DIFFERENT STAKE HOLDERS' ATTITUDES TO ISA

Emeli Falk, András Várhelyi, Ralf Risser

Department of Technology and Society, Lund University, Sweden Lund University
Box 118
S-221 00 Lund, Sweden
Phone: +46/46-222 91 29
Fax: +46/46-12 32 72
E-mail: emeli.falk@tft.lth.se

Intelligent Speed Adaptation (ISA) has been proved to have a big safety potential that can reduce costs for the society. The acceptance of ISA at an individual level has been showed to depend on how attractive and satisfying the product is to the driver, the driver's attitude towards speed limits, intention to keep the speed limit and opinion of the accident risk. These factors can, and are, influenced by different stake holders in the society (such as the car industry, insurance companies, politicians and municipality employers, opinion makers, car rental companies, taxi and road carrier companies). What these operators think about ISA is not known.

In a recently started project at Lund University, these stake holders' attitudes to ISA are being studied. The aim of study is to clarify what roll the different stake holders think they play in creating a demand for an ISA-system, what requirements have to be meet, obstacles to be removed and what expectations and demands they have on other stake holders.

The stake holders seem to be pending on each others reaction towards ISA-systems. A situation can occur in which the car owners do not invest in the system because the car industry do not believe in it, the car industry waits upon the politicians' standpoint, and the politicians leer at the public opinion... Decision makers need a good picture of what decisions are needed in order to make the car industry produce the system; to make companies with fleet of vehicles invest in the system; to make purchaser of transport services demand the system; to make the insurance companies reward drivers with the system etc. The manufacturers need straight answers of the standpoint of the decision makers and how big the demand among companies with fleets of vehicles is. Private car drivers and companies with fleets of vehicles need to know what support they can expect from the government or from the insurance companies.

The study is based on explorative studies were the different stake holders' attitudes, interests, needs, expectations are explored and the differences between the stake holders are analysed. The stake holders are categorized into four different groups:

- Stake holders keen to improve traffic safety (politicians and insurance companies)
- Manufacturer (car industry)
- Catalysts (opinion makers)
- Users (privet car drivers, companies with fleet of vehicles, car rental companies etc.)

The aim of this presentation is to describe the hypotheses and methods of the study.

Actors' expectations and requests regarding ISA implementation

The study design

Emeli Falk
Erik van Hofslot
András Várhelyi
Ralf Risser

LUND INSTITUTE OF TECHNOLOGY
Lund University

Background
Aim
Study plan
Key issues
Data collection method
Expected results

Background

- Intelligent Speed Adaptation (ISA) has been proved to have a great traffic safety potential.
- ISA implementation involves several actors with different importance for the process.
- Assumption/Problem:

  The involved actors' decision depend on each other

  They seem to be waiting for each other.

Background

Aim

Study plan

Key issues

Data collection method

Expected results

The Aim of the study

Examine and compare the reasons for decision making about ISA among different actors, what creates hesitation and problems concerning implementation and what expectations they have on other actors.

To do this, attitudes to and knowledge of ISA along with motives for its implementation that exist among the actors will also be studied.

Background

Aim

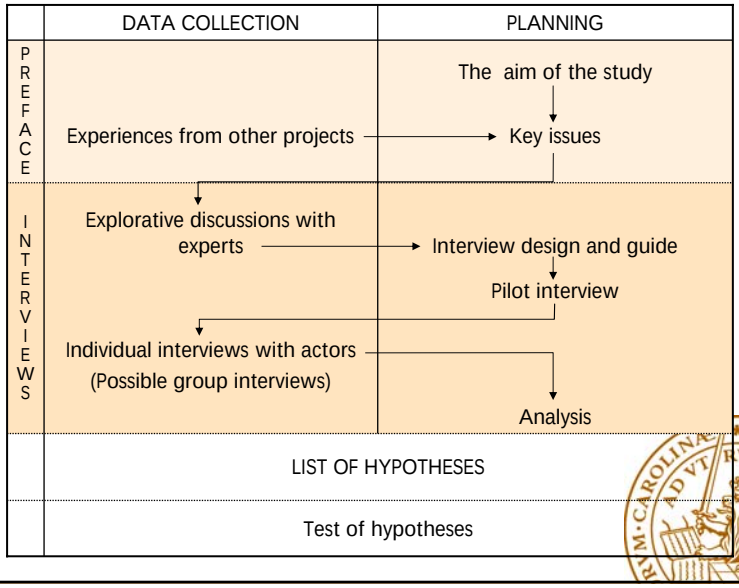
Study plan

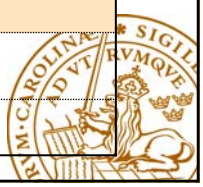
Key issues

Data collection method

Expected results

The Study plan





Background

Aim

Study plan

Key issues

Data collection method

Expected results

Key issues

1. What knowledge of and attitude to ISA do the actors have? Do the actors think that an implementation of ISA is preferable?
2. What aspects are important to the actors when making a standpoint concerning ISA?
3. How would an implemented ISA affect the actors' activity?
4. What creates hesitation concerning future implementation/use of ISA?
5. What do actors know about other actors' attitude towards ISA and how does it affect them?
6. What requests do the actors have on other actors' acting?
7. What do the actors think of future implementation of ISA?

Background

Aim

Study plan

Key issues

Data collection method

Expected results

Data collection method

- ***Selection of participating actors***
  - The type of actors participating and the individuals representing that organisation/company will be chosen by criteria.

    Example of criteria:
    - ***Activity close to ISA implementation***
    - ***Are able to influence the implementation process***
    - ***…***
- Type of interview
- Degree of structure
- Interview guide

Background
Aim
Study plan
Key issues
Data collection method
Expected results

Data collection method

- Key actors
- ***Type of interview***
  - The interviews will be carried out individually (with a person representing the actor).
  - Afterwards group interviews can be added. The group should then involve different types of actors.
- Degree of structure
- Interview guide

Background
Aim
Study plan
Key issues
Data collection method
Expected results

Data collection method

- Key actors
- Individual interviews
- ***Degree of structure***
  - The interviews will be qualitative and relatively unstructured
  - The interview guide will provide detailed information of the key issues
  - The actors are free to discuss the key issues from their point of view
- Interview guide

Background

Aim

Study plan

Key issues

Data collection method

Expected results

Data collection method

- Key actors
- Individual interviews
- Unstructured interview, bound to certain topics
- ***Interview guide***

The interview guide will consist of:

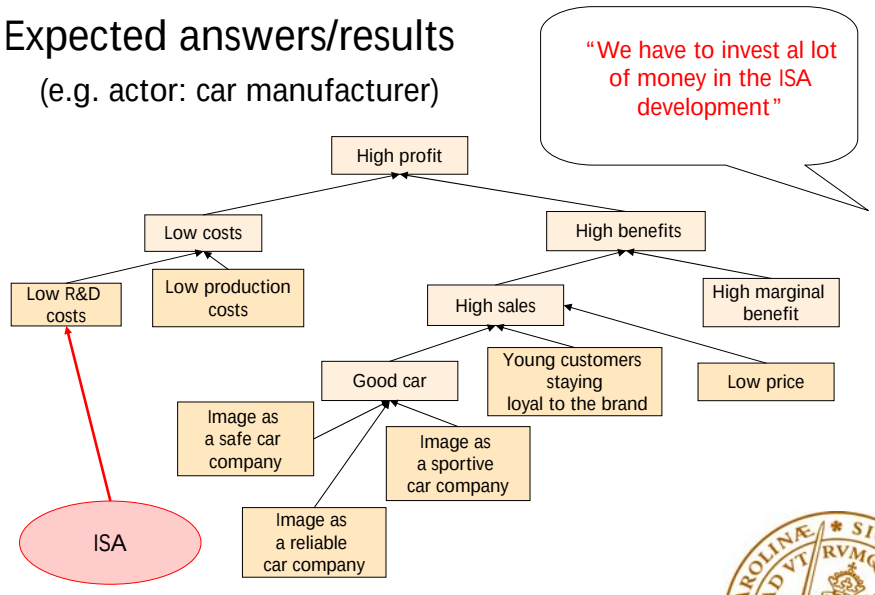
– The issues that should be discussed

– The order in which the key issues should be presented

– Supporting questions under each issue to help the interview proceed move along

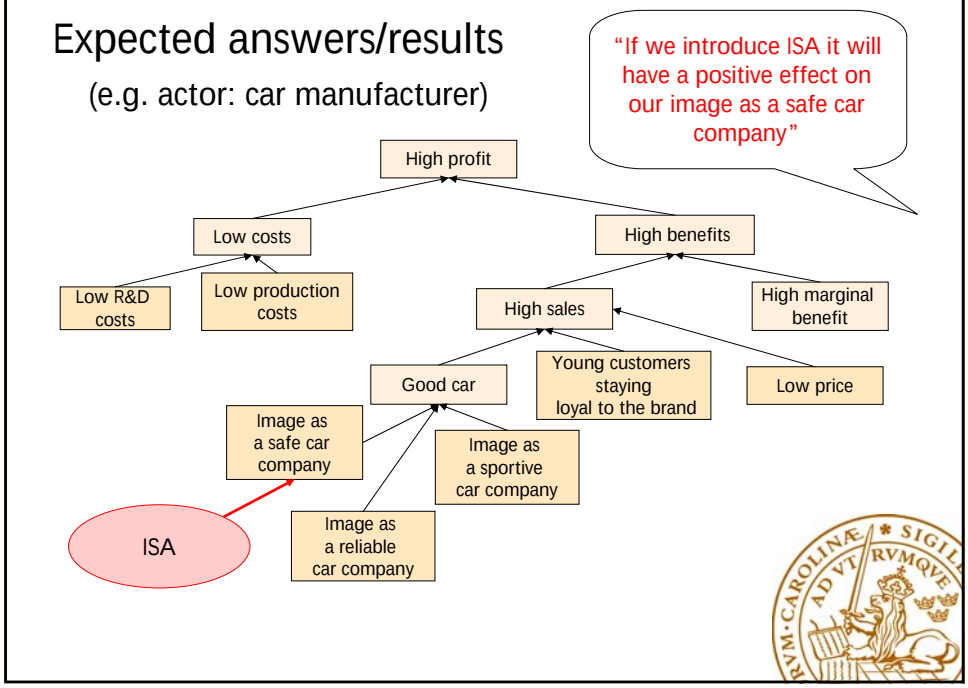
Expected answers/results

(e.g. actor: car manufacturer)



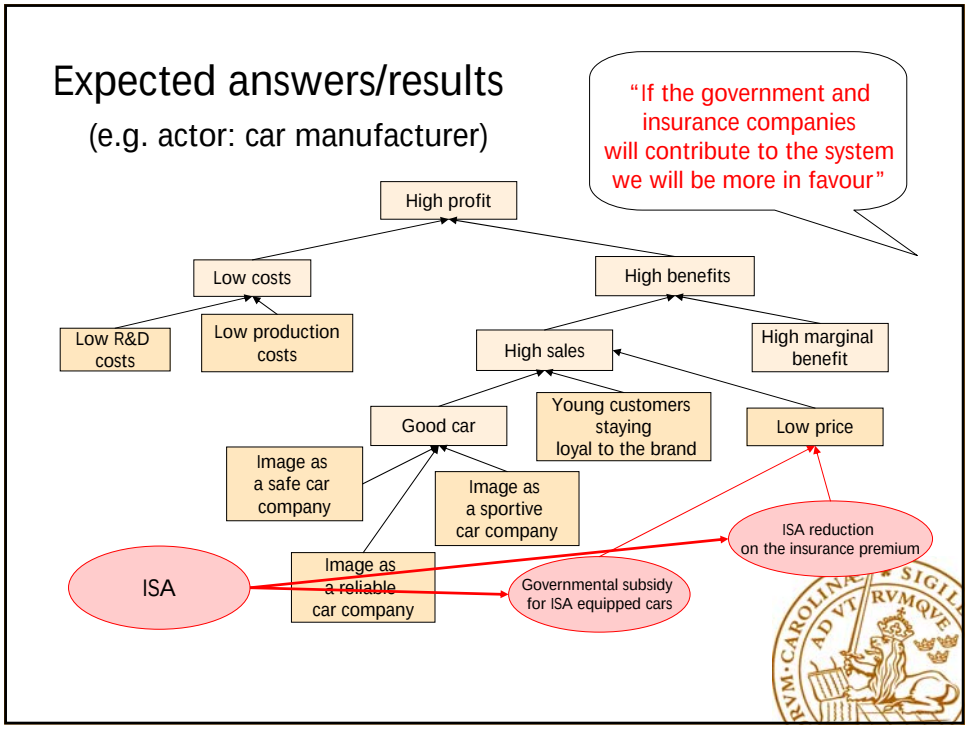
Expected answers/results

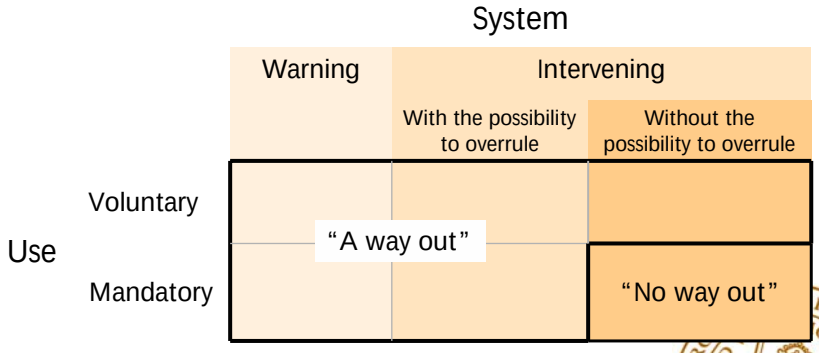
(e.g. actor: car manufacturer)



Expected answers/results

(e.g. actor: car manufacturer)



The concept of ISA

ISA is a system in the car that automatically helps the driver to keep the speed limits.