Road user behavior
Part 4

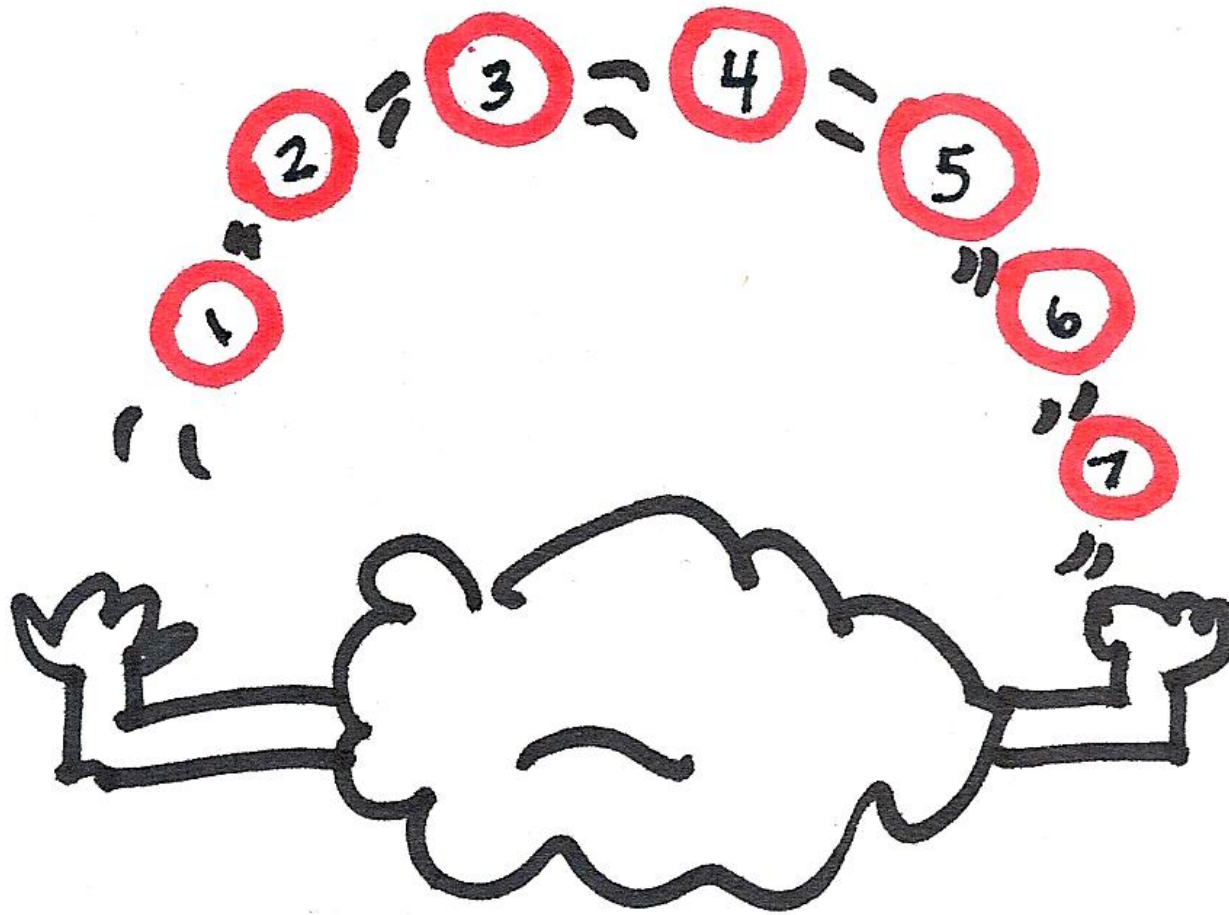Divera Twisk
SWOV

Errors versus violations

- 95% of all accidents human failure

- Human behaviour error prone due to human limitations not stupidity

- Violations are deliberate: have personal advantages

- Not bend the person to fit the mold, But vice versa.

Errors: Multi – tasking = myth

Errors: Limited short term memory
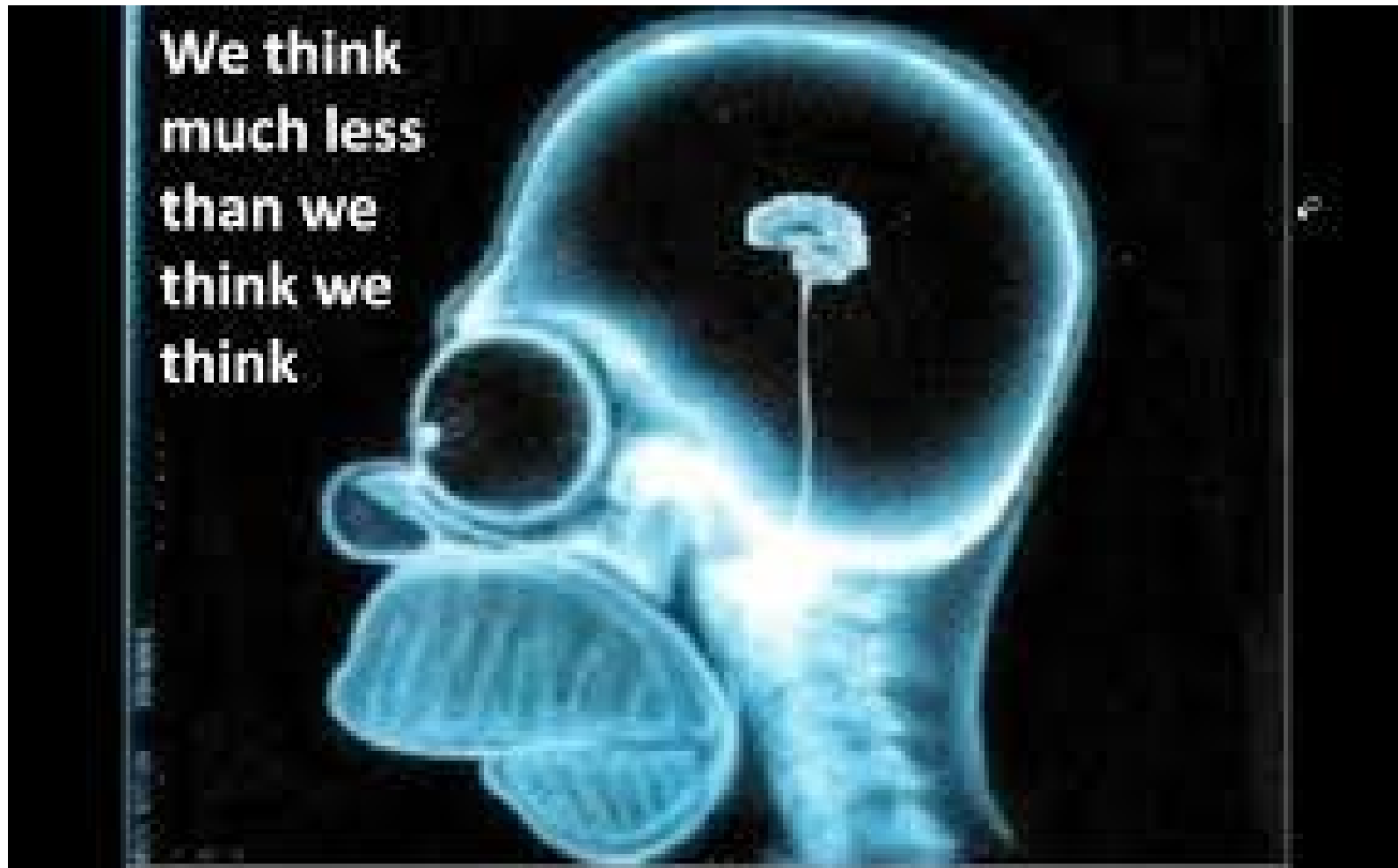
Errors: Inattentive blindness

Complex task requires 'brain' practice

Errors: Only 4% of behaviour = 'Thinking'

Way forward Errors motorists & cyclists

- Train 'safe & preferred' behaviour from the start

- Increase hazard perception

- Makes preferred/ safe behaviour 'easy'

- Attractive, comfortable and more or less automatic

Why road users commit violations

- Behaviour is rewarding: e.g. speed shorter travel time/thrill

- Over-optimistic about personal control and skills

- Perverse feedback loop

- Poor at anticipating/imagining life changing events

- We all do it & and find ways to justify

Way forward violations motorists

- **Raise awareness**
  - Education (but not fear-evoking)

- **Make 'risky' behaviour less rewarding**
  - Police enforcement on drink driving, speeding, distracted driving
  - Penalties in relation to risk-setting

- **Don't trigger, provoke, or confuse**
  - Credible speed limits

- **Make violations impossible**
  - Intelligent speed adaptation (ISA)

Way forward violations motorists

- **Raise awareness**
  - Education (but not fear-evoking)
  - Extra responsibility
- **Make 'risky' behaviour less rewarding**
  - Police enforcement on drink driving, speeding, distracted driving
  - Penalties in relation to risk-setting
- **Don't trigger, provoke, or confuse**
  - Credible speed limits
- **Make violations impossible**
  - Intelligent speed adaptation (ISA)

Way forward violations Cyclists

- **Raise awareness**
  - Education (but not fear-evoking)
  - Distracted and drunk cycling
  - Visibility and vulnerability

- **Make 'risky' behaviour less rewarding**
  - Police enforcement on visibility and road use

- **Don't trigger, provoke, or confuse**

- **Make violations impossible**
  - Remove 'useless' traffic lights

- Especially for children, poverty or deprived living conditions should not create barriers for cycling.