IC23034 Abstract

The data set that we are using is from the Washington Traffic Safety Commission. The data was produced in response to the enactment of stronger distracted driving laws RCW 46.61.672 and RCW 46.61.673. Based on the statistics and surveys provided, our team will be finding a correlation between the male and female responses towards advertisement and the number of crashes per gender/per age group. We also utilized outside sources from the Washington State Department of Transportation to support our findings.

1. https://www.wsdot.wa.gov/mapsdata/crash/collisionannual.htm
    a. Based on the summary reports provided by this website, it is evident that the most common age group that commit distracted incidents or EDUI's were the 18-34 age group.
2. Our team cleaned the data to create a brand new data frame that was based on age and gender. From here, we counted up the responses to each of the questions regarding what kind of advertisement/reasoning they would react best to. (Focus was put on age group 18-34)
3. The most prevalent trend that could be witnessed was that the female group tends to stop/be influenced by more advertisements than males. It is important to note that the top categories that both males and females responded positively to were:
    a. Stop_bt: Bluetooth capabilities in vehicle to permit hands-free use of cell phone
    b. Stop_crash: Crashing your car because you were using a cell phone while driving
    c. Stop_kill: Killing someone with your car because you were using your cell phone while driving
4. After exploring the data and trends discovered, we recommend the advertisement of utilizing bluetooth technology when driving and putting an emphasis on the fatal and serious injuries that could potentially occur (our main target group will be males aged 18-34 years old).