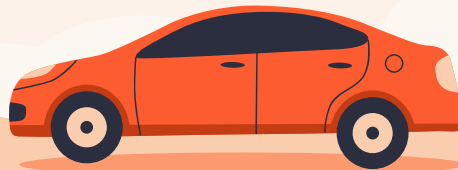


You Killed me at Hello: **Examining Factors Behind** **Mobile Phone Usage When** **Driving**

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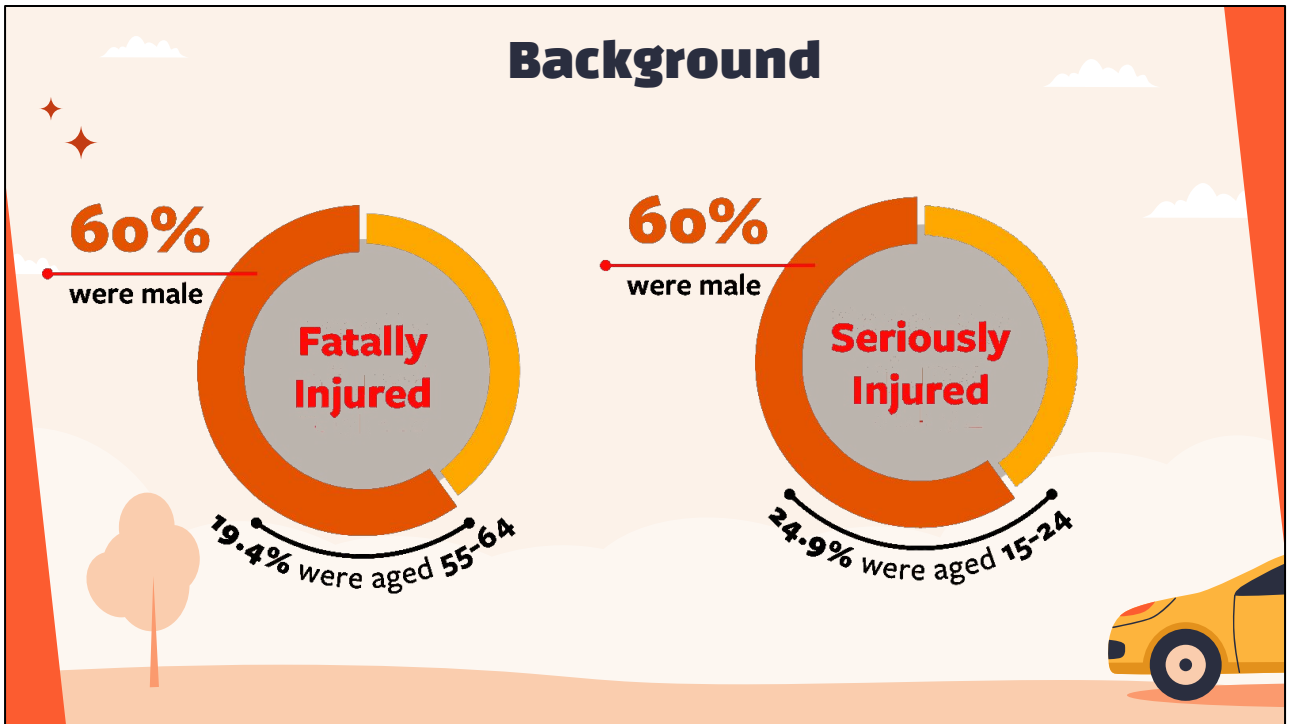






The Audience of this Research is California Lawmakers and Traffic Safety Officials

Background



Despite state laws banning the use of personal mobile devices in “handheld” mode while operating motor vehicles, it continues to be a problem.

Over the last few years, the California Highway Patrol has issued hundreds of thousands of citations for violations of these laws.

A 2023 California Office of Traffic Safety (OTS) Survey identified distracted driving as their primary traffic safety concern and mobile devices remain the biggest distraction.

Nationwide, there continues to be a loss of thousands of friends and family members due to distracted driving.

The National Highway Traffic Safety Administration (NHTSA) launched the "Put the Phone Away or Pay" campaign February of 2024 to synchronize state and federal efforts to discourage this risky behavior.

I attended the campaign webinar on April 1st and it was nice to see the level of attention this issue is receiving.

Unfortunately, as mobile devices evolve to offer the user more and more functionality and connectivity, this problem has the potential to become even more severe.

Existing Literature

Studies of:

- **Effects**
- **Consequences**
- **Countermeasures**

But why...



There have been studies on the cognitive effects of cellphone usage in general

Lots of studies highlighting statistics related to the aftermath of incidents caused by the behavior

There have even been studies about the effectiveness of countermeasures.

As far as we can tell, no studies have been conducted to try to find answers to a very fundamental question: Why.

Anticipated Impacts



The goal of this project is to uncover the WHY mentioned in the previous slide.

The results of this study will support state and federal traffic safety officials in their strategy to change public behavior by providing them an alternative view of factors contributing to the problem.

Definition

DDHD is a simple acronym coined for the purpose of this study that refers to the act of unlawfully manipulating a handheld mobile communications device while operating a motor vehicle

Throughout our study, we used acronym DDHD (Distracted Driving with Handheld Mobile Devices) to refer to the act of manipulating a handheld mobile communications device while operating a motor vehicle unlawfully

Research Questions

Main question: Why do people use mobile phones while driving?

Sub-Questions:

1. Are attitudes like optimism bias a common motivator for DDHD?
2. What are the cognitive processes of individuals who continue to use mobile phones while driving despite understanding the associated danger?
3. Does having a system or tool in place help minimize the risks from using hand-held devices? (e.g. do not disturb features, turning the phone off, carplay, spotify car mode, CMT device / insurance partnership with reward, etc)
4. How do teens, young adults and older drivers' attitudes differ towards DDHD?
5. Would people still engage in DDHD if the penalties were similar to drunk driving penalties or if they were monitored via telematics? (e.g. license revocation, greater fine and or jail time)

Our research design builds upon previous studies by exploring the central question: **Why do people use mobile phones while driving?**

Our 5 sub-questions will guide our research and analysis by measuring and answering the following topics:

- Optimism Bias
- Recklessness
- Risk aversion
- Integrity
- Attitude towards DDHD
- Mobile Phone Usage
- And response to consequences

Study Design

Quantitative Design: Observational / Longitudinal Study + Survey



Group 1

Pre-licensed Minors /
Young Adults
Ages: 15.5 to 17.5



Group 2

Licensed Young Adult
Ages: 16 to 25



Group 3

Experienced Drivers
Ages: 25 and older

Note: There is an overlapping age because ages 16 - 17.5 can be pre-licensed or has already maintained a license

Speaker 1: Our research will utilize a quantitative design, employing an observational study that utilizes the survey method. This approach will allow us to collect attitudinal data targeting three distinct groups within the broader driving population. We will look at each of these groups independently to understand their behavior and motivations behind driving while using cellular devices.

We will stratify our survey subjects into three groups based only on their driving age. Group 1 will be Pre-licensed Minors ages 15.5 to 17.5. Group 2 will be an aggregation of Licensed Teens and Young Adults ages 16 to 25. Group 3 will be older Licensed Adults over the age of 25. Note: There is an overlapping age because ages 16 - 17.5 can be pre-licensed or has already maintained a license

Speaker 2: This is a longitudinal study consisting of a one-time survey for emergent drivers that will be conducted during the Driver Education phase for Pre-Licensed Minors. This one-time survey will be conducted via an online platform, and a physical copy of the survey will also be available.

Periodic data collection from the remaining groups will be conducted on various occasions:

- For drivers with no imminent license expiration, a continuous voluntary survey will be made available.
- For driver's renewing their operator's license, a mandatory survey will be conducted at renewal.
- All drivers past the pre-licensed stage will have the option to take the survey in-person at their local DMVs, or online via products like Qualtrics or Survey Monkey.

Month of April + Campaign



Campaigns we saw during our research that spread awareness on the situation.

CHP / National Highway Traffic Safety Administration - US federal agency

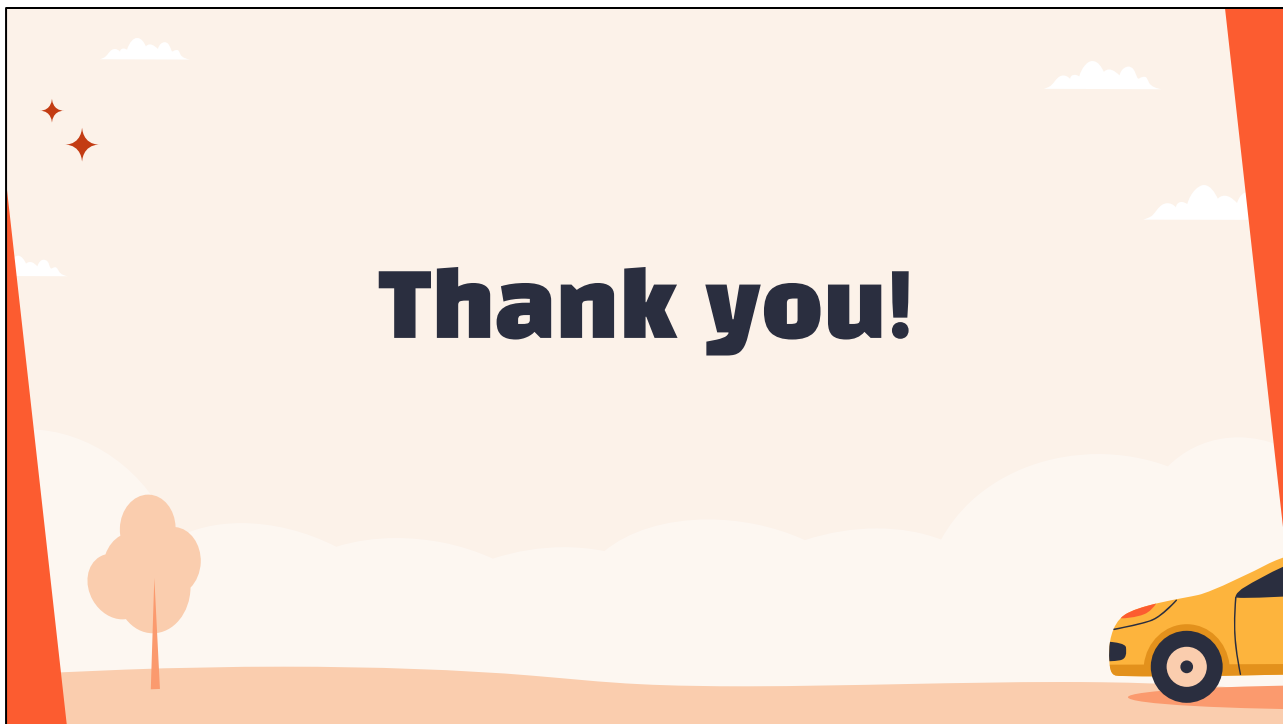
During a portion of Distracted Driving Awareness Month, from April 4 through 8, you may see increased law enforcement on the roadways as part of the national paid media campaign [Put the Phone Away or Pay](#). This campaign reminds drivers of the deadly dangers and the legal consequences – including fines – of texting behind the wheel.

Consider these tips for safe driving:

- If you have to text, pull over to a safe location and park your car – only then should you read or send the text message.
- Distracted driving isn't just texting, scrolling through social media or messaging while driving is distracted driving too.
- Appoint your passenger as the "designated texter" to respond to calls or messages.
- Activate your phone's "Do Not Disturb" feature, silence notifications, or your put phone away in the trunk so you won't

- be tempted to respond.
- Speak up if you see someone texting and driving and ask them to put their phone away.

Thank you!



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