Title: Combining quantitative and qualitative research when analysing driver behaviour

Authors: 1FACTUM OG, 2SWOV

Email: Juliane.Haupt@factum.at, nicole.van.nes@swov.nl

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Quantitative research has historically been the cornerstone of social- and human science research. Representatives of quantitative methods call for researchers to “eliminate their biases, remain emotionally detached and uninvolved with the objects of study and test or empirically justify their stated hypotheses” (Johnson & Onwuegbuzie, 2004, p.14).

In contrast, representatives of qualitative methods support a constructivist or interpretivist paradigm and “contend that multiple-constructed realities abound, that time-and context-free generalizations are neither desirable nor possible, that research is value-bound, that it is impossible to differentiate fully causes and effects, that logic flows from specific to general and that knower and known cannot be separated because the subjective knower is the only source of reality” (Johnson & Onwuegbuzie, 2004, p. 14).

The majority of research on driver behaviour is determined by quantitative methods.

In order to illustrate why it can be important to combine qualitative and quantitative research when driver behaviour is investigated a study will be introduced that applied both, qualitative and quantitative methods. Within a five weeks naturalistic driving study 20 drivers were asked to drive twice a selected unfamiliar route. Drivers glance behaviour at intersections was investigated by a qualitative observation and by a quantitative analysis. Introduced results will highlight the relevance of both, qualitative and quantitative analysis.

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