



Shift Your Focus: Spreading Awareness for Safe Driving in the Digital Age

INFO Challenge 2023

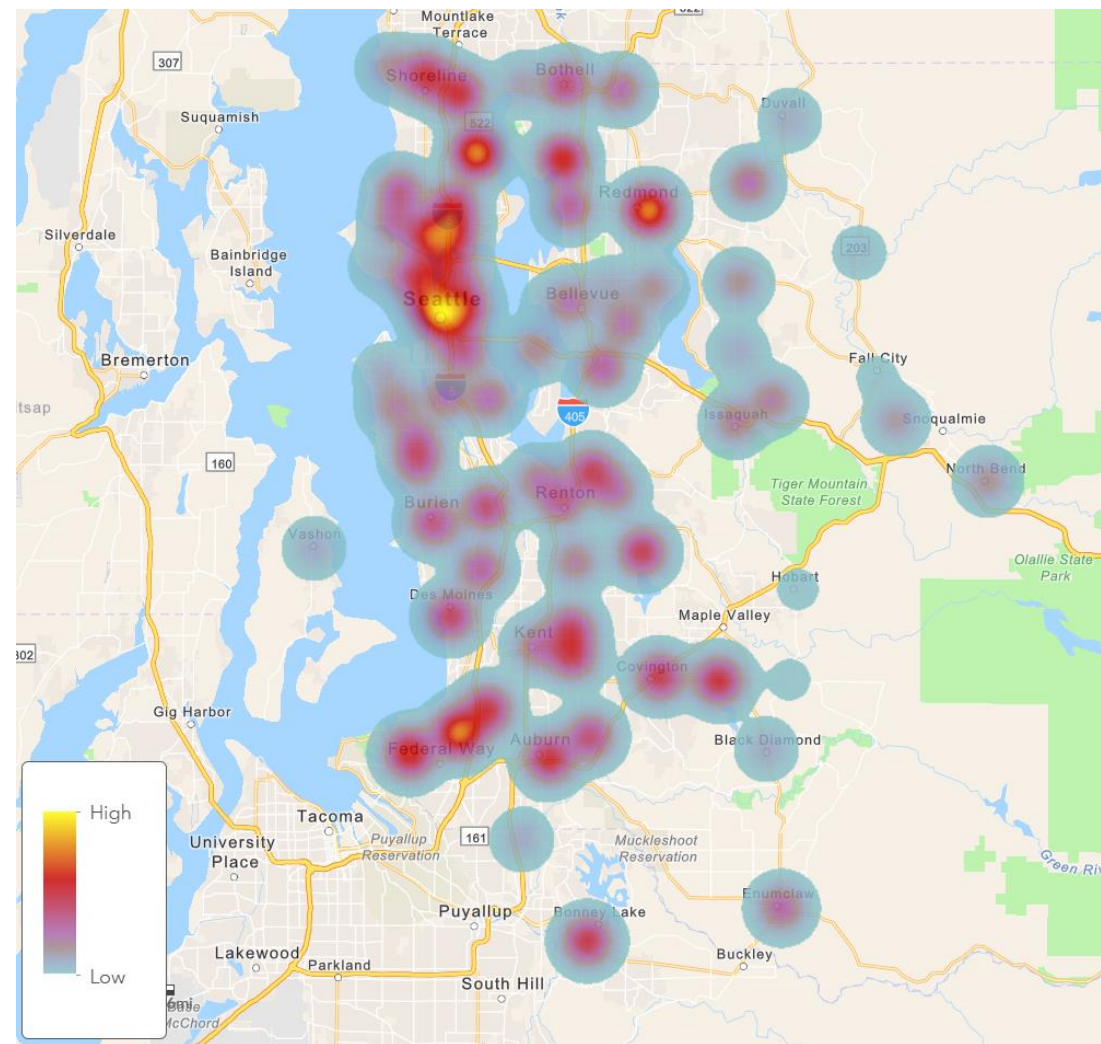
Presented by
Aditya Kiran
Rajeevan Madabushi
Sravya Lenka
Srikanth Parvathala

An isometric illustration of a city street scene. The scene includes a multi-lane road with a crosswalk, a curved road on the right, and a railway crossing at the bottom left. Various vehicles are present: a green car, a white van, a yellow car, a red bus, a yellow taxi, a white truck, and a blue and white truck. Traffic signs include a 30 speed limit sign, a parking sign (P), a yield sign, a no parking sign, and a one-way sign. A traffic light is visible on the left. The word "Objectives" is centered in the middle of the image in a large, white, sans-serif font.

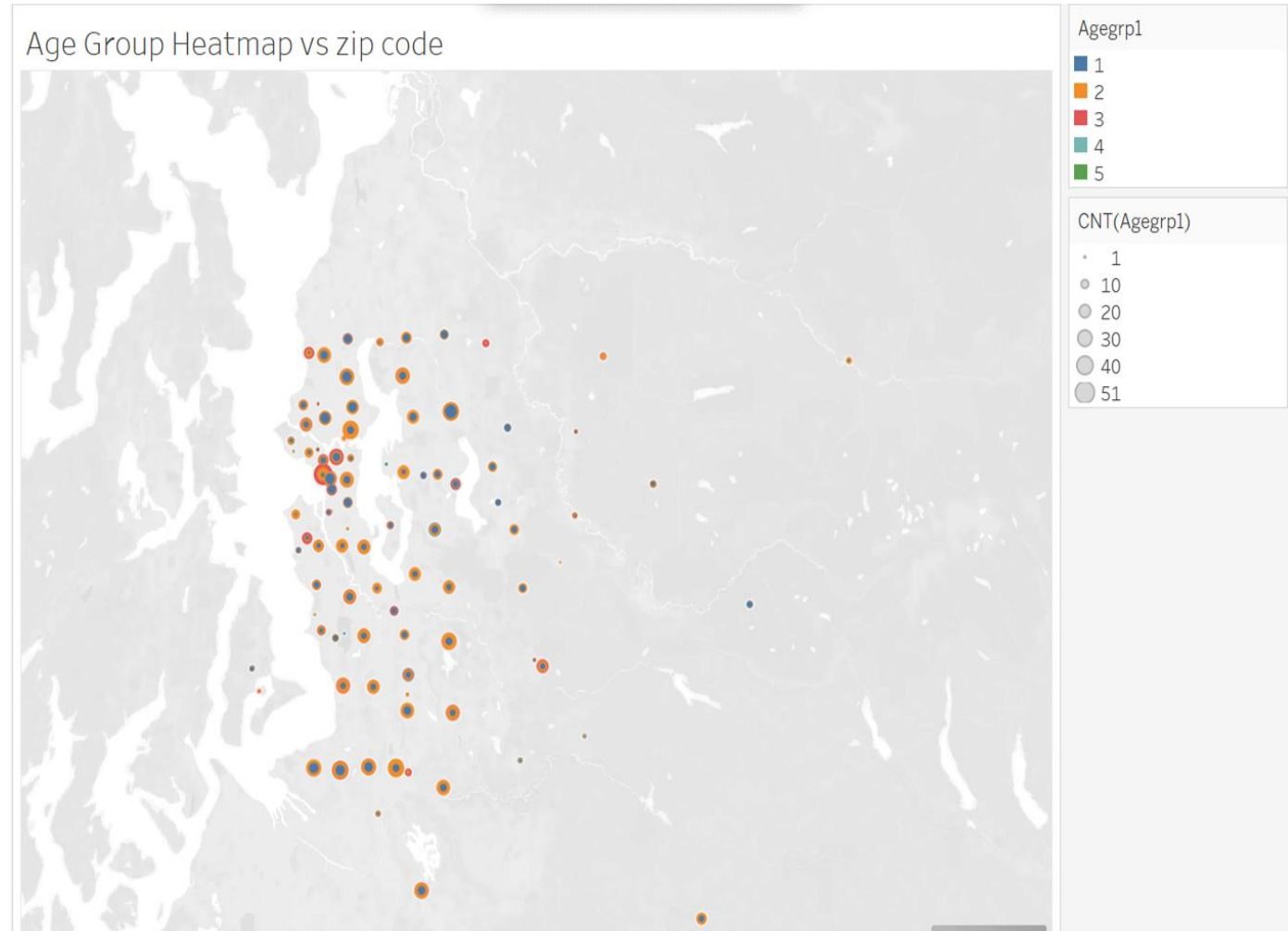
Objectives

Basic Analysis

Distribution of survey count based on Zip Code



Distribution of Zip Code & Age group



How much law do the people know?

Parameter	Legal %	Illegal %	Unsure %
Type an address into GPS while driving	13.45	57.94	28.6
Call 911 while driving	57.1	12.95	29.95
Hold a cell phone to talk on speaker mode while you are driving	17.85	62.5	19.64
Use the camera on your cell phone camera while stopped at an intersection	16.1	50.66	33.22



Request to stop using devices from family

Crashing your car because you were using a cell phone while driving

Killing someone with your car because you were using your cell phone while driving



people's knowledge about the new rules on most of the parameters

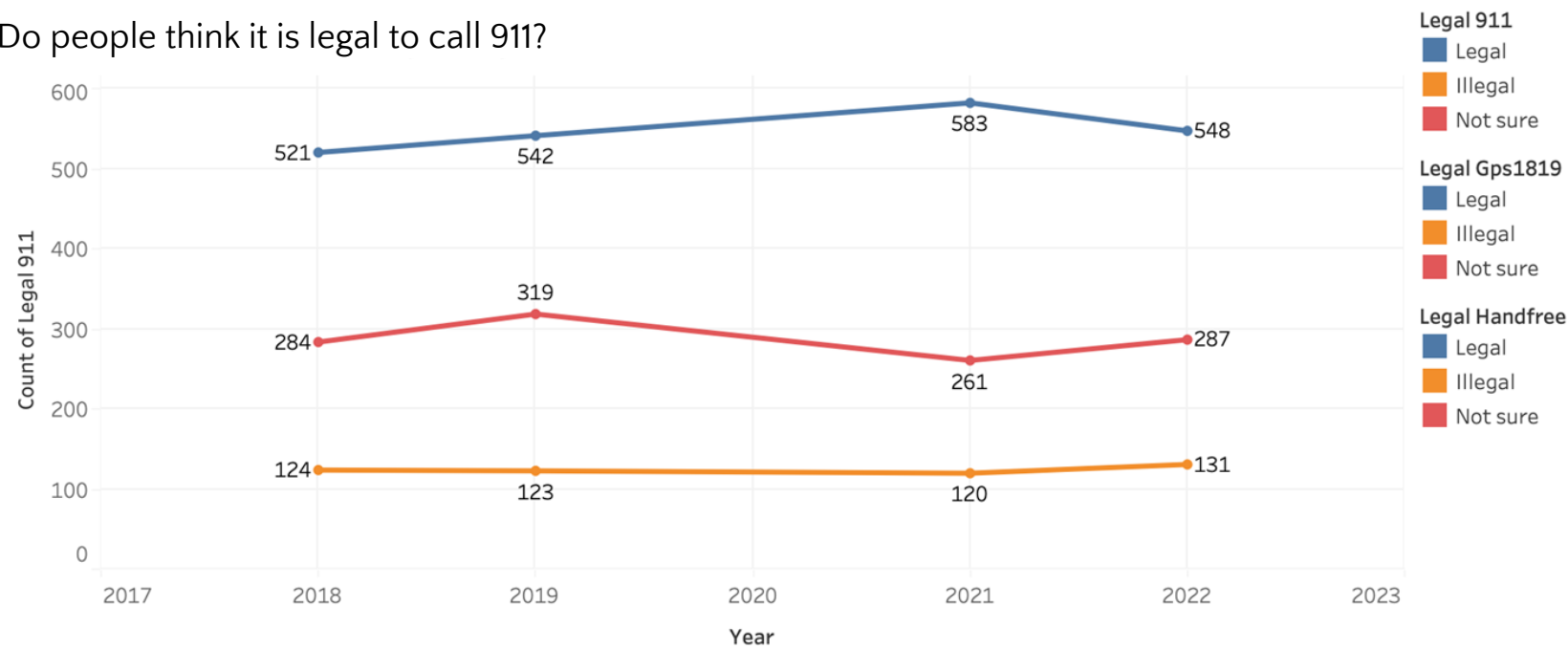
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Despite that people are unsure and few are outright wrong about new rules

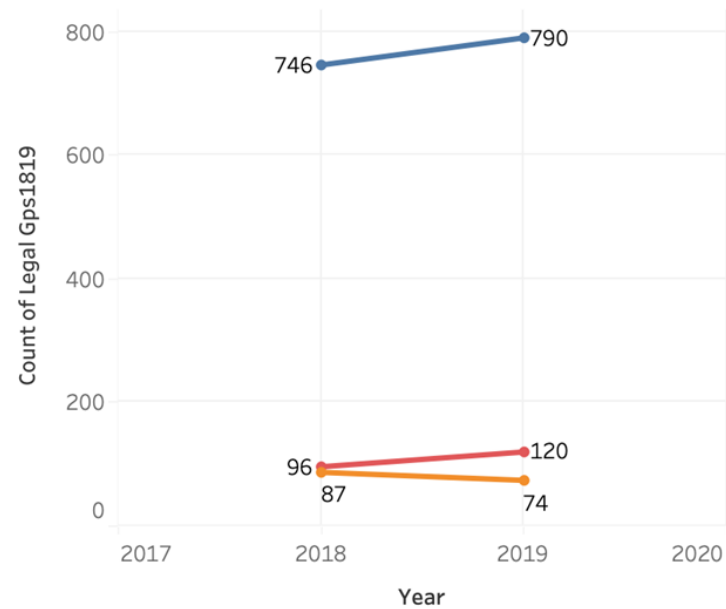
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Even when looking at what makes people stop using devices, their responses are astonishing.

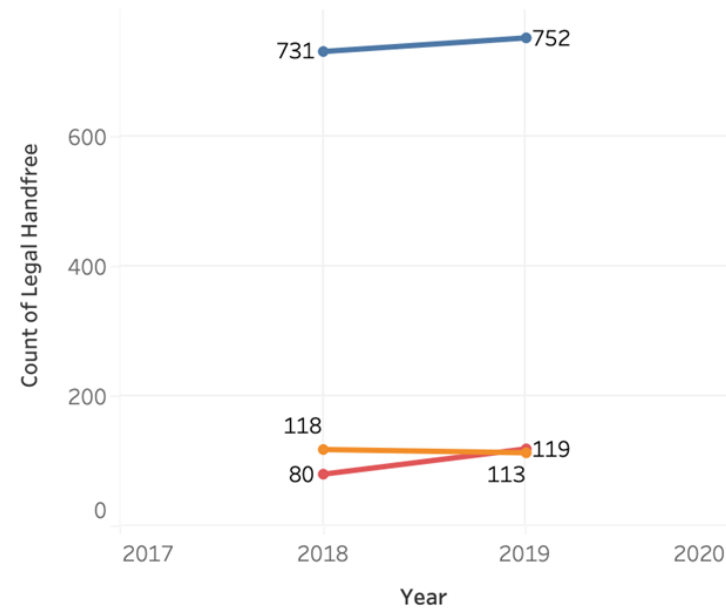
Do people think it is legal to call 911?



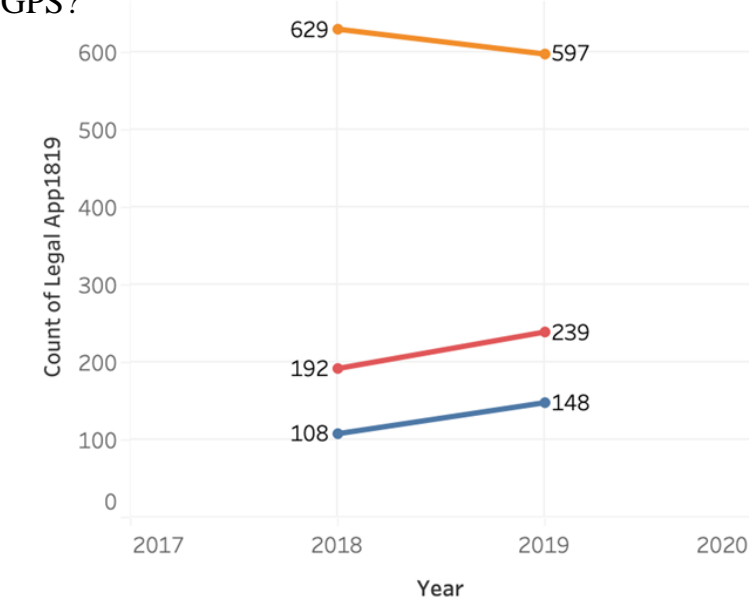
Do people think it is legal to use GPS?



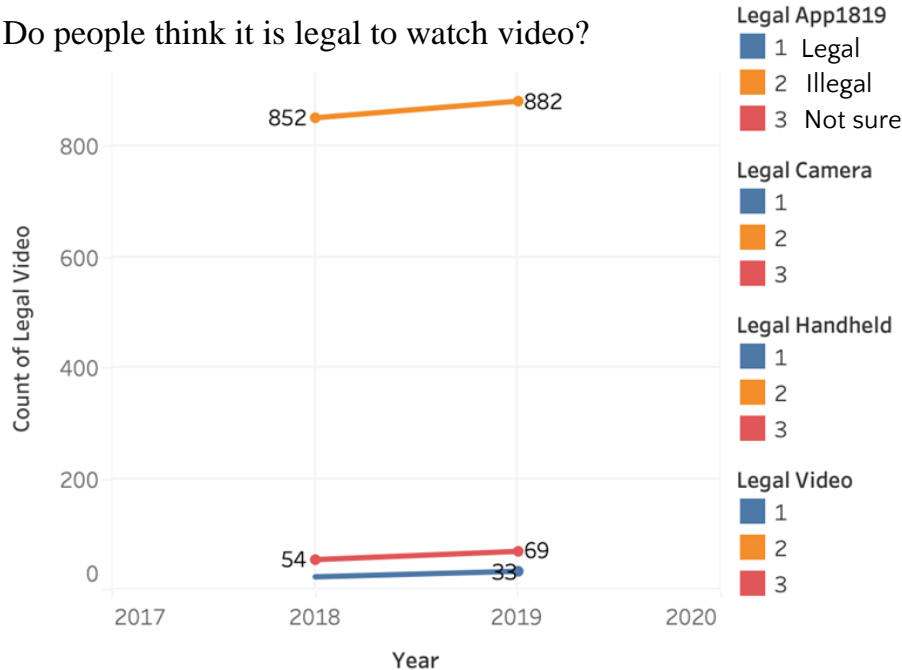
Do people think it is legal to use device handsfree?



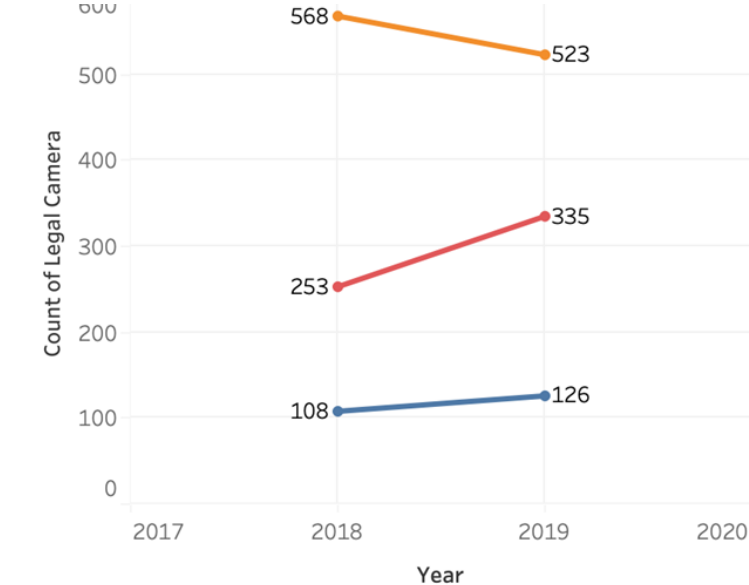
Do people think it is legal to use apps other than GPS?



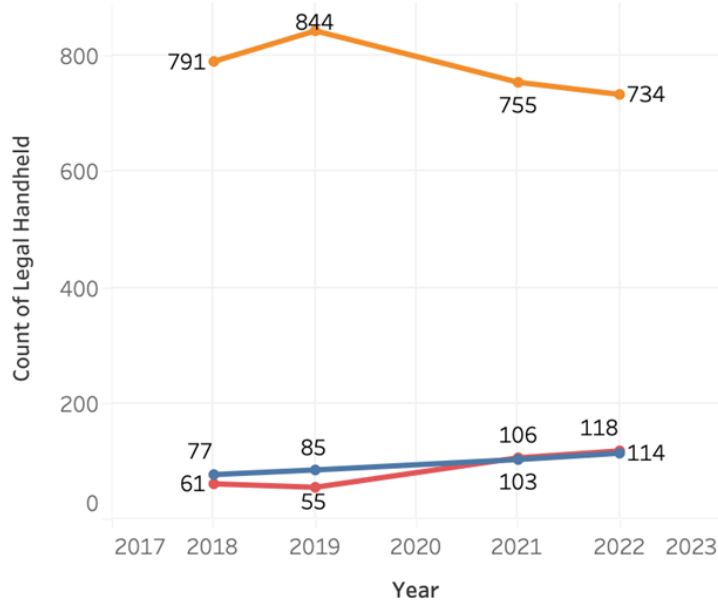
Do people think it is legal to watch video?



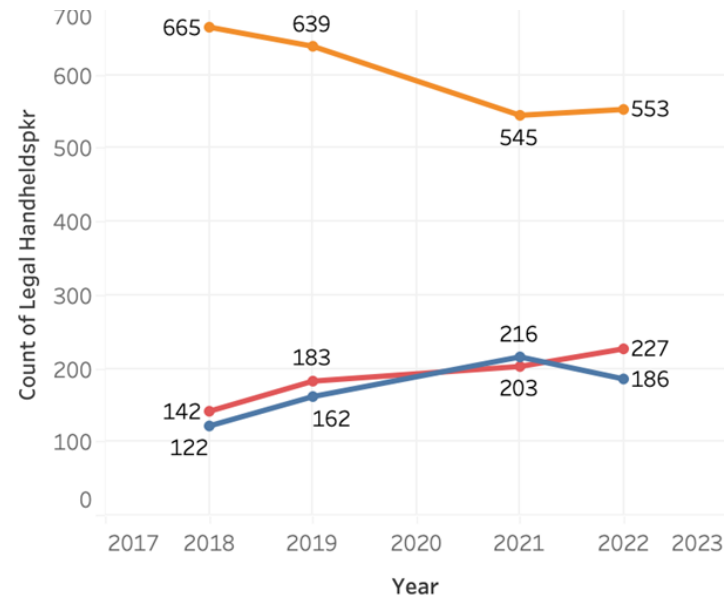
Do people think it is legal to use camera at intersection?



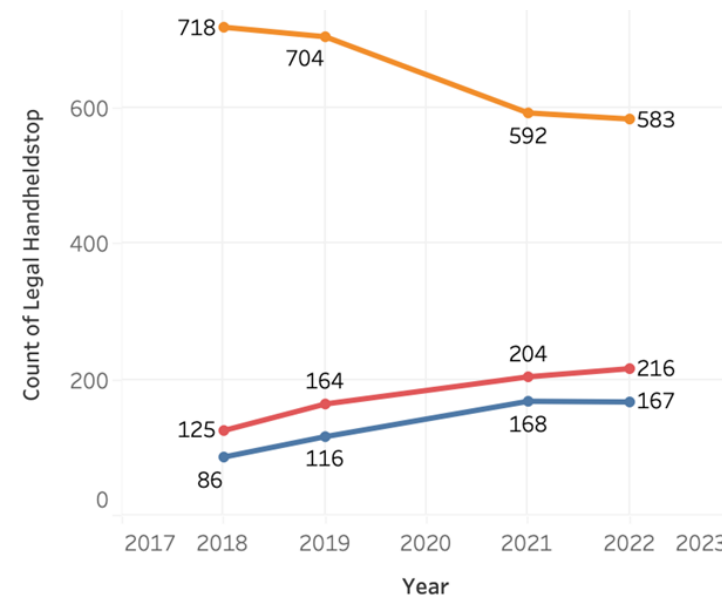
Do people think it is legal to use handheld device?



Do people think it is legal to use handheld device on speaker?

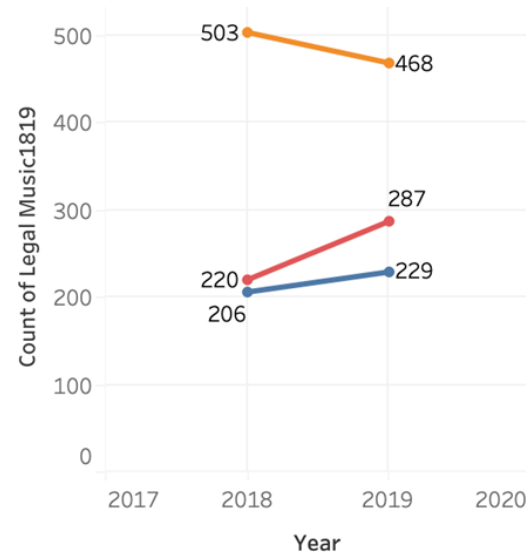


Do people think it is legal to use handheld device when stopped at intersection?

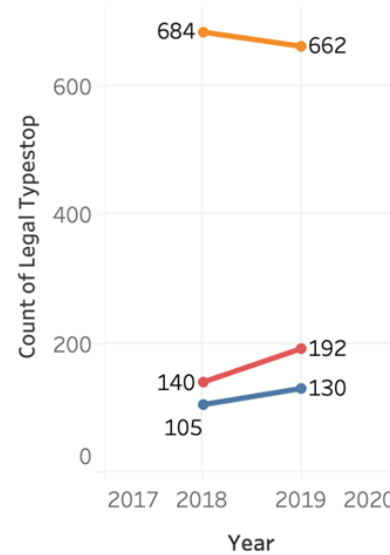


- Legal Handheldspkr
 - 1 Lega
 - 2 Illegal
 - 3 Not Sure
- Legal Handheldstop
 - 1
 - 2
 - 3
- Legal Music1819
 - 1
 - 2
 - 3
- Legal Readstop
 - 1
 - 2
 - 3
- Legal Typestop
 - 1
 - 2
 - 3

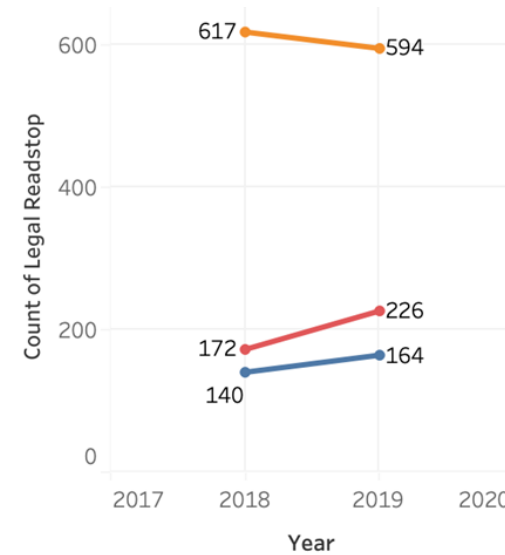
Do people think it is legal to change music?



Do people think it is legal to type when stopped?



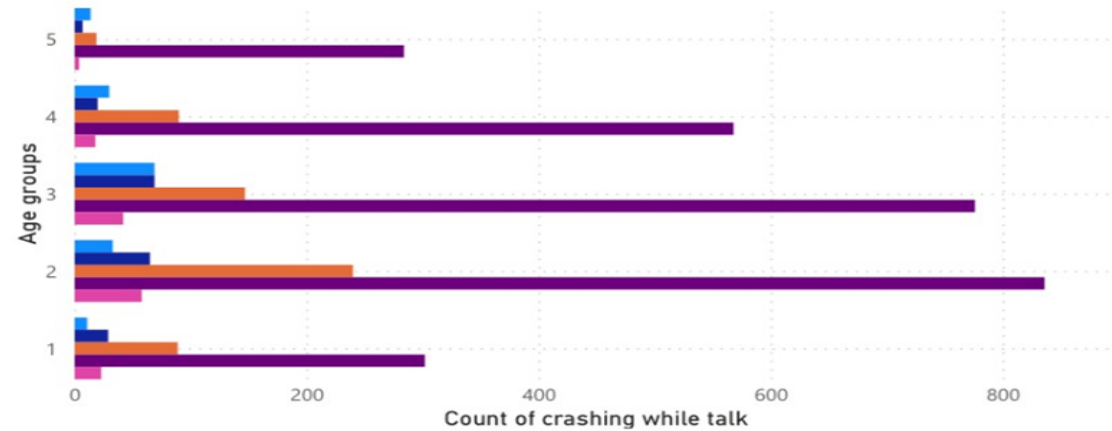
Do people think it is legal to read texts when stopped?



Why did we choose age-group, education, zip code subgroups?

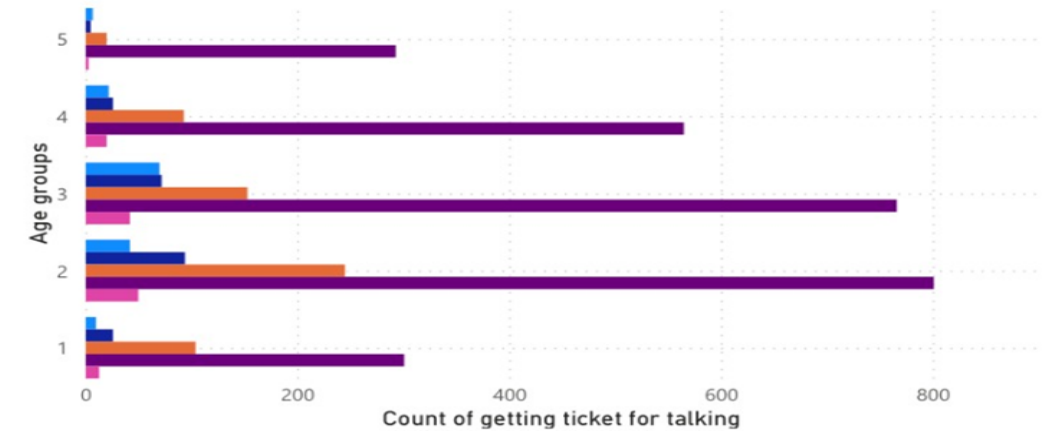
Count of crashing while talk by Age groups and willever_crashtalk

willever_crashtalk 1 2 3 4 5



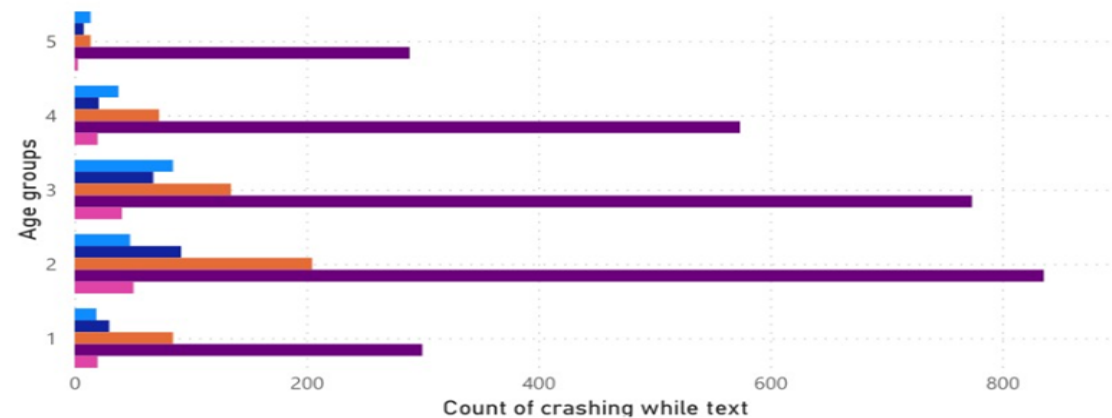
Count of getting ticket for talking by Age groups and willever_tixtalk

willever_tixtalk 1 2 3 4 5



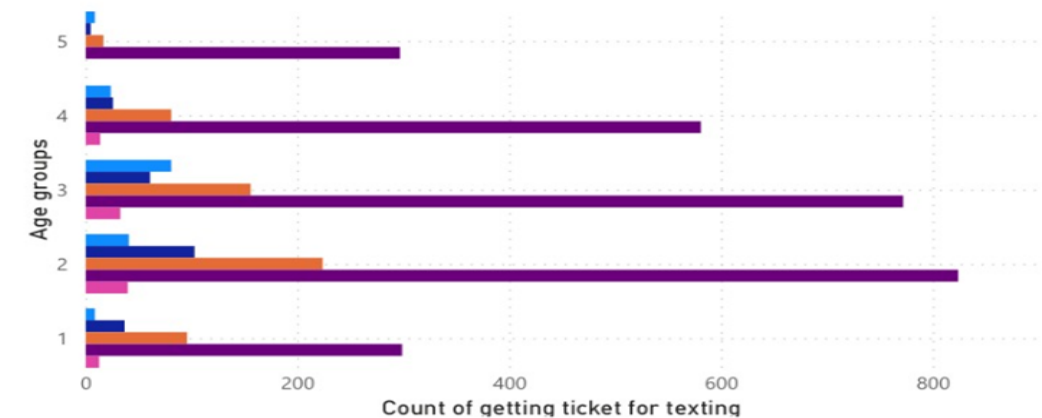
Count of crashing while text by Age groups and willever_crashtext

willever_crashtext 1 2 3 4 5

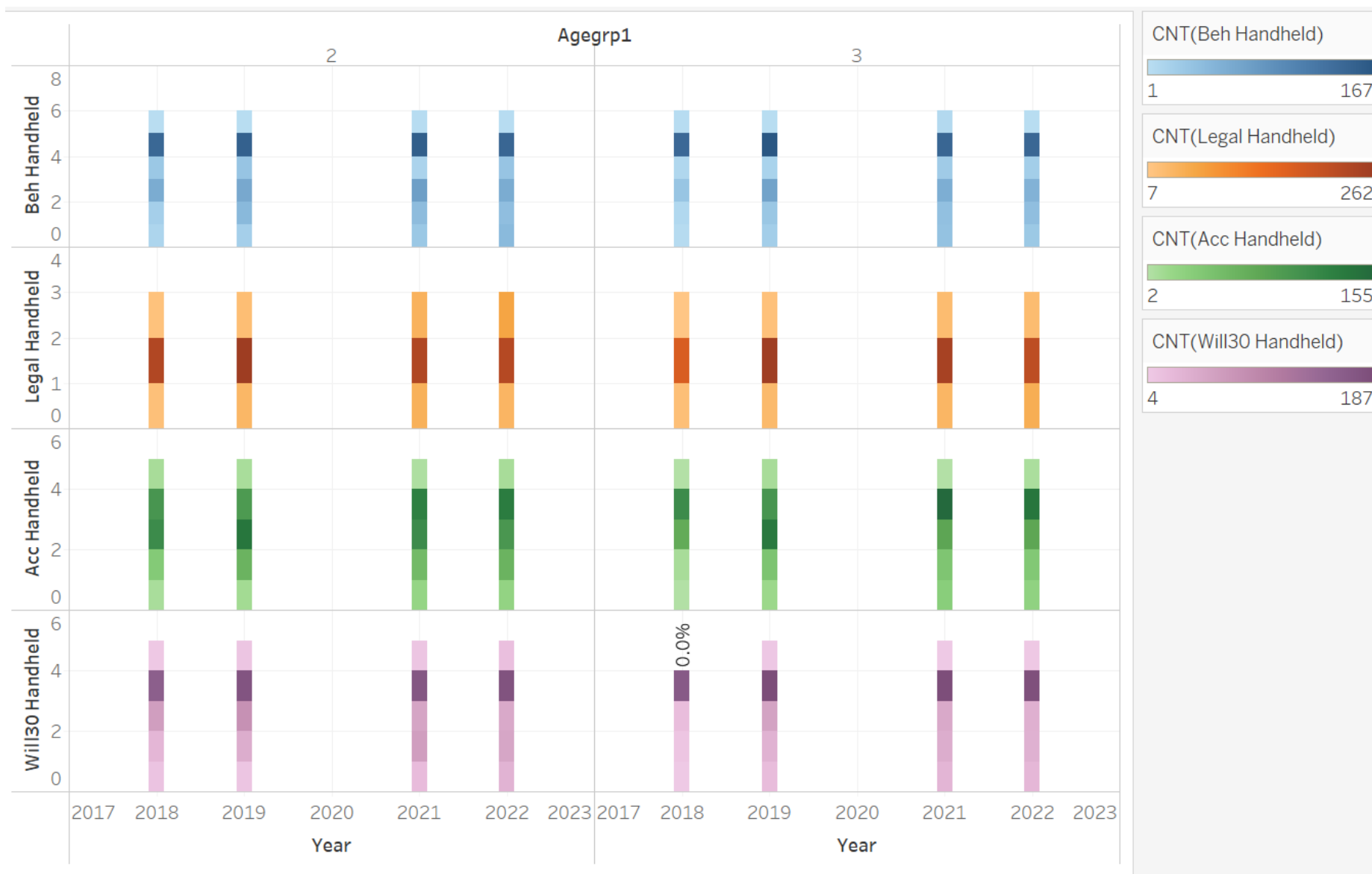


Count of getting ticket for texting by Age groups and willever_tixtext

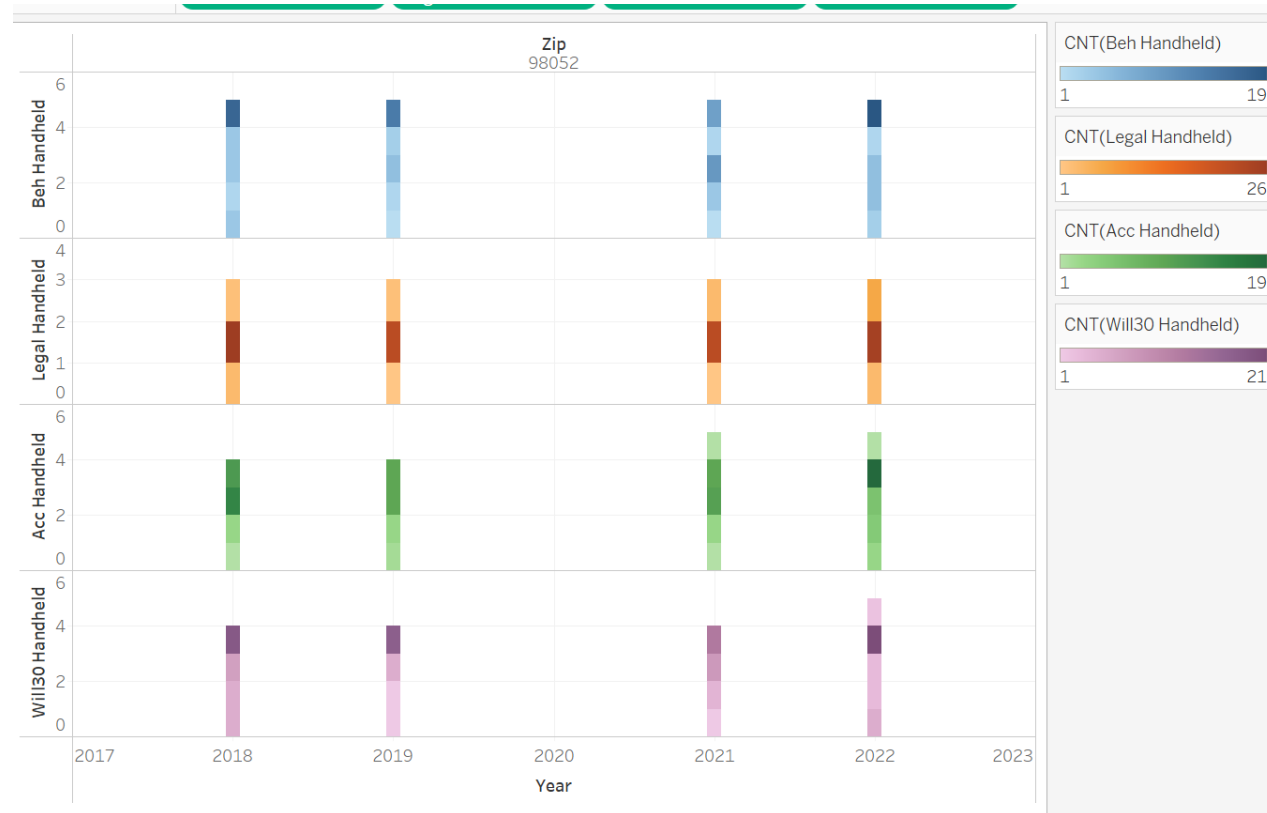
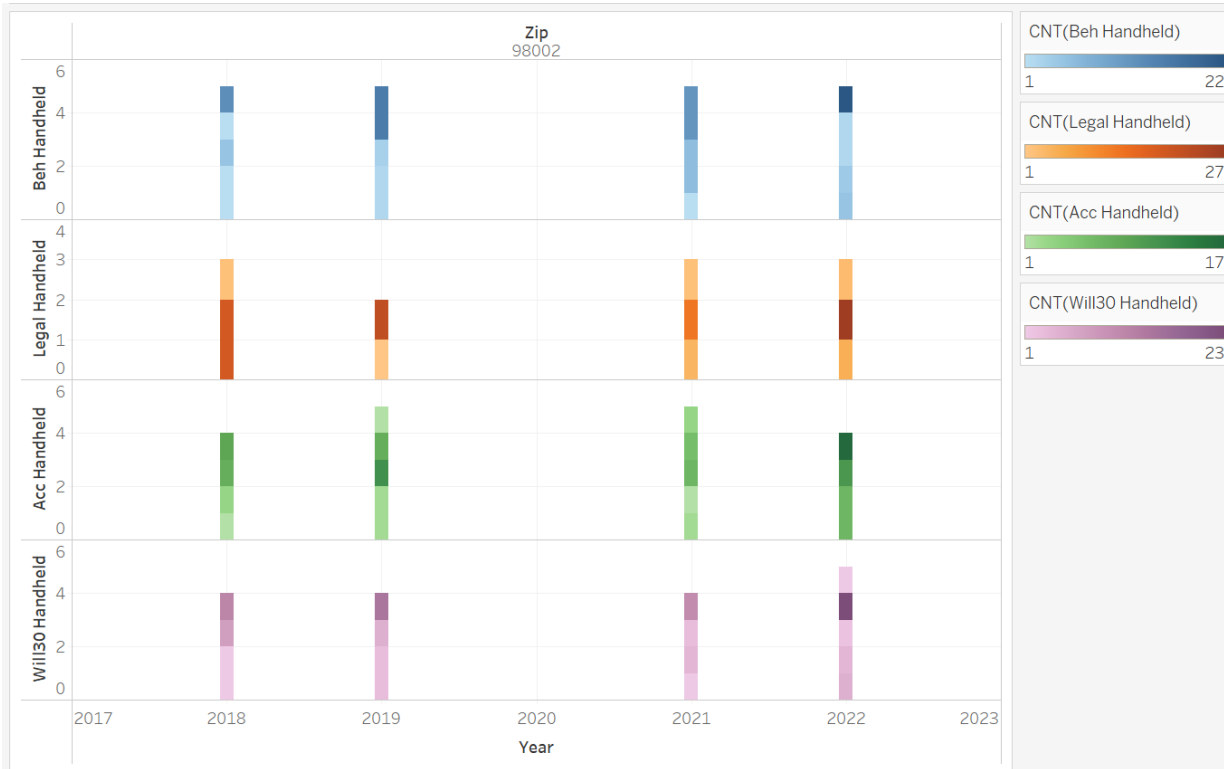
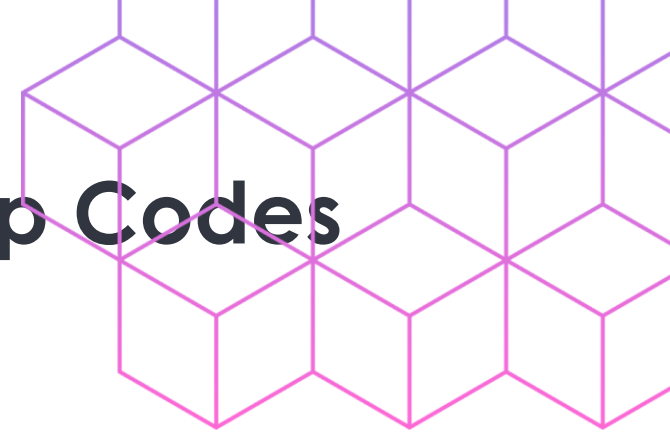
willever_tixtext 1 2 3 4 5



Our findings from subgroups - based on age group

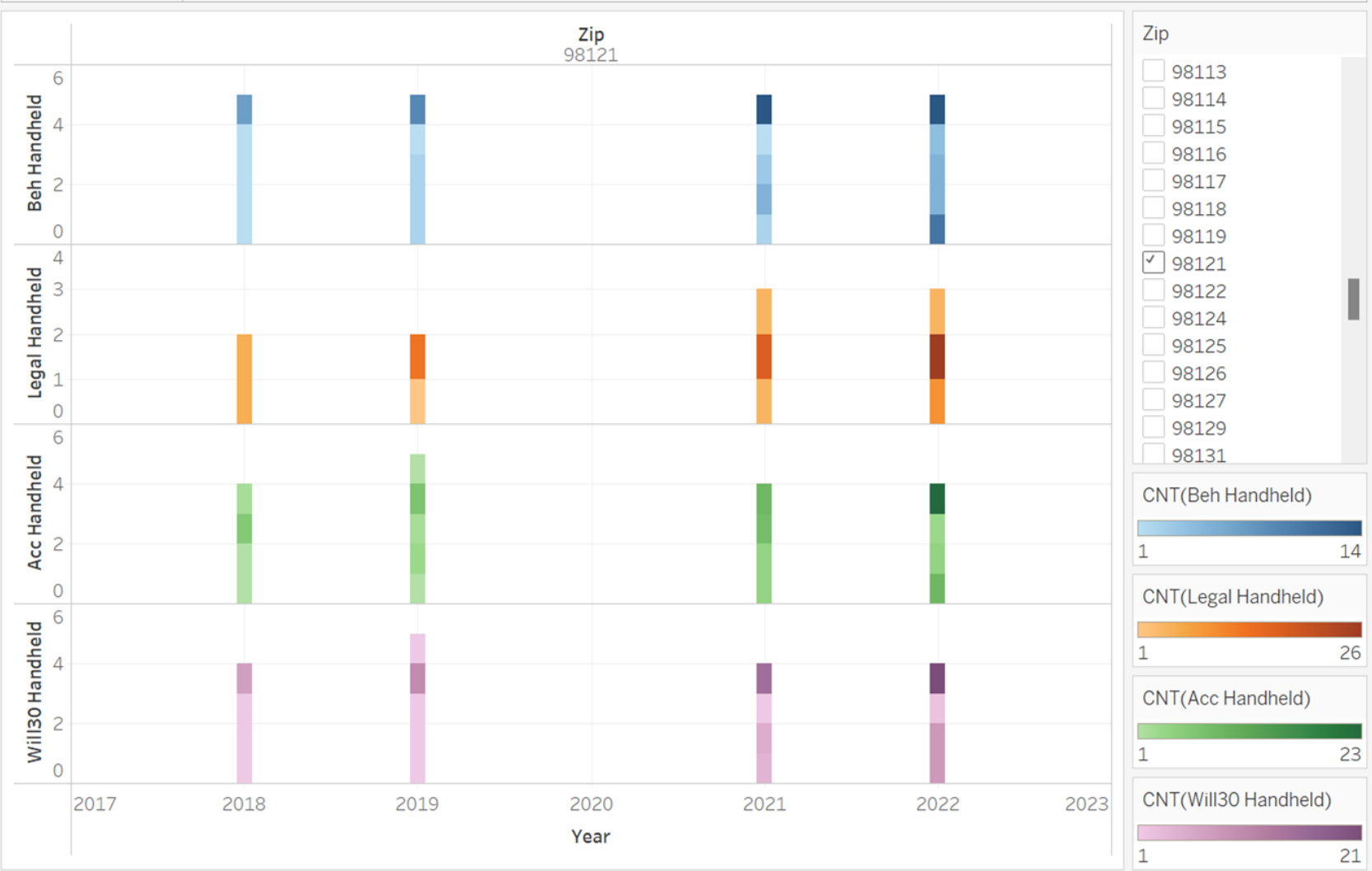


Our findings from subgroups- Based on Zip Codes

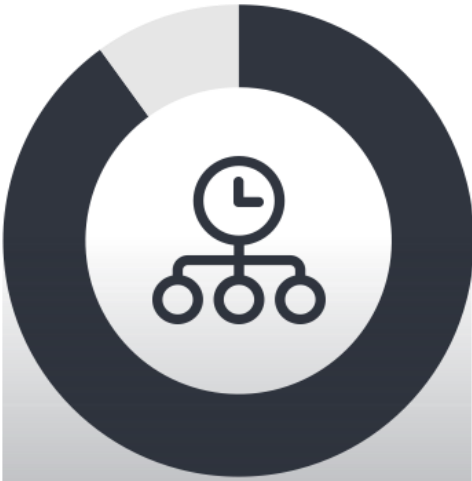




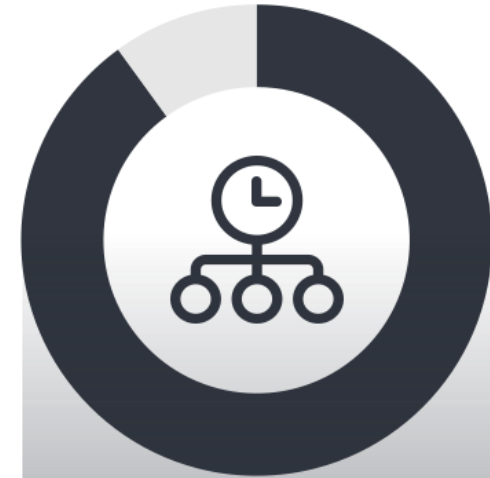
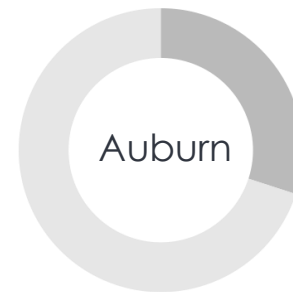
Our findings from subgroups- Based on Zip Codes



Recommendations and Conclusion



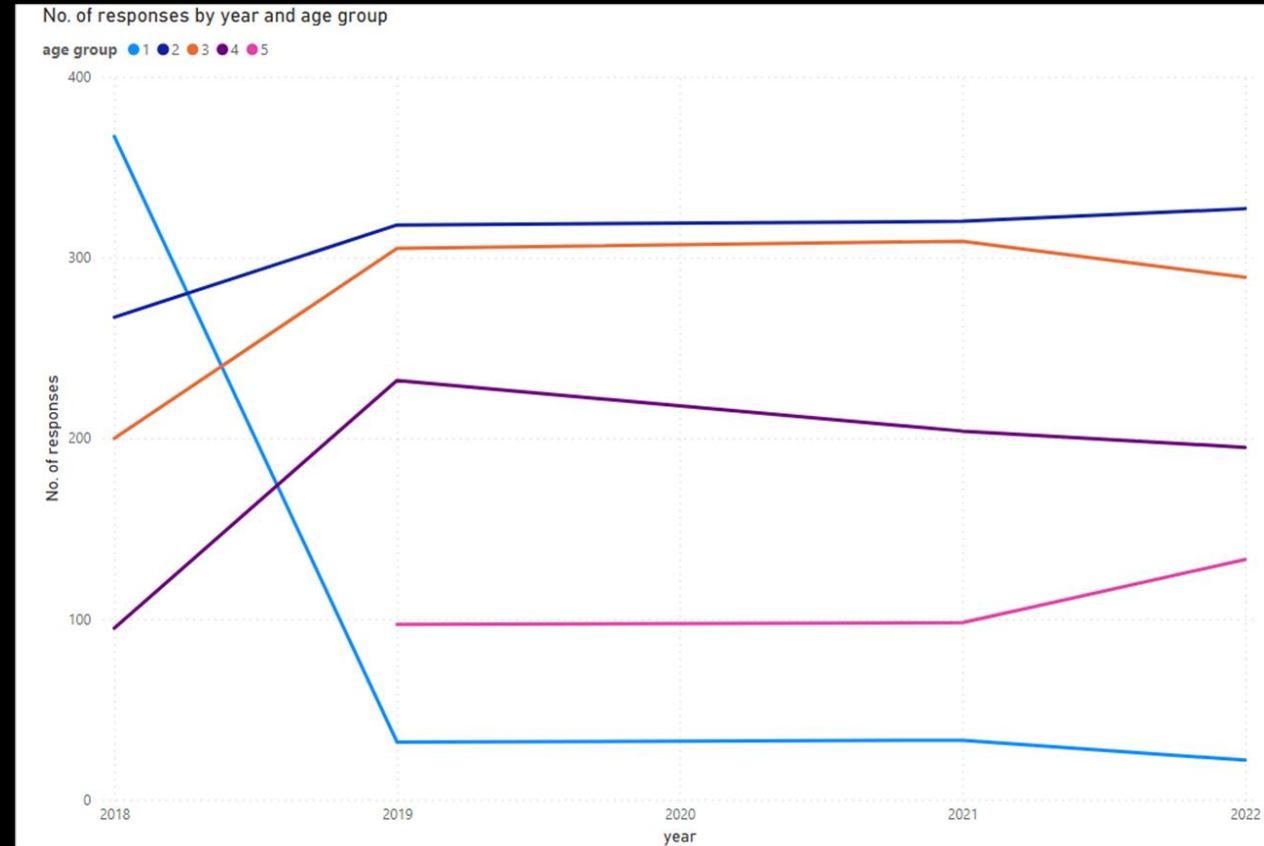
Host social media campaigns, specifically Youtube and Facebook



Impose strict traffic laws so that people who use devices are issued with tickets



Limitations of the dataset



Drop in participation among age 16-17 from 2018 to 2022.

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No data for few parameters in few years



Questions?

Thank you!

