

How does the use of ISA affect drivers' attitude towards the system?

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ISA

- in Sweden

- Swedish National Road Administration
- 1999-2002
- 4500 vehicles
- 4 cities



Borlänge

- 400 vehicles
- 700 km of roads



- Informed
- Warned
- Logged

The Aim

The aim of this study is to examine how the use of an informative ISA speed-warning device affects drivers' attitude towards the system

n=161

29-79 years old (mean 55 years)

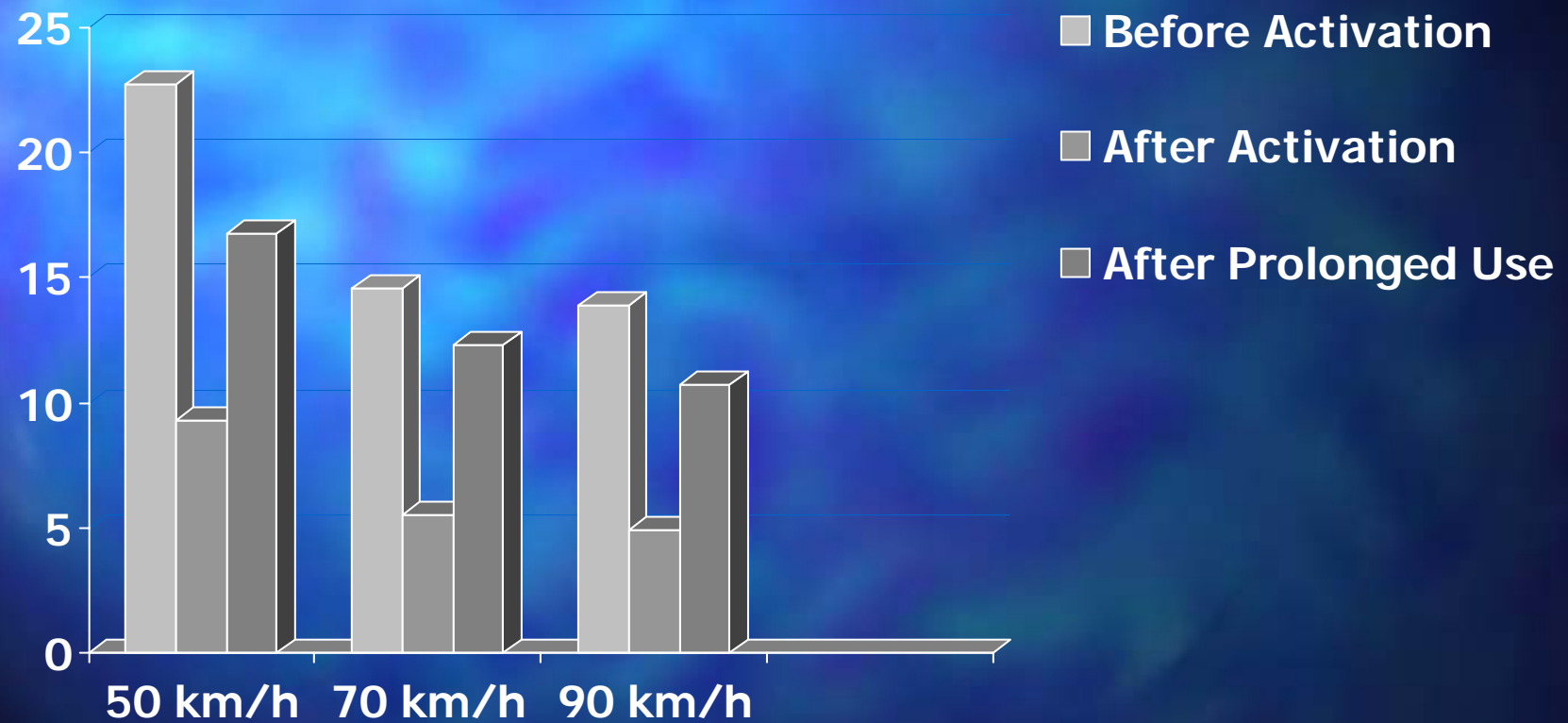
72% men; 28% women

Before Activation
(March 2000)

After Activation
(Depending on installation)

After Prolonged Use
(December 2001)

Time spent Speeding (%)



Driving Experience

Feeling controlled ***

Safety in traffic

Attention of pedestrians

Travel time in urban areas ***

Irritation in traffic ***

Stress in traffic

Driving Behaviour

Feeling of being in the way

Looking at the speedometer ***

Need for paying attention

Feeling of frustration

Feeling of time pressure

Need for effort

Need for accelerating/braking

Being a better driver **

Acceptance of ISA

(van der Laan, 1997)

Usefulness

Satisfaction

Where is ISA most desirable?

at schools and day nurseries with 30 km/h

at schools and day nurseries with 50 km/h

housing estates with 30 km/h

in urban areas with 30 km/h

in housing estates with 50 km/h

in rural areas with 70 km/h

in urban areas during night time

in rural areas with 90 km/h

in rural areas with 110 km/h

on highways with 110 km/h

For Whom is ISA most desirable?

drivers who have repeatedly
been convicted for speeding

drivers who recently received their driving licence

young private drivers

commercial drivers transporting children to school

bus drivers

taxi drivers

truck drivers

all commercial drivers

elderly private drivers

all private car drivers

Speed Reducing Measure

Urban areas *

Rural areas

Conclusion

In general, the use of ISA did not have a large effect on the test drivers' attitude towards the system

Positive Effects

decreased feeling of being controlled

decreased increase in travel time
in urban areas

decreased time needed to look
at the speedometer

increased feeling of being good drivers

Negative Effects

larger feeling of irritation
than expected

decreased positive perception
of the device as a speed
reducing measure in urban
areas

THANK YOU!!!

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