

IC23039: Deterring Distracted Driving

04MAR2023

Sengpasaya Ounsamone

Our team chose to work on the distracted driving survey dataset from the state of Washington. We categorized the data into three areas: legal awareness, admission of tendencies and behaviors, and effectiveness of deterrence mechanisms. We used demographic data from different age groups to analyze trends. The factors that deterred distracted driving included social factors, technology, tickets, insurance, and previous incidents.

Our analysis revealed that the younger age groups (16-34) had the lowest legal knowledge but were most likely to use their phone while driving. As age increased, the deterring factors became more critical. The most significant common factor was previous incidents, followed by punitive measures such as tickets or higher insurance premiums.

In conclusion, we recommend targeting the younger age groups (18-34) with a campaign promoting legal awareness and the consequences of distracted driving. Possible actions include raising ticket costs, displaying graphic warnings on roads, or using social media video ads to reach the target demographic.