**Exploration of proposed social mechanisms underlying cycling safety**

The safety in numbers effect for cyclists (Jacobsen, 2003) is a widely cited but poorly understood phenomenon. Despite its popularity as an explanation for why injury risk per cyclist reduces with increasing numbers of cyclist within a system, its advocates have largely failed to explicitly define the mechanisms by which it operates. This leaves policy-makers and transport planners without clear understanding of the social processes involved with promoting safer cycling among the travelling population, or direction as to how to promote safer cycling in the absence of investment in separated infrastructure.

**References**

Jacobsen, P.L., 2003. Safety in numbers: more walkers and bicyclists, safer walking and bicycling.[Erratum appears in Inj Prev. 2004 Apr;10(2):127]. *Injury Prevention* 9(3), 205-209.