

CHANGING HUMAN BEHAVIOUR

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Human factors

- **Error:** Misjudgements of an oncoming vehicle's speed. Wrong action - right intention.
- **Lapses** Put the foot on the accelerator instead of the brake. Wrong action - right intention.
- **Violation:** Overtaking another vehicle when the visibility is poor. Wrong action - wrong intention.

(Driver Behaviour Questionnaire, DBQ)

Different factors - different approaches

- **Error:** Driver training and increased awareness of mistakes
- **Lapses:** Driver training, information about the problem and encourage them to practice more
- **Violation:** The message needs to focus on the motivation underlying unsafe driving practices, for example attitudes and norms.

Three key questions

- What is the problem?
- Whose behaviour are we trying to persuade to change or modify?
- Why are they violating?

Violators' attitudes

- Believe that the consequences of the act is of benefit to themselves

“Makes the driving more pleasant”

“Take me to the destination quicker”

“Makes the driving more exciting”

Violators' attitudes

- Believe that a driver who can master the car is also a safe driver

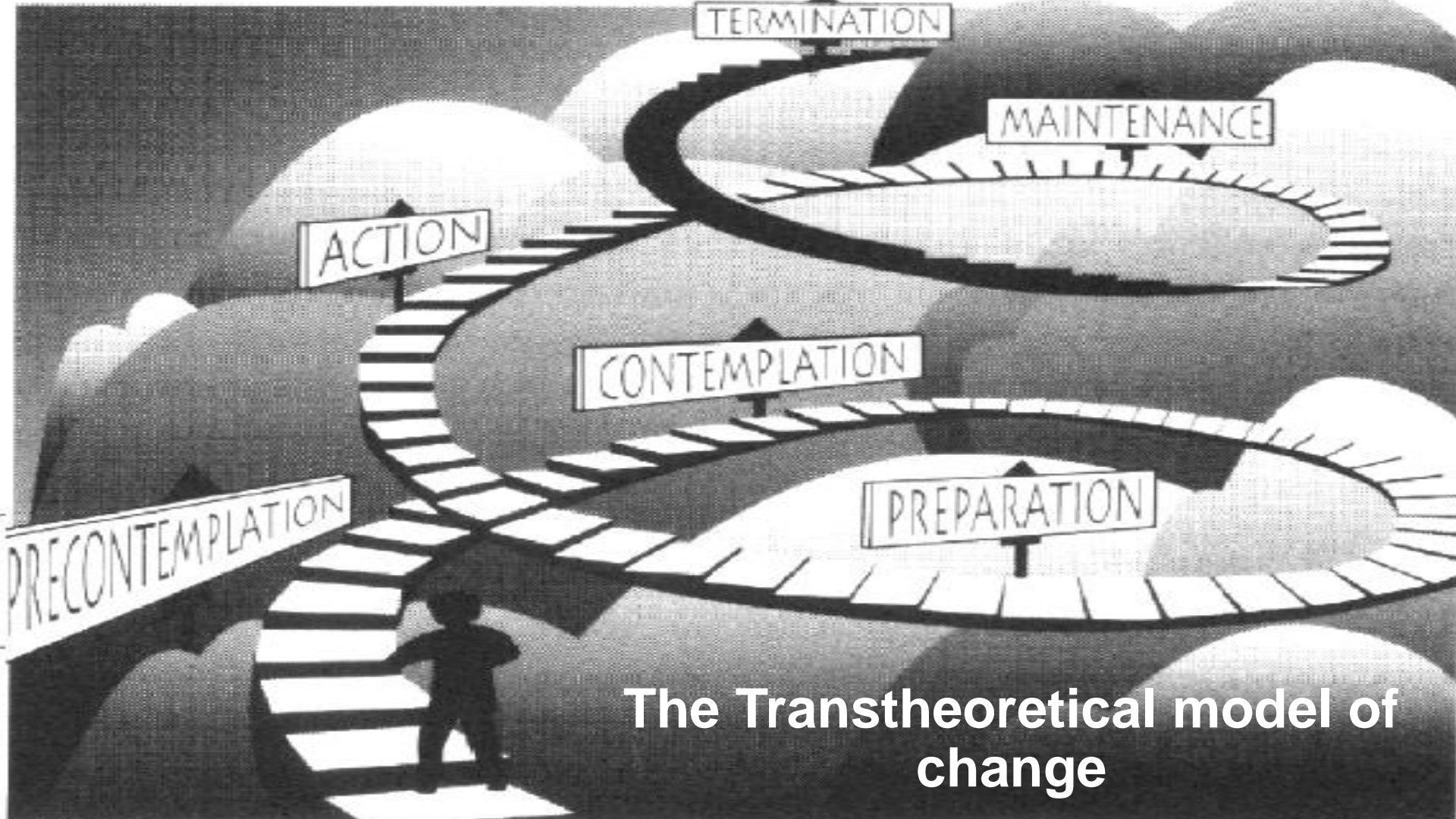
Violators' norms

- Believe that people important to themselves accept traffic violations
- Believe that the behaviour is normal

Violators' perceived control

- Believe that it is easy to violate
- Overestimate their own driving skills
- Underestimate their own accident risk

The process of change and how to change the behaviour



The Transtheoretical model of change

Methods

- Traffic safety education at schools and colleges
- Driver training focusing on attitudes, norms and perceived control
- Driver training of high quality
- Information and campaigns (increase the status of non-violators)
- Fines based on income
- Penalty points
- Point to point cameras
- Further training before a licence can be returned



Summary

- Understand the target groups needs and expectations
- Challenge preconceived ideas
- Make the audience dissatisfied with their own views
- Convince them that the new behaviour is better than the old
- Evaluate measures including both primary and secondary objective

THANK YOU

