



(Almost Dr) Bridget Burdett

Psychology of
everyday driving:
implications for
road safety



Agenda

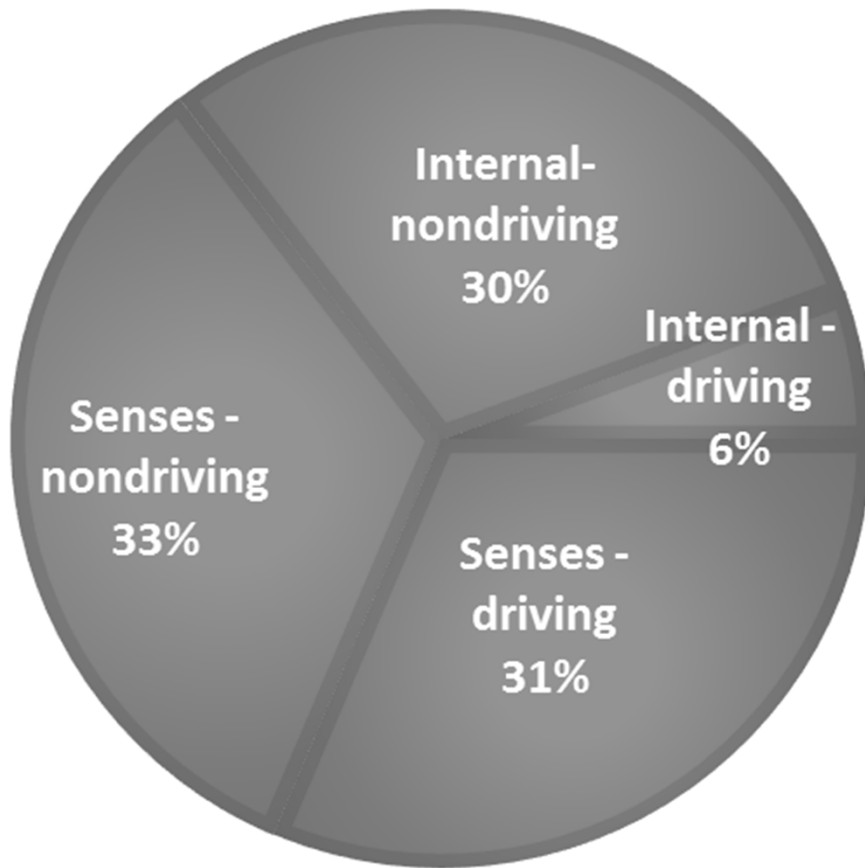
1. What are drivers thinking about?
2. How are drivers' thoughts related to crash risk?
3. Implications for transport planning
4. Implications for your wandering mind
5. Discussion



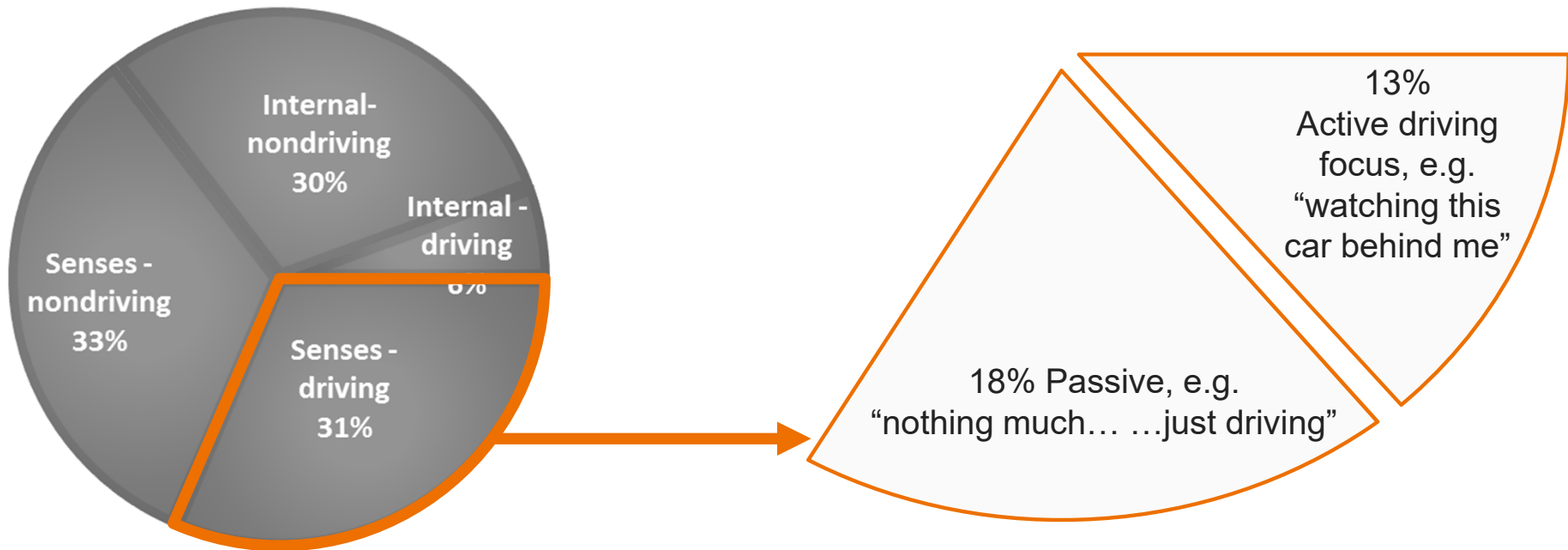
What are drivers
thinking about?



What are drivers thinking about?



What are drivers thinking about?





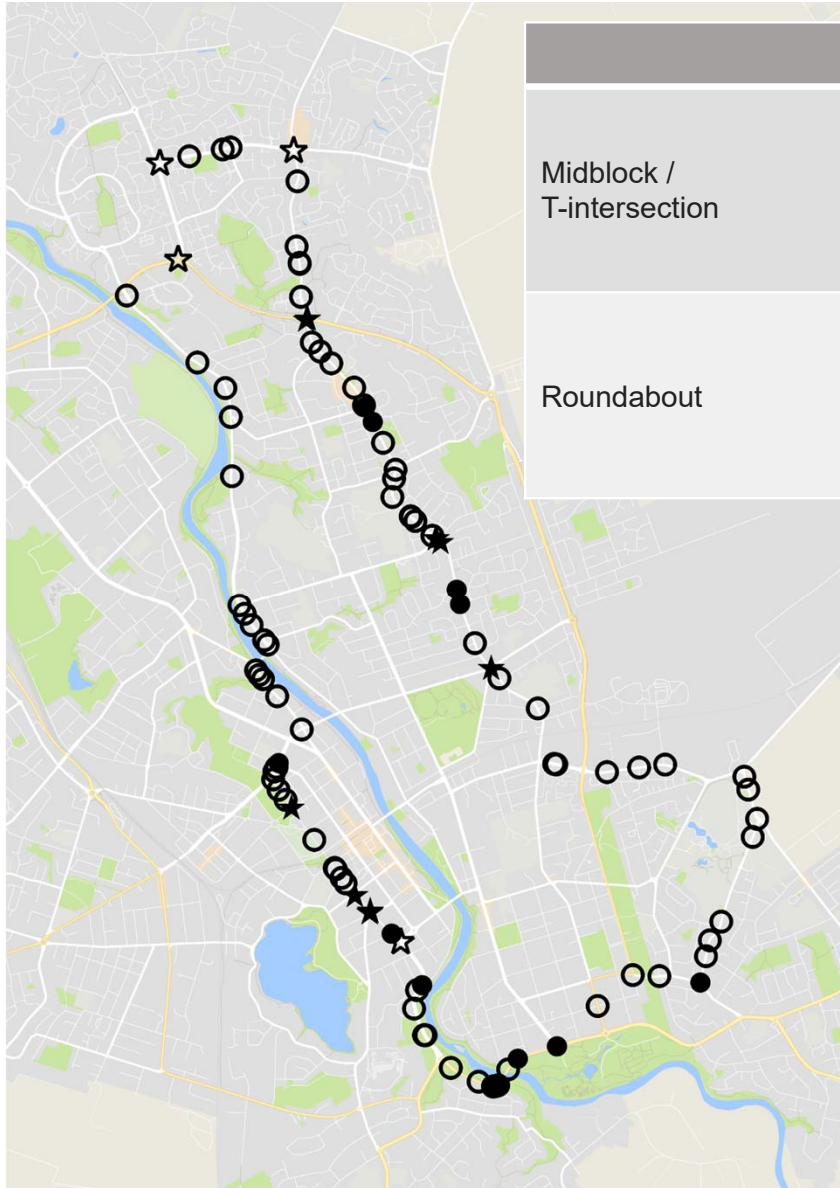
How are drivers'
thoughts related to
crash risk?

Least likely to focus on driving



Most likely to focus on driving

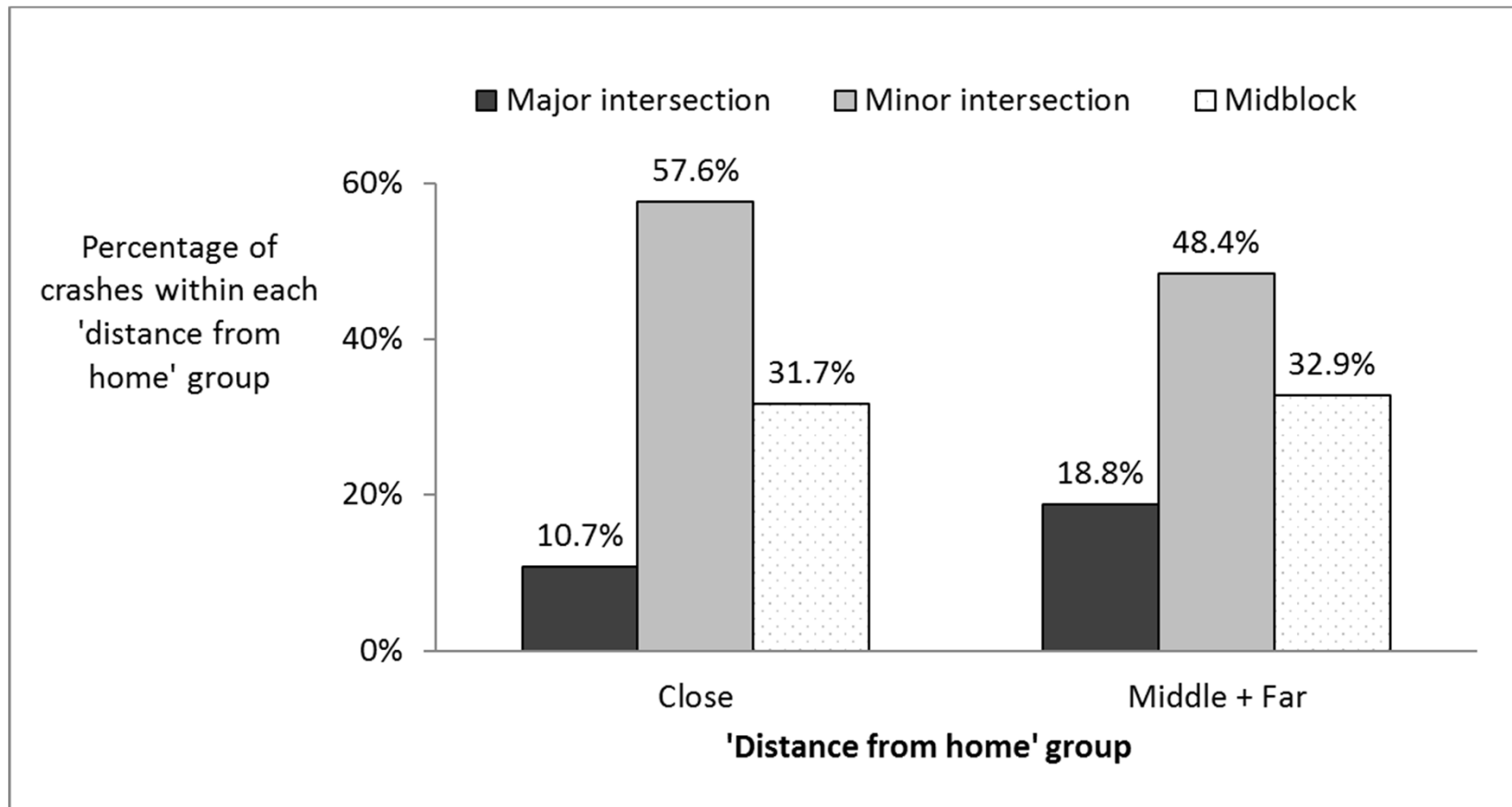




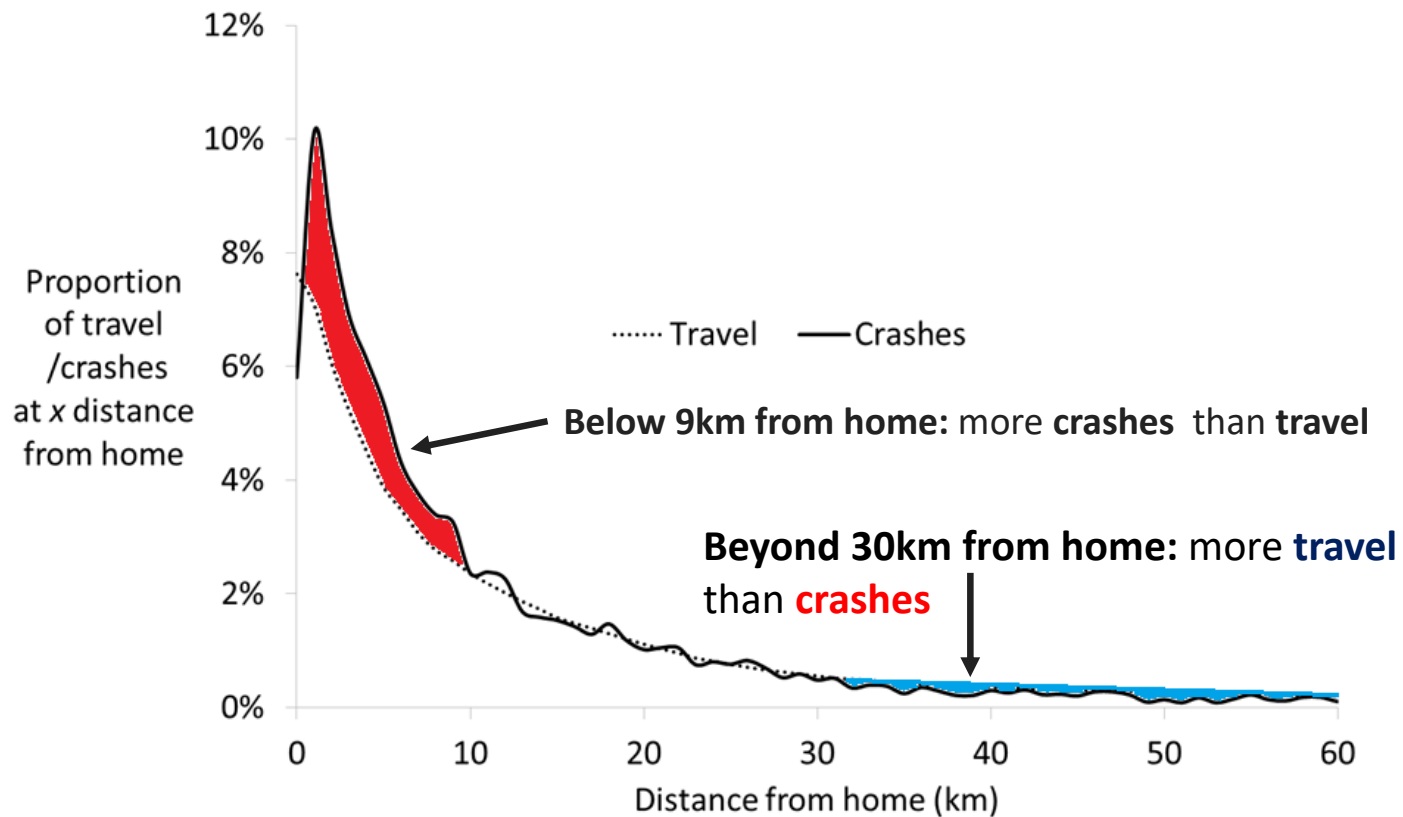
	Sole crash	Multiple crashes
Midblock / T-intersection	○	●
Roundabout	☆	★

Most crashes on urban roads happen at midblocks and priority intersections

How are drivers' thoughts related to crash risk?



How are drivers' thoughts related to crash risk?





Implications for
transport planning

Implications for transport policy:

Inattention doesn't "cause" crashes by itself
Design that acknowledges drivers' wandering minds will:

- 1) Result in a self-explaining road hierarchy
- 2) Capture drivers' attention in places where attention is worthwhile
- 3) Separate pedestrians and cyclists

Implications for transport policy:

Inattention doesn't "cause" crashes by itself. Design that acknowledges drivers' wandering minds will:

- 1) Result in a self-explaining road hierarchy

Urban roads



Rural roads



Implications for transport policy:

Inattention doesn't "cause" crashes by itself. Design that acknowledges drivers' wandering minds will:

2) Capture drivers' attention in places where attention is worthwhile



Implications for transport policy:

Inattention doesn't "cause" crashes by itself. Design that acknowledges drivers' wandering minds will:

3) Separate pedestrians and cyclists



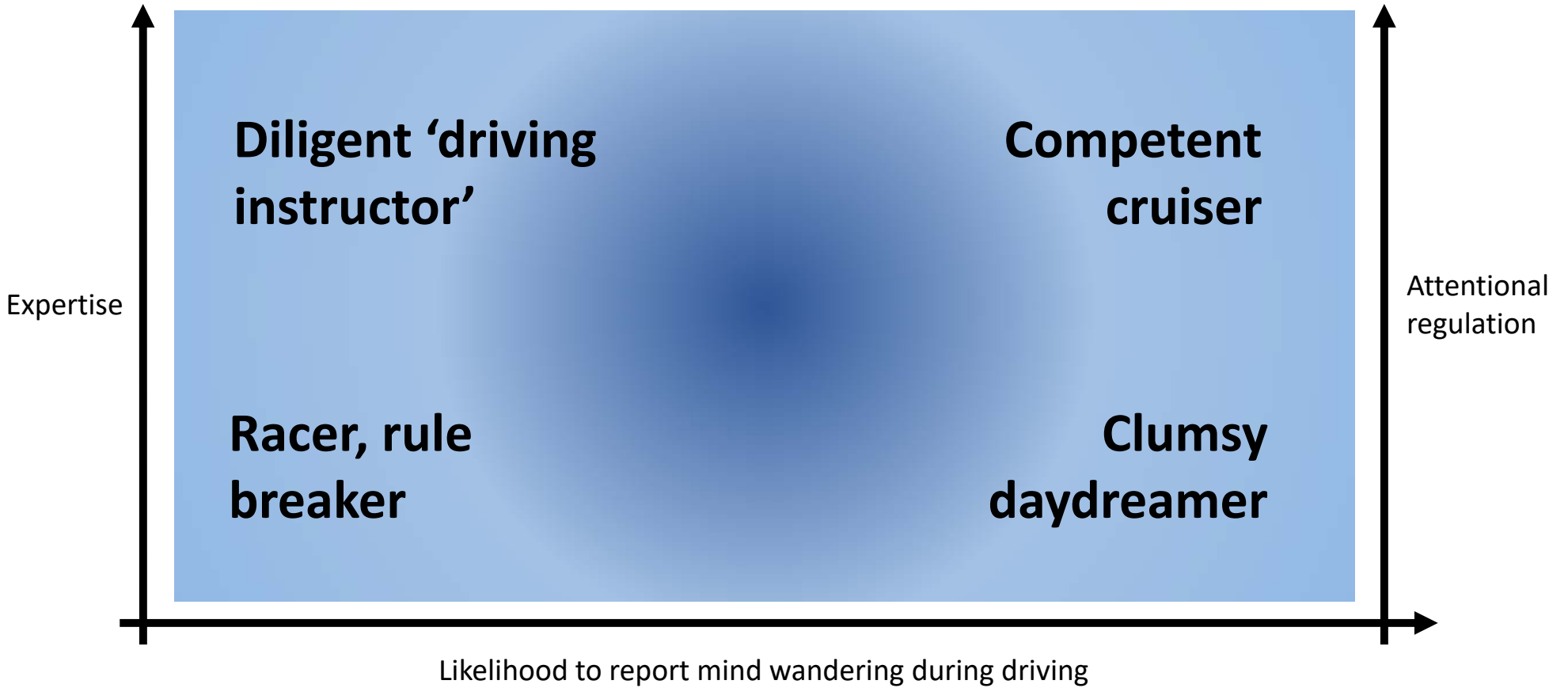


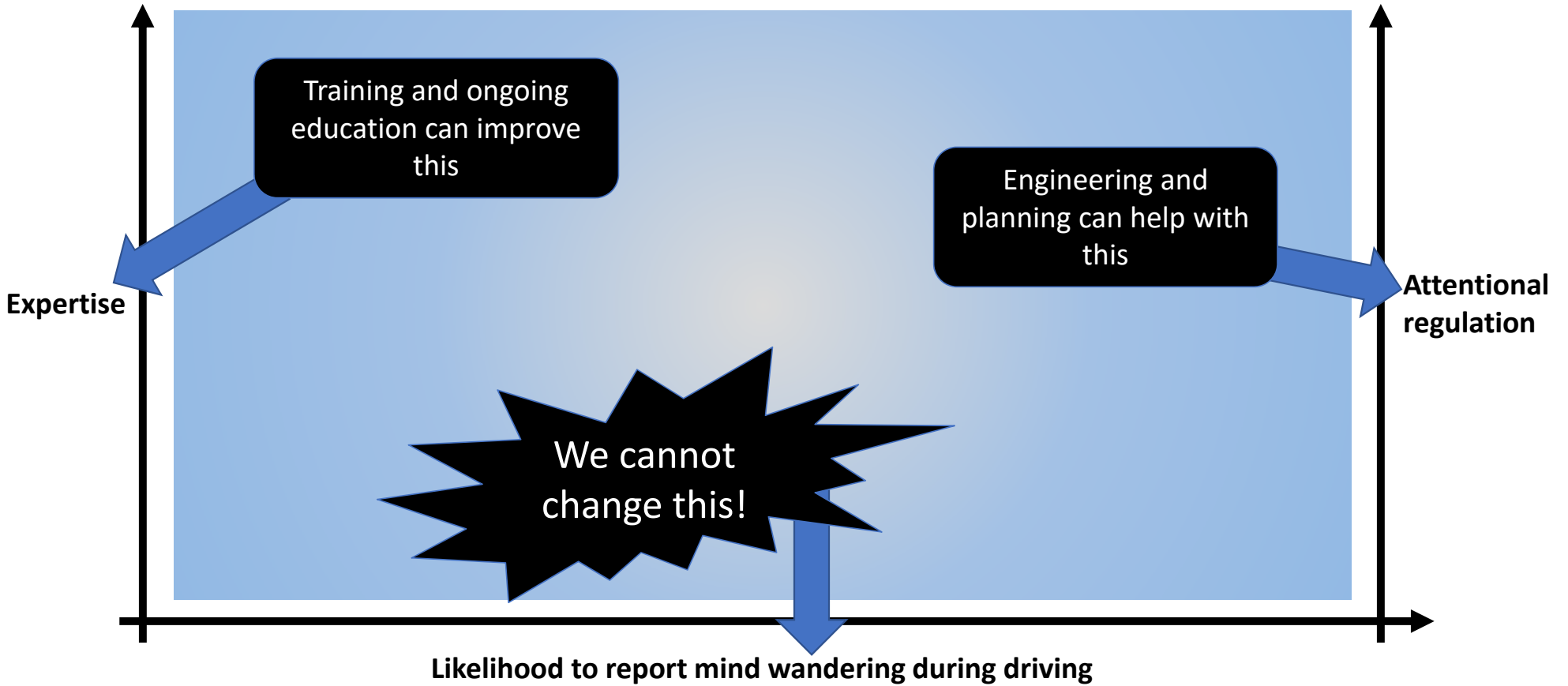
Implications for you

Every driver's mind wanders.

What's important is being able to apply
conscious focus in critical situations.









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My PhD thesis: <https://researchcommons.waikato.ac.nz/handle/10289/12097>

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