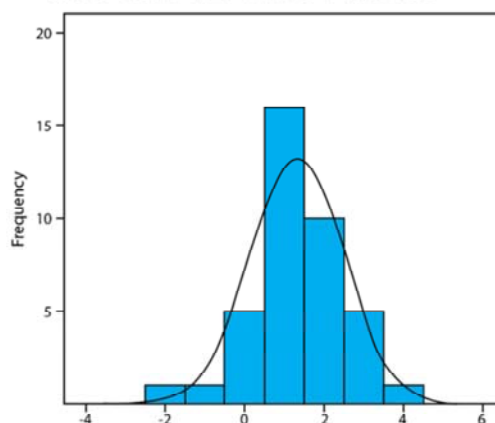
Michie et al., 2013

roadsafetyanalysis

INTERVENTION DESIGN

RESULTS

RESULTS – SOCIAL NORMS

Paired samples statistics for mobile phone use norms (median values and recoded)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PhoneUse_pre	40.128	39	19.8261	3.1747
	PhoneUse_post	18.590	39	15.8197	2.5332
Pair 2	PhoneUse_preRec	3.31	39	1.004	.161
	PhoneUse_postRec	1.97	39	.986	.158

To significantly reduce the average norm among participants related to the proportion of people using the mobile phone while driving with 0.5 on a scale from 1 to 5 and/or statistically significant.

RESULTS – VULNERABILITY
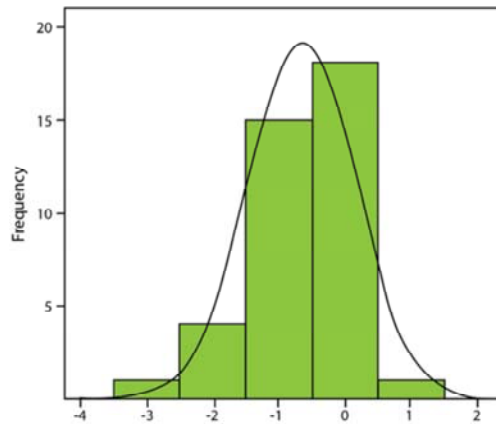
Paired samples statistics for mobile phone use risk (vulnerability)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Texting Pre	3.84	38	.789	.128
	Texting Post	4.50	38	.647	.105

To significantly increase the average perceived risk (vulnerability) for the use of mobile phones while driving, with 0.5 on a scale from 1 to 5 and/or statistically significant.

RESULTS – BEHAVIOURAL WILLINGNESS
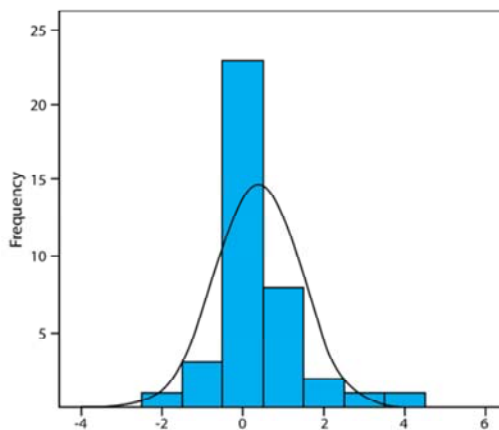
Paired samples statistics for mobile phone use risk (willingness)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Talking Pre	2.71	38	1.393	.226
	Talking Post	2.34	38	1.146	.186

To significantly decrease the average willingness to engage in using mobile phones while driving, with 0.5 on a scale from 1 to 5 and/or statistically significant.
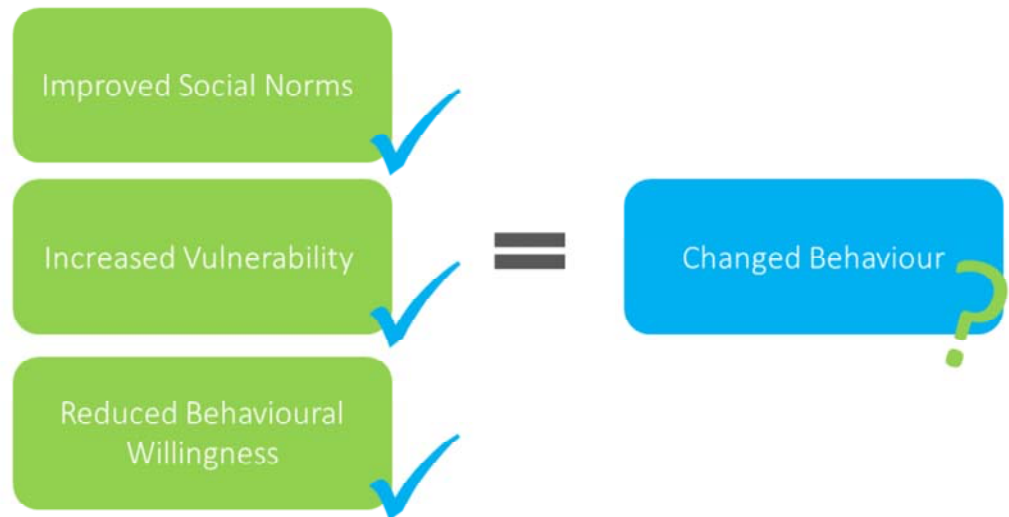
COMPARISON GROUP

Drivers Using Phones (Norms)		Mean	Change
Intervention Group	Phone Use Pre	40.13%	
	Phone Use Post	18.59%	21.54 %
Comparison Group	Phone Use Pre	34.17%	
	Phone Use Post	29.72%	4.44 %

How many drivers do you think get involved in activities such as texting or watching videos while driving?

THANKS

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