Road user behavior
Part 4

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SWOV
Errors versus violations

• 95% of all accidents human failure

• Human behaviour error prone due to human limitations not stupidity

• Violations are deliberate: have personal advantages

• Not bend the person to fit the mold, But vice versa.
Errors: Multi-tasking = myth
Errors: Limited short term memory
Errors: Inattentive blindness
Complex task requires ‘brain’ practice
Errors: Only 4% of behaviour = ‘Thinking’

We think much less than we think we think
Way forward  Errors motorists & cyclists

• Train ‘safe & preferred’ behaviour from the start

• Increase hazard perception

• Makes preferred/ safe behaviour ‘easy’

• Attractive, comfortable and more or less automatic
Why road users commit violations

• Behaviour is rewarding: e.g. speed shorter travel time/thrill
• Over-optimistic about personal control and skills
• Perverse feedback loop
• Poor at anticipating/imagining life changing events
• We all do it & and find ways to justify
Way forward violations motorists

• **Raise awareness**
  – Education (but not fear-evoking)

• **Make ‘risky’ behaviour less rewarding**
  – Police enforcement on drink driving, speeding, distracted driving
  – Penalties in relation to risk-setting

• **Don’t trigger, provoke, or confuse**
  – Credible speed limits

• **Make violations impossible**
  – Intelligent speed adaptation (ISA)
Way forward violations motorists

• **Raise awareness**
  – Education (but not fear-evoking)
  – Extra responsibility

• **Make ‘risky’ behaviour less rewarding**
  – Police enforcement on drink driving, speeding, distracted driving
  – Penalties in relation to risk-setting

• **Don’t trigger, provoke, or confuse**
  – Credible speed limits

• **Make violations impossible**
  – Intelligent speed adaptation (ISA)
Way forward violations Cyclists

• **Raise awareness**
  – Education (but not fear-evoking)
  – Distracted and drunk cycling
  – Visibility and vulnerability

• **Make ‘risky’ behaviour less rewarding**
  – Police enforcement on visibility and road use

• **Don’t trigger, provoke, or confuse**

• **Make violations impossible**
  – Remove ‘useless’ traffic lights
• Especially for children, poverty or deprived living conditions should not create barriers for cycling.